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«ХАЛЫҚ» ЖҚ

# Х А Б А Р Ш Ы С Ы

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## ВЕСТНИК

РОО «НАЦИОНАЛЬНОЙ  
АКАДЕМИИ НАУК  
РЕСПУБЛИКИ КАЗАХСТАН»  
ЧФ «Халық»

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В 2016 году для развития и улучшения качества жизни казахстанцев был создан частный Благотворительный фонд «Халык». За годы своей деятельности на реализацию благотворительных проектов в областях образования и науки, социальной защиты, культуры, здравоохранения и спорта, Фонд выделил более 45 миллиардов тенге.

Особое внимание Благотворительный фонд «Халык» уделяет образовательным программам, считая это направление одним из ключевых в своей деятельности. Оказывая поддержку отечественному образованию, Фонд вносит свой посильный вклад в развитие качественного образования в Казахстане. Тем самым способствуя росту числа людей, способных менять жизнь в стране к лучшему – профессионалов в различных сферах, потенциальных лидеров и «великих умов». Одной из значимых инициатив фонда «Халык» в образовательной сфере стал проект *Ozgeris powered by Halyk Fund* – первый в стране бизнес-инкубатор для учащихся 9-11 классов, который помогает развивать необходимые в современном мире предпринимательские навыки. Так, на содействие малому бизнесу школьников было выделено более 200 грантов. Для поддержки талантливых и мотивированных детей Фонд неоднократно выделял гранты на обучение в Международной школе «Мирас» и в *Astana IT University*, а также помог казахстанским школьникам принять участие в престижном конкурсе «*USTEM Robotics*» в США. Авторские работы в рамках проекта «Тәлімгер», которому Фонд оказал поддержку, легли в основу учебной программы, учебников и учебно-методических книг по предмету «Основы предпринимательства и бизнеса», преподаваемого в 10-11 классах казахстанских школ и колледжей.

Помимо помощи школьникам, учащимся колледжей и студентам Фонд считает важным внести свой вклад в повышение квалификации педагогов, совершенствование их знаний и навыков, поскольку именно они являются проводниками знаний будущих поколений казахстанцев. При поддержке Фонда «Халык» в южной столице был организован ежегодный городской конкурс педагогов «*Almaty Digital Ustaz*».

Важной инициативой стал реализуемый проект по обучению основам финансовой грамотности преподавателей из восьми областей Казахстана, что должно оказать существенное влияние на воспитание финансовой

грамотности и предпринимательского мышления у нового поколения граждан страны.

Необходимую помощь Фонд «Халык» оказывает и тем, кто особенно остро в ней нуждается. В рамках социальной защиты населения активно проводится работа по поддержке детей, оставшихся без родителей, детей и взрослых из социально уязвимых слоев населения, людей с ограниченными возможностями, а также обеспечению нуждающихся социальным жильем, строительству социально важных объектов, таких как детские сады, детские площадки и физкультурно-оздоровительные комплексы.

В копилку добрых дел Фонда «Халык» можно добавить оказание помощи детскому спорту, куда относится поддержка в развитии детского футбола и карате в нашей стране. Жизненно важную помощь Благотворительный фонд «Халык» оказал нашим соотечественникам во время недавней пандемии COVID-19. Тогда, в разгар тяжелой борьбы с коронавирусной инфекцией Фонд выделил свыше 11 миллиардов тенге на приобретение необходимого медицинского оборудования и дорогостоящих медицинских препаратов, автомобилей скорой медицинской помощи и средств защиты, адресную материальную помощь социально уязвимым слоям населения и денежные выплаты медицинским работникам.

В 2023 году наряду с другими проектами, нацеленными на повышение благосостояния казахстанских граждан Фонд решил уделить особое внимание науке, поскольку она является частью общественной культуры, а уровень ее развития определяет уровень развития государства.

Поддержка Фондом выпуска журналов Национальной Академии наук Республики Казахстан, которые входят в международные фонды Scopus и WoS и в которых публикуются статьи отечественных ученых, докторантов и магистрантов, а также научных сотрудников высших учебных заведений и научно-исследовательских институтов нашей страны является не менее значимым вкладом Фонда в развитие казахстанского общества.

С уважением, Благотворительный Фонд «Халык»!

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## FORMATION OF A REGIONAL TOURISM PRODUCT OF THE MANGYSTAU REGION: A STRUCTURAL APPROACH

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**Abstract.** The object of the study is the tourism sector of the Mangystau region. Mangystau, in accordance with the Concept for the Development of the Tourism Industry of the Republic of Kazakhstan until 2025, belongs to the Top 10 regions that have the greatest tourism potential in the coming years. In this regard, it is important to correctly structure the regional tourism product so that it is attractive not only in the short term, but also in the long term. Meanwhile, a review of the scientific literature on regional tourism shows the insufficient development of the problem of the formation and promotion of tourism products. The purpose of the study is to specify the components of the tourism product of the Mangystau region. To achieve this goal, a structural approach was used. Along with this, a comparative analysis was used in the valuation of the components of the regional tourism product, as well as content analysis. As a result of the study, the components of the regional tourism product of the Mangystau region were specified, the cost ratio between its elements was determined, and the factors that must be taken into account when forming a regional tourism product were identified. The expediency of an integrated approach in the formation and promotion of the tourism product of the Mangystau region was noted. The results of the study make it possible, on the one hand, to lay a methodological basis for future scientific research in the field of the formation of regional tourism products and, secondly, to make more reasonable management decisions on the development of tourist destinations by regulatory authorities.



**Keywords:** regional tourism product, structural approach, tourist destination, tourist resources, expenses of incoming visitors, content analysis

**Conflict of interest:** *The authors declare that there is no conflict of interest.*

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## **МАҢҒЫСТАУ ОБЛЫСЫНЫҢ АЙМАҚТЫҚ ТУРИСТІК ӨНІМІН ҚАЛЫПТАСТЫРУ: ҚҰРЫЛЫМДЫҚ ТӘСІЛ**

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**Аннотация.** Зерттеу объектісі болып Маңғыстау облысының туризм секторы табылады. Маңғыстау Қазақстан Республикасының 2025 жылға дейінгі туризм индустриясын дамыту тұжырымдамасына сәйкес алдағы жылдары туристік әлеуеті жоғары 10 өңірдің қатарына кіреді. Осыған байланысты аймақтық туристік өнімді қысқа мерзімде ғана емес, ұзақ мерзімді перспективада да тартымды болатындай етіп дұрыс құрылымдау маңызды. Сонымен қатар, аймақтық туризм бойынша ғылыми әдебиеттерге шолу туристік өнімді қалыптастыру және одан әрі ілгерілету проблемасының жеткіліксіз дамуын көрсетеді. Зерттеудің мақсаты – Маңғыстау облысының туристік өнімінің құрамдас бөліктерін нақтылау. Бұл мақсатқа жету үшін құрылымдық тәсіл қолданылды. Осымен қатар аймақтық туристік өнімнің құрамдас бөліктерін бағалауда салыстырмалы талдау, сонымен қатар контенттік талдау қолданылды. Зерттеу нәтижесінде Маңғыстау облысының аймақтық туристік өнімінің құрамдас бөліктері нақтыланып, оның элементтері арасындағы өзіндік құн арақатынасы анықталып, аймақтық туристік өнімді қалыптастыру кезінде ескерілуі тиіс факторлар сипатталды. Маңғыстау облысының туристік өнімін қалыптастыру мен ілгерілетуде кешенді тәсілдің орындылығы атап өтілді. Зерттеу нәтижелері, бір жағынан, аймақтық туристік өнімді қалыптастыру саласындағы болашақ ғылыми зерттеулердің әдіснамалық негізін жасауға, екіншіден, туристік бағыттарды дамыту бойынша реттеуші органдармен неғұрлым негізделген басқару шешімдерін қабылдауға мүмкіндік береді.

**Түйін сөздер:** аймақтық туристік өнім, құрылымдық тәсіл, туристік дестинация, туристік ресурстар, келуші туристердің шығындары, контент-талдау



*Мүдделер қақтығысы: Авторлар осы мақалада мүдделер қақтығысы жоқ деп мәлімдемейді.*

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## ФОРМИРОВАНИЕ РЕГИОНАЛЬНОГО ТУРИСТСКОГО ПРОДУКТА МАНГИСТАУСКОЙ ОБЛАСТИ: СТРУКТУРНЫЙ ПОДХОД

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**Аннотация.** Объектом исследования является туристская сфера Мангистауской области. Мангыстау, в соответствии с Концепцией развития туристской отрасли Республики Казахстан до 2025 года, относится к топ 10 регионам, которые имеют в ближайшие годы наибольший туристский потенциал. В этой связи важно правильно структурировать региональный туристский продукт, чтобы он был привлекательным не только в краткосрочной перспективе, но и долгосрочной. Между тем, обзор научной литературы по региональному туризму показывает недостаточную разработанность проблемы формирования и продвижения туристских продуктов. Цель исследования – конкретизация составляющих туристского продукта Мангистауской области. Для достижения данной цели использовался структурный подход. Наряду с этим, применялся сравнительный анализ при стоимостной оценке составляющих регионального туристского продукта, а также контент-анализ. В результате проведенного исследования были уточнены составляющие регионального туристского продукта Мангистауской области, определено стоимостное соотношение между его элементами, выявлены факторы, которые необходимо принимать во внимание при формировании регионального туристского продукта. Отмечена целесообразность комплексного подхода при формировании и продвижения туристского продукта Мангистауской области. Результаты исследования позволяют заложить, с одной стороны, методологическую базу для будущих научных изысканий в области формирования региональных туристских продуктов, а, во-вторых, более обоснованно принимать управленческие решения по развитию туристских дестинаций регулирующими органами.

**Ключевые слова:** региональный туристский продукт, структурный подход, туристская дестинация, туристские ресурсы, расходы въездных посетителей, контент-анализ

**Конфликт интересов:** авторы заявляют об отсутствии конфликта интересов.

### **Introduction**

The attractiveness and demand for the tourism goods that a destination offers determines a destination's competitiveness in modern conditions to a greater extent. This is especially true for so-called rising tourism locations, whose reputation is directly influenced by the calibre of their product offerings, occupancy, and composition. A successful destination can be one that is able to differentiate its product and pique the interest of the customer in the context of a wide offer of the same type of tourism items in a highly competitive tourism market. As a result, the local executive power is tasked with creating an alluring regional tourism product, choosing its framework, and effectively promoting it. The efficiency of investments in this area may decline if the regional tourism offering is not well represented in tourism development projects.

An examination of the scientific literature on regional tourism reveals that the issue of the creation and promotion of regional tourism products has not been sufficiently developed. The aforementioned factors all affect its theoretical and practical applicability.

We chose the Mangystau region as our study's subject because the development and structuring of a regional tourist offering are crucial for the region. Firstly, the location is one of the top 10 according to the Concept, thus it is crucial to properly build its tourism industry to make it appealing over the long term in addition to the short term. Secondly, not only have tourists from Kazakhstan but also from other countries shown an increased interest in the area in recent years. For example, number of inbound visitors as of July 2022 compared to the same period in 2021, up to 648 people. According to this, it ranks 3<sup>rd</sup> in the country after Astana and Almaty, and, in terms of the number of arrivals for the purpose of vacation and recreation, it ranks 7<sup>th</sup>. The number of visitors served in accommodation places increased in January-September 2022, compared to the same period in 2021 from 225,558 to 230,726 people. According to this indicator, Mangystau is among the ten leading regions of the country.

The pandemic, sanctions against neighbouring Russia, and the relative cheapness of services in the study region have increased the attractiveness of certain types of tourism. Thirdly, as already mentioned, Mangystau can be attributed so far only to an emerging tourist destination, which does not yet have a recognizable image. Therefore, it is at this stage that it is very important to form a unique tourist product and structure it in accordance with market expectations so that it influences the formation of a positive and recognizable image of the region.

Based on the foregoing, the formation of a competitive regional tourism product

requires the use of a structural approach that allows you to identify the main components of the product in their interaction, their correlation and subordination, which will lay the foundation for developing programs to promote it at the level of local authorities.

#### *Literature Review*

At present, the issues of the formation and structuring of tourism products at the regional level remain little disclosed both in foreign and domestic science. At the same time, enough works are devoted to the study of the essence and composition of the tourist product as such.

The main basis for our study was P. Kotler's views, specifically his multi-level marketing model of the product (Kotler et al., 2007; Durovich et al., 2005), which treats it as basic and supplementary services. Philip Kotler, by establishing the notion of "extended product," delivers a message to service providers that it is vital not only to focus on consumer expectations, but also to try to improve the value of the products given, thereby avoiding customer aging and addiction. Loiko O.T., for example, holds similar beliefs (Loiko, 2009). Lankar R. and Ollie R. complicated heterogeneous elements (Lankar et al., 1993).

At the same time, under the product in an expanded interpretation, Kotler means "the accessibility of the hotel, its general atmosphere, the ease of communication between customers and service personnel, their participation in the service process and the interaction of customers with each other. Such factors, together with the main, accompanying and additional product, constitute the concept of an extended product. In the structure of the product, including the tourism business, Philip Kotler gives the concept of a system for improving the same product, without revealing the composition of the tourism product and the hierarchy of its components. The structure proposed by P. Kotler assumes a prognostic approach. It substantiates the system of marketing research needs and its satisfaction with each stage at a new higher quality level. By proposing such a structure, he directs market entrepreneurs to constant research in the field of opportunities to meet customer needs, showing "a system of rapid aging" and getting used to today's still high level and consumer properties and values of the product.

A well-known specialist in the field of tourism, John Walker, using a structural approach to the concept of a tourism product, notes that the main components of a tourism product are: transport, accommodation, food, recreation and leisure (Walker, 2008). A more extended composition of the tourism product is distinguished by another foreign scientist D. Jeffreys: a vehicle used to travel to the destination; the vehicle used on site; form of housing; rest duration; travel itinerary; mobility indicators.

M. Birzhakov (Birzhakov, 2007) presents a tourism product, on the one hand, as a complex of services, works and goods, and, on the other hand, the basis of a tourist product considers the tourist resources of a given area or tourist centre, region, country.

If most authors structure the tourism product from the point of view of a service

provider, then I. Opolchenov considers it from the point of view of the consumer (Opolchenov, 2003).

A tourism product is a good, a service, or a package of goods and services for people to purchase while visiting a new destination. Tourism products and services help visitors explore the destination that they are visiting by offering them the chance to view attractions, shop for souvenirs, take tours, or purchase experiences. Tourism products are much more than just the tangible souvenir tourists take home to their friends and families; they are the experiences (Tourism Product Development, 2019).

Scholars and policymakers have recognized the importance of tourism for regional development and growth for several decades, but tourism only became a prominent and separate field in the early 1990s. Furthermore, the work of Sgro and Hazari (2004), who were the first to properly incorporate tourism into pure commerce theory and especially model international tourism as a traded good and service, is improving this element of tourism and regional development research. Another accomplishment in this area is a review article by Calero and Turner (2020), in which they reviewed the literature on regional economics and economic geography in relation to tourism in order to identify theoretical models, attempting to explain the role of tourism in regional development and growth.

Research in the services industry is far less common than it is in the industrial sector, where the process of creating new goods has been extensively examined (Hauschildt, 2005; Page et al., 2008). Given the expanding prominence of the service sector in more developed nations, Steven and Dimitriadis (2004) argue that this scenario is inexplicable. Researchers have verified that there are significant variations between physical items and services, which must be represented in the process of developing new services. According to Menor et al. (2002), the reason for this lack of comprehensive research is that new services are believed to occur haphazardly as the consequence of intuition, flair, or just plain luck rather than following adequately planned development processes. The high failure rate of new service development may also be explained by the lack of organized procedures, flaws in the preliminary work, and a lack of client interaction throughout these processes (Alam et al., 2002; Kitsios et al., 2019). Only a few research has attempted to model the creation of new tourism goods or services (Santos et al., 2020; Benur et al., 2015; Pikkemaat et al., 2006). In this light, the goal of the current study was to create a model of creative tourist product development and so help close the aforementioned research gap in tourism.

### **Materials and methods**

The purpose of the study is to specify the components of the tourist product of the Mangystau region, which predetermined the use of a structural approach to its formation.

Meanwhile, the lack of a sufficient information base of the study and, in particular, official statistics on the region regarding a number of services, does not allow the fullest use of the entire arsenal of the structural approach, to make the structural analysis expanded and deeper.

The very specificity of the regional tourist product, its complexity, complexity and multi-composition make it difficult to apply the structural approach. In addition, some components of the tourist product may go beyond the administrative-territorial division and simultaneously be part of other regions. For example, the Caspian Sea is a component of the tourism products of several countries. It also introduces its own characteristics into the processes of consumption and management of the promotion of this product.

Along with structural analysis, methods of comparative analysis and content-analysis were used in the course of the study.

A comparative analysis made it possible to identify differences in the tourist product of Mangystau with other regions from the standpoint of its value. Based on the content analysis, popular Mangystau products offered by tour operators were identified.

The research algorithm covers 2 main stages.

At the first stage, the theoretical prerequisites for using a structural approach to the formation of a regional tourism product were substantiated.

At the second stage, a structural analysis of the regional tourist product of the Mangystau region was carried out from the physical and cost points of view.

In parallel with this stage, a content analysis of the most frequently offered products by tour operators in the Mangystau region was carried out, as a result of which the components of the regional tourism product were specified and its place in the system of national and global products was determined.

The results of such a study make it possible, on the one hand, to lay a methodological basis for future scientific research in the field of the formation of regional tourism products, and, secondly, to make more reasonable management decisions on the development of tourist destinations by regulatory authorities.

### **Results**

The results of the study make it possible, on the one hand, to lay a methodological basis for future scientific research in the field of the formation of regional tourism products, and, secondly, to make more reasonable management decisions on the development of tourist destinations by regulatory authorities.

### **Discussions**

The modern understanding of the regional tourism product has not yet developed, which makes the problem of its structuring even more relevant.

Not only is the concept under study poorly developed in the scientific literature, but it is also absent in the legislation. In the Law on "Touristic activities in the Republic of Kazakhstan" (dated 13 June, 2001 No.211) one can find only the definition of a tourism product as a whole: "a tourism product is a complex of all necessary tourism services sufficient to meet the needs of a tourist during a trip". So then, as we see, it is formulated in a very generalized way and requires its concretization.

Nevertheless, already starting from this definition, it can be assumed that a regional tourist product is a set of intangible and material elements that can be offered within the boundaries of a given territory and be of interest to potential consumers.

Defining the structure of a regional tourism product should, in our opinion, be based on three main prerequisites:

1. The tourism product is complex, the result of the activities of various industries and fields of activity, which makes it difficult to structure it. This is how the tourism industry sees it. Consumers perceive a tourist product as a set of services sold in one package. Regional tourism product should be formed from the perspective of a consumer-tourist. After all, he does not buy the product itself, but health, new knowledge, impressions, thrills, communication, etc.

2. When forming a regional tourism product, one should take into account a number of factors that can affect its structure: digitalization, environmental friendliness, individualization, security, the availability of the Internet, etc.

3. There is an opinion that a regional tourism product can be formed on the basis of: a) one destination or b) based on a multi-destination approach. It seems that the application of one or another approach depends, first of all, on the degree of development of the destination. For emerging destinations, to which we include Mangystau, it is more expedient to use the first approach. The formation of a number of "narrow" tourism products for each of the "sub-destinations" may not attract a wide flow of tourists, especially in the absence of a recognizable image and brands. This direction requires, according to some authors, a clear definition of the "tourist locomotive" in the region and the development of the entire region through the use of this tourist brand (<https://studbooks.net/>).

We also agree with the opinion that the regional tourism product should be considered from a natural and cost point of view. From a natural point of view, these are local tourism products present in the region and in a certain way combined: cultural, historical, natural objects of display, service complexes of hotels, sanatoriums, restaurants, as well as event events, etc., built into certain types or tourism destinations (Kulishkin, 2015). The cost point of view involves consideration of the regional tourism product in terms of the costs of tourists for the consumption of goods and services created and offered by the enterprises of the region.

The main tourist product in practice is a comprehensive service – a standard set of services sold to tourists in one "package" (package tours). This definition actually excludes goods from the elements of the tourist product, assuming only services in the product. Which is not true, since any tourist product in its composition involves materialized goods (about 20%), without which the implementation of the tour is impossible. For example, food for tourists. In the system of medical tourism, dietary nutrition and balneological baths, along with a complex of recreational activities: therapeutic procedures, general strengthening and health-improving measures, are given great attention. And often these health-improving "goods" can also be the purpose of the tourist's trip, determining his choice of tour. For example, the unique balneological resorts of Essentuki, Kislovodsk, Matessta offer mud and hydrotherapy for people with various diseases as the main product of the tour. The presence of material goods in the tourism product is typical for all types of tourism, and even in more than 20 %. In addition to the main complex of goods and services,



the tourist acquires additional services and goods: souvenirs, consumer goods of local production, visits restaurants. Even such tourism as diving, mountaineering (as, indeed, other types of extreme tourism) cannot be implemented without special equipment. In some cases, these may be the main goods (if it is specialized tourism), and in others - additional, if caving or rafting is offered to the tourist as an additional excursion or leisure service that is not included in the main tourist product (Bunich and Startsev, 2012).

Tour operators of Kazakhstan today can offer our tourists a vacation for every taste and wealth. On the official websites of major travel agencies, the leading partner tour operators were sorted, which are licensed and officially registered on the e-gov website ([www.egov.kz](http://www.egov.kz), last updated was on 21.09.2022). Based on their data, the authors tried to compile the best-selling tour packages in the direction of the Mangystau region, thereby determining supply and demand in the travel services market. The analysis helped classify the regional tourism product and identify the most competitive advantage of the region.

It was noted that tour operators mainly sell hotel accommodation, where detailed information on the tour package is not provided, which is the main problem of the region, where the types of tourism and the corresponding various offers for tour packages are not unified. In this connection, below we present statistics on the purpose of the trip to the Mangystau region, guests' preferences when choosing a hotel and the duration of the stay.

By content analysis there were noticed that mostly local tour operators or individual entrepreneurs provide the variety tour offers (Table 1).

Table 1. Tour packages of Mangystau region

Tour operator	Tour name
Tourist	Amazing Bozzhira Valley, Harmony of natural contrasts, Sor Tuzbair - Majestic creation of nature
Azimut travel	Jeep tour "Contrasts of Mangystau"
Turan Asia	Journey through Mangystau
EcoCaspianTour	Wild beach of the Caspian Sea
Baigroupkz.com	Tour to exotic and holy places of Mangystau
Tour4x4	Peninsula Mangystau
Welcome.kz	Sunny land of Mangystau, Jeep tour "Unknown Mangystau", Excursion "Secrets of Tyub-Karagan", Tour "Kyzylkup and Bokzhira", Openwork canyon Ybykty Sai, Excursion "Treasure Peninsula"
Mangystauexplorer	Jeep tour
Mangystau Safari	Jeep tour, Bus tour
Skyway	Jeep tour to the mysterious Mangystau
Note: compiled by the authors based on the content analysis	

Based on the results of table 1, it will be possible to form the following classifier by type of tourism product. And also to clearly show the difference between regional, national and world tourism products and how they together from the micro level form a national brand at the macro level (Figure 1).



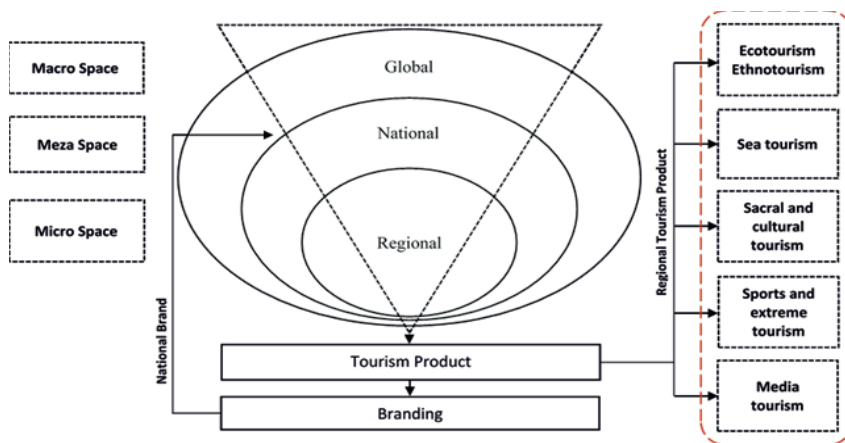


Figure 1. Tourism product in the recreational space on the example of the Mangystau region (compiled by the authors)

To start an operation to promote a tourism product, we need to understand what kind of product will be promoted at the regional level within the country and abroad. Figure 1 reflects the scheme of how the creation of a regional product can lead to the formation of a national brand. And of course, the strategy for promoting the product at the micro, meza and macro levels of the market will be easier and more understandable.

Elements of the territorial tourism product:

- the basic product of the territory includes products and services of tourist, hotel and sanatorium enterprises that satisfy tourist and recreational demand;
- additional product of the territory includes products, goods and services of related industries (trade, catering, transport, etc.);
- a complex product of the territory is a combination of basic and additional products.

When forming a regional tourism product, the question may arise: will the region be able to develop and promote those tourism services for which there is no corresponding resource base? Studies in this direction give a positive answer. In this case, the unconditional advantages are the regions on the territory of which there are tourist and recreational resources. However, even those regions in which there is no tourism, but who want to engage in tourism, can analyse the available resources and characteristics of the region, the material and technical means that form the basis of the tourism industry, and, thanks to the targeted efforts of the administration, entrepreneurs and the population of the region, ensure development in it. tourism. Godfrey Harris and Kenneth Katz (2000) note that, first of all, it is necessary to revise the resources in the region, and among the objects of attracting tourists, pay attention to the following (which today are used only by the local population and seem familiar and even ordinary and could hardly serve as an incentive for the arrival of tourists):

- Natural landscapes, beaches, forests and other natural features of the region.
  - A special atmosphere created by well-known historical facts.
  - Favourable natural conditions for various sports or special healing resources found nearby.
  - A detached restaurant, a castle (estate) known according to legend, converted into a hotel or some unusual man-made structure.
  - Predominant agricultural produce, prominent industrial site or important corporate building.
  - Museums of craftsmen of the region, rituals, holidays, folk festivals and more.
- These features are almost all present in any region (Harris and Katz, 2000).

Godfrey Harris points out that the next step (or parallel) should be to inform potential customers: "The vast majority of visitors will not even consider visiting a new area unless they can find extensive information about the place at the outset." This statement once again emphasizes the role of marketing and PR specialists at the stage of introducing a new tourist product into the market: "It depends on marketing specialists how many people will come to the region, and on the PR specialist whether people will come to the region."

To implement the cost approach, we made an attempt to structure the regional tourism product of the Mangystau region, depending on the costs of inbound consumers for products and services. This technique is due to the presence of statistical accounting of the relevant indicators, which makes it feasible. The costs of inbound visitors can also be considered in more detail by item, which can give a picture of what services, first of all, make up the regional tourism product.

According to the studies conducted as of July 2022, in Kazakhstan, the region ranked 3<sup>rd</sup> in terms of spending, after Almaty and Astana. However, it should be taken into account that Mangystau is considered to be a relatively "expensive" region, which is also reflected in higher consumer spending. But we are more interested in the structural relationship between visitor spending on services that make up the regional tourism product.

For comparison, regions are taken in which the types of tourism are developed, as in Mangystau, and which may be of interest not only for domestic tourists, but also for incoming ones. This is, first of all, beach tourism, historical, cultural and ecological tourism. Therefore, we have selected East Kazakhstan region, Akmola, Almaty and Pavlodar regions (Table 2).

Table 2. Costs of inbound visitors by item of expenditure, thousand tenge (KZT)

	Mangystau region	East Kazakhstan region	Akmola region	Almaty region	Pavlodar region
Total	111 128,8	109 491,1	75 003,5	81 874,2	34 697,3
For transport services, when entering Kazakhstan and leaving Kazakhstan	44 816,0	63 541,9	45 402,3	53 098,8	10 676,6
Transport services when moving through the territory of Kazakhstan	6 261,1	7 944,7	2 405,7	2 318,4	923,2

Accommodation	9 810,1	11 982,0	3 907,0	20 027,8	1 201,2
Meals, including grocery shopping	16 516,5	12 043,3	7 310,0	7 391,0	5 061,3
Of them: meals in restaurants and cafes	4 224,8	7 140,5	2 438,0	4 181,0	2 849,8
Purchases of goods (clothing and footwear, souvenirs and gifts, appliances, textiles, the purchase of precious metals and stones, antiques, art objects and other, other goods)	32 115,0	8 067,1	10 987,5	8 736,5	14 842,1
Recreational and sports activities	100,0	1 170,5	740,0	285,0	271,0
Cultural services	430,0	2 254,7	151,0	511,5	523,6
Medical and wellness procedures	1 080,0	1 727,0	1 790,0	1 035,0	470,0
Note: compiled by the authors based on <a href="https://new.stat.gov.kz/">https://new.stat.gov.kz/</a>					

As we can see, Mangystau is the leader among the 5 selected regions in terms of total expenditures on tourism services. Closer to this indicator is East Kazakhstan region, the lowest expenses are for incoming visitors of Pavlodar region.

The structure of tourist expenses is dominated by the costs of transport services, their share in the total costs for Mangystau is 45.9 %. East Kazakhstan region - 65.3 %; Akmola region - 63.7%; Almaty region - 67.7 %; Pavlodar region - 33.4 %. But in Mangystau, as well as in Pavlodar regions, transport costs account for less than half of the costs in the tourism product compared to other regions.

In second place are the purchases of goods, their share in Mangystau is almost a third of total expenditures - 28.9 %. These costs are higher only in Pavlodar region - 42.8 %. Obviously, this is due to the relatively high prices for goods in these regions. In third place is the cost of food. In the Mangystau region, their share is higher than in other regions and account for 14.9 % of the total costs, including food in restaurants and cafes - 3.8 %; East Kazakhstan region - 10.9 % and 6.5 %, respectively; Akmola region - 9.8% and 3.3 %; Almaty - 9.0 % and 5.1 %; Pavlodar - 14.6 % and 8.2 %. Almost the same share is occupied by the cost of food in Pavlodar region, however, here, in comparison with Mangystau, the cost of food in restaurants and cafes is more significant.

The lowest expenses in the Mangystau region are observed for recreational and sports activities, as well as cultural services - 0.09 % and 0.4 %, respectively. Obviously, incoming visitors at this stage of tourism development in the region do not show much interest in the former. As for cultural services, Mangystau is rightfully regarded as an attractive place for pilgrimage, lovers of historical and cultural tourism. After all, the Mangystau region has a high potential in this regard, since on its territory there are 362 holy places and 13 thousand historical monuments that are under the protection of the state. The low costs of inbound tourists here,

apparently, can be explained by the fact that "wild" tourism is more developed here - many people organize it themselves and get to sacred places themselves (<https://baigenews.kz/>). This is confirmed, for example, by the low share of inbound visitors who chose Mangystau for the purpose of pilgrimage - 0.9 % as of July 2022.

Therapeutic and wellness procedures also do not occupy a significant place in the total cost of tourism products for inbound visitors - 0.9%. According to official statistics, as of July 2022, only 0.3 % of the total number of inbound visitors went to Mangystau for both medical and recreational purposes. Among the regions, the highest expenditures on recreational and sports events, as well as cultural services are in the East Kazakhstan region - 1.1 % and 2.1 %, respectively. And the highest share of expenses for medical and wellness procedures is in Akmola region - 2.4 %, Pavlodar region - 1.4 % and Almaty region - 1.3 %, which is explained by natural and infrastructural opportunities for sanatorium treatment in these regions.

Thus, the structural ratio of the elements included in the regional tourism product of the Mangystau region in terms of costs can be reflected in the form of a diagram (Figure 2).

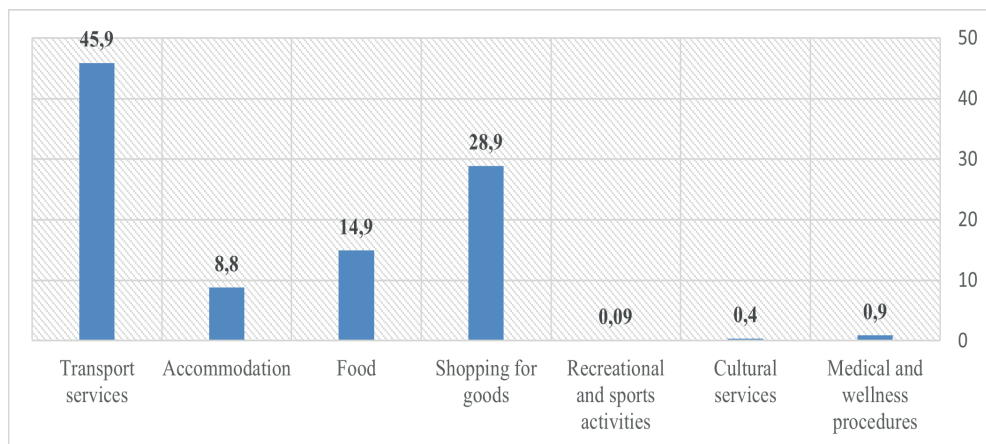


Figure 2. Structural ratio of expenses of incoming visitors in the regional tourism product of the Mangystau region, % (compiled by the authors based on <https://new.stat.gov.kz/>)

It seems that when forming and promoting the regional tourism product of the Mangystau region, it is necessary to take into account which goods and services weigh more in value terms and direct marketing efforts to those that are of less interest to incoming visitors, but have growth potential.

### Conclusion

The formation of a regional tourism product should be based, on the one hand, on the basis of attractiveness (can be identified on the basis of surveys, analysis of attendance, tourist arrivals) of certain of its components (services), on the other hand, on the basis of opportunities (conditions) for the implementation of certain types of services (accessibility, availability of infrastructure, personnel, etc.). This

approach seems to us more justified in the context of promoting a regional tourism product. Since from the point of view of marketing it is necessary to “produce what is bought”, then the “fill” of the regional tourist product should be based on consumer expectations and preferences.

Due to the presence of a large number of subjects of the tourism market and their different levels, the activities of market participants are often not coordinated, which leads to a decrease in the value of the tourist product for the consumer and, thus, reduces the attractiveness of the region, the degree of its competitiveness, the consumer's refusal to travel to this tourist region.

Currently, tour operators, for promotional and promotional purposes, tend to include free tours, animation, information guides, and more in the tour. Especially many free services and goods are included in the complex of services for tourists traveling on an expensive individual tour. Here can be offered free of charge: an individual transfer (including a guide, flowers, drinks), a farewell dinner, additional excursions. A common form of stimulating the purchase of additional excursions during the tour has become: when purchasing three excursions, the fourth one is free.

From the point of view of promoting a regional tourist product of this kind, its “expansion” makes it possible to implement it more successfully. Forming a tourist product, it is necessary to ensure the fulfilment of the following tasks:

- socio-economic: the revival of national culture, the creation of additional jobs; improving the standard of living of workers in the tourism sector and related industries; improving the quality of cultural and service services for the population and tourists to the required international level; increase in revenues to the revenue part of the budget;
- creative and production: ensuring the receipt of orders by local business entities (enterprises of industry, services, etc.);
- improving the quality of services provided and tourism products produced as a result of the introduction of innovative achievements and modern technologies aimed at developing a new recreational and tourism product and marketing activities, as well as the active use of information technology;
- increase in the regional market share and competitiveness of products of domestic, local production. ([www.studbooks.net/](http://www.studbooks.net/)).

Thus, on the one hand, it is the resources that determine the type of tourism implemented in the region, and, consequently, the specifics of its infrastructure. The type of tourism determines the communication system, the range of tourist services and goods. So, if the region has medical and health-improving balneological resources, then in the infrastructure creation system there is a resort and medical direction: the means of accommodation are sanatoriums, health resorts and other objects of a medical profile; the food industry and the leisure system are being specifically formed. The complex of basic and additional services in the tourism product will have the largest share of medical profile services.

At the same time, it should be understood that the formation of a regional tourism product depends not only on the availability of resources, infrastructure, etc., but

also on the strategic position of local authorities, the activity of small and medium-sized businesses in the region. Therefore, when forming a regional tourism product, concretizing its structure, it is necessary to take into account a whole range of factors that can affect the competitiveness of the services offered, and hence, ultimately, the competitiveness of a tourist destination.

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