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The proceedings are the papers of students, undergraduates, doctoral students and young researchers on topical issues of natural and technical sciences and humanities.

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Safety	Objects that are well preserved and of historical value	Acropolis in Athens, Petra in Jordan
Contribution to world culture	Objects that have a significant contribution to the development of world culture	Louvre Museum, Notre Dame Cathedral
Social significance	Objects that are of great social importance to the local population	Machu Picchu, Ayasofia in Istanbul

Figure 2 Criteria for inclusion in the List of UNESCO's cultural heritage [1]

Heritage is our heritage of the past, what we live with today, and what we pass on to future generations.

UNESCO strives to promote the identification, protection and preservation of cultural and natural heritage throughout the world, which is of outstanding value to humanity. This is embodied in an international treaty called the Convention for the Protection of the World Cultural and Natural Heritage, adopted by UNESCO in 1972.

What makes the concept of world Heritage exceptional is its universal application. World Heritage sites belong to all peoples of the world, regardless of where they are located.

Thus, the modern life of sovereign Kazakhstan is unthinkable without cultural heritage, and we see its comprehensive development. Cultural heritage is one of the foundations of self-awareness, a great potential for the formation of continuity of humanistic and patriotic values.

Kazakhstan has powerful cultural potential for the development of the tourism industry, which can and should become an important sector of its economy. Tourism contributes to the popularization of historical and cultural monuments, taking into account the authority of the high republic, both in the country and abroad.

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PROBLEMS AND PROSPECTS FOR THE DEVELOPMENT OF EVENT TOURISM IN KAZAKHSTAN

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Annotation. *This article is devoted to the study of the development and problems of the event tourism market in Kazakhstan. The main goal of the study was to determine the prerequisites for the development of event tourism in Kazakhstan and what barriers need to be eliminated. In order to more deeply and comprehensively study the state of the country's event tourism market, a PESTLE analysis was conducted among tourism industry experts. This article may be useful for considering ways to develop event tourism in Kazakhstan and prevent problems.*

Key words: *tourism industry, event-tourism, economy, tourism potential.*

INTRODUCTION

Tourism stands as a substantial and profitable industry worldwide, serving as a crucial component in the economic development plans of many nations. These strategies often encompass a comprehensive approach that integrates tourism with agriculture, industry, healthcare, and education to foster socio-economic growth. The tourism industry is noteworthy for its substantial contribution to job creation across various regions. Among the various niches within the tourism sector, event tourism stands out as a particularly dynamic and expanding field. Experts and analysts forecast a swift surge in the popularity of event tourism, predicting that the number of individuals participating in event-based travel will soon surpass those engaging in traditional sightseeing tours. In recent years, event tourism has emerged as a vital segment of the international travel market. According to a Market Research Report, the event tourism sector was valued at an estimated US\$1,615.5 billion in 2022. Projections suggest that the market will grow from US\$1,689.81 billion in 2023 to US\$2,124.54 billion by 2032, with a compound annual growth rate (CAGR) of 4.60% during the forecast period from 2023 to 2032 [1]. The nature and provision of resources for event tourism vary significantly, depending on the specific event around which the tourism is centered, with events themselves being highly diverse. Kazakhstan, with its rich history of hosting various events, is a prime example of this diversity. The advancement of event tourism is a strategic priority in Kazakhstan, where virtually every region boasts significant potential and is recognized for its development centers enriched by natural, historical, and cultural assets [2]. Given Kazakhstan's vast potential and the developmental aspirations of its territories, these ambitions are seen as well-founded. As this article explores the potential of event tourism as a prospective direction for the development of Kazakhstan's tourist services market, it delves into the essence of event tourism, its economic implications, and the strategic significance of this sector in enhancing the country's visibility on the international stage.

Materials and methods

In this article, the following specialized materials and methods are considered as methods of study:

PESTLE analysis on the level of development of event tourism in Kazakhstan

Description of the factor	Factor influence	Expert review. Probability of change								Factor fluctuation
		E1	E2	E3	E4	E5	E6	E7	E8	
Political factors										
Political situation within the country	2	3	3	3	4	4	5	3	3	3,5
Security level	3	5	3	5	3	4	3	4	5	4
Event tourism support	3	4	2	2	3	4	5	4	5	3,6
Total	8									11,1
Importance of factor	88,8									
Economic factors										
Economic crisis	3	2	3	4	4	3	5	5	5	3,8

Exchange Rates	2	2	2	5	4	5	4	3	4	3,6
Prices for transport services	2	5	2	3	4	2	3	4	5	3,5
Total	7									10,9
Importance of factor	76,3									
Social factors										
Standards of living	3	3	2	4	1	4	5	5	5	3,6
Vacation time of the population	2	2	1	3	2	3	5	4	5	3,1
Interest in national traditions	3	3	5	3	1	2	4	5	4	3,3
Total	8									10
Importance of factor	80									
Technological factors										
Technological infrastructure	2	2	2	1	3	4	2	5	3	2,7
Level of cloud IT services	3	4	2	3	5	2	1	2	4	2,8
Internet Marketing	3	5	2	2	2	3	3	4	3	3
Total	8									8,5
Importance of factor	68									
Legal factors										
Visa regime	3	2	1	4	5	4	5	3	2	3,2
Government programs and concepts for the development of the tourism industry	2	5	2	3	4	4	3	3	3	3,3
Regulatory acts on tourism	3	3	1	2	4	3	3	4	3	2,8
Total	8									9,3
Importance of factor	74,4									
Environmental factors										
Epidemiological situation	3	3	3	4	5	5	4	3	4	3,8
Weather conditions	3	4	4	3	5	4	5	4	5	4,2
Natural disasters	3	5	2	5	4	5	5	4	3	4,1
Total	9									12,1
Importance of factor	108,9									
The overall result	496,4									
										61,9

Results and their discussion

Scale for assessing the influence of a factor:

1 – the influence of the factor is insignificant: any change in the factor has virtually no effect on the company's activities.

2 – the influence of the factor is moderate: only a significant change in the factor affects the company's sales and profits.

3 – the influence of the factor is critical (high): any fluctuations cause significant changes in the company's sales and profits.

Scale for assessing the likelihood of change:

1 – probability from 0 to 20%;

2 – probability in the range from 20-40%;

3 – probability in the range from 40-60%;

4 – probability in the range from 60-80%;

5 – probability in the range from 80 to close to 100%.

To conduct a PESTLE analysis, 8 experts in the tourism sector were involved, who conducted extensive research on macroeconomic, political, environmental, socio-cultural, technological, legal, and demographic aspects, aiming to assess the external factors affecting the tourism industry:

1. Expert №1 - Iordanidi Olga Albertovna, Vice-President of the international travel agency "Complete Service".

2. Expert №2 - Tleuov Erlan Kyrgyzalievich, director of the travel agency "Compass" in the Astana branch.

3. Expert №3 - Undapbergenova Saltanat Nuradinovna, director of the travel agency "Pegas Touristik" in the Astana branch.

4. Expert №4 - Chukina Tatyana Aleksandrovna, Head of travel agency "Meridian Travel".

5. Expert №5 - Rakhimova Gulzira, director of the travel agency "Happy Travel" in the Astana branch.

6. Expert №6 - Nurlanova Asel Atakozykyzy, director of the travel agency "NurWay".

7. Expert №7 - Sadanova Elmira Alibaevna, director of the travel agency "Astana Travel".

8. Expert №8 - Tataeva Gulnar Amanzholvna, director of the travel agency "Asel".

According to Table 9, the analysis of PESTLE, represents six key indicators. Each of these indicators has three sub-indicators that assess their impact on various aspects of business or events, including event tourism. The environment, encompassing weather and epidemiological factors, significantly impacts event success. Weather and health directly affect participant safety and comfort. Adverse conditions or high illness rates, along with natural disasters, can detract from the event experience and deter participation. Furthermore, they incur financial losses for organizers due to ticket cancellations, refunds, and other expenses.

Political factors, particularly security, play a crucial role in the success of events. Despite Kazakhstan ranking 76th in the Global Peace Index 2023 [3], it remains a sought-after destination for secure events. Political stability is vital for tourism growth, as instability can deter visitors and reduce tourist numbers. Conversely, stable political conditions enhance safety and appeal for tourists. Political backing through investments, marketing, and infrastructure projects can greatly boost industry development and tourist attraction. This support may involve establishing tourist routes, improving transportation infrastructure, and implementing environmental conservation measures.

Also, experts believe economic factors like crises, currency exchange rates, and transport prices affect event tourism. Economic downturns can lead consumers to cut spending on travel and entertainment, reducing demand for event-related services. Currency fluctuations impact tourists' spending on trips abroad. High transport prices may deter tourists from attending events, while lower costs can boost event attendance.

Based on the analysis, technological and legal factors emerge as nearly equally significant, a logical conclusion devoid of notable queries. Legal aspects, encompassing visa regulations, government initiatives for tourism development, and pertinent laws, directly shape event tourism. Flexible visa policies can bolster international participation, while strategic tourism planning attracts investments and fortifies infrastructure for major events. Tourism regulations play a pivotal role in ensuring event safety, environmental preservation, and service standards.

In the modern world, technology has a huge impact, and today there is not a single area of human activity where they are not used. Internet marketing has a greater influence in this group. Successful internet marketing, through social media and targeted ads, promotes events, engages attendees, and boosts tourism. Good infrastructure, fast internet, and digital payments enhance visitor experiences [4]. Also, advanced cloud services help organizers streamline operations and collaborate

better.

Social factors like standard of living, vacation time, and interest in national traditions impact event tourism. Higher standards of living mean more disposable income, driving participation in leisure activities such as events, especially in areas with luxury offerings [5]. Vacation duration and timing affect event attendance feasibility. Events celebrating national traditions attract domestic and international tourists seeking authentic experiences. The combination of political, economic, social, and technological, legal and environmental elements highlights Kazakhstan's potential as a top destination for hosting events. Together, these factors position Kazakhstan as an appealing and vibrant destination for hosting a wide range of successful events.

Conclusion

In summary, event tourism stands as a significant avenue for Kazakhstan to broaden its tourism offerings, generate employment, and spur economic progress. With the right strategic direction and investments, this sector holds immense potential to drive socio-economic development in the country. While Kazakhstan boasts rich cultural, historical, and natural resources ideal for event tourism, addressing current weaknesses and threats demands a concerted effort. A holistic approach, tackling infrastructure shortcomings, refining marketing strategies, and capitalizing on cultural and natural assets, is imperative. This sector not only promises economic dividends but also offers a platform for cultural exchange and international visibility, positioning Kazakhstan as a vibrant, dynamic, and welcoming destination on the world stage.

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АДАМИ КАПИТАЛДЫ ТИІМДІ БАСҚАРУ АРҚЫЛЫ ТУРИСТІК ҚЫЗМЕТТЕР НАРЫҒЫНДАҒЫ БӘСЕКЕГЕ ҚАБІЛЕТТІЛІКТІ ОҢТАЙЛАНДЫРУ

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Қазіргі заманғы туристік индустрия нарық қатысушыларынан үнемі жетілдіруді және өзгермелі жағдайларға бейімделуді талап ете отырып, барған сайын серпінді және бәсекеге қабілетті бола түсуде. Технологияның қарқынды дамуы, тұтынушылардың мінез-кұлқындағы өзгерістер және саяхатшылардың назарын аудару үшін бәсекелестік жағдайында адами