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ҒЫЛЫМИ ЖУРНАЛЫ

НАУЧНЫЙ ЖУРНАЛ  
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## **PROBLEMS AND PROSPECTS OF DEVELOPMENT OF THE «ULYTAU» TOURIST ROUTE IN CENTRAL KAZAKHSTAN**

*Tourism is not only the largest but also the fastest-growing sector of the world economy, with growth rates almost twice as high as those of other sectors of the economy. Due to globalization, the growth of information and tourism opportunities in the modern world, tourism plays an important role. This article is devoted to the study of the problems and prospects of the development of the Ulytau tourist route in Central Kazakhstan. The Ulytau region has a huge potential in terms of tourism development, both international and domestic. Historical and cultural sites of different eras, as well as biological and landscape diversity, allow organizing trips of the most diverse nature here. The article examines the place of Ulytau in the history of the country, natural and climatic conditions, socio-economic development of the district, as well as the possibilities of the development of ethnotourism in the region. The factors influencing the development of tourism and the prospects of tourist routes in the Ulytau region are determined.*

*Keywords: destination, diversification, sustainable tourism, Ulytau, tourist route, pilgrimage, tourist potential, ethnography.*

### **Introduction**

Tourism is not only the largest but also the fastest-growing industry in the world economy, with a growth rate almost two times higher than that of other sectors of the economy. By key indicators, including the efficiency of investment, tourism is comparable to the oil industry. The importance of tourism in the modern

world cannot be underestimated in connection with the growth of globalization, information, and tourist opportunities. In the Republic of Kazakhstan, a gradual redistribution was carried out until 2019 to increase the flow of tourists to various tourist destinations. By developing the tourism industry, it is possible to diversify the sources of state budget revenues, which will contribute to the socioeconomic development of the country [1]. The purpose of this article is to study the main problems and opportunities for the development of tourism in the Ulytau region, which in our study is formulated as a tourist route of Ulytau.

The destination under research is Central Kazakhstan – an economic and geographical region. The population is 1,385,533 people. After the administrative-territorial reform of 1997, it included an enlarged Karaganda region with its center in the city of Karaganda. Before 1997, the disbanded Zhezkazgan region belonged to Central Kazakhstan [2]. However, in 2022, in the western part of the region, by decree of President Kassym-Zhomart Tokayev, the Ulytau region was formed with its center in Zhezkazgan, and since then Central Kazakhstan has been represented by two regions [3]. Three points of tourism growth are identified: this is the Balkhash resort area, which is included in the top 10 priority tourist areas; Karkaraly and Ulytau, which are also included in the top 50 tourist map [4]. The purpose of this work is to study the main problems and opportunities for tourism development in Central Kazakhstan, including the Ulytau region, which in our study is formulated as a tourist route «Ulytau».

**Materials and methods.** The theoretical and methodological basis of this article was the statistical data contained in the official printed sources, reports, projects, state programs, messages, concepts, regulations, and documents of the Republic of Kazakhstan, Internet resources, etc. In preparing the article the following general and special methods of scientific research were used: induction and deduction, analysis and synthesis, cartographic, comparative analysis, and economic statistical - to study the current state and tabular method – for clarity and visualization of research results.

**Results and discussion.** Ulytau is the geographical center of Kazakhstan. On the map, you will find that it is equidistant from both north to south and east to west of Kazakhstan. The convenient geographical position of Ulytau is also confirmed by the fact that one of the main branches of the Great Silk Road in Saryarka - the so-called «Sarysuu» or «copper» road – passed through Ulytau from Central Asia to Siberia. Dozens of caravanserais, fortified settlements, feudal castles, and guard towers along the caravan routes are evidence of this. Urban culture, handicrafts, and trade developed intensively there, as evidenced by the results of archaeological research at the sites of Baskamyr, Zhoshy-Orda, Ayakkamyr, and Orda-Bazar. Scientists suggest that this trade route arose long

before the Great Silk Road and existed until the thirties of our century, which undoubtedly influenced the development of culture in this region. Academician Kanysh Satpayev called the Ulytau steppes the pearl of Kazakhstan because almost all elements of the Mendeleev Table are found in the depths of the Ulytau region. Notably, the epochal event of the century – the human flight into space - is also associated with Ulytau, with the Baikonur Cosmodrome [5]. In the Ulytau district, there are 12 rivers, more than a hundred springs, and 11 lakes. The largest river is the Karakengir. The length of the river is 350 kilometers, the washed area is 16700 kilometers, and the average annual flow reaches up to 2.1 cubic meters per second.

According to geographical and botanical studies, 617 species of vegetation – trees, shrubs, semi-shrubs, herbaceous perennials – have been found on the territory of Ulytau. Among them, more than two hundred are medicinal plants, 19 of which are considered rare species. Specialists of the reserve museum together with the Zhezkazgan botanical garden conduct research work on studying the flora of Ulytau. The fauna of Ulytau is also rich, with animals listed in the Red Book. The two main migration routes of the saiga steppe antelope pass here. The International Union for Conservation of Nature categorizes this species as «CR», that is, it is recognized as being in a critical condition. To preserve the unique historical and archaeological monuments and rare natural components, the National Historical, Cultural and Natural Reserve Museum «Ulytau» was created here in 1990. Today the reserve museum has 25 sites-complexes with a total area of 147 thousand hectares, on which there are more than 300 historical monuments [5].

The economy of the region has an agricultural orientation, so in the total DRP (Domestic Regional Product), agriculture accounts for 73 %. In this case, in 2021 the volume of gross output of agriculture amounted to 28 billion 895.8 million tenge. In comparison with last year, there is an increase of 105,7 % (in 2020 - 21 366,0 million tenge) (VI - 105,7 %). According to the results for 2021, DRP will be 39 billion 681.6 million tenge with a 20% increase compared to 2020 (in 2020 - 33 billion 096.9 million tenge). In total DRP volume, the share of industry is 9 %, agriculture – 73 %, construction – 3 %, and trade – 1 %. Industrial enterprises of the region in 2021 produced a volume of industrial production worth 3 billion. 500,0 million tenge (110 % to the level of 2020) [6].

Ulytau is the historical center of the Kazakh people and the nomadic culture of the steppe civilization. It is no coincidence that during the days of the World Kuryltay of Kazakhs, the forum participants first and foremost wished to visit this national shrine of the Kazakh people. The biographies of such historical figures as Ketbuga, Kerey, Zhanibek, Kasym, Tauke, Barak, Kuchum, Abylai, Abulkhair, Akzhol bi, Kazbek bi, Kenesary, and many others are associated with the name of Ulytau. The area has a large number of natural resources and

recreational, tourist, and educational purposes. Ulytau district is a region for the development of environmental, historical, pilgrimage, ethnographic, as well as excursion types of tourism the territory operates three hotels, two recreation areas operate the only museum in the Republic of the history of Mining and Smelting in the village Zhezdy [7].

I. Particularly revered monuments of natural heritage

1) Aulietau Mountain (Akmeshit Aulie). It is considered the highest mountain in Ulytau. Its height is 1,135 meters. Since ancient times, the mountain has been considered sacred, a place of communication with the Almighty. Seven holy healers are buried here. Moreover, on this mountain, there is a cave of Zerdesh (Zarathushtra), the founder of Zoroastrianism.

2) Mount Yedige.

A stone construction. It is located on the top of Yedige Mountain, 35 km to the west of Ulytau village. It dates back to the time of the Golden Horde. According to a legend, the emir of the Golden Horde, Yedige Bi, is buried here. Another legend says that Toktamyskh Khan of the Golden Horde was buried next to Yedige's grave.

3) Altyn Shoky Mountain. It is located 12 km to the west of Sarlyk village in the Ulytau district of Karaganda region. In 1935, a famous scientist K.I. Satpayev found a stone slab with inscriptions carved on it on the top of the Altynshoky Mountain. There is a probability that the inscription was carved on the stone by order of Tamerlane. In 1391 the ruler of Maverannahr, the great Emir Timur, also known in history as Tamerlane, passed through these lands. And it was here, on the Altynshoky Hill, that he left, in fact, the only documentary evidence of his campaign against the Golden Horde and Tokhtamyskh Khan. The remains of a voluminous smelting furnace were also discovered at this site. Currently, this stone slab is stored in St. Petersburg, in the Hermitage Museum.

4) Petroglyphs of Terekty auliye. Tamdy petroglyphs. A historical and archaeological complex where unique historical monuments have been discovered: petroglyphs located on the tops of three hills in the latitudinal direction, stone age sites, settlements and necropolises of the Bronze Age confined to springs, mounds of the early Iron Age, medieval burials, Mazars of the XVII-XX centuries, remains of horizontal and vertical drifts for mining precious metals, etc.

5) Therapeutic spring «Gulsara Ana. It is located at the foot of the mountain in a birch grove. It has been known since ancient times that the spring has healing properties. And it helps with diseases of the stomach, liver, and kidneys.

6) Kurgan of the Bronze Age. A tract of barrows from the Hun era. The traces of the cultures of the ancient Turks and Oguzo-Kipchaks can also be found in these places.

7) A Bronze Age settlement It is located on Imanzhan Street on the bank of the river. According to the results of archaeological research and artifacts found, this settlement was here.

## II. Religious sites that are places of worship

### 1) Cult monument of Dyn and Dombauly

Stone construction. There are several similar structures in the Ulytau district. According to the official version of scientists this ritual construction is dated to the Oguzo-Kipchack time (VIII-IX cc). Archaeological excavations showed the absence of burials in them. They are ritual structures.

2) Zhoshy Khan Mausoleum The mausoleum of Zhoshy-khan (Juchi-khan) is one of the most famous and outstanding monuments of Kazakh architecture of the Mongolian period. It is believed that the mausoleum was built in 1227 over the tomb of Genghis Khan's son, Zhoshy Khan. At the same time, there are versions that it was built in the XIV or XV centuries by one of the descendants of Zhoshy-Khan.

3) Alasha Khan Mausoleum Mazar. It is located 60 km east of Satpayev, on the right bank of the river Karakengir, 2 km west of Malshybai village. It was built at the end of the XV century. According to some scientists, the khan of the Kazakh khanate Haknazar was buried here.

4) Duligaly Mosque It is located on the right bank of the river Duligaly, 170 km west of the village of Ulytau. It was built in the late 19th century. In the necropolis next to the mosque, the famous traditional healer Kazi Ishan, who lived in the 70s of the 20th century, is buried.

5) Mazar Bolgan ana It is located 50 km to the south of Zhezkazgan city, on the left bank of the Kengir River. It was built in the XIV-XV centuries. According to the legend, it belonged to Zhoshykhan's daughter-in-law. The Mazar of Kulan ana was built nearby.

### 6) Monument to Asan Kaigy

It is located at the foot of «Kyz Emshek» mountain, on the outskirts of Asatov Street in Ulytau village. The philosopher of the steppe, wandering around the world, called Ulytau the «Promised Land».

## III. Sacred places associated with historical and political events

1) Place of the Battle of Bulanty (the first victorious battle) The Bulanty battle complex is dedicated to the first victory over the Jungars in 1727. It is located in the Uytas tract on the bank of the Bulanty River, 18 km to the south of Baikonor village, on the territory of the Ulytau reserve-museum. The stele symbolizes the unification of the Kazakh clans. According to the plan of the organizers, the complex should become a place for annual memorial ceremonies for the heroes of the Bulanty battle, which will be held by the reserve museum «Ulytau» with the participation of descendants from different regions of Kazakhstan. It is assumed

that as a result of the search work carried out by the reserve museum, the list of batyrs will be supplemented and in time it is possible to install new memorial obelisks with newly discovered names of the heroes of the battle of the 18th century. [8].

There is a real revolution in the travel market at the moment: new trends, technology, the growth of transnational tourism-themed routes, and new categories of tourists are being formed. And more and more foreign tourists are traveling for unique experiences. There is a growing movement called «experience destinations as or with a local. And in this concept, the development of the Silk Road tourist product, adventure, gastronomic, and ethno-tourism is the best fit [9]. Just ethno-tourism allows tourists to touch the history and culture of the country. In his speech at the 2019 tourism forum held in Ulytau, head of state Kassym-Jomart Tokayev noted: «Ulytau holds a special place among the sacred places of Kazakhstan. It is the sacred cradle of the Kazakh people, a symbol of the unity of the nation and the fierce struggle for independence. And today one of the important tasks is to develop the tourist potential of this historical place» [10] The President's participation in the forum speaks of the seriousness of Kazakhstan's intentions to develop the tourism industry and ethno-tourism in particular. The importance of developing ethno-tourism in Ulytau was confirmed by other participants of the forum, as this region is the center of the Turkic world. And tourism leads to sustainable development, creating additional opportunities for local people.

For the development of ethnographic and historical and archeological tourism on the route «Ulytau» the region held various national, cultural, and historical events. «Ulytau kumyz» is an ethnocultural festival in the context of which cultural practices related to the cult of the horse are carried out. The origin of this ancient festival dates back millennia, presumably, the ritual began to form in the Bronze Age. Today the cultural practice of horse breeding has survived on Terisakkan and is a unique phenomenon in the conditions of modern globalization of Kazakh culture. The Ethnofestival has been taking place for the last several years and during this period it has been gaining popularity among a wide audience not only in Kazakhstan but also in foreign countries. This festival has a long history under the name «Terisakkan spring» and includes the demonstration of «biye bailau», «ajgyr kosu» and «kymyzmurdyndyk» ceremonies, an exhibition of nomadic dishes and master classes in various kinds of crafts are also held as part of the ethno-festival [11]. Ethnofestival «Kokmaysa» (2018) is held to develop a tourist cluster in the Ulytau region and is a continuation of the ethno-festival «Terisakkan Spring», These festive rites in 2015 were included in the National list of elements of the intangible cultural heritage of Kazakhstan. In November 2018 were included in the Representative List of Intangible Cultural Heritage of Humanity of UNESCO, as



«Traditional spring festive ceremonies of Kazakh horse breeders». A distinctive feature of the festival «Kokmaisа» is the participation of the akimat of the Ulytau district and a group of travelers «Nomad Explorer» in the organization and holding of the festival» [12]. In Ulytau, the construction of a visitor's center (Sapar Ortalygy) with 50 resting places and an ethno-aul was completed under the «Sacred Geography of Kazakhstan» project for the comprehensive development of domestic and external cultural tourism. Here tourists are welcomed not only with traditional Kazakh hospitality but they are also allowed to get acquainted with the traditional way of life of steppe people.

The development of ethno-tourism and the Ulytau tourist route as a whole is hindered, first, by the acute shortage of accommodation and catering facilities. Second, the quality of main and steppe roads in the Ulytau region and tourist sites. Thirdly, the lack of terrestrial infrastructure for orienteering on the terrain. In addition, it is difficult to find service providers, guides, and tour guides and to make arrangements with guest houses to accommodate a group of tourists and tell them about the local way of life. Also, tour organizers have to take all the equipment, tour guide, food, etc. with them on the trip. Together, this makes the product either inconvenient or very expensive. To date, the country has identified 185 sacred sites of national importance, 43 of them in the Karaganda region. And in combination with other components of the tourist product: historical and cultural heritage, unique natural reserves, as well as archaeological and historical monuments, you can create an open-air museum [9].

The fundamental documents for the implementation of measures to develop tourism in Karaganda region are The state program of development of the tourism industry of the Republic of Kazakhstan for 2019-2025 (approved by the Resolution of the Government of the Republic of Kazakhstan dated May 31, 2019 No. 360), as well as the Concept of development of the tourism industry of the Republic of Kazakhstan until 2023 (approved by the Government of the Republic of Kazakhstan dated June 30, 2017 No. 406), aimed at the effective implementation of activities in the tourism sphere and the achievement of target indicators of its development [13], as well as the Karaganda region development program for 2021-2025. The primary task is to improve infrastructure for further development and to improve the quality of service.

In 2021, the number of accommodation facilities in this region amounted to 247 units, which is at the level of 2020. Room stock in accommodation facilities amounted to 4 502 units. 272.3 thousand visitors were served, which is 36.2 % more compared to 2020. Of the total number of visitors, 96.5 % were residents of other regions of the republic, and 3.5 % were foreign nationals. The volume of services provided by accommodation facilities amounted to 4626.3 million tenge, VI - 152.9 %. In 2021,

11 projects totaling 526,5 million tenge were implemented with the purpose of tourism infrastructure development in the region, and 39 working places were created. In 2021, 76 projects totaling 1187,5 million tenge were subsidized within the framework of the program «Business Road Map 2025» with the type of activity «Provision of Accommodation and Catering Services» [14].

One of the most important conditions for the development of Ulytau tourism is transport infrastructure, the state of which largely determines the competitiveness of the region. The available transport potential of the Karaganda region is expressed in the favorable location of the territory of the region at the intersection of transport highways leading to the capital of the republic. Railroads, automobile networks, and air transport are developed. Despite the existing transport potential, the transport infrastructure leading to the sacred sites of Ulytau and Karkaraly is not developed in the field of tourism. The hotel infrastructure in Ulytau is underdeveloped. Balkhash resort area lacks centralised water supply and sewage system. There is a need for repair of intra-settlement roads of Turangalyk and Shubar Tyubek settlements, development of small aviation in Aktogay and Karkaraly districts.

The national project «Strong Regions—the driver of the Country’s development» provides for the construction of an airfield in the Ulytau region until 2025. To implement the national project, which is at the stage of requiring state expertise. This year, it is planned to develop design and estimate documentation (documentation of construction) with the further construction of airfields. Flights are organized on the intra-regional air service Karaganda-Zhezkazgan. From January 11, 2022, according to the new competitive obligations of the airline «Qazaq Air» flights are implemented in the daily mode, while maintaining the old tariff of 10,000 tenge per ticket. The flights are operated by a modern aircraft, the Bombardier Q-400, with a capacity of 86 seats, manufactured in Canada. Since the beginning of 2021, on numerous appeals from the population of Zhezkazgan region, the frequency of carriage by railway No. 609/610 «Karaganda-Zhezkazgan» has increased daily. This allowed us to completely solve the issue of stable transport communication for this region with the regional center [15].

Within the framework of the development of cultural facilities commissioned: extension to the building of Zhezkazgan Historical and Archaeological Museum, historical and cultural complex Zhoshy Khan, c. Zhezkazgan; engineering and communications infrastructure networks to the Ulytau Visit Center and Museum of the Ulytau District; within the framework of the development of sports: a sports and health complex in Karsakpai village of Ulytau district will be completed in 2021. In the Development Program for 2021-2025 in the sphere of development of leisure, recreation, and tourism infrastructure, the following activities were

planned: - the annual opening of 10 new tourism facilities;- completion of the Visit Center in the Ulytau region; – construction of a tourist complex near the Zhoshy Khan mausoleum;- modernization of existing recreation facilities through private investment.- development of new tourist routes to the resort area (environmental, equestrian, hiking, water); – development of tourist sites and sacred places of Ulytau district (the mausoleum of Zhoshy-Khan, Alasha-Khan, the ancient city of Baskamyr, the khan’s headquarters «Khan Ordasy», etc.). It is also necessary to repair the road between Kyzylorda and Zhezkazgan, which is over 420 km long. Repair of this highway is of great importance in general for the population of the Ulytau-Zhezkazgan region, since the development of tourism in this area is important, this road will continue to contribute to the development of tourism from Turkestan to Ulytau.

Conclusions. Kazakhstan ranked 66th out of 117 countries in the Global Travel & Tourism Index of the World Economic Forum in 2021. The Global Travel & Tourism Competitiveness Index of the World Economic Forum (hereinafter – WEF) much improved its position compared to the previous index in 2019 – 80th place (the rating is published once every 2 years) [16]. The high potential for tourism development in Kazakhstan is also reflected in the following rating indicators:the country ranks 59 in the labor market subindex for tourism;in terms of cultural resources - 63 places;by the number of UNESCO World Cultural Heritage sites – 42 places;by seasonality of international arrivals (26 places by the length of stay of foreign tourists (52 places);by interest in cultural attractions (37 places). Also, positive dynamics are observed in such areas as: «Prioritization of tourism» (+15, 68 places); «International openness» (+4, 103 places); «Natural Resources» (+2, 33 places); «Infrastructure of tourist ser» (+2, 76 places)

At the same time, according to the WEF, the following factors significantly worsen Kazakhstan’s rating in the field of tourism: «Business Environment» (-23, 90 places); «Health and Hygiene» (-4, 33 place) – 121 places; «Security» (-12, 77 place). Meanwhile, these areas are some of the main indicators that determine the state of development of the tourism industry, and which must be focused on to achieve the goal of developing the industry. The factors in the development of the tourist route «Ulytau» as one of the directions of tourism development in Kazakhstan include:-availability of natural, historical, and cultural resources; -availability of monuments of tangible and intangible cultural heritage;-advantageous geostrategic location of the region (all regions of South Kazakhstan and Karaganda region); -proximity to cities with high potential for outbound tourism (Astana, Karaganda);-opportunities for the corporation with research organizations and universities in Astana and Karaganda;-possibility of developing unique local tourist products, including the development of handicrafts,

agro-tourism, hunting, and trophy tourism;-active state participation in the development of the region, including through the development of tourism and logistics infrastructure; -the ability to use modern technology in communications and product distribution.-several constraints to the development of the tourist route «Ulytau» and the tourism industry in the region as a whole include:-insufficient development of engineering and transport infrastructure in tourist destinations, as well as quality hotel and entertainment infrastructure;-inaccessibility of tourist facilities and poor condition of tourist resources; -high prices for tourist products at a low level of service in tourist resorts; – lack of qualified personnel in the field of tourism;-insufficient foreign and domestic investment in the tourism industry; –low level of information about the tourism potential of the region in the domestic and international markets;-high prices for accommodation and transportation by all modes of transport; -lack of a system for monitoring and evaluating the quality of tourist services.

One of the main problems facing the tourism sector in the Ulytau region and Kazakhstan as a whole is the lack of qualified tourism personnel both in private companies and in public institutions and organizations. The issue of national tourism administration remains particularly painful. Unfortunately, state authorities do not identify tourism as an independent branch of the economy. The Republic of Kazakhstan does not have an independent Ministry of Tourism. In addition, the training of qualified tourism personnel in higher education institutions began relatively recently. Hence, there is a set of problems associated with the management and planning of the tourism industry in Kazakhstan and its regions. Moreover, due to the negative effects of the COVID-19 pandemic, the role of information technology in the promotion of goods and services has increased. Computerization and automation of data in the system of reservations of rooms for excursions, air and railway tickets in hotels, and accelerated information support are nowadays important objectives for the formation of sustainable tourism development in the region and the country.

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## **ОРТАЛЫҚ ҚАЗАҚСТАНДАҒЫ «ҰЛЫТАУ» ТУРИСТІК БАҒЫТЫНЫҢ ДАМУ МӘСЕЛЕЛЕРІ МЕН ПЕРСПЕКТИВАСЫ**

*Туризм әлемдік экономиканың ең ірі ғана емес, сонымен бірге ең қарқынды дамып келе жатқан секторы болып табылады, оның өсу қарқыны экономиканың басқа секторларының өсу қарқынынан екі есе дерлік жоғары. Жаһандануға, ақпараттық және туристік мүмкіндіктердің өсуіне байланысты қазіргі әлемде туризм маңызды рөл атқарады. Бұл мақала Орталық Қазақстандағы «Ұлытау» туристік маршрутының даму мәселелері мен перспективаларын зерттеуге арналған. Ұлытау өңірінің халықаралық және ішкі туризмді дамытудың әлеуеті зор. Әр дәуірдегі тарихи және мәдени орындар, сондай-ақ биологиялық және ландшафттық әртүрлілік мұнда ең алуан түрлі табиғаттағы саяхаттарды ұйымдастыруға мүмкіндік береді. Мақалада Ұлытаудың ел тарихындағы орны, табиғи-климаттық жағдайы, өңірдің әлеуметтік-экономикалық дамуы, өңірдегі этнотуризмді дамыту мүмкіндіктері қарастырылған. Туризмнің дамуына әсер ететін факторлар мен келешегі, Ұлытау өңіріндегі туристік маршруттар анықталды.*

*Кілтті сөздер: дестинация, әртарاپтандыру, тұрақты туризм, Ұлытау, туристік маршрут, зиярат ету, туристік әлеует, этнография.*



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## ПРОБЛЕМЫ И ПЕРСПЕКТИВЫ РАЗВИТИЯ ТУРИСТИЧЕСКОГО НАПРАВЛЕНИЯ «УЛЫТАУ» В ЦЕНТРАЛЬНОМ КАЗАХСТАНЕ

*Туризм является не только крупнейшей, но и наиболее быстро развивающейся отраслью мирового хозяйства, темпы роста которой почти в два раза превосходят темпы роста других отраслей экономики. В связи с глобализацией, ростом информационных и туристических возможностей в современном мире туризм играет важную роль. Данная статья посвящена исследованию проблем и перспективы развития туристического маршрута «Улытау» в Центральном Казахстане. Улытауский регион обладает огромным потенциалом в плане развития туризма, как международного, так и внутреннего. Исторические и культурные объекты разных эпох, а также биологическое и ландшафтное разнообразие позволяют организовывать здесь путешествия самого разнообразного характера. В статье рассматривается место Улытау в истории страны, природно-климатические условия, социально-экономическое развитие района, возможности развития этнотуризма в регионе. Определены факторы влияющие на развитие туризма и перспективы туристического маршрута в области Улытау.*

*Ключевые слова: дестинация, диверсификация, устойчивый туризм, Улытау, туристический маршрут, паломничество, туристический потенциал, этнография.*

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