

ABSTRACT

dissertations for the degree of Doctor of Philosophy (PhD),
doctor of profile
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«Organizational and economic aspects of the development of inbound tourism as a factor in the development of the national economy: the experience of Almaty region»

Topic of dissertation research. In modern conditions of the development of the world economy, tourism is becoming one of the leading and dynamically developing industries. Tourism contributes to the development of key sectors of the economy (transport, communications, construction, agriculture, production of consumer goods) through tax revenues to the budget, an increase in the number of jobs, and foreign exchange inflows.

Kazakhstan, occupying an advantageous geopolitical position, possessing significant natural and recreational resources and objects of world cultural and historical heritage (11 objects are included in the UNESCO World Cultural Heritage List), unique natural diversity, has the potential to develop new tourism products and all the necessary basic prerequisites to become a major player on the world tourism map.

However, at present, the tourism industry is developing at a moderate pace with little social and economic impact on a national scale. In order to increase tourist flows to the Republic of Kazakhstan, it is necessary to create favorable conditions for the development of the industry's potential by reducing barriers and strategic planning of the industry.

Inbound tourism is not only one of the most dynamically developing, unique and popular types of business, but also has certain advantages and features that allow it to be the most stable in comparison with other sectors of the economy. At the same time, the volume of inbound tourism is growing at an insufficiently high rate, typical for European countries. And the main factor hindering the development of tourism in the Republic of Kazakhstan is still the insufficient rationality of the structure of the tourist and recreational complex of the host country, the low rates of development and modernization of its main elements. Therefore, there is a need for a comprehensive study of systemic processes and organizational and economic conditions in the territorial entities that receive foreign tourists. . The development and substantiation of methodological provisions for assessing the priority of the main segments of the development of inbound tourism and their impact on the economic development of the territory will contribute to the implementation of processes related to the solution of the most important organizational and economic problems of the development of the tourism and recreational sphere, the formation of the basis for its sustainable development.

Purpose and objectives of the study. The purpose of the study is to develop recommendations for the formation of a national system of inbound tourism based on the study of the theory and methodology of its sustainable development.

The set goal necessitated the achievement of the following objectives of the dissertation research:

- to explore the scientific basis for the formation of the system of inbound tourism;
- justify the use of a systematic approach to the development of inbound tourism on the basis of regional opportunities;
- to conduct a practical analysis of the state of the inbound tourism market on the example of the Almaty region;
- assess the impact of inbound tourism on the economic development of the Almaty region;
- develop a strategy for the development of inbound tourism at the present stage and determine its prospects in the Republic of Kazakhstan on the basis of economic and mathematical modeling.

Research methods. The methodological base of the dissertation research is the fundamental foundations of domestic and foreign theory, revealing, firstly, the features of the development of inbound tourism and its structure; secondly, the development of organizational and economic aspects of the development of inbound tourism and the assessment of its multiplier effect of a certain territory.

In the course of the study, general scientific methods were applied: traditional methods of analysis: groupings, averages, statistical and factor analysis, as well as methods of economic-mathematical, structural and matrix modeling, as well as forecasting in relation to socio-economic objects.

In the process of analyzing quantitative data, Spearman's analysis of variance, calculations of correlation coefficients and multiple regression using SPSS software (Statistical Package for the Social Sciences - a statistical package for the social sciences) were applied. The results of the interviews were analyzed based on the Creswell and Poth Data Analysis Spiral.

Scientific novelty:

- identified the local specifics of the functioning of inbound tourism in Kazakhstan. The essential characteristic of the definition of "inbound tourism" is clarified, which is specified from the standpoint of a functional typology, which implies grouping according to the identified essential properties, such as: the main functions of the BT, the segments of the tourism market that have the greatest impact on its development, as well as the trajectories of further development, which allows substantiating territorial - resource, socio-economic and organizational and managerial components of its development;

- a systematic approach to the processes of development of the structure of inbound tourism has been developed, involving the definition of criteria for subsystems, functions and flows, which makes it possible to substantiate the mechanism for the interaction of structures that ensure the effective management and functioning of the WT and the consistency of input and output parameters when creating a system of services provided by the host region;

- formed methodological approaches to assessing the rationality of the structure of the tourist complex of the territory hosting foreign tourists, based on matrix forms by calculating the integral indicator of structural transformations, taking

into account their priority according to the following criteria: environmental rationality, rationality of the international tourist product, rationality of the structure of investments in the complex;

- the influence of the inbound tourism industry on the economy of the Almaty region was determined based on the calculation of the cost localization coefficient and the coefficient that reflects the isolation of the territory's economy in the relationship of the circles of circulation of funds received from the tourism sector, based on its results, a multiplier effect from tourism in general and BT, in particular, on the development of the economy of the Almaty region;

- substantiated economic and mathematical model for the development of international inbound tourism with the prioritization of its main segments, which allows to identify the degree of influence of individual variables on the level of effectiveness of the expansion of the inbound tourism sector in Kazakhstan;

- developed a model for the development of inbound tourism in Almaty.

The main provisions for defense:

1. On the basis of a study of the theoretical and methodological foundations of the economic development of tourism, the patterns of tourism development as a system of socio-economic relations are identified and studied, justifying the need to ensure intersystem integration of economic, social, environmental and institutional subsystems in tourism activities. At the same time, clarifications were made to the scientific apparatus of the problem identified in the dissertation research.

2. Substantiation of conceptual concepts for the formation of an inbound tourism management system, taking into account the peculiarities of the Kazakhstani inbound tourism market. In order to identify the essential characteristics of any system, including the system of inbound tourism, the key areas of interaction of the elements that form it, as well as the corresponding subsystems, properties, goals, functions, are identified. In addition, the author's approach also provides for the object characteristics of the system, including the tourist product, tours, the market and the tourist business itself, which allows optimizing and rationalizing the tourist and recreational complex of the host region.

3. Determining the rationality of the structural elements of the tourist complex based on the level of compliance of the product of the complex with the formed demand, determined by the growth of the inbound tourism sector, the ability of the tourist cluster to achieve the planned or set goals with the least expenditure of time and resources. At the same time, we measure the rationality of the structure of the tourist cluster on the basis of a whole set of criteria, including the growth in the number of inbound tourists, which characterizes the interest in the tourist product of the region under consideration; the degree of compliance of the services provided with international demand, characterizing the rationality and efficiency of the use of natural and management resources in the development of the potential of the territory, etc.

4. Substantiation of a mathematical model for the development of the inbound tourism sector for the Almaty region based on a correlation-regression analysis based on the rationality of the services provided by the tourist complex, as well as their significance, taking into account factors of direct and indirect influence. In the proposed mat. The models provide the main tools to determine the multiplier effect

of both a generalized and a differentiated multiplier, since the Almaty region is the largest recreational area in the country in terms of the number of accommodation facilities and the number of incoming tourists, where almost all types of tourism are developed that can attract foreign tourists. The result of the implementation of the developed economic and mathematical model for determining the priority of the main segments of the development of inbound tourism in the host territory was the development of appropriate development trajectories that allow creating favorable conditions for the development of VT, ensuring a synergistic effect, and strengthening the competitiveness of the territory of the Almaty region in the international tourism market.

5. Development of a strategy for the development of inbound tourism at the present stage and determination of its prospects in the Republic of Kazakhstan on the basis of economic and mathematical modeling. Achieving the desired level of efficiency in the functioning of the system for providing quality services for the inbound tourism sector, based on a detailed study of promising areas of its development, is possible provided that the parameters that affect the performance of enterprises and organizations in the tourism sector and determine their dynamic development are established. In order to ensure high growth rates of the inbound tourism market sector and to find quantitative parameters that, if changed, will achieve the desired result, we carried out economic and mathematical modeling of the relationship between implicit (latent) variables, which allows us to assess the degree of influence of individual segments of the tourism market on the level of development effectiveness inbound tourism in the most successful destinations.

The practical significance of the study lies in the development of theoretical and methodological provisions for the development of inbound tourism, which has been brought to the level of specific methodological approaches and recommendations. The main methodological provisions of the dissertation and practical recommendations for assessing the priority of the most important segments of the development of inbound tourism on the basis of mathematical modeling can be used by the authorities in the development of regional programs, which will create the necessary conditions for the further development of BT in the receiving territories.

Compliance with the directions of development of science or government programs.

The dissertation corresponds to the strategic state tasks reflected in the Address of the President K.-Zh. Tokaev (2021), the State Program for the Development of the Tourism Industry of the Republic of Kazakhstan for 2019-2025, the Concept of Family and Gender Policy of Kazakhstan until 2030, the UN Sustainable Development Goals. The content of the dissertation work corresponds to the priority research areas of the Republic of Kazakhstan in the field of social and human sciences in the field of organizational and economic aspects of inbound tourism.

Contribution of the doctoral student to the preparation of each publication.

In total, the doctoral student prepared and published 37 papers with a total volume of 18.85 pp, including 2 articles in the Scopus and Web of Science databases; 3 articles in journals recommended by the Committee for Quality Assurance in

Education and Science of the Ministry of Education and Science of the Republic of Kazakhstan; 8 article in the collection of the international conference of the far abroad; GOSO developer with a degree in Restaurant and Hotel Business (bachelor, master, doctoral studies); Professional standard in the field of tourism of the Republic of Kazakhstan; 13 articles in collections of international scientific and scientific-practical conferences in Kazakhstan and neighboring countries.

Of the 37 publications, 14 were made solely by the doctoral candidate: PEST-analysis of the tourist cluster "Almaty - a free cultural zone of Kazakhstan" (reflected in section 1.3); Characteristics of the qualitative gap in the development of hotel services in Kazakhstan (conclusion); Criteria for evaluating the effectiveness of the tourism cluster (section 1.3); Inbound tourism in the Almaty region: assessment of the state and level of quality (section 2.2.); Tourism industry in the Republic of Kazakhstan: problems of improving the quality of inbound tourism (section 2.1); The quality of the transport infrastructure of the Republic of Kazakhstan: problems of non-compliance with the needs of the development of the tourism industry (section 2.1); Towards a Low-carbon Economic Sustainable Development: Scenarios and Policies for Kazakhstan (section 2.3); The life cycle of sustainable eco-tourism: a Kazakhstan case study (section 3.1).

A co-authored publication where the doctoral candidate is not the first author: Nadyrov Sh.M. Economics of the tourism market (section 3.1); Kulazhanov K.S. - Developer of State Educational Standards with a degree in Restaurant and Hotel Business (bachelor, master, doctoral studies); Professional standard in the field of tourism of the Republic of Kazakhstan.