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## SOCIAL TOURISM OF PAVLODAR REGION: CURRENT STATE AND PROBLEMS

Social tourism in modern conditions requires its development and depends not on the conditions for the development of globalization of the world economy, but on the level of economic development of each country. In this matter, much depends on the support from the state for this type of tourism, such as domestic tourism. Social tourism is one of the most promising sectors of the economy of any state, as it allows, on the one hand, to raise the prestige of any country and ensure its economic development, and on the other hand, it provides healthy recreation for its population.

The problems of the development of social tourism in Kazakhstan also depend on the fact that until now a clear state policy has not been developed that allows to really support the development of this type of tourism. The previously developed state programs did not bring the desired result. Until now, all the problems regarding the development of the social tourism industry, protection of the interests of persons participating in this type of activity and using the services of travel companies have not been resolved. This indicates that the state has not yet developed a systematic approach to solving the problems of this industry, since the prospects for the development of social tourism in most cases depend on state policy, state regulation and support of the tourism sector, as well as on the level of economic development in country and in the world.

**Key words:** social tourism, domestic tourism, inbound tourism, recreation, problems, Pavlodar region.

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### Павлодар облысының әлеуметтік туризмі: қазіргі жағдайы мен проблемалары

Әлеуметтік туризм қазіргі жағдайда өзінің дамуын талап етеді және әлемдік экономиканың жаһандануын дамыту жағдайларына емес, әр елдің экономикасының даму деңгейіне байланысты. Бұл мәселеде көп нәрсе мемлекет тарапынан ішкі туризм сияқты туризмнің осы түрін қолдауға байланысты. Әлеуметтік туризм кез – келген мемлекет экономикасының ең перспективалы салаларының бірі болып табылады, өйткені ол бір жағынан әрқайсысы елдің беделін көтеруге және оның экономикалық дамуын қамтамасыз етуге, екінші жағынан өз халқының салауатты демалыс қамтамасыз етуге мүмкіндік береді.

Қазақстанда әлеуметтік туризмді дамыту проблемалары сондай-ақ туризмнің осы түрін дамытуға нақты қолдау көрсетуге мүмкіндік беретін нақты мемлекеттік саясаттың осы уақытқа дейін әзірленбеуіне байланысты. Бұрын әзірленген Мемлекеттік бағдарламалар тиісті нәтиже бермеді. Осы уақытқа дейін әлеуметтік туристік саланы дамытуға, қызметтің осы түріне қатысатын және туристік фирмалардың қызметтерін пайдаланатын адамдардың мүдделерін қорғауға қатысты барлық проблемалар шешілген жоқ. Бұл осы саланың проблемаларын шешуге мемлекет тарапынан жүйелі тәсіл әлі әзірленбегенін көрсетеді, өйткені әлеуметтік туризмді дамыту перспективалары көп жағдайда мемлекеттің саясатына, туристік секторды мемлекеттік реттеу мен қолдауға, сондай-ақ елдегі және әлемдегі экономиканың даму деңгейіне байланысты болады.

**Түйін сөздер:** әлеуметтік туризм, ішкі туризм, келу туризмі, демалыс, проблемалар, Павлодар облысы.

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### Социальный туризм Павлодарской области: современное состояние и проблемы

Социальный туризм в современных условиях требует своего развития и зависит не от условий развития глобализации мировой экономики, а от уровня развития экономики каждой страны. В данном вопросе многое зависит от поддержки со стороны государства такого вида туризма, как внутренний туризм. Социальный туризм является одной из наиболее перспективных отраслей экономики любого государства, так как позволяет, с одной стороны, поднять престиж любой страны и обеспечить её экономическое развитие, а с другой – обеспечивает здоровый отдых своего населения.

Проблемы развития социального туризма в Казахстане зависят также от того, что до настоящего времени не выработана чёткая государственная политика, позволяющая реально оказывать поддержку развитию данного вида туризма. Ранее разработанные государственные программы не принесли должного результата. До настоящего времени не решены все проблемы относительно развития социальной туристической отрасли, защиты интересов лиц, участвующих в этом виде деятельности и пользующихся услугами туристических фирм. Это свидетельствует о том, что до сих пор не выработан системный подход со стороны государства к решению проблем данной отрасли, так как перспективы развития социального туризма зависят в большинстве случаев от политики государства, государственного регулирования и поддержки туристского сектора, а также от уровня развития экономики в стране и в мире.

**Ключевые слова:** социальный туризм, внутренний туризм, въездной туризм, рекреация, проблемы, Павлодарская область.

### Introduction

Today social tourism is considered one of the main types in the concept of the tourism industry, and a solid impetus is needed for its formation and development, as well as the appeal of interest to it from business and the state. In this area, the leading directions are considered: cultural, educational and health-improving types of tourism. The solution of issues and problems of the development of this area is permissible only with a certain set of measures, including making changes to the functioning regulatory and legal framework. Undoubtedly, it is strategically possible to follow the development of the concept of vacation checks, but there are enough issues that can and should be resolved at the present time.

Considering social tourism as a segment of domestic tourism in Pavlodar region, it is necessary to indicate that it is domestic tourism that usually performs the main social function in the volume of any state. This is due to the fact that it is accompanied by the economic impact of domestic tourism by the strongest socio-cultural region of the country and society. Modern social tourism follows from the social functions of tourism in general, as it has an active influence on the development of the social sphere. Domestic tourism primarily solves problems of a social orientation, forming demand and consumption not only for tourist services, but also for other types of services.

This type of tourism is a special segment of domestic tourism and is expressed as a type of active recreation of the population, the costs of which are partially compensated for by the tourist from social funds.

Social tourism has its main goal to create conditions for providing travel to categories of people who receive social assistance in the country. These include pensioners, disabled people, labor and war veterans, children, young people and other categories receiving social support from state, regional, local and non-state funds.

#### Relevance of the topic or problem

Today social tourism is considered one of the main types in the concept of the tourism industry, and a solid impetus is needed for its formation and development, as well as the appeal of interest to it from business and the state. In this area, the leading directions are considered: cultural, educational and health-improving types of tourism. The relevance of social tourism in Pavlodar region is to popularize this type of tourism among socially vulnerable segments of the population and executive authorities. The number of tourists makes up a significant part of the population of the Pavlodar region.

#### Determination of the object, subject, goals, objectives, methods and approaches of research:

*The object* of the research is directly social tourism, *the subject* is the state and problems of the development of social tourism. *Research methods* – both general scientific and private

methods have served: abstract-logical methods, methods of materialistic dialectics, a systematic approach and scientific analysis, as well as methods of statistical, comparative analysis and synthesis, etc. *The result* of the study is the search for solutions to development problems and the popularization of social tourism, an increase in the number of consumer services and management of the development of this direction.

**The purpose of the study:**

The goal is to consider the state and problems of the development of social tourism in the Pavlodar region.

**Research objectives:**

1. To study social tourism as a modern trend in the development of tourism in the Pavlodar region.
2. Research and identify the problems of social tourism development in the area under consideration.
3. Determine the main prospects for the development of this type of tourism.

**Research relevance:**

It consists in identifying problems in the regulation and development of social tourism, in the possibility of using the results of the study for a more detailed study. The materials obtained can help tour operators to develop social tourism more effectively.

**Research methodology**

Experience in the development of social tourism in foreign countries and in the CIS countries

In 1980, the WTO, in the Manila Declaration on World Tourism, officially outlined the goals of social

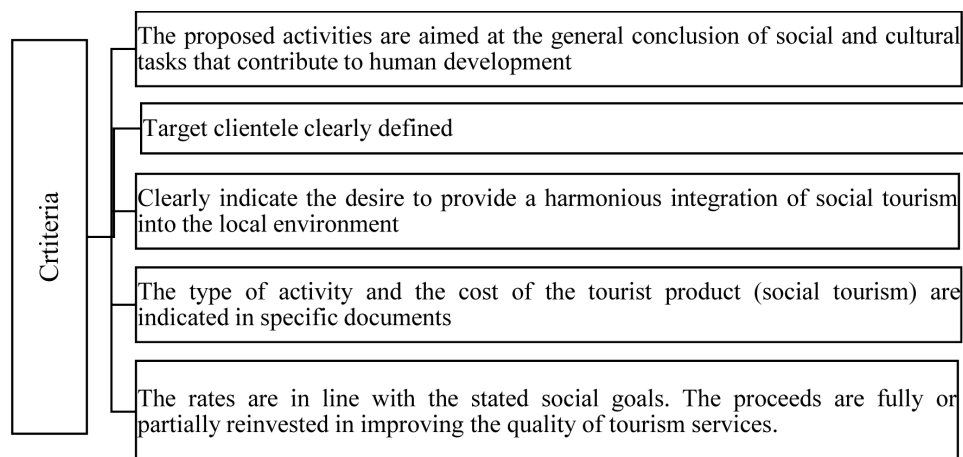
tourism as follows: “social tourism is a goal that any society should strive for in the interests of the less well-off segments of the country’s population when they exercise their right to rest” (Kvartalnov, Fedorchenko, 2002:132)

In September 1996, the General Assembly of the BITS adopted the Montreal Declaration entitled “Towards the Sound and Social Management of Tourism”. In this declaration, both the problems of social tourism are identified, and social tourism is called “the designer of a new modern society and a way of economic development of the country and regions.”

It should be noted that thanks to social tourism developed in many countries of the world, millions of people travel the world. These are mainly European countries, Japan and others.

Article 13 of the aforementioned BITS establishes groups of tourism enterprises and organizations that must or can deal with social tourism issues: “any tourist organization that specifically designates public tasks in its charter or other document may belong to the social tourism movement. And the goal of social tourism is to ensure accessibility for the largest number of people in travel and tourism, while not limiting ourselves only to the goal of obtaining material benefits from this type of activity” (Travel business: Journal. M.: Economics of Tourism, 2002:12). It should be noted the main criteria that allow organizations to belong to public (or social) tourism (figure 1)

Experience in the development of social tourism in foreign countries. Social tourism is actively



**Figure 1** – Criteria for social tourism organizations in the CIS countries

developing in European countries. It is based primarily on the forms of material support to rest and travel. Social tourism develops in the following

forms: family tourism or tourism for workers; youth tourism and tourism of the third age (or for retirees) (Kovalenko, 2014:380-382)

In some European countries, people who can take advantage of social tourism offers or services can use one of the more advanced forms of travel checks. They are used by citizens of these countries when purchasing certain travel products. The vacation check system is actively used in France and Switzerland. This issue is handled by the French National Vacation Association and the Swiss Travel Fund (Analysis of foreign experience in the development of domestic and inbound tourism // Analytical bulletin, 2016:133) A vacation check, a payment document (like a checkbook) with a high degree of security.

An interesting European project in the field of social tourism should be called eCalipso, which is being implemented within the framework of the European Union. It aims to allow low-income citizens to visit resorts during off-season periods. Projects are being implemented within the framework of public and private partnerships (Volkov, 2016:5-15). It provides an opportunity to improve the economic situation and allows you to travel. Visits by low-income citizens to resorts throughout Europe apply to the following categories of citizens:

- people of retirement age (over 65);
- young people (18-30 years old);
- persons with disabilities;
- families with a low level of material wealth and difficult social circumstances.

All the indicated experience can be used in the Pavlodar region.

### **Analysis of the need for social tourism in Pavlodar region**

The Concept for the Development of Tourism until 2023 defines one of the important directions for the development of tourism activities – social tourism. Social tourism is planned to be developed in all regions of the country. This approach should ensure that all opportunities are used to meet the needs of certain categories of the country's population for recreation, travel and health services.

The concept also notes that the International Organization for the Development of Social Tourism is currently operating. This organization defines social tourism as the conditions and relations associated with the participation of people in the countries-regions, expressed in the category of low-income population (based on the fact that many of them do not have the opportunity to independently use tourism services). Their participation is considered possible or their participation is facilitated by means of state and other policies, in

which measures of social support are clearly defined and the recognition of such policies by all social actors. It is this approach that is currently adhered to in the Pavlodar region, developing directions for the development of social tourism in the regions of the country. At the same time, it is important to indicate what is meant by social tourism in the Pavlodar region the following forms of support:

- direct government support in relation to all target groups included in the social tourism development program;
- creation of tourism infrastructure accessible to all categories of tourists.

These directions are implemented in the region as part of the development of domestic tourism, as its separate subspecies. Currently, the following measures are being taken in the Pavlodar region to develop social tourism/

Based on the identified problems and development directions, an assessment of the need for social tourism was carried out within the framework of individual target groups (Nyussupova, Brade, Kairova, Kenespaeva, 2018:6)

One of these groups is pensioners. According to statistical data, there are more than 117 thousand pensioners in the Pavlodar region, of which 38 thousand people are older people who are provided with budget social services at home (Statistical data for the Pavlodar region). The rest of the pensioners can really be involved in social tourism. It should be noted that pensioners, as a target group, live in all regions of the country.

Students as a target group for social tourism. In the Pavlodar region for 2021 there are more than 16 thousand students (Statistical data for Pavlodar region)

Disabled people: according to the Ministry of Social Protection of the Republic of Kazakhstan in Pavlodar region, as of 2020, there are about 27 839 people with disabilities in Pavlodar region, of which 9 180 people live in villages.

There are about 6,158 large families in the Pavlodar region, 361 orphans. The obtained data also indicate that in the Pavlodar region there is a need for social tourism in relation to this target group (figure 2)

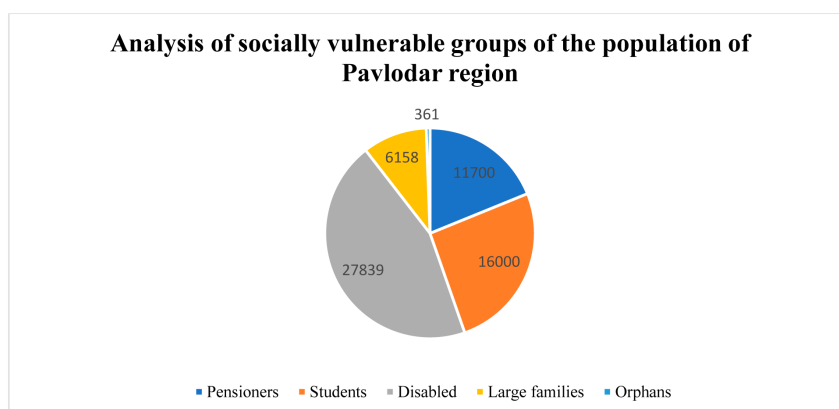
Currently, according to the statistical data of the Concept for the Development of Tourism of Pavlodar Region until 2025, there are sanatorium-resort organizations - in the amount of 112, sanatoriums and rest houses. One of the most popular sanatoriums in Pavlodar region is the "Moyildy" sanatorium. The treatment offered in the sanatorium has no alternative in the Republic, the effectiveness of treatment here lies in the fact that the sanatorium has a natural lake

with the same name Moyilydy, which contains salted brine and silt mud, which give a huge healing effect in diseases of the musculoskeletal system, peripheral nervous system and many other concomitant diseases: gastrointestinal diseases, respiratory diseases, diabetes mellitus, skin diseases and many others. The use of therapeutic mud is carried out in a variety of services (wrapping, local applications), salted brine is used in

the form of baths.

Also, the second most popular sanatorium-boarding house “Pearl of Longevity” (Chernoyarka district). This sanatorium specializes in pantotherapy, halotherapy and physiotherapy. The Pearl of Longevity is also available to retirees.

There are 9 state camps for children in Pavlodar region: “Ekoalem” (Aksu city), “Samal”



**Figure 2** – Diagram with data on the number of socially vulnerable segments of the population living in the Pavlodar region

(Fedorovka village, Terenkol district), “Ak zhelken” (Maisy district), “Baldauren” (Michurno village, Pavlodar district), “Chaika” (Shcherbakty district), “Kunshuak” (Sharbakty village, Akkuly district), “Aktogay” (Zholaman village, Aktogay district), “Baldauren” and “Zhas dauren” (Lake Zhasybai, Bayanaul). And there are also 3 private camps: “Ferrosplavschik” (Belovka village, Aksu district), “Karlygash” (Lake Zhasybai, Bayanaul) and “Orlyonok” (Lake Sabyndykol, Bayanaul).

Thus, it was found that in the Pavlodar region there is a need for the development of social tourism on the part of such target groups as: war and labor veterans; pensioners; people with disabilities; opportunities; orphans; children and adolescents, students; low-income strata of the population; workers (and members of their families) who are employed in hazardous and harmful work, under collective agreements and other separate categories.

### **Problems of social tourism development in Kazakhstan**

An analysis of statistical and policy documents showed that in the region under consideration, social tourism belongs to a developing sub-industry and has an insignificant effect both on the economy of the country and regions, and on the solution of existing

social issues. The development of social tourism largely depends on how developed the country’s tourism industry as a whole is. The development of social tourism in the region is greatly influenced by the level of development of the main and auxiliary tourist infrastructure. The infrastructure includes tourist centers, hotels, campgrounds, vehicles, roads and tourist routes. The main reason is the lack of rooms in low-class hotels (since elite hotels are not ready to serve this category of citizens, and many of them are idle due to lack of congestion). The hotel business has no interest in serving social guests, since they are not provided with government support measures in the form of separate benefits (for example, tax benefits) (Asipova, 2014:43) The analysis made it possible to establish that the most profitable are small and medium-sized hotels and hotels of the 2-3rd tourist class. To solve this problem, it is necessary to ensure the creation on the territory of the country of a whole network of hotels of various categories: from high-level tourist class to campgrounds and guest houses – with different price categories. The tourist business must understand that it is necessary to lure a tourist first, and only then raise prices. Overpriced hotel service prices in Pavlodar region and, accordingly, throughout Kazakhstan (they exceed world prices) are one of the important problems not only of this

service, but also of social tourism. As a result, the region in terms of tourism loses its attractiveness in the eyes of its potential visitors due to the high price and limited service.

The development of transport infrastructure is also a problem, since the main thing for the development of social tourism is interest and accessibility. In order to get to the places of tourism you need good roads and affordable prices. A material problem is noted here, especially considering the fact that social tourism is designed for people with low incomes, for all age groups of the population, including older people (pensioners).

It should be noted that transport and the condition of highways, as well as prices for transport services, are one of the important reasons for the low development of social tourism. For example, many highways that lead to social tourism sites (especially when leaving for excursion sites) do not meet the requirements. In addition, there are no funds at excursion sites to pay for the necessary services related to basic necessities (toilets, cafes and places of residence).

The problems of the development of social tourism should also include a low level of awareness among the population about the possibility of obtaining benefits for social tourism services (social protection

bodies are not interested in working in this area) and a low level of their involvement in the processes of domestic tourism. The reasons are also: refusal of certain types of related businesses to participate in social tourism; refusal of certain categories of target groups to use the services of social tourism (especially in the field) and many others.

### Social tourism development models in Pavlodar region

As a result, the main measures are determined: the growth of social functions of all subjects of the tourism industry; a prerequisite in all tourist projects should be (according to the standards being developed) the availability of domestic tourism for people with limited mobility; development of accessible routes, creation of a register and their promotion in each region of the republic; constant research of Kazakhstani sites and development of proposals for their adaptation for target groups of the population; organizing the exchange of effective experience for the inclusion in the field of national social tourism of more and more new subjects of tourism and related business.

The advantages for the development of social tourism in the region include:

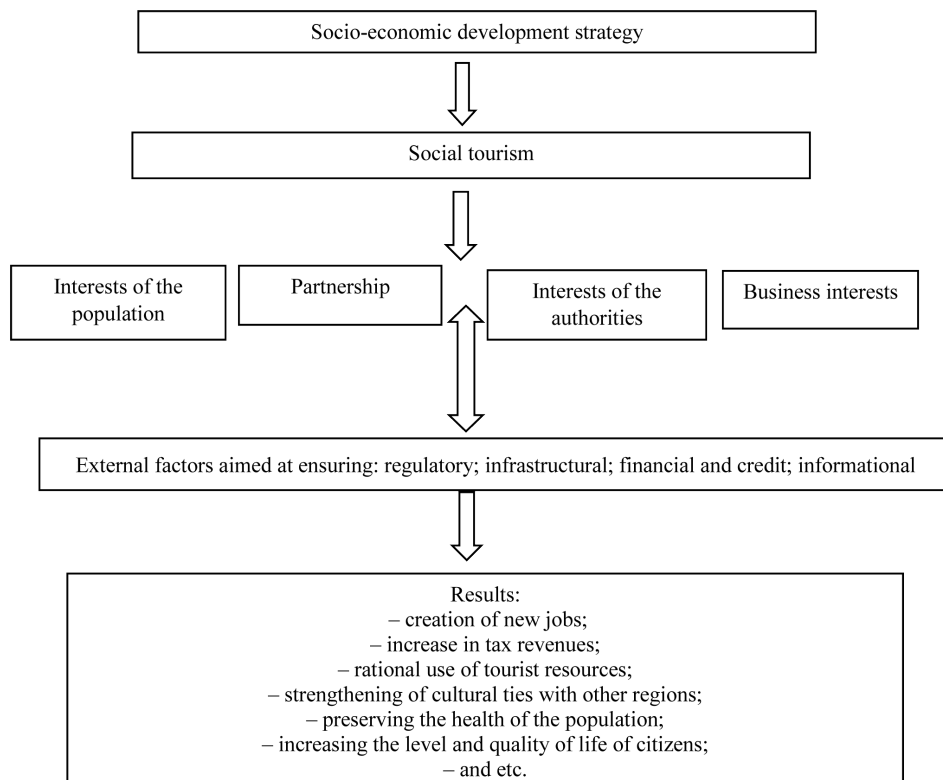


Figure 3 – Model of social tourism creation in Pavlodar region

- availability of land in the region and especially on the periphery;
- the land is quite affordable for the price;
- the availability of modern technologies that make it possible to build your business within the usually low budget;
- governmental support.

Based on the above problems, conditions and advantages of social tourism, it is proposed to include this type of tourism in the strategy of socio-economic development, as one of the important social and economic areas. To do this, one should be based on the model of organizing social tourism both in the republic as a whole and in individual regions of the country. Based on these problems, you can develop a model for the development of social tourism in Pavlodar region (figure 3).

When developing a model for the development of social tourism in the region, the following options should be taken into account:

- when the next budget of the country or regions is adopted, effective lobbying of the interests of target groups of citizens of the country is required. Then, expressed in the form of direct financing, the development of social tourism is carried out within the framework of the budgets provided for the development of the social sphere;
- development of a social tourism system of the type “Tourism develops social tourism”.

It should also be noted that social tourism in the region should become versatile, included in all types of domestic tourism: cultural, educational and ethnographic; sacred or spiritual; children and youth; sports; medical tourism; business; beach; agritourism; hunting, fishing and gastronomic tourism. In general, based on international practice, there should be social tourism, first of all: educational, health-improving, agricultural, ecological and so on. Currently, the most relevant direction in the field of social tourism is health, cultural, educational, ethnic and agricultural tourism.

### **Recommendations for the development of social tourism in Pavlodar region**

Within the framework of the Concept for the Development of Tourism of the Pavlodar Region until 2025 and on the basis of the popularization of social tourism in the USSR, namely the emphasis on children’s tourism, it is possible to offer a route for children. For example, in the USSR, with the

activation of children’s social tourism, all-Union expeditions of schoolchildren and pioneers, which have an important educational value, began to be regularly held.

Based on this, it is possible to develop an expedition route for children to study the history of their native land. According to the Concept for the Development of Tourism of Pavlodar Region until 2025, there are about 88 approved routes in the region. For example, for children in Bayanaul health camps, suggest a route:

1. Konyr aulie cave - gazebo for rest - Kempirtas and Nayzatas rocks - Botanical trail (alder grove, spring, gorge with drinking spring water) - Toraigyrlake.
2. Rock Pisanitsa - natural viewing platforms - Witch’s Gorge - a tent city.
3. “Monuments of the city of Pavlodar” Pavlodar city - with. Zarya-p. Esilbay - Floodplain r. Irtysh - s. Zarya - Pavlodar.
4. “Merchant Pavlodar” - Lenpark - houses of Surikov and the Balandin brothers - Treasury building - Fattakh Ramazanov’s mosque - exposition of the museum of local history “Life of the merchants”.

It is also recommended to include the creation of social tourism in Pavlodar region in the strategy of socio-economic development according to the proposed model, since social tourism helps to solve the urgent social problems of the modern period to overcome the differences in the standard of living of different strata of citizens of the region. In the Strategy, it is necessary to note the following main accents that are important in the creation of social tourism: the presence of the interests of the population, government and business, and implementation on the basis of partnership with such external factors as regulatory, infrastructural, financial, credit and information support, which should allow obtaining both social and economic results: new jobs, new volumes of tax revenues; effective use of local tourism resources, development of cultural ties.

At the regional level, it is proposed to model the process of organizing social tourism, based on the interaction of the regional (local) tourism administration, the Center for Participation in the Organization of Social Tourism, recreation sites and social organizations.

It is recommended for this type of tourism to use their own resources and attract additional funds only on the condition that the family social business has regular customers.

## Conclusion

In the course of the study, the set goal was achieved, expressed in considering the problems and prospects for the development of social tourism in the Pavlodar region. The tasks were solved: to study the theoretical foundations of social tourism and the main types of tourism. Outline the role of tourism in the country's economy; consider the features of social tourism. Assess the experience of developing social tourism in foreign countries; to analyze the national tourism policy and the development of the tourism industry in the region; analyze the needs for social tourism in the Pavlodar region; to establish the problems of the development of social tourism and to determine the main directions of the development of social tourism in the region. All of them are summarized, which made it possible to draw the following conclusions.

Social tourism is a sector of the tourism market in which clients receive funds for travel and recreation, allocated by the state and other organizations on

preferential terms, as for social needs. The persons who are provided with social assistance within the framework of social tourism are children, youth, workers, pensioners, students and other socially unprotected segments of the population. The features of social tourism are: tourism as a physical activity; environment for full communication; social tourism aimed at restoring people's psychological strength; social tourism, as the provision of nature, favorable climate, water spaces; social tourism, contributing to personal development, and others.

The variety of studies of the tasks and issues of the tourism industry proves the importance, relevance and multitasking of social tourism. But it is necessary to highlight that the full range of nuances of state regulation of the formation of tourism does not yet have an appropriate and multilateral reflection in the scientific literature, for example, the powers and functions of the state in the field of social tourism.

The development of social tourism is absolutely necessary, economically justified and profitable.

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