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INTEGRATED ASSESSMENT OF THE TOURIST-RECREATIONAL POTENTIAL IN THE AKTOBE OBLAST

Assessment of the tourist-recreational potential of the Aktobe oblast is the main tool for determining the prospects for its development and strategic planning. The article presents the methodology and results of assessing the potential of tourist and recreational development of the Aktobe oblast. The integrated assessment of the tourist-recreational potential in the Aktobe oblast includes a criteria basis for evaluating three groups of tourism development resources: natural and climatic, historical and cultural, and socio-economic. Taking into account the lack of statistical indicators, the article analyzes the potential of tourism in the districts of Aktobe oblast on the basis of evaluation criteria selected using the General balance method. The tourist-recreational potential of natural and cultural resources of the Aktobe oblast has features that affect the development of the territorial organization of tourism. The objects of cultural and historical heritage that have been preserved to date reflect the identity of the Aktobe oblast. A thorough analysis of the results of the assessment of tourist and recreational activities of the oblast, competent work and investment give an idea of the territories where new tourist facilities may appear. As a result of the analysis, it turned out that these resources are located unevenly, and a high level of tourism development in the context of natural and climatic resources of the oblast is revealed in the service of tourists. The results of the analysis can be used to solve organizational and managerial tasks for the balanced development of tourism at the oblastal and local levels.

Key words: tourist and recreational potential, integrated assessment, natural and climatic resource, historical and cultural resource, socio-economic resource, Aktobe oblast.

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Ақтөбе облысының туристік-рекреациялық әлеуетіне интегральды баға беру

Ақтөбе облысының туристік-рекреациялық әлеуетін бағалау оның даму болашағы мен стратегиялық жоспарлауды анықтаудың негізгі құралы болып табылады. Мақалада Ақтөбе облысының туристік-рекреациялық даму әлеуетін бағалау әдістемесі мен нәтижелері көрсетілді. Ақтөбе облысының туристік-рекреациялық әлеуетіне интегральды баға беруде туризмді дамыту ресурстарының үш тобы бағалаудың критерийлік негізін қамтыды: табиғи-климаттық, тарихи-мәдени және әлеуметтік-экономикалық. Статистикалық көрсеткіштердің жетіспеушілігін ескере отырып, мақалада жалпы теңгерім әдісін қолдану арқылы таңдап алынған бағалау өлшемдерінің негізінде Ақтөбе облысының аудандарындағы туризмнің әлеуеті талданып сараланды. Ақтөбе облысының табиғи және мәдени ресурстарының туристік әлеуеті туризмді аумақтық ұйымдастырудың дамуына әсер ететін ерекшеліктерге ие. Қазіргі уақытқа дейін сақталған мәдени және тарихи мұра нысандары Ақтөбе облысының өзіндік ерекшелігін көрсетеді. Облыстың туристік-рекреациялық әрекетін бағалау нәтижелерін мұқият талдау, сауатты жұмыс істеу және инвестициялау кезінде жаңа туристік объектілер пайда болуы мүмкін аумақтар туралы мағлұмат береді. Жүргізілген талдау нәтижесінде туристік ресурстардың біркелкі орналаспағаны белгілі болды, туристерге қызмет көрсетуде облыстың табиғи-климаттық ресурстар контекстінде туризм дамуының жоғары деңгейі анықталды. Зерттелген талдау нәтижелері аймақтық және жергілікті деңгейлерде туризмнің теңгерімді дамыту үшін ұйымдастырушылық және басқарушылық мәселелерді шешу үшін қолдануға болады.

Түйін сөздер: туристік-рекреациялық әлеует, интегральды бағалау, табиғи климаттық ресурс, тарихи-мәдени ресурс, әлеуметтік-экономикалық ресурс, Ақтөбе облысы.

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Интегральная оценка туристско-рекреационного потенциала Актюбинской области

Оценка туристско-рекреационного потенциал Актюбинской области является основным инструментом определения перспектив ее развития и стратегического планирования. В статье представлены методика и результаты оценки потенциала туристско-рекреационного развития Актюбинской области. Интегральная оценка туристско-рекреационного потенциала Актюбинской области включает в себя критериальную основу оценки трех групп ресурсов развития туризма: природно-климатических, историко-культурных и социально-экономических. Из-за отсутствия статистических показателей в статье проанализирован потенциал туризма в районах Актюбинской области на основе критериев оценки, выбранных с использованием метода общего баланса. Туристский потенциал природных и культурных ресурсов Актюбинской области имеет особенности, влияющие на развитие территориальной организации туризма. Сохранившиеся до настоящего времени объекты культурного и исторического наследия отражают самобытность Актюбинской области. Данный анализ результатов оценки туристско-рекреационной деятельности области, грамотная работа и инвестирование дают представление о территориях, на которых могут появиться новые туристские объекты. В результате проведенного анализа выяснилось, что туристские ресурсы распространены неравномерно и в контексте природно-климатических ресурсов области выявлен высокий уровень развития туризма. Результаты изученного анализа могут быть использованы для решения организационно-управленческих задач по сбалансированному развитию туризма на региональном и местном уровнях.

Ключевые слова: туристско-рекреационный потенциал, комплексная оценка, природно-климатический ресурс, историко-культурный ресурс, социально-экономический ресурс, Актюбинская область.

Introduction

In the context of the developing tourism market in Kazakhstan, the role of scientific justification of preparation and decision-making in the management of oblastal resources for tourism development is increasing. To justify decisions in the field of managing the resource potential of oblasts, it is important to take into account a sufficiently large number of factors and conditions that directly affect the development of the tourism industry in the Aktobe oblast.

Recently, the number of publications covering methodological approaches to the analysis and evaluation of tourism resources has increased significantly, but there is no consensus on how to correctly and effectively evaluate tourism resources. The scientific literature presents methods for evaluating individual tourist resources: natural, cultural and historical, and tourism infrastructure. It is necessary to allocate such authors as K. V. Kruzhalin, A. S. Kuskov, M. A. Sarancha, N. V. Shabalina, etc. (Kruzhalin V. I., 2011, Kuskov A. S., 2008, Sarancha M. A., 2011, Shabalina N. V., 2012). There are also methods for assessing the tourist resources of Kazakh researchers A. Aktymbayeva, Zh. Alieva, R. Plokhikh, O. Mazbayev and others Aktymbayeva, (2017), Aliyeva Zh., (2020), Plokhikh R. V. (2017), Mazbayev O. B. (2020).

Resources for the development of tourism in the oblast is a broader concept than «tourist resources», which, in addition to tourism facilities, also includes the conditions necessary for servicing tourists, affecting the quality of tourist products, forming the image of the oblast and determining the effectiveness of tourist activities in the oblast. It is the availability of tourism development resources, and not just individual tourist resources (objects) that allows you to form a tourism industry in the oblast and get a multiplier effect from its development (Aktymbayeva, 2017).

Tourism development resources can be divided into 3 groups:

- natural and climatic resources (climatic conditions, landscape, water and mineral resources, flora, fauna, individual natural monuments, etc.);
- historical and cultural resources (material and intangible cultural heritage of the oblast);
- socio-economic resources (tourism resources, human and educational resources, material, financial and information resources).

In recent decades, countries and individual oblasts have used the tourism potential of territories to increase their tourist attractiveness. An effective way to solve the problem of conceptualizing the tourist potential of the territory in the field of tourism when organizing free tourist zones in developing

territories. Tourism potential is a combination of various material and non-material potentials that form tourist interest in a given territory, which are the basis of tourism activities for the production of tourist products and their consumption, as well as for the management, control and development of production and consumption of the tourist and food complex of the territory in accordance with the principles of sustainable economic development (Ushakova E. O., 2013).

Tourist-recreational potential of the territory is determined by internal and external factors. Internal factors include tourist infrastructure (collective tourist accommodation facilities, catering establishments, tourist organizations engaged in the formation, promotion and sale of tourist products, sports and recreational infrastructure); tourist resources (natural, historical and cultural); the management system of the tourist territory (administrative and managerial institutions that coordinate the development of tourism, marketing of the tourist territory, development of the level of interaction of tourism industry enterprises). External factors should be taken into account separately, which can be divided into groups of regulatory factors, economic, geopolitical, tourist demand, and the environmental situation in the tourist area. As part of the study, we will primarily be interested in internal factors, since they are the basis that forms the tourist-recreational potential of the territory, economic, geopolitical, tourist demand and environmental situation in the tourist area (Sobirov B., 2019).

Research materials and methods

There are many types of methodology aimed at assessing tourist-recreational potential based on the goals developed for them. Within the framework of these qualification data, the assessment of the tourist and recreational method according to the method of E. Y. Kolbovsky is the most effective and allows us to form a holistic picture of the development of tourist activities and recreational activities that most effectively meet the needs of recreants (Kolbovsky E. Y., 2006). Description of the most attractive objects of natural and historical and cultural heritage, which form the basis for the formation of tourist-recreational potential, the nature of the territories as a destination creates promising opportunities for general decision-making.

The paper offers a method of comprehensive assessment of resources for tourism development in the oblast, which is formed on the basis of a General methodology for assessing the tourist-recreational potential. A list of evaluation criteria and param-

eters for 3 groups of tourism development resources has been compiled (Aliyeva S., 2019). Collection of information required for evaluation. Processing secondary information (primarily statistical information provided by the oblastal statistical office and oblastal tourism management bodies, reporting documents of the oblastal tourism management body) and collecting primary information (conducting surveys and expert evaluation). The calculation of private indicators of tourist-recreational potential for groups of resources: natural and climatic, historical and cultural, and socio-economic. The authors use a ranking and rating scale system.

Calculation of the integral indicator of tourist-recreational potential in the oblast. Verification, correction of the assessment results and interpretation of the results of the assessment of the tourist-recreational potential resources in the oblast. Based on the comparison of the obtained indicators of tourist-recreational potential by resource groups, it is possible to determine the position of the oblast in the tourism market and predict its development strategy. For example, if the value of the potential of natural and climatic resources average or above average and well above potential socio-economic resources the index of historical and cultural resources is extremely low, in this case it is possible to develop natural resources-oriented types of tourism-health-improving, recreational, ecotourism. This will require significant investment in tourism infrastructure and government support for the industry.

The purpose of applying the integrated assessment methodology is to identify areas of the Aktobe oblast that are favorable for tourism development and ready for tourist development. It is necessary to identify the tourist-recreational potential in the oblasts and, taking into account the importance of tourism development resources, to form a set of program measures to increase the tourist attractiveness of the entire oblast.

Results and discussion

Popular types of tourism are developing in Aktobe oblast due to natural and climatic, historical, cultural, socio-economic factors. The oblast has a resource potential for the development of fishing, health-improving, resort tourism, as well as birdwatching.

The current stage of territorial organization of Tourism sets several tasks for the development of tourism in the oblast:

- Implementation of the main directions of state policy on the development of tourism activities and international cooperation in Aktobe oblast;

- strengthening and developing interoblastal, integration mutually beneficial relations of the oblast with the oblasts of the country, CIS countries and non-CIS countries, intensifying cross-border cooperation, promoting the effective use of the Export-Import potential of the oblast, expanding sales markets and expanding the geography of export of products of commodity producers of the oblast;
- assistance in organizing official receptions and meetings of foreign delegations with the leadership of the oblast;
- ensuring the rights of citizens to rest and free movement in the field of tourist activities;
- creating conditions for activities aimed at educating, educating and improving the health of tourists;
- development of the tourism industry that meets the needs of citizens when traveling; creation of new jobs, increasing the income of the state and citizens of the Republic of Kazakhstan through the development of the tourism industry;
- development of international tourist relations (Kubesova G. T., 2018).

Thus, the elements of the territorial organization of tourism in Aktobe oblast are recreational zones with various points for recreation, objects of natural and cultural heritage, as well as the Oblastal Center - the city of Aktobe. In Aktobe oblast, the territorial development of tourist functions is carried out in accordance with the processes of direct influence of the state and the market.

Analysis and assessment of the resources of tourism development in the oblast are necessary to determine its tourist-recreational potential, according to which the planning of tourism development in a certain territory is carried out. Tourist resources are the basis for the formation of a tourist product and its offer. Tourist resources can be considered anything that is of tourist interest, that is, it has an attraction and accessibility for tourists.

There are several classifications of tourist resources, based on which all types of tourist resources can be divided into the following groups: natural and climatic, historical and cultural, and socio-economic resources (Fig.1).

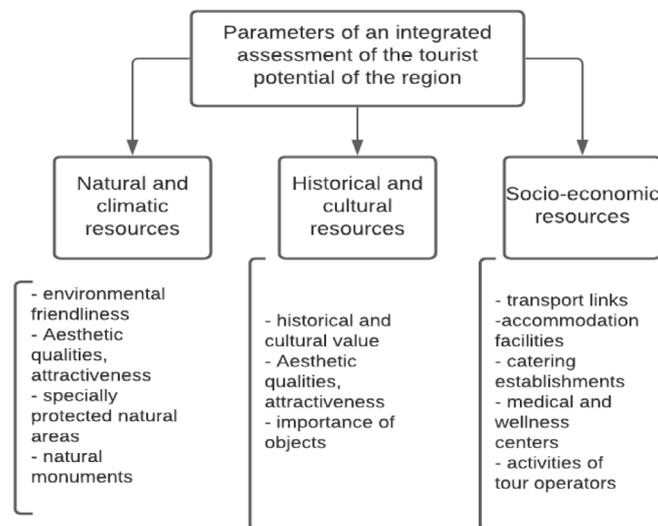


Figure 1 – Parameters of an integrated assessment of the tourist-recreational potential of the Aktobe oblast

Each oblast should use the existing tourist-recreational potential to provide quality services to meet the needs of the local population, provide services to tourists from other oblasts and foreign tourists. The tourist-recreational potential of a territory is understood as the totality of natural, cultural, historical, and socio-economic prerequisites for organizing tourist activities in a particular territory. The tourist-recreational potential in the oblast is not just a combination of the above-

mentioned prerequisites for tourism development, but resources and conditions intended for more effective use of the oblast's resource capabilities in tourism activities that contribute to the socio-economic development of the oblast (Schianetz K, 2008).

Further, the assessment of tourist-recreational potential in the districts of Aktobe oblast and Aktobe city was carried out directly. To determine the indicators of tourism development potential of the

districts of Aktobe oblast, a matrix for assessing the tourist attractiveness of natural, climatic, historical, cultural, and socio-economic resources for tourism development was compiled. In the process of assessing the resources of tourism development, calculations of private indicators were made using the developed rating scale, taking into account weight coefficients

The integral indicator of tourism development potential for each district is obtained by finding the average value of the sum of private potentials for 3 resource groups:

$$R_L = \frac{K_1 + K_n + \dots}{n}, \text{ where}$$

R_L = integral indicator of the tourism development potential of a certain area of the oblast (city district);

k_n – parameter’s score, n – number of parameters;

Normalization of indicators was carried out through the scale of favorable conditions for tourism development, determined by the availability of resources in the oblast.

The rest of the tourism development resources were evaluated on a 5-point scale:

- rating «1» – partially favorable conditions;
- rating «2» – good conditions;
- rating «3» – favorable conditions;
- rating «4» – very favorable conditions;
- rating «5» – the most favorable conditions.

In the course of the study, the dynamics of tourism development in the context of natural – climatic, historical – cultural, socio – economic resources were identified (Fig. 2, Fig. 3, Fig. 4).

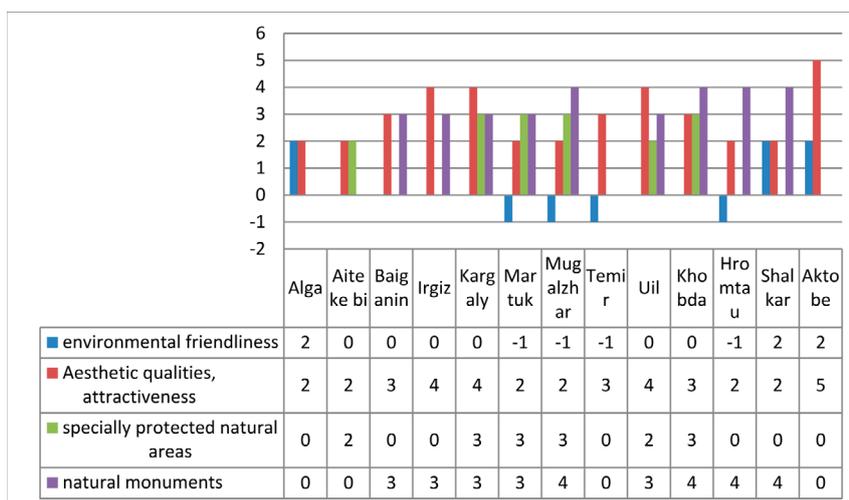


Figure 2 – Dynamics of tourism development in the context of natural and climatic resources

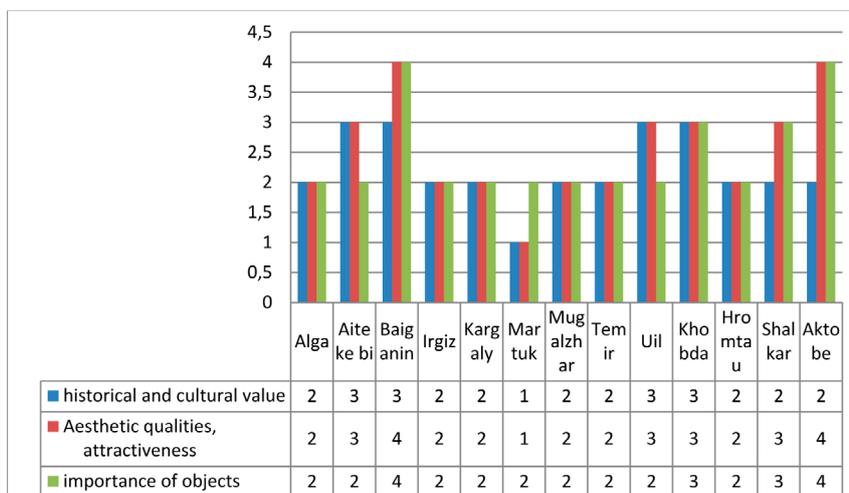


Figure 3 – Dynamics of tourism development in the context of historical and cultural resources

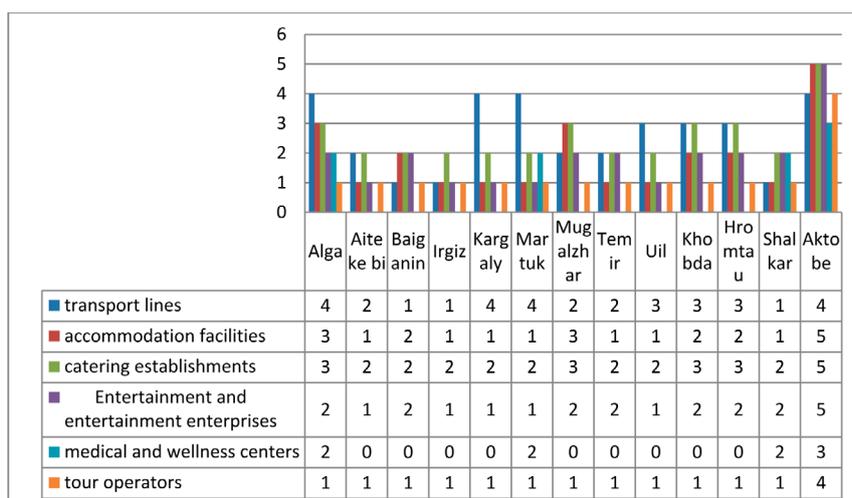


Figure 4 – Dynamics of tourism development in the context of socio - economic resources.

Let's define the restrictions for determining the tourist attractiveness of the oblast's districts by the value of the tourist-recreational potential. Select the following values:

1) areas with a very high tourist-recreational potential value of 3.11

2) areas with high tourist-recreational potential 1.2-2, 1

3) areas with an average tourist-recreational potential of 1.6-1.9

4) areas with low tourist-recreational potential 1.2-1.5

Estimated tourist-recreational potential areas of

the Aktobe oblast shows in table. 1.

Analysis of values of indicator tourist-recreational potential in the Aktobe oblast, broken down by municipal districts and urban gives districts the opportunity to share subjects evaluation into the following groups:

1) Areas with a very high value of tourist-recreational potential: Aktobe town;

2) Areas with high tourist-recreational potential: Baiganin district, Kargaly district, Uil district, Khobda district, Shalkar district;

Table 1 – Indicators of tourist-recreational potential in the Aktobe oblast

Name of the district	Natural and climatic resources	Historical and cultural resources	Socio-economic resources	Integral indicator for the district	Tourist-recreational potential of the district
Alga district	1	2	2,5	1,8	average
Aiteke bi district	1	2.6	1,16	1,6	average
Baiganin district	1,5	3.6	1,3	2,1	high
Irgiz district	1,5	2	1	1,5	low
Kargaly district	2,5	2	1,5	2	high
Martuk district	1,75	1.3	1,8	1,6	average
Mugalzhhar district	2	2	1,8	1,9	average
Temir district	0,5	2	1,3	1,2	low
Uil district	2,25	2.6	1,3	2,05	high
Khobda district	2,5	3	1,8	2,4	high
Hromtau district	1,25	2	1,8	1,6	average
Shalkar district	2	2.6	1,5	2,03	high
Akto be town	1,75	3.3	4,3	3,11	Very high

Compiled and calculated by the author.

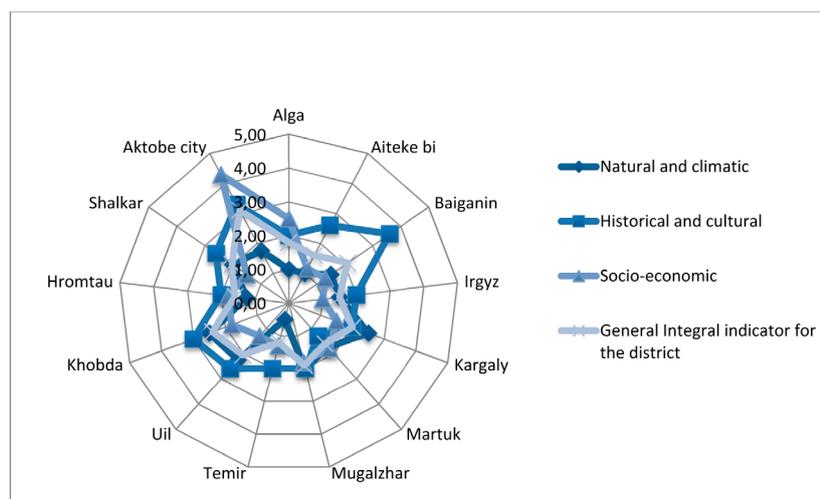


Figure 5 – Tourist-recreational potential in Aktobe oblast by resource groups

3) Areas with an average potential value of tourism development: Khromtau district, Alga district, Aiteke Bi district, Martuk district, Mugalzhar district;

4) Areas with low tourism development potential: Irgiz district, Temir district;

The calculated values of individual indicators of tourist attractiveness (natural, historical, cultural, and socio-economic resources), placed in table 1, allow ranking the districts of the Aktobe oblast by the development of individual tourism destinations. For (fig. 5.) shows a diagram of the tourist attractiveness of the oblast's districts (urban districts).

The tourist-recreational potential of natural and cultural resources of Aktobe oblast has features that affect the development of the territorial organization of Tourism. Objects of cultural and historical heritage that have survived to this day reflect the originality of Aktobe oblast. The influence of cultural objects on

the territorial organization of tourism is practically minimal.

Cultural and historical objects in the oblast are regularly used only for organizing thematic excursions.

The tourist-recreational potential of Aktobe oblast can be calculated using the method of P. S. Shirinkin (Shirinkin P. S., 2015).

$$TP = \frac{(\sum Rnhr) \times (\kappa_t + \kappa_{pv} + \kappa_{pa} + \kappa_{pc} + \kappa_f + \kappa_{pr})}{\kappa_{ttr}}$$

Here, $\sum Rnhr$ – the amount of natural and historical – cultural attractions; κ_t – the variety of transport routes; κ_{pv} – the variety of places of visit; κ_{pa} – places of accommodation; κ_{pc} – places of catering; κ_f – festivals and tourist events at the municipal, oblastal, state level; κ_{pr} – the presence of recreation and entertainment centers; κ_{ttr} – the time when you can get to the oblast from the extreme center;

Table 2 – Assessment of the tourist-recreational potential in the Aktobe oblast (in points)

Name of the district	$\sum Rnhr$	κ_t	κ_{pv}	κ_{pa}	κ_{pc}	κ_{ϕ}	κ_f	κ_{pr}	Km
Aktobe city	79	3	4	32	30	17	18	-	8216
Alga district	6	2	2	0	2	1	2	1	54
Aiteke bi district	3	2	2	1	3	1	1	6	4,3
Baiganin district	3	2	2	0	7	1	5	5	10,2
Irgiz district	3	1	1	2	6	1	1	6	6
Kargaly district	5	2	2	1	2	1	1	2	22,5

Martuk district	3	2	2	2	7	1	1	2	22,5
Mugalzhar district	6	2	2	9	11	1	2	2	81
Temir district	2	2	2	1	2	1	6	4	7
Uil district	6	1	1	1	2	2	7	5	16,8
Khobda district	10	1	1	3	3	2	4	1,5	93,3
Hromtau district	2	1	2	1	2	1	1	1	16
Shalkar district	2	1	2	1	1	1	1	7	2

Compiled and calculated by the author.

According to the results of the study, Kobda district has a high potential – 93.3 points, Mugalzhar and alga districts have a high tourist-recreational potential (81-54 points).

The average result was shown by Kargalinsky and Martuk districts (22.5 points). The remaining areas showed low results (2-16.8 points).

It is possible to identify factors that confirm the importance of historical and cultural potential in tourism.:

1) historical and cultural potential is an important tool for attracting tourists, as it is the strongest tourist motive.

2) objects of cultural and artistic heritage are the most important levers of modern cities, thanks to which the budget increases profits and affects economic development.

3) historical and cultural potential creates a favorable image of the oblast, in turn branding the historical and cultural heritage that occupies a leading position in the tourist market among other cities.

In addition to income, cultural and historical heritage brings pride to the local population. Thus, patriotism is formed for their oblast, for their country. A local resident who has a sense of patriotism has a desire to learn more about certain attractions, which contributes to an increase in knowledge, an increase in intelligence, and an increase in knowledge.

Due to the high influx of tourists to the oblast, income to the city's economy is growing. A large influx of tourists contributes to the growth of tourist product production, which, in turn, has an investment attractiveness for the local industry. Increasing sales of the tourist package of services contributes to the emergence of new facilities and improving the efficiency of existing facilities, improving the quality and service of services.

Assessment of the tourism industry from the point of view of historical and cultural recreational development – creates a prerequisite for the proper organization of the tourism industry in a particular

territory. For the most accurate assessment of the historical and cultural recreational development of the tourism industry, the following study was conducted. The research work was carried out according to the methodology of M. V. Gudkovskikh's system of point differentiation of tourist and recreational development of the territory from a historical and cultural point of view (Gudkovskikh M. V., 2018).

The assessment of the potential of historical and cultural development was determined by the indicators of historical and architectural monuments, the indicator of archaeological sites, and the degree of presentation of objects of cultural heritage. For each component, each has a constant coefficient. Significance coefficients correct the selected evaluation components, the need to reduce or increase the impact weight of the factor by the second feature. In our case, the importance of the component in the functioning of the TRP, i.e. the degree of direct involvement of the evaluation component in tourist and recreational processes.

Based on the results, the sum of 5 consolidated estimates was calculated and summed up. This, in turn, shows the contribution of the historical and cultural development potential of each district. The peculiarity of the assessment is that the final result is not important here, the contribution of tourist and recreational development of each district from a historical and cultural point of view is important. According to these calculations, the leading places in the historical and cultural development of Aktobe oblast are Baiganinsky district (10.7%) and the city of Aktobe (10.1%), Kobda district (9.5%), alga district (9.4%). The following districts have a relatively high potential: Shalkar district (8.1%), Wilsky district (8.1%), Irgiz district (8.1%), Aiteke bi district (8.3%), Mugalzhar district (8.4%). Districts with medium historical and cultural potential – Khromtau (6.6%) and Kargaly (7.7%), districts with low potential – Temir district (5.9%), Martuk district (4.9%).

Table 3 – System of point differentiation of tourist and recreational development of the territory from a historical and cultural point of view [17].

№	Evaluation criteria	Historical and cultural tourist and recreational development				
		Point scale				
		16	26	36	46	56
Component of historical and cultural monuments k=1						
1	Amount of national significance monuments, units	1 – 4	5 – 9	10 – 14	15 – 19	≥20
2	Amount of local significance monuments, units	1 – 4	5 – 9	10 – 14	15 – 19	≥20
3	Architectural ensembles, unity	1	2	3	4	≥5
Possibilities using historical and architectural monuments k=1						
4	Popularity, points	1	2	3	4	5
5	Organized excursion trips, points	1	2	3	4	5
6	Object safety, points	1	2	3	4	5
7	Significance of the object, points	1 – 3	4 – 7	8 – 11	12 – 15	≥16
Component archaeological sites k=0,5						
8	Amount of archaeological sites, units	1 – 49	50 – 99	100 – 249	250 – 499	≥500
Possibilities for using the archaeological sites k=0,5						
9	Organized excursion trips, points	1	2	3	4	5
According to the degree representation of cultural heritage objects k=1						
10	Museums, unity	1 – 4	5 – 9	10 – 14	15 – 19	≥20
11	Religious and cultural objects, unity	1 – 4	5 – 9	10 – 14	15 – 19	≥20

Conclusion and conclusions

An integrated assessment of tourist and recreational potential is necessary for the implementation of initial research to identify the features of tourist development of the territory, to organize various types of information on the provision of tourist resources. In addition, it acts as a primary information base for Strategic Planning of the tourism business.

The results of the study of a comprehensive assessment of TRP allow us to use them differently, apply them, and interpret them. The first thing that immediately comes to mind is that this methodology is a broad field for further work. For example, conducting separate scientific research to identify a large number of individual potentials, for example, studying the potential of museums, studying the possibilities of health-improving or children's tourism, that is, the collected materials are a database for many types of further research and projects.

The practical side of Tourism Development in the oblast requires the creation of a single cadastre (register) of tourist and recreational resources of the oblast, which represents a systematic list with an assessment of tourist and recreational resources. To implement this idea, it is necessary to include the work of IT specialists.

The applied significance of the identified results consists in the possibility of using them by organizations and institutions for the development or adjustment of target programs, strategies and concepts for the development of tourism in the Aktobe oblast and its administrative districts. A thorough analysis of the results of the TRP assessment of the oblast, competent work and investment will give a correct idea of the territories where new tourist objects may appear.

The integrated assessment of tourism development resources uses a system of private indicators of potential obtained by evaluating individual types

of tourism resources. Private indicators are brought to a single rating scale, after which the integral indicator of the tourist potential (tourist attractiveness of the oblast) is calculated. Analysis of existing approaches to the assessment of tourist resources allows us to draw the following conclusions:

- methods for evaluating tourist resources use a limited number of assessment parameters that do not give a complete picture of the state of the resource tourist-recreational potential in the oblast (usually use parameters for evaluating individual natural, recreational, historical and cultural resources, less often-infrastructure);

- the evaluation parameters revealed the absence of indicators of the effectiveness of tourism resources use (for example, the state of tourist de-

mand and supply, technological development of resources, state regulation of tourism activities, etc.);

- any method of integrated assessment of tourism resources proposed by modern authors necessarily requires clarification of the criteria basis in accordance with the natural and climatic, landscape conditions and features of the historical and socio-economic development of the territory;

- there is a problem of collecting information necessary for a comprehensive assessment of tourism development resources.

This circumstance requires improvement of the system of statistical indicators of tourism development;

- carried out by the authors of integrated assessment is often subjective.

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