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OF TOURISM DEVELOPMENT IN NORTH KAZAKHSTAN**

Abstract. The article reveals the environmental and economic prospects for the development of tourism in northern Kazakhstan, clarifies the pressing issues of using tourism potential, and on the basis of the marketing approach, reveals special aspects of the development of the ecological and economic system of the Republic of Kazakhstan, which includes a combination of natural, ecological, socio-economic and social public statements. Certain principles of environmental management taking into account the interests of environmental protection. The most optimal ways of strengthening the economy, its balanced spatial organization from the point of view of environmentally sound distribution of productive forces are proposed. The article substantiates the interests of ensuring the ecological and economic balance of the long-term development of the country and its greening. The tourist and recreational resources of Northern Kazakhstan were studied, prospects were identified, the tourist cluster was considered as a pillar of sustainable tourism development and the development of new recreational spaces through the creation of an innovative tourist product of the region. Arguments are given in favor of the priority consideration of environmental factors in the development of clustering in the tourism sector. The factors for the further development and improvement of the clustering tools are established.

Key words: tourism, tourism potential of the region, environmental and economic security, clustering.

Introduction. In the modern world, in the context of an intensifying process of globalization, the development of individual territories is becoming the basis for increasing the competitiveness of the region and the state as a whole. Tourism plays an important role in solving social problems, ensuring the creation of additional jobs, employment growth and welfare of the country's population, and, thanks to the multiplier effect, affects the growth of the economy, including the development of such areas of economic activity as the services of tourist companies, collective accommodation facilities, communications, trade, transport, production of souvenir and other products, food, agriculture, construction and other industries. Thus, tourism is a catalyst for the socio-economic development of the regions of the Republic of Kazakhstan. Currently, the tourism industry is one of the fastest growing sectors of the world economy, promising from the point of view of using innovations.

New approaches are becoming relevant, suggesting an indirect impact on the development of the region within the framework of the national innovation system by creating conditions for increasing innovative activity and the susceptibility of business entities. The development of many regions is hampered by the lack of necessary conditions: insufficient material and financial resources, underdeveloped research base, inconsistent regional policy, and environmental conditions.

The combination of natural-ecological, socio-economic and socio-political prerequisites for the formation of the economic complex of the Republic of Kazakhstan objectively leads to strong tension in the regional environmental and economic system. The principles of rational nature management, taking

into account the interests of environmental protection, suggest the search for the most optimal ways to strengthen the economy, its balanced territorial and spatial organization from the point of view of environmentally perfect distribution of productive forces.

If we proceed from the interests of ensuring the ecological and economic balance of the long-term development of the country, then greening is a non-alternative and necessary priority. We will try to justify this.

Firstly, it is necessary to proceed from territorial natural and ecological features.

Secondly, the specifics of the country's socio-demographic development also "requires" the greening of the economy. The anthropogenic press on nature is intensifying in conditions of expanding needs. A steady increase in the scale of reproduction objectively increases the degree of involvement of the means of production of natural origin in the process of social production, which leads to their depletion and pollution of the environment. Against the backdrop of modern trends of the almost universal deterioration of environmental conditions in the country, all natural objects (zones) have become, to one degree or another, anthropogenic impact. For example, highland nival zones become objects of extreme tourism.

Thirdly, the development of agricultural production – the main sector of the country's economy as a whole is unsuccessful in terms of environmental and economic safety of society. In general, agrarian reform did not lead to the expected full economic recovery of agriculture, not to mention the greening of land use.

Fourth, social trends also require the implementation of environmentally oriented solutions. The thing is that about 60 % of the population lives on the territory of the forest fund and the socio-economic situation of people depends on the forest. At the same time, the conservation of forest wealth and biodiversity is becoming more complicated. But the forest is a natural complex capable of restoration, on which the entire ecosystem of the regions often rests.

From the point of view of socio-ecological safety, any degradation of the environment exacerbates social inequality, as material wealth puts their owners in privileged conditions, providing conditions for a healthy, high-quality and stable life, inaccessible to the poor, who are forced to endure pollution and the consequences of nature damage. Against the backdrop of an unprecedented transformation of society, permeating the entire system of relations, as a result of the transition to market management mechanisms, a radical breakdown of the lifestyle and psychology of the population occurs. Not only the forms of managing, but also the way of life with their way of life, ideals and value orientations are changing. All this causes a deep depression in society, accompanied by various social deformations and human losses.

Finally, the crisis environmental situation is complicated by the fact that the population (for the most part) is indifferent to the conservation and protection of nature. This is a direct consequence of the low level of environmental culture, environmental education and education. All this together determines the urgent need for structural restructuring of the republic's economy sectors in favor of the priority development of environmentally oriented spheres. In this sense, tourism and recreation has tremendous potential. Fortunately, Northern Kazakhstan has unique tourist and recreational resources, and conditions that are very promising in terms of their use.

Clusters are a pillar of sustainable tourism development and the development of new recreational spaces through the creation of an innovative tourism product in the region.

The main tool for an effective state strategy for the development and management of tourism in countries with a high level of competitiveness has become the cluster approach. It is based on the interaction and cooperation of organizations operating in the tourism industry and government agencies, the natural and environmental capabilities of the region, without which it is impossible to manage innovative activity.

Cluster members receive a number of benefits from joint ventures. These are reducing risk and uncertainty, restricting competition, dominating the market, technological and organizational innovations, strengthening the image, increasing the quality of tourism products, creating conditions for effective marketing, synergistic effect, promoting the development of the regional economy and, as a result, increasing the investment attractiveness of the tourism sector and destinations in general.

A high level of innovation activity is a prerequisite for sustainable socio-economic development of tourism. In this regard, the development of research methods, conditions that determine the level of innovation activity of tourism organizations, is of particular importance, both for economic science and the practice of managing innovation and investment. Insufficient knowledge of cluster development issues in a market economy indicates the relevance and need to study a wide range of theoretical and practical issues in the interest of increasing the competitiveness of Northern Kazakhstan. The development of conceptual and methodological foundations for creating a highly efficient and competitive tourist cluster in the Northern region of Kazakhstan will provide opportunities to meet the needs of Kazakhstan and foreign tourists in services, corresponding to replenish the region's budget, including through tax revenues, foreign currency inflows and investments, increase jobs while maintaining and rationally using the cultural, historical and natural heritage of the region.

Methods. The theoretical and methodological basis of the study was the scientific works of Kazakhstan and foreign scientists on the role and development of the tourism cluster. The information base of the study was the legislative and regulatory acts of the Republic of Kazakhstan and other states, official statistical materials of the Agency of the Republic of Kazakhstan on Statistics, as well as other electronic information resources of international, foreign and Kazakhstan institutions of tourism support and development based on a cluster approach.

In the course of the study, the following methods were used: monographic (when collecting data from primary documents of available tourist infrastructure); grouping method (when grouping enterprises according to homogeneous attributes); design and construction (when calculating indicators for the medium - and long-term prospects); economic and mathematical methods (in the formation of models and options for tourist clusters).

Results. Tourism in modern society is one of the most important aggregated sectors of the state's economy, involving in its orbit a whole range of directions – both at the level of direct contact with the traveler (transport, travel agencies, accommodation and food systems, cultural and entertainment, sports and recreation, sanatorium resort complexes, etc.), and indirectly participating in the formation of integrated tourism services (agriculture, processing industry, fuel and energy s complex, the automotive industry and the production of other means of transportation, communications, construction complex, souvenir industry, and others.).

A significant factor negatively affecting the dynamic development of tourism, both in terms of increasing the number of foreign tourists who are looking for a holiday in Kazakhstan, and in terms of attracting foreign investment in the sphere, is the socio-political situation in the country. The deterioration of the investment climate due to social (corruption), economic (insolvency of the population) and political (political adventurism) reasons aggravates the country's already difficult situation.

In Kazakhstan, there is the problem of protecting nature from the mass of unorganized tourists. Indices of domestic tourism are falling, but the number of unorganized tourists who prefer a “wild” vacation is growing “proportionally”. Such “extreme lovers” become the culprits of forest fires, the deterioration of the landscape. We believe that unorganized, amateur tourists exceed the number of organized tourists and make up 1-1.2 million people. in year. But they do not bring adequate benefits to either the state or enterprises, but they harm the natural environment of the region [3]. The task of reliable protection of recreational areas from the activity of unorganized tourists has not yet been solved. Unfortunately, the republic has missed such an important component of state and public policy in the field of tourism as the formation of a culture of relaxation. It is extremely difficult to do this without the proper development of the “tourist consciousness” of the local population. Tourism consciousness is a definite “ideology of hospitality” in relation to tourists (The Hague Declaration on Tourism, 1989). In some CIS countries, programs are being energetically implemented aimed at creating a tourist awareness of the population of tourist centers. For example, in the Russian Federation, the Sochi-Hospitable City project is successfully operating.

Interest in the Great Silk Road, the main branches of which pass through the territory of Kazakhstan, is growing in the world. So far, this opportunity to expand tourist flows is not fully utilized. According to the World Tourism Organization and UNESCO, the Great Silk Road until 2020 will turn into an attractive

route for tourists, ready to accept a third of travelers around the world. However, this is impossible without regional cooperation with countries - links of the historical route.

Thoughtful understanding of the situation and careful observation of the implementation of national tourism support strategies allows us to conclude that in the modern conditions of developed communications, advertising and promotion of tourism and recreational services at the international level are of particular importance. For example, in recent times, power in Egypt has changed, but the priorities of government agencies to retain and attract foreign tourists have remained unchanged. Therefore, in the opinion of the authors, it is time to strengthen the work on creating a favorable image (image) of Kazakhstan.

Its poor promotion as a country of tourism is the reason for the low awareness of the regions of Kazakhstan in the target tourism markets.

But promotional activities are effective when at the same time a set of measures is being implemented to improve the quality of the tourist complex. A good example is Turkey's strategy to attract Russian tourists at the beginning of this century, when the authorities of this state took unprecedented steps to simplify entry and improve conditions for Russian citizens. This led to the fact that Russian tourists, previously oriented to the tourist market of Greece, for the most part "switched" to Turkey. Currently, there is increasing competition in the global market for tourist and recreational services, which should be taken into account when developing the market of tourist and recreational services in the republic. A further increase in the number of tourists in Kazakhstan will be objectively influenced by the developing leisure industry in the CIS countries. For example, every spring in order to increase competitiveness in neighboring countries (Uzbekistan, Kyrgyzstan), a targeted advertising campaign is carried out. Its task is to attract potential consumers of the main tourist resource of Kazakhstan – recreation and treatment zones to their health resorts. It is predicted that competition will intensify even more over time.

It should be noted that the wear and tear of fixed assets of stationary facilities is increasing in the republic, most of which were erected on projects of the 1960-1970s. Their reconstruction and modernization is required. It restrains the development of resort and recreational tourism and the lack of investment. The fauna is characterized by a variety of commercial species of animals and birds.

Cultural and recreational resources of the republic are an important national wealth. But even in this area many opportunities are not used, reserves are not identified. For example, in Russia there are regular tours, creative tours that are associated with the names, life, autobiographies and works of world famous poets and writers A. Pushkin, Yu. Lermontov, L. Tolstoy, I. Turgenev and others. There are not enough tours in Kazakhstan with the life and work of great Kazakhstani figures and writers.

All types of tourism can be considered promising, in particular - sports, fishing, educational and religious. In a sanatorium-resort economy, along with traditional types of services, it is important to develop speleo, grass, juice, koumiss, and medical treatment. The main feature of many of these types of recreational activities is that they form a specifically Kazakhstani niche in the global market for recreational services and increase competitiveness.

External general economic factors of tourism development as a whole are also favorable. Tourism adds a total of 3.8 % to the global gross domestic product and more than 10 %, taking into account the indirect impact on the development of related sectors of the economy. According to forecasts of the World Tourism Organization, in the next decade, the growth rate of economic indicators in the tourism sector will continue. In the meantime, the tourism business has already declared itself as a dynamic and profitable niche with high growth potential. World tourism accounts for 9.5 % of global investment. The number of jobs directly in the tourism and recreation sector is 74.5 million, taking into account its conjugation with other areas – 225 million.

1. International tourism in connection with profitability and quick payback (the uniqueness of tourism – in its scale) significantly contributes to the exit of the republic from socio-economic decline.

2. The development of tourism, which is characterized by high labor intensity, can lead to an increase in the employment of the population of the republic. In the course of expanding this sphere, construction and production complexes are revitalized (construction of resorts, health resorts, production

of tourist equipment), the service sector (tourist services in health resorts, cultural institutions, cafes and restaurants). The rapid growth of socio-industrial infrastructure: transport, communications, sports, trade, banks.

3. The natural and geographical conditions of Kazakhstan determine the location of tourism enterprises in rural areas, which in turn provides for the solution of the problem of employment of the rural population – one of the most acute at present.

4. Tourism as a highly profitable sphere effectively creates direct and indirect employment, which makes it possible to directly and indirectly raise the standard of living of the population.

In addition, the importance of tourism in Kazakhstan is also growing due to weakening export opportunities, due to the economic crisis. Clearly realizing that it is impossible to develop in isolation from world economic relations, the country is looking for optimal options for export specialization. And tourism, which has entered the top three world business leaders along with the oil and automobile industries, as applied to Kazakhstani reality, can and should become an important article in the export of services. In the modern world, the tourist services market is considered as a means of increasing the country's solvency, as an important element of domestic and foreign policy. Tourism complements, or even just makes up for, the export of traditional goods.

In the republic there is an interdependence, a close relationship between the problem of environmental safety and the socio-economic crisis in society. In this regard, the socio-economic functions of tourism, which contribute to the solution of national tasks to increase the welfare of the population, acquire key importance.

Despite the existing problems in the field of tourism and recreation, associated with a weak material and technical base, lack of investment, lack of trained tourism management personnel, social turbulence and ensuring the safety of vacationers, against the backdrop of the favorable development of world tourism, it remains a promising area of the national economy. The tourism industry of the country is able to adapt faster than all other sectors of the economy to new competitive market conditions and will not only survive, but also develop dynamically.

In order to achieve the ecological and economic balance of long-term development, the greening of the economy and its structural changes are advisable taking into account the fact that there is a reduction in the capacity of regions due to increased vulnerability of their ecosystems against the background of existing environmental disruptions and due to a sharp decrease in the ecological capacity of the territories. Environmentally-friendly structural adjustment should provide for large-scale redistribution, overflow of resources from primary (agriculture, mining) to secondary sectors of the economy (manufacturing, transport, construction, communications) and then to tertiary (services).

Discussion. The research problem is caused by increasing competition in the tourism business, the growth of innovative activity, without which the dynamic development of tourism is impossible. There is a need for such a toolkit for managing tourism development that would allow to evaluate, adopt and implement measures to increase it in the shortest possible time. At the same time, cluster development of tourism is constrained by a number of factors: obsolescence of the material and technical base, insufficient financing of innovative projects, low level of state support, and, as a result, inefficient management of innovative development. This contradiction raises a scientific problem: the need to form a tourism management system based on the use of cluster technologies.

Reasonably organized tourist and recreational production does not lead to the depletion of natural resources, and their use by industry means physical withdrawal (often with the destruction of the environment). From the point of view of environmental and economic safety, tourism (while maintaining rationality) does not deplete natural resources, does not upset the ecological balance. However, it is not a completely “harmless” sphere. As one of the types of nature management, tourism leads to degradation of landscapes and environmental pollution. This requires a search for the optimal permissible norms for tourist visits to various tourist and recreational areas and water areas, taking into account regional specifics.

Although authorities at various levels are beginning to understand the importance of the predominant development of the tourism and recreation sector, tourism nevertheless remains a relatively untapped economic resource. So far, the existing material base of the recreational complex of the republic does not correspond to the recreational potential:

- infrastructure, material and technical base do not meet international standards;
- service sectors remain weak;
- the flow of tourists is reduced due to adverse natural processes.

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СОЛТҮСТІК ҚАЗАҚСТАНДА ТУРИЗМДІ ДАМУДЫҢ ЭКОЛОГИЯЛЫҚ-ЭКОНОМИКАЛЫҚ БОЛАШАҒЫ

Аннотация. Мақалада Солтүстік Қазақстанда туризмді дамытудың экологиялық-экономикалық перспективалары ашылды, туристік әлеуетті пайдаланудың өзекті мәселелері нақтыланды, маркетингтік тәсіл негізінде қаралған аймақтың ерекшеліктері, сондай-ақ табиғи-экологиялық, әлеуметтік-экономикалық және Қоғамдық-саяси алғышарттардың жиынтығын қамтитын Қазақстан Республикасының экологиялық-экономикалық жүйесінің қалыптасу кезеңдері анықталды. Қоршаған ортаны қорғау мүдделерін ескере отырып, табиғатты ұтымды пайдалану қағидаттары анықталды. Өндірістік күштерді экологиялық мінсіз орналастыру тұрғысынан экономиканы нығайтудың, оны теңдестірілген аумақтық-кеңістіктік ұйымдастырудың неғұрлым оңтайлы жолдары ұсынылды. Мақалада елдің ұзақ мерзімді дамуының экологиялық-экономикалық теңгерімділігін қамтамасыз ету және оны экологияландыру мүдделері негізделген: біріншіден, аумақтық табиғи-экологиялық ерекшеліктерді негізге алу қажет; екіншіден, елдің әлеуметтік-демографиялық дамуының ерекшелігі "экономиканы экологияландыруды" талап етеді; үшіншіден, ауыл шаруашылығы өндірісін дамыту – жалпы алғанда, қоғамның экологиялық-экономикалық қауіпсіздігі тұрғысынан қолайсыз, ел экономикасының негізгі секторын дамыту; және төртіншіден, әлеуметтік үрдістер, сондай-ақ экологиялық бағдарланған шешімдерді іске асыруды талап етеді. Халықтың 60 %-ға жуығы орман қоры аумағында тұрады және адамдардың әлеуметтік-экономикалық жағдайы орманға байланысты. Бұл ретте орман байлығын сақтау, биоалуантүрлілік қиындауда. Ал орман – қалпына келтіруге қабілетті табиғи кешен. Солтүстік Қазақстанның туристік-рекреациялық ресурстары зерттелді, перспективалар анықталды, туризмнің тұрақты дамуының тірегі ретінде туристік кластер қарастырылды және өңірдің инновациялық туристік өнімін құру арқылы жаңа рекреациялық кеңістіктерді игеру қарастырылды. Туризм саласындағы кластерингті дамытудағы экологиялық факторларды басым есепке алу пайдасына дәлелдер келтірілген. Кластеринг қазіргі заманғы басқару құралдарының бірі ретінде ол Қазақстанға халықаралық тәжірибенің лайықты шығармашылық трансфері арқылы туристік сала кәсіпорындары қызметінің ұтымдылығын арттыруға алып келуі мүмкін. Кластеринг құралдарын одан әрі дамыту және жетілдіру үшін факторлар анықталды.

Түйін сөздер: туризм, өңірдің туристік әлеуеті, экологиялық-экономикалық қамтамасыз етілуі, кластеринг.

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ЭКОЛОГО-ЭКОНОМИЧЕСКИЕ ПЕРСПЕКТИВЫ РАЗВИТИЯ ТУРИЗМА В СЕВЕРНОМ КАЗАХСТАНЕ

Аннотация. В статье раскрыты эколого-экономические перспективы развития туризма в Северном Казахстане, уточнены актуальные вопросы использования туристского потенциала, на основе маркетинг-

гового подхода выявлены особенности рассматриваемого региона, а также этапы становления эколого-экономической системы Республики Казахстан, который включает совокупность природно-экологических, социально-экономических и общественно-политических предпосылок. Определены принципы рационального природопользования с учетом интересов охраны окружающей среды. Предложены наиболее оптимальные пути укрепления экономики, ее сбалансированной территориально-пространственной организации с точки зрения экологически безупречного размещения производительных сил. В статье обоснованы интересы обеспечения эколого-экономической сбалансированности долгосрочного развития страны и ее экологизация: во-первых, необходимо исходить из территориальных природно-экологических особенностей; во-вторых, специфика социально-демографического развития страны также «требует» экологизации экономики; в-третьих, развитие сельскохозяйственного производства – основного сектора экономики страны в целом неблагоприятно с точки зрения эколого-экономической безопасности общества; и в-четвертых, социальные тенденции также требуют реализации экологически ориентированных решений. Все дело в том, что около 60 % населения проживает на территории лесного фонда и социально-экономическое положение людей зависит от леса. При этом сохранение лесного богатства, биоразнообразия усложняется. А ведь лес – способный к восстановлению природный комплекс, на котором зачастую держится вся экосистема регионов. Изучены туристско-рекреационные ресурсы Северного Казахстана, определены перспективы, рассмотрен туристский кластер как опора устойчивого развития туризма и освоение новых рекреационных пространств через создание инновационного туристского продукта региона. Приведены аргументы в пользу приоритетного учета экологических факторов в развитии кластеринга в сфере туризма. Кластеринг как один из современных управленческих инструментов, который через подходящий творческий трансфер международного опыта в Казахстан может привести к повышению рациональности деятельности предприятий туристской отрасли. Установлены факторы для дальнейшего развития и усовершенствования инструментария кластеринга.

Ключевые слова: туризм, туристский потенциал региона, эколого-экономическая обеспеченность, кластеринг.

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