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AN ANALYSIS OF THE DEVELOPMENT OF THE TOURISM INDUSTRY IN THE AKSU-ZHABAGLY BIOSPHERE RESERVE OF KAZAKHSTAN

Based on the analysis of the current development state of the tourism development in Aksu-Zhabagly Biosphere Reserve (BR), this paper discusses how to properly handle the contradiction between nature protection and tourism development, determines the problems existing in tourism development, and proposes a strategy for the development of eco-tourism in Kazakhstan. The aim of the study is to give some recommendations for the Aksu-Zhabagly ecotourism destination by employing a combination of field observation, examination, evaluation, and SWOT analysis. The strategic suggestions for the future development of tourism in Aksu-Zhabagly BR were determined mainly by the SWOT analysis results. The study results showed that the main strengths are convenient accessibility, diversified wild animals and plants, rich natural values, tranquil life in a typical rural setting, and favorable climatic conditions in the summer. And the low quality of tourist services, lack of competition among tourist destinations, lack of necessary infrastructure for tourists, lack of investment capital for tourism development, and lack of access to credit for small business development were determined as the main weakness. The results also revealed the preparation of different types of tour packages, the development of community tourism groups in Zhabagly, the potential for the production and sale of folk crafts and souvenirs, and improving accessibility (rehabilitation of roads, public transport) are the main opportunities. Finally, the hazards of increased influx of tourists, monopolization of tourist revenues and uncontrolled development of tourism, unlimited use of social opportunities and natural resources, loss of newly acquired image through the supply of low-quality goods, and the inability of other neighboring settlements to compete with Zhabagly village were proved to be the main threat to the effective implementation of sustainable development of tourism in the Aksu-Zhabagly tourist site.

Key words: analysis, development, tourism industry, Aksu-Zhabagly, biosphere reserve, Kazakhstan.

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Қазақстанның Ақсу-Жабағылы биосфералық қорығындағы туризм саласының дамуын талдау

Ақсу-Жабағылы биосфералық қорығындағы (БҚ) туризмді дамытудың ағымдағы жағдайын талдау негізінде туризмді дамытудың ағымдағы жағдайын талдау негізінде бұл жұмыста табиғатты қорғау мен туризмді дамыту арасындағы қарама-қайшылықты қалай дұрыс шешу керектігі қарастырылады және туризмді дамытудағы бар проблемалар анықталады, сондай-ақ Қазақстанда экологиялық туризмді дамытудың бірқатар стратегиялары ұсынылды. Зерттеудің мақсаты – далалық бақылау, сараптама, бағалау және SWOT талдауының комбинациясын қолдану арқылы Ақсу-Жабағылы экотуризм бағытына ұсыныстар беру. Ақсу-Жабағылы БҚ-да болашақта туризмді дамыту бойынша стратегиялық ұсыныстар негізінен SWOT талдау нәтижелері бойынша анықталды. Зерттеу нәтижелері негізгі күшті жақтары қолайлы қолжетімділік, әртарапандырылған жабайы жануарлар мен өсімдіктер, бай табиғи құндылықтар, типтік ауылдық ортадағы тыныш өмір және жазда қолайлы климаттық жағдайлар екенін көрсетті. Ал туристік қызмет көрсету сапасының төмендігі, туристік бағыттар арасындағы бәсекелестіктің жоқтығы, туристерге қажетті инфрақұрылымның жоқтығы, туризмді дамытуға инвестициялық капиталдың жоқтығы, шағын кәсіпкерлікті дамытуға несиеге қолжетімділіктің жоқтығы басты әлсіздік ретінде анықталды. Нәтижелер сонымен қатар турпакеттердің әр түрін дайындау, Жабағылыда қауымдық туристік топтарды дамыту, халық қолөнері мен кәдесый бұйымдарын өндіру және сату

әлеуеті, сондай-ақ қолжетімділікті жақсарту (жолдарды, қоғамдық көліктерді қалпына келтіру) негізгі мүмкіндіктер болып табылады. Соңында, туристер ағынының артуы, туристік кірістердің монополиялануы және туризмнің бақылаусыз дамуы, әлеуметтік мүмкіндіктер мен табиғи ресурстарды шектеусіз пайдалану, сапасыз тауарларды жеткізу арқылы жаңадан қалыптасқан имиджді жоғалту және басқа көрші елді мекендердің Жабағылы ауылымен бәсекеге түсе алмауы Аксу-Жабағылы туристік бағытында туризмнің тұрақты дамуын тиімді жүзеге асырудың негізгі қауіп-қатері екені дәлелдеді.

Түйін сөздер: талдау, даму, туризм индустриясы, Аксу-Жабағылы, биосфералық қорық, Қазақстан.

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Анализ развития индустрии туризма в Аксу-Жабаглинском биосферном заповеднике Казахстана

На основе анализа текущего состояния развития туризма в биосферном заповеднике (БЗ) Аксу-Жабаглы в данной статье обсуждается, как правильно разрешить противоречие между охраной природы и развитием туризма, определяются проблемы, существующие в развитии туризма, и предлагается стратегия развития экотуризма в Казахстане. Цель исследования – предложить рекомендации для экотуризма Аксу-Жабаглы, используя комбинацию полевых наблюдений, исследования, оценки и SWOT-анализа. Стратегические предложения по будущему развитию туризма в БЗ Аксу-Жабаглы были определены преимущественно по результатам SWOT-анализа. Результаты исследования показали, что основными преимуществами являются удобная локация, разнообразие флоры и фауны, богатые запасы природных ресурсов, размеренный ритм жизни в сельской местности и благоприятные климатические условия в летний период. А в качестве основных недостатков были определены низкое качество туристских услуг, отсутствие конкуренции среди туристских направлений, отсутствие необходимой инфраструктуры для туристов, нехватка инвестиционного капитала для развития туризма и отсутствие кредитного финансирования для развития малого бизнеса. Результаты также показали, что подготовка различных типов туристских пакетов, развитие общественных туристических групп в Жабаглы, потенциал для производства и продажи народных ремесел и сувениров, а также развитие инфраструктуры (восстановление дорог, общественного транспорта) являются основными возможностями для развития. Наконец, опасности повышенного притока туристов для экологии, монополизации туристических доходов и неконтролируемого развития туризма, неограниченного использования социальных возможностей и природных ресурсов, потери вновь приобретенного имиджа из-за поставок товаров низкого качества и неспособности других населенных пунктов конкурировать с территорией Аксу-Жабаглы. были определены главными угрозами для эффективного осуществления устойчивого развития экологического туризма в туристическом направлении Аксу-Жабаглы.

Ключевые слова: анализ, разработка, индустрия туризма, Аксу-Жабаглы, биосферный заповедник, Казахстан.

Introduction

The development of tourism provides funds for protecting and constructing nature reserves and improves the economic status quo of relying on a single government appropriation. At the same time, tourism development promotes the construction of surrounding communities and the improvement of infrastructure, drives community residents to participate in tourism operations, increases residents' income and improves their quality of life. How to meet the new challenges after the expansion of domestic demand for tourism in nature reserves and how to strictly adhere to the eco-

logical red line in the accelerated development of tourism have become new propositions (Cheng Li 2020: 78-89). However, the phenomenon of emphasizing resource development and neglecting education still prevails in protected areas. Strengthening the educational function of nature reserves can not only regulate tourists' recreational behavior but also enhance tourists' enthusiasm to protect the resources of nature reserves. At the research level, my country's national park environmental education currently lacks its theoretical foundation (Zhang Yuangang et al. 2021:1-21). As one of the main functions of the high-quality development of tourism in nature reserves, the educational

function needs to further explore its core elements and influencing variables. The environmental responsibility behavior of tourists is not only of great significance to environmental protection but also an effective way of sustainable tourism development (Luo Wenbin et al. 2020:1941-1953). At present, the importance of tourists' environmental responsibility behavior has attracted the attention of domestic scholars. At the same time, empirical research has pointed out the intrinsic connection between the two paths, that is, the educational activities of ecological themes have a significant guiding effect on public environmental responsibility behavior (Qiu Hongliang, Fan Diao, and Zhao Lei 2018). The purpose is to maintain biological diversity by protecting the natural environment and resources so that the ecosystem can develop healthily and sustainably, and people can enjoy high-quality ecological products and public services (Liu Chao 2020). Implement the national park ecological environmental protection, monitoring and restoration projects to realize dynamic monitoring and management of the park environment; during the construction process, actively develop the eco-tourism green industry, adjust the industrial structure, and protect the park environment; build multi-plan management information for the national park. The platform realizes all-round management and control of data management, project approval, etc. (Wang Yi 2017: 1037-1039). Therefore, first, relevant laws and regulations on protection and utilization should be introduced to provide clear rules and regulations and a legal basis for the opening of the park. The value of the national park is co-created; finally, a review system is established to regularly evaluate and review the development of the park's cultural and natural landscapes, infrastructure, and tourism enterprises, and to carry out dynamic regulation to ensure the maximization of the national park's public welfare (Zhong Linsheng et al. 2016:126-133). Under the guidance of the macro-control of government management departments, it is necessary to jointly build national parks with scientific research forces of colleges and universities, public welfare groups, enterprises, and community residents (Cheng Lifeng, and Zhang Huiyuan 2019:8-10). As the area with the most severe development restrictions, the tourism development of nature reserves is regarded as the best way to effectively use natural resources (Akbar and Yang 2021: 1-21).

Innovation is the meaning of high quality, and the tourism industry is always inseparable from innovation (Hjalager 2010:1-12). This is not only a demand-driven industry attribute (Brooker and Joppe 2014:500-508) but also determines that tourism companies must continue to launch innovative

and differentiated products. From the point of view of nature reserves, the balance between strictly adhering to environmental protection and developing the tourism industry is usually difficult. For example, in the process of integration and optimization of nature reserves, there may be problems such as fragmentation of resource value in scenic spots (Li Xin, Song Songsong, and Jin Yunhan 2020:34-40), and some researchers have found that conservation investment in forest parks will reduce tourism revenue (Qin Guangyuan, and Cheng Baodong 2020: 100-117). From the perspective of tourism, on the one hand, it can improve the public's understanding and support for nature reserves, and bring certain economic income; Tourism also causes damage to the environment of the protected area. So, how to find a possible equilibrium path between the two is a question. Tourism resources are attractive because of their cultural value, and the development and utilization of tourism can produce economic, social and ecological benefits (Hu Ting, Xu Chunxiao, and Wang Fuyuan 2020). Under this line of thinking, the theoretical perspective of the unity of material and immaterial, and the interaction between nature and humanity provided by cultural landscapes provides a theoretical potential for the utilization, value-added and protection of nature in the tourism industry (Akbar, Maksatovna, et al. 2022: 69-82). Empowering tourism in natural resources protected areas with cultural value can create high-quality cultural added value under the premise of minimum consumption of natural resources, improve the comprehensive experience of tourists, and reduce the resources generated by tourists out of value compensation and other psychology. Consumption behavior can also enhance tourists' awareness of natural value through a higher value experience, resulting in a higher level of environmental responsibility behavior.

Secondly, establishing an innovative development mechanism for natural resource-based destination tourism is crucial. However, there is a lack of systematic thinking on the production, diffusion and evolution mechanism of tourism innovation knowledge in natural resource-based destinations. With the deepening of tourism innovation research, people gradually realize that tourism innovation is also a systematic or holistic process (Hall and Williams 2008). Therefore, we can learn from some concepts and ideas of the regional innovation system, and consider the complexity and diversity of the tourism development of natural resource-dependent destinations and the above-mentioned characteristics of its tourism innovation. The development framework

focuses on solving the organizational structure and interaction mode of tourism innovation subjects in natural resource-based destinations, and the operation process and mechanism problems such as the production, diffusion, and transformation of innovative knowledge (Hjalager et al. 2008); regional tourism development and innovation policies and management models. Innovation performance evaluation and promotion (Hjalager 2012) and so on. By establishing a tourism innovation system including the main network system, support system, environmental system, etc., an institutional mechanism that is conducive to the innovative development of natural resource-based destination tourism is formed.

The benefits of tourism development in protected areas have also been recognized globally. Foreign scholars have pointed out that nature reserves can achieve multiple goals such as biodiversity conservation, sustainable community livelihoods, and tourism development (Nyaupane, Poudel, and York 2020:1-20), which provide experience and theoretical reference for the practice of tourism development in nature reserves in my country. However, people should also see that the popular ecotourism development has also brought serious problems such as the destruction of the natural ecological environment and landscape pollution in protected areas. The diversity of types of tourism resources in nature reserves and the complexity of their spatial forms may still lead to conflicts of interests between the protection and development of resources in nature reserves, and the problem needs to be further explored by researchers.

The coordination and management of the core interests of nature reserves is the guarantee for the

high-quality development of tourism. Benefit-sharing has always been an important topic in the discussion of the development of international nature reserves (Heslinga, Groote, and Vanclay 2019:773-787). Due to the imperfect management mechanism, the tourism development of developing countries' nature reserves has always been faced with the balance and conflict of interests of multiple subjects and departments, mainly involving the government, protected areas, communities, tourism enterprises and other four major stakeholders, as well as the main bodies of different centralized departments.

This paper is composed of five main sections. After the introduction, the study area overview that describes the characteristics of the Aksu-Zhabagly BR of the western Tian-Shan mountain in Kazakhstan is followed, then a section on the data collection and methodology was presented. The paper then continues with results and discussion on the SWOT analysis of tourism development in Aksu-Zhabagly BR, followed by a conclusion section.

Study area overview

One of the main national wealth, riches, and foundations of any state is its natural resources, natural resources. One of such proud treasures is the Aksu-Zhabagly reserve. Aksu-Zhabagly Biosphere Reserve was declared in the 1920s at the suggestion of one of the leading figures of our society T. Ryskulov. This reserve occupies the north-western part of the Talas Alatau and the neighboring Ugam ridge. Its main area belongs to the Tulkibas, Tolebi and Baidibek districts of the Turkistan province and Zhualy district of the Zhambyl province.



Figure 1 – Spatial view of the main territory of Aksu-Zhabagly BR. Source: <https://en.unesco.org>.

In addition, the reserve includes two paleontological departments. One is in Karabastau with an area of 126 hectares, the other – is “Aulie”, with an area of 100 hectares. Both are located in the Baidibek district, about 120 km from the main area of the reserve. The current territory of the reserve is 85,754 hectares. Among them, Tulkibas district – 21,255 hectares, Tolebi district – 53,597 hectares, Baidibek district – 231 hectares and Zhualy district – 10,682 hectares. The office of the BR is in the village of Zhabagly.

The climate is distinctly continental. Because it is located in the northern part of the West Tianshan Mountains, the precipitation is different, for example, there is more precipitation in winter and spring, and less precipitation in summer. The coldest month in winter is January, with an average temperature of -25°C ; the hottest month is August, with an average temperature of $+21^{\circ}\text{C}$. The minimum temperature is -34°C and the maximum temperature $+37^{\circ}\text{C}$.

The average temperature at the top of the mountain is -15°C , and in winter the temperature at the top of the mountain drops to -30°C . The temperature drops by 0.6°C as you climb to a height of 100 meters. The average thickness of snow in the basins of the Baldyberek and Zhabaglysu rivers, which are characterized by heavy snowfall, is 90 cm, sometimes up to 2 meters.

All aforementioned facts testify to the representativeness of flora and fauna of the given terrain for all Western Tien-Shan. Besides, there are discovered unique sites of upper Jurassic flora and faunas, which, undoubtedly, improves the value of biological and landscape diversification from the point of nature protection view.

Materials and Methods

The main idea of this article was born in March 2019 during a week-long survey of the Aksu-Zhabagly BR in Kazakhstan and the identification of tourist routes. Data collection was conducted from March 2 to March 22, 2019 for 20 days. To obtain a deeper knowledge of the growth of tourism, interviews were conducted with representatives of the Aksu-Zhabagly BR office and tourism companies in Zhabagly village. Face-to-face interviews were conducted with the akim of Zhabagly village, who knows the situation of the population's involvement in tourism, the head of the research department of the nature reserve and the director of a tourism company in Shymkent. In order to address the goals and objectives of the research, relevant information

was collected on selected research areas and interviews were conducted with experts who studied the reserve. One of the main methods of the research was a desk analysis of documents prepared on the official website of the Aksu-Zhabagly BR (www.aksu-zhabagly.kz). We have analyzed some documents in detail, including all general reports, mission reports, periodic reports published in recent years, and some existing documents. Research articles on “SWOT Analysis of Tourism Development” were also collected and the results of the analysis were incorporated into the study. While the research is conducted using a document content analysis approach, a SWOT analysis is the primary method for showing the strengths and weaknesses for making recommendations for developing tourism in Aksu-Zhabagly BR effectively in the future.

Results and Discussion

Tourism development in the Aksu-Zhabagly BR

Sustainable World Heritage tourism implementation, especially in rural areas, has a global impact as a place with a global perspective and traditional rural elements. However, the development of tourism in the world heritage sites cause disagreements between stakeholders in all segments of society and is hampered by conflicting views and interests such as the preservation of the natural landscape and the simultaneous growth of tourism development potential (Svels 2015:183-201). In a globalized, multidimensional world, WHS stakeholders are numerous and heterogeneous. However, the most important day-to-day relationship in the WHS remains between residents and visitors. Tourism is mainly based on the preferences of local people, so their support and participation is important for its sustainability. However, if tourism is not properly managed, local communities can also influence WHS values and ultimately endanger it by transforming the local heritage into a fully viable tourist environment (Nicholas, Thapa, and Ko 2009:390-412). Therefore, when developing tourism in the world heritage site, it is necessary to take into account its features, for example, the best strategy for tourism development in environmentally sensitive protected areas is to organize tourism only in the buffer zone of protected areas (Akbar et al. 2021). Currently, some developing countries are developing tourism in protected areas in accordance with the above requirements, one of which is our study area – Aksu-Zhabagly natural world heritage site.

The most important indicator of the level of development of tourism in one tourist destination is, of course, the number of annual visitors to the area. This is due to the fact that the more tourists there are, the more positive the economic impact of tourism on the prosperity of the region. Akim of Tulkubas district Nurbol Turashbekov said at a briefing in the regional communications service of

Turkestan region: “In 2016, more than 12 thousand tourists visited Tulkibas district, 7% of whom were foreigners. Now it is planned to increase the number of tourists to 20 thousand by 2025. And several projects will be prepared to implement this plan.” Below we analyze and compare the dynamics of the number of tourists in the study area over the recent 5 years (2014-2018).

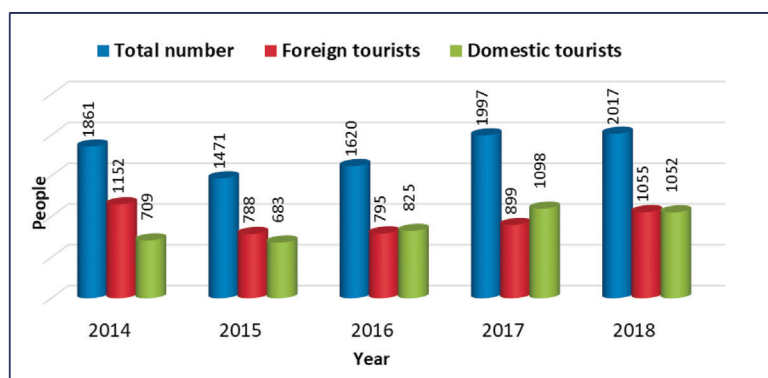


Figure 2 – The number of tourists to Aksu-Zhabagly BR from 2014 to 2018. Source of statistics: tourism department of Aksu-Zhabagly BR office

It is not difficult to see from Figure 2 that the number of domestic tourists in 2014 was relatively large, with 1152 people. However, in 2015 the number of visitors to the Aksu-Zhabagly tourist route was small, 788 foreign and 683 domestic tourists, respectively. Over the past 4 years, there has been a steady increase in the number of foreign and total tourists, in 2018 the total number of tourists visiting the tourist area reached 2017 people, which is about 550 people more than in 2015. And the number of local tourists has fluctuated over the past 3 years, with a sharp increase from 825 people in 2016 to 1,098 people in 2017, but in 2018 there were slightly fewer tourists (1052 people) than in the previous year. From the above analysis, it can be concluded that although Aksu-Zhabagly has a high potential for tourism planning and the quality of accommo-

modation and accessibility is relatively good compared to other regions of Kazakhstan, the level of tourism development in this region is relatively low. And we suppose there are several impediments to tourism development in our study area. Thus, the main content of this research is to show the strengths, opportunities, weaknesses and threats of tourism development in Aksu-Zhabagly BR.

Analysis of tourism revenue in the Aksu-Zhabagly BR

Tourism revenue is one of the main indicators to measure the economic impact of tourism. They include all tourism-related expenditures by foreign tourists and locals within the country, including categories such as accommodation, transportation, dining, cultural services, entertainment, travel agencies and other booking services.

The main sources of tourism revenue in Aksu-Zhabagly tourist destination

Table 1 – Prices for various services of Aksu-Zhabagly Biosphere Reserve office in 2018

Revenue sources (1\$ = 375 KZT)	Time	Prices for Kazakhstan citizens	Prices for foreign citizens
1	2	3	4
Tourist paths ticket			
1 adult	1 day	1.71 \$	3.84 \$

1	2	3	4
Inspector's (escort) service fee			
Inspector for adults	1 day	2.27 \$	3.47 \$
Museum ticket			
1 adult	Once a day	0.40 \$	0.40 \$
Transportations fee			
Passenger car (mean)	1 hour	7.2 \$	3.72 \$
Accommodation and meal fees			
Comfort room (included 3 meals)	24 hours	24 \$	24 \$

Date sources: Aksu-Zhabagly Biosphere Reserve office

As shown in Table 1 above, the main sources of tourism revenue in the Aksu-Zhabagly tourist site are the admission fees for nature reserves, accompanying (guard) fees, museum admission fees, hotel accommodation fees, and three meals. When we interviewed the head of the tourism department at the office of the Aksu-Zhabagly BR, she said that the first three items in Table 1 are the fees that must be paid by tourists visiting the nature reserve. In

terms of tour guide services, some office staff provide guide services for travelers to the tourist destination. Therefore, one of the net income of the nature reserve management office is the service fee of the instructor (tour guide). Due to the vastness of nature reserve territory, the long distances and tiring walking, most tourists usually rent transportations in the area.

Main annual tourism income prediction in Aksu-Zhabagly tourist destination

Table 2 – Main annual tourism revenue of Aksu-Zhabagly BR from 2017 and 2018

Years	Total revenue (\$1 = 375 KZT)	Revenue from domestic tourists	Revenue from foreign tourists
2017	\$74748.51	899*\$35.58 = \$32025.33	1098*\$38.91 = \$42723.18
2018	\$78470.22	1055*\$35.58 = \$37536.9	1052*\$38.91 = \$40933.32
Years	Total tourists number	Domestic tourists number	Foreign tourists number
2017	1997	899	1098
2018	2107	1055	1052
(Date sources: tourism department of Aksu-Zhabagly Biosphere Reserve office)			
Main tourism revenue types		Prices for Kazakhstan citizens	Prices for foreign citizens
Reserve entrance fee + museum ticket + escort fee + transportations fee + accommodation and meal		1.71 + 0.4 + 2.27 + 7.2 + 24 = \$35.58 (per adult a day)	3.84 + 0.4 + 3.47 + 7.2 + 24 = \$38.91 (per adult a day)
(Date sources: Aksu-Zhabagly Biosphere Reserve office)			

It can be seen from the Table 2 that the total tourism revenues of the Aksu-Zhabagly BR in 2018 was about \$78.5 thousand, US\$78,500, an increase of about US\$3,500 compared with the tourism revenue of US\$75,000 in 2017. Comparing domestic and foreign tourism revenue, the tourism revenue of foreign tourists is higher than that of domestic tourists, in 2017 (foreign = \$42,723.18, domestic = \$32,025.33) and 2018 (foreign = \$40,933.32, domestic = \$37,536.9) respectively. It seems that the tourist destination attracts more overseas tourists, which shows that this tourist area has great potential to generate more foreign tourism revenue. Table 2 also showed that domestic tourism receipts

increased significantly (from US\$32,025.33 in 2017 to US\$37,536.9 in 2018), while tourism receipts for foreign tourists declined slightly (from US\$42,723.18 in 2017 to US\$40,933.32 in 2018). In our opinion, this needs further research.

SWOT analysis of tourism development in Aksu-Zhabagly BR

If we analyze the SWOT in the field of tourism in Aksu-Zhabagly, the tourist potential is great – that is, Aksu-Zhabagly should use the strengths of tourism development shown in Figure 3, but at the same time not miss the opportunities. Aksu-Zhabagly as a tourist destination has several competitive advantages over other tourist regions of the coun-

try: very convenient geographical location, one of the most popular recreational areas in Central Asia, diversity of landscapes, an abundance of flora and fauna, political stability in the region, the presence of historical and cultural monuments in the tourist

area and lying along the Great Silk Road. They are given in the SWOT matrix. These strengths make us realize that Aksu-Zhabagly has a great potential for tourism, which in turn creates several opportunities for this tourist area.

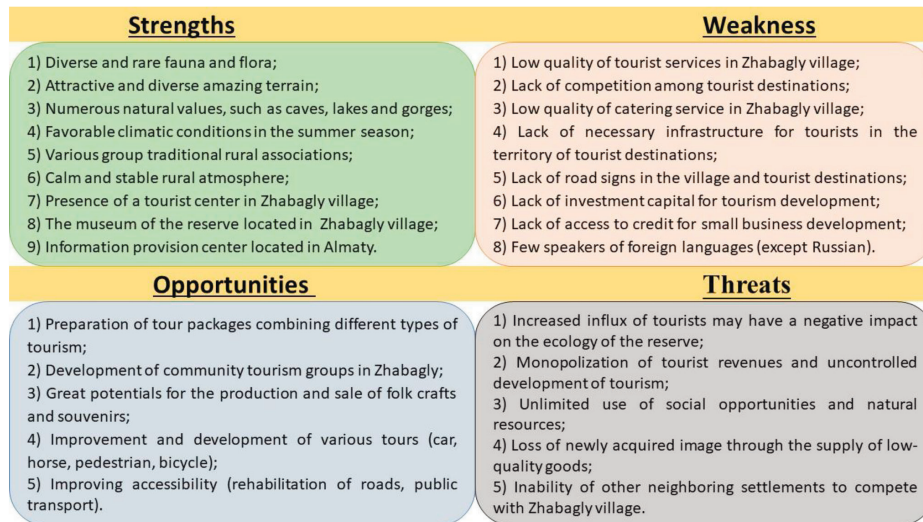


Figure 3 – The results of SWOT analysis of tourism development in Aksu-Zhabagly BR (the first author’s work).

Now our goal is to develop the tourism industry by the strategy, using these strengths and realizing the opportunities that arise. That is, development means solving a series of problems facing the industry. The accumulated issues are reflected in the SWOT matrix too. We all know that to gain opportunities, we need to eliminate weaknesses. Therefore, we need to work on a strategy to achieve these goals. At the same time, several risks could push the tourism industry backward. These include environmental degradation, political injustices in the development of rural industries, and economic inequality between settlements and peoples around this tourist destination. To prevent these threats, we need to use our strengths and implement effective strategies to eliminate them.

One of the main tasks of the Aksu-Zhabagly tourist zone will be to constantly identify the reasons for the low level of the tourism industry and the threats to it. Today, the challenge for this tourist destination is to get rid of weaknesses and constantly monitor the dangers, to prevent them from manifesting themselves in reality. Then the opportunities created by the strengths will be realized and will be of great benefit to the development of the region.

Strategies and action plans for the development of ecotourism in Aksu-Zhabagly BR

Every year a large number of foreign tourists visit the reserve. It is coordinated for the development of ecotourism in Aksu-Zhabagly and its neighboring territory. The high-quality development of tourism in nature reserves is an effective way to promote the transformation of this BR and realize ecological value. It is necessary to continuously enrich tourism products, improve monitoring systems, improve supporting mechanisms, and establish a path for realizing the ecological value of nature reserves led by the tourism industry.

At present, the main ways to realize the value of ecological products include ecological protection compensation, ecological index trading, ecological industrialization management, and ecological product supply capacity improvement and value-added premium. Promoting the development of the tourism industry in this BR is an important part of carrying out ecological industrialization management.

The natural protected areas have superior ecological environments, unique natural scenery, and obvious biological diversity, all of which provide an important resource carrier for the development

of the tourism industry. Therefore, the development of the tourism industry in this BR has unique advantages, and it can also well promote the realization of the ecological value of this BR and turn superior resources into advantageous industries. Combined with the resource characteristics of this BR, strengthen the implantation of local characteristic culture, continuously enrich the supply of tourism products, and focus on cultivating and innovatively developing leisure vacations, recreational tourism, research and educational tourism, sports tourism, health and wellness, performing arts and entertainment, and cultural creativity will promote the diversified and complex development of tourism in this BR, expand the industrial scale through supply-side reform, stimulate consumption potential, and continuously enhance the ability to transform ecological value helps to build a new development pattern.

- Building a tourism development monitoring system to supervise the transformation of ecological value and maintaining the quality of the ecological environment in the BR is a prerequisite for all social and economic behaviors.

- In the process of tourism development, it will inevitably have a certain negative impact on the ecological environment of BRs. It is necessary to build a sound monitoring system to assess the impact of tourism development promptly, so as to control the impact within a reasonable threshold.

- To achieve an efficient balance between ecological protection and tourism benefits. Comprehensively use remote sensing, GIS and other information technology to regularly monitor the quantity, quality, structure, distribution, and changes of ecological nature around tourist attractions, and provide a decision-making basis for reasonable tourism development under the premise of ecological protection.

- Give the leading role in planning, strengthen the connection with national land and space planning, encourage the development of the tourism industry while strengthening ecological protection, explore the supply system of tourism development and construction land in nature reserves, and promote the efficient and intensive development of tourism in nature reserves.

- Establish a multi-departmental coordination mechanism, build a leading group for tourism development in nature reserves including natural resources, development and reform, ecological environment, water conservancy, housing construction, agriculture, cultural tourism and other departments,

and explore the establishment of “special division of labor, departmental coordination, and regional linkage.

- Building a sound system of policies and regulations, exploring the establishment of a variety of policy tools and income distribution mechanisms in finance, taxation, industry, finance, investment, resources and the environment that are compatible with the tourism development of nature reserves, and increasing the support of green finance, to provide policy support and institutional guarantee for the realization of the tourism value of nature reserves.

Conclusion

In this work, the SWOT analysis method was used to analyze the development of tourism, mainly in the Aksu-Zhabagly BR in Kazakhstan, which in turn allows a comprehensive qualitative analysis of the strengths, weaknesses, opportunities and threats of tourism development in the research area. Provision of land plots to individuals and legal entities for tourism regulation and recreation in the specially protected natural area should be carried out by the state master plan for infrastructure development in nature reserves. According to the results from the analysis in this paper, the following strategies are put forward:

- Development of master plans for the development of infrastructure of the Aksu-Zhabagly BR, which is of interest for the development of ecotourism;

- Creation of a system for regulating the flow of visitors to the tourist area by selecting tour operators;

- Implement measures to ensure the safety of visitors to the tourist destination and the effective protection of tourist resources;

- Attracting additional investors and interested economic entities, tourist organizations, local population to tourism activities;

- Implementation of landscaping works on tourist routes; (arrangement of places of rest, shelters, preparation and installation of small architectural objects, etc.);

- Carrying out promotion campaigns that increase the popularity of the tourist area, and improve the quality of information services;

- The main thing is the state-level support for the development of ecotourism in the BR;

- It is necessary to develop infrastructure in the settlements around the reserve;

- To arouse patriotic feelings among the local population and encourage them to care for nature;
- It is necessary to improve the condition of existing accommodation in Zhabagly village.

In addition, we consider it significant to take into account the strengths, opportunities, weaknesses and threats in the development of tourism in the Aksu-Zhabagly tourist area in Figure 3.

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