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PROSPECTS FOR THE DEVELOPMENT OF THE EAST KAZAKHSTAN REGION AS A REGIONAL TOURISM CLUSTER

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Abstract. The relevance of the study is determined by the fact that the East Kazakhstan region has major tourist and recreational potential. But it is in low places in the tourism services market, although the studied area can become an incentive for economic development and position itself as a social, academic and cultural cluster region, according to the concept of development of the tourism industry of the Republic of Kazakhstan until 2029 [1]. Efforts are underway to leverage existing resources and expertise, allowing for the competent formation of a cluster aimed at enhancing development in the East Kazakhstan region.

It is possible to give uniqueness to the opportunities existing in the region by stages of formation and a competent solution to the development of such types of tourism as business, ski, ecological, beach, cultural and educational. All this can become the basis for development in the long term and a competitive advantage in the Kazakh and international markets when creating an integral tourist product. The objective prerequisites for the formation of the cluster are landscape diversity, water and balneological potential, conditions of climatic resources, distinctive national museum complexes and historical and cultural heritage.

Keywords: recreational potential, tourism development concept, East Kazakhstan region, tourist and recreational cluster.

ПЕРСПЕКТИВЫ РАЗВИТИЯ ВОСТОЧНО-КАЗАХСТАНСКОЙ ОБЛАСТИ КАК РЕГИОНАЛЬНОГО ТУРИСТСКОГО КЛАСТЕРА

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Аннотация. Актуальность исследования определяется тем, что Восточно-Казахстанская область обладает весомым туристско-рекреационным потенциалом. Но на рынке туристских услуг находится на невысоких позициях, хотя исследуемая область может стать стимулом развития экономики и позиционировать себя как социальный, образовательный и культурный кластерный регион, согласно концепции развития туристской индустрии Республики Казахстан до 2029 года [1], которая дает возможность грамотного формирования кластера по усовершенствованию этой сферы в ВКО.

Для улучшения уникальных возможностей, существующих в области, можно этапами формирования и грамотным решением развития таких видов туризма, как деловой, горнолыжный, экологический, пляжный, культурно-познавательный. Все это может стать базой развития в долговременной перспективе и конкурентным преимуществом на казахстанском и международном рынках при создании интегрального туристского продукта. Объективными предпосылками формирования кластера являются ландшафтное разнообразие, водный и бальнеологический потенциал, условия климатических ресурсов, самобытные национальные музейные комплексы и историко-культурное наследие.

Ключевые слова: рекреационный потенциал, концепция развития туризма, Восточно-Казахстанская область, туристско-рекреационный кластер.

I*ntroduction.* The East Kazakhstan cluster can develop as a «Universe of nature's fairy tales» and become a center for the development of eco-tourism. The main tourism products created in this cluster will be walking in the mountains, recreation on lakes, adventure and active tourism.

Of the six tourist and recreational zones allocated in East Kazakhstan region, the main competitive and picturesque places will be considered the Bukhtarma Reservoir, the Katon-Karagai Valley, the Irtysh River basin and Central Altai, since they represent great consumer potential, a huge complex of entertainment, and most importantly, having interesting cultural and historical attractions. Therefore, priority tourism clusters of East Kazakhstan region are located in the selected territories. One of the interesting areas of development may be scientific tourism, since there are many objects that may be of interest to science. For example, the Sinegorsk fir grove, the Tarkhan reference geological section — a paleontological natural monument, which is a reference for determining the geological age of rocks between the Devonian and Carboniferous periods and is of worldwide importance, containing the fossilized remains of ancient organisms.

Materials and methods of research. The theoretical and methodological basis of the research was the scientific techniques, principles and methodological developments of scientists in the field of tourism development, presented in the works of such authors as B. F. Kudinov, V. A. Kvartalnov, I. T. Balabanov, V. G. Gulyaev, A. D. Chudnovsky, B. S. Senin, A. Yu. Alexandrova. Such specialists as V. M. Kitsis, A. V. Eliseeva, considered the issue of tourist and recreational clusters. [4], Kharlampieva A. S., Komissarova T. S. [11]. Specialists such as V. M. Kitsis, A. V. Eliseeva, Kharlampieva A. S., Komissarova T. S., V. N. Granetsky [2], Egorina A. V., Serikuly T., Turarov N., Loginovskaya A. N., Peremitina S. V. [3], Z. E. Namazbaeva [6], K. I. Samoilov, O. R. Rasilkhanuly [9], A. M. Kasymova, A. E. Bedelbayeva, and S. N. Aytkulova [12] in their scientific works have extensively studied the issue of tourist and recreational clusters.

The information and empirical base of the study consisted of statistical, information and analytical data from the Committee on Statistics of the Ministry of National Economy of the Republic of Kazakhstan [5], and the Department of Tourism and External Relations of the East Kazakhstan Region [10]. The methodological basis of the research is composed of modern general scientific methods of cognition, analytical, historical, and systemic.

Research results and discussion. The concept of «cluster» in economic research illuminates the association of interconnected organizations concentrating on a studied area to improve existing advantages. [4]. Thus, the cluster allows the formation of a single center that interacts with all key elements and structures.

The territory are characterized by a rich diversity of natural areas, flora, and fauna, with local natural and climatic features based on the laws of vertical zonation and their great diversity, from steppe to mountain-taiga [7]. In addition, if in the north of the region there is mountains covered with dark coniferous taiga, then in the south the border of the region runs along the semi-desert coast of the Bukhtarma Reservoir, the most varied and massive tourist recreation.

The formed strategy for the development of tourism in the recreational zone makes it possible to carry out the following:

- The creation of an industry management mechanism based on a tourist transfer system;
- Completion of the inventory of land plots and their seizure in court into state ownership;
- Design of winter and summer water and land tourist routes;
- Training of young personnel and mass development of tourist sports sections [10].

As an example, we can cite the measures taken to develop beach tourism:

- Sibinsky lakes and a section of the Bukhtarma coastal recreational zone: transfer of 599.4 hectares of state forest fund lands to the lands of the settlement of Bukhtarma [12];
- Construction of children's grounds and sports grounds;
- Repair and reconstruction of the resort village's transport network;
- Repair and reconstruction of the Novaya Bukhtarma power grid;
- Creation of a heat and water supply and wastewater treatment system.

There are favorable conditions of winter tourism — ski tourism is developing in the city of Ridder, in the Altai and Glubokovsky regions, since here the longest duration of preservation of snow cover in Kazakhstan.

The SWOT analysis and assessment of the territory's competitiveness allow us to conclude that the existing potential is underutilized. This occurs due to non-compliance with service standards. To create conditions for the integration of the tourism product, both into domestic and international tourism, it is necessary to consider and solve a number of problems.

One of the cluster recreational zone is the mixed location of recreation centers providing tourist services (that is, commercial facilities) and private holiday houses used by the local population in the summer as summer cottages for personal use [9]. The presence of housing constructions on the territory of recreation

centers is a common occurrence. The diverse array of leisure amenities creates the ideal conditions for masking its layout as a business establishment catering to holidaymakers. The property is positioned as a personal holiday home, and vacationers are presented as relatives or acquaintances.

The presence of tourist resources, the features of the existing infrastructure open up new prospects and make it possible to develop promising forms of tourism: speleological climbing, horseback riding, cycling, hang gliding, mountain walking, hunting tours, helicopter excursions, yachting, and underwater scuba diving.

Proposed measures for the further development of the industry:

- Developing a tourist transfer system and mass involvement of accommodation facilities in its work;
- Designing winter and summer water and land tourist routes and putting them into operation;
- staff training and mass development of tourist sections — winter and summer sailing, kiting, hang gliding, horseback riding, hiking and environmental tourism [8], aeronautics, jeeping, parachuting;
- Mass development of winter and summer types of mobile and stationary tourism; development of children's and youth, cultural and event tourism.

The development and production of an architectural cluster within new boundaries makes it possible, taking into account the transfer of current types of recreation for example on lakes, from limited beach activities to a variety of stationary and mobile types. Will open up the possibility of creating cycling trails, sports grounds, recreation parks, public beaches, a hippodrome, attractions, gazebos for recreation and other services aimed at meeting the quality of tourist needs on the coast.

The main objectives of creating a cluster of modern tourism industries in the East Kazakhstan region were formulated.

Conclusions.

The East Kazakhstan region is a unique place, rich in its diversity of recreational resources. The region has enormous potential and can offer the following types of tourism: beach, active, hunting and fishing, hiking, recreational, sports, extreme. To promote the cluster successfully, it is advisable to invest in infrastructure development (hotels and transport). The main direction of tourism development can be classified as an environmentally acceptable and profitable business direction, but in order to strengthen recreational development, it is necessary to form a tourist infrastructure and promote marketing.

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