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## OPPORTUNITIES FOR DEVELOPING DOMESTIC TOURISM IN THE CONTEXT OF THE PANDEMIC IN THE ZHAMBYL REGION OF THE REPUBLIC OF KAZAKHSTAN

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**ABSTRACT:** This article makes analyses and opportunities for developing domestic tourism in the context of the pandemic in the Zhambyl region of the Republic of Kazakhstan

**KEYWORDS:** Opportunities, developing domestic tourism, pandemic, Zhambyl region, Republic of Kazakhstan

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### INTRODUCTION

The unique culture of Zhambyl region creates the attractiveness of this region for tourists. In the region there are: historical and architectural, cultural and archaeological sites that attract tourists. The location of the region on the Silk Road route creates the uniqueness and attractiveness of this region for tourists.

According to the akimat of the region, 1,080 monuments are registered in the state register, 844 of them are archeology, history - 111, architecture - 97, monumental art - 28. There are unique historical and cultural objects on the Silk Road in the region. On February 8, 2007 the Zhambyl Association was established as a tourist [1].

One of the main activities of this association is the development of tourism on the Silk Road.

In order to reconstruct the archaeological monuments of the region, scientific researches and archaeological excavations were carried out in the palace complex of Akyrtas, in the Turkic complexes of Merke, Zhaysan, 27 memorial Turkic complexes were found in the steppes of Zhaisan, in the Merke mounds, where more than 70 stone sculptures are located. On more than 200 historical and cultural monuments are installed security shields.

Historical and cultural potential of the region is also presented in the museums of Zhambyl region. In the region there are 9 museums (1 regional museum of local lore).

Zhambyl Regional Museum of Local History, organized in 1931, is located in the city of Taraz. The whole history of the region and the city for 2000 years is represented in this museum, there are more than 65 thousand exhibits. In 2002 new pavilions "The Museum of Ancient Literature and Stone Statues" and the Museum of the History of the City "Taraz-2000" were organized.

Given that through the Zhambyl region was a lively ancient section of the Silk Road; from Sairam-Taraz-Aksholak-Art. Akyr-tobe - Kulan-Merke - Shu - Aspara - Kordai, external and inbound tourism have the prerequisites for development [2].

Also, tourists visiting the region can get acquainted with the cultural objects of our time. The Kazakh and Russian drama theaters, philharmonic society, the gallery of paintings of Kazakhstan artists, the Palace of Youth, the central concert hall "Balasagun", 279 libraries, 185 clubs and cultural centers, a number of parks, squares, many monuments and much more. There are 21 national cultural centers representing various national diasporas living in the Zhambyl region. It should be especially noted that libraries, clubs and cultural centers are in all areas. In rural areas there are more than 97%. All this gives a positive effect on the cultural development of the inhabitants of the region. Also, mass cultural recreation places of the city, the region can be useful for tourists [2].

In order to develop tourism in the region, a number of activities aimed at creating a positive image of the region as a region of tourism in the international market of tourist services were carried out from 2012.

Tourist opportunities of the it was made region are annually presented at international exhibitions in the cities, namely: Hong Kong, London, Berlin, Tokyo, Madrid. Annually advertising and information leaflets reflecting the tourist potential of the region are published.

#### ***Main part***

The development and attractiveness of regional tourism is determined by the availability of spiritual and material resources for accommodation of tourists, a shopping and restaurant network and others, i.e. all that is accepted to include in the concept of tourist infrastructure.

Analysis of the current state of the main segments of the tourism industry.

Zhambyl region - will provide an opportunity to identify the positive and negative aspects of the development of the industry.

With the increase in the influx of visitors, there is a growing need for the development of the hotel industry. Tourism development depends on the development of this sector.

Hotel service in the region is provided by 126 hotels. In 2017, there were 88 accommodation facilities in the region. In 2018, there were 126 of them.

The developed transport infrastructure has a great influence on the development of tourism in the region [3].

Local roads are mostly covered with asphalt, the length of roads is 3 928.7 km, of which 2 098.5 km of regional roads and 1 830 km of regional significance. In the territory of the Zhambyl region, only 39 legal entities that carry out activities for automobile passenger transportation are registered, of which 31 enterprises operate. Of these in the city. There are 18 companies in Taraz, 4 in Karatau and Zhanatas, and the rest in rural areas. One of the international corridors located on the territory of the Republic of Kazakhstan "Tashkent-Shymkent-Taraz-Bishkek-Almaty-Khorgos", the Republic of Kyrgyzstan, Kazakhstan, Uzbekistan and China

For the delivery of tourists by air to Zhambyl region, the city has an airport. Today, the main mode of travel in international tourism is air transport. Airport "Aulie-Ata" in Zhambyl region contributes to the inclusion of air transport to tourism, as evidenced by the results of the analysis of means of travel of tourists.

According to the Statistics Agency of the Republic of Kazakhstan in 2018, tourists in the Zhambyl region used only two modes of transport for international travel: air transport and intercity buses.

#### ***Analyses***

The total number of international tourists in the Zhambyl region in 2018 was 3123 people, of which 2,991 tourists belong to outbound tourism, and accordingly 132 tourists to the entrance. According to the results of 2018,

tourists of the inbound direction used exclusively intercity buses. Tourists of domestic tourism used mainly intercity buses (98%), in second place - railway transport (1.3%), and other land funds used 1% of visitors.

Unfortunately, for today the material and technical base should still develop in order to increase competitiveness in the international market of tourist services.

To develop inbound and domestic tourism in the region, a tourist product is needed that could attract tourists [4].

Effective use of the brand "Great Silk Road" in Zhambyl Oblast involves the development of special tourist products related to one or other of the region's attractions, that is, it can be tourist routes reflecting the historical and cultural potential of the region.

Zhambyl region welcomed visitors and tourists EXPO-2017. As part of the international exhibition EXPO-2017 for tourist visits the tourist routes of the Zhambyl region were included in the program. Region Proposition has some great tourist destinations for foreigners and guests, as the "Pearl of ancient Taraz", "Secrets Akyr-Tas", "Aksu Zhabagly", "The Great Silk Road", "Ancient Taraz today", "From snowy peaks to sandy dunes" and others. The most important direction of tourism development in the region is the project "Ancient Taraz.

There are two routes for tourists and guests. One of them includes a visit to Taraz of ancient mausoleums of Karakhan and Dautbek, baths of Kali-Yunus, ancient settlement "Ancient Taraz". The second is a visit to the unique gorge, which is home to tulips, Berikkar, petroglyphs of the Karatau ridge, the curative spring of Aulie-Bastau, the Koksai canyon, the Aksu-Zhabaglinsky reserve with its diverse flora and fauna.

The tourist center "Golden Caravan" has developed such routes as "Ancient Taraz Today", "Architectural Monuments", "Mysteries of Akyr-Tas", "From snowy peaks to sand dunes". Route Kazakh ayil "Köksay" was developed by the tourist company "Taraz Damu". The tourism department of the region also develops tourist routes around the city and around the city of Taraz.

One-day tourist route begins with the hotel Zhambyl on a comfortable bus. The first visited object is the ancient architectural monument of the mausoleum "Karakhan" and the nearby mausoleum "Dautbek", located in the city center.

The next destination of the route is the ancient bath of Kali Yunus, which is now a museum. Then tourists will visit ancient settlement "Ancient Taraz", where there are places of excavation of ancient Taraz, they will see the nearby monument Zhambyl Zhabaeva. At lunchtime, tourists will be invited to dinner at the exotic restaurant "Babur", where they taste national cuisine. After lunch, tourists will head to the unique architectural complex of the mausoleum "Tektormas", where the look of tourists will present the image of the city from a height. The next point of visiting tourists will park Pervogo RK President, where they can spend a little walk [4].

Then the route follows in a southerly direction to the pearls of architectural architecture of the mausoleums "Aisha Bibi" and "Babaji Khatun", where the story of the erection and restoration of these monuments will be told. On the way there will be a stop at the monument "Kazakh Khandy", erected on the occasion of the 550th anniversary of the Kazakh Khanate, where the tourist potential of the region will be widely presented. Returning back to the city, tourists will visit the newly built sports complex "Taraz-Arena". Then tourists will go to the recently restored caravan shed "Tortkul", then they will visit the regional historical museum of local lore, in which more than 2000 m of the exhibition area. Here, tourists can get acquainted with the history of the city's appearance, see the bright and rich archaeological finds, which show that the city was the center of an important and highly developed in the cultural and economic respect of the region. The tour ends at the monument to Bədikbek [5].

The second route at the initial stage will go through the sights of the city as on the first route. But after visiting the mausoleums "Aishabibi" and "Babajihatun", the route will continue further on the objects located in the area where tourists will be presented with the most interesting monuments of history and culture. On the way to the "Berik-Kara" gorge, where the children's camp "Tau-Samaly" is located, tourists will see the ridge of Karatau, which captures with its rock paintings, admire the beauty of Lake Bilik and visit ancient mounds along the road. As a cognitive-historical tourism the route will go up along the "Berik-Kara" gorge, where there are 504

ancient burial places, including 4 Sak burial mounds dating back to 2-4 centuries BC. On the way to the "Berik-Kara" gorge there will be a small stop at the holy spring "Julie-Bastau". Rest after visiting the gorge tourists are provided in a comfortable recreation area. For those wishing to spend the night in the yurts on the shore of the lake "Bilik 1" with night fishing. On this first day of the tour ends. The next day, tourists will go to the canyon "Koksay", which is of great interest to tourists. Along the way there will be a small stop at the reservoir "Teris - Aschyblya", where the tourist center "Sunny Beach" is located. From the canyon "Koksay" the tour will continue to the Aksu - Zhabagly Reserve, most of which is located in the Zhambyl region, where the unique beauty of the majestic mountains, rich in diverse flora and fauna, will be opened to tourists. Upon returning to the city, tourists will be invited to the cafe "Miras", reminiscent of the yurt, where tourists can taste Kazakh cuisine, quench their thirst with medicinal drinks kumys and shubat.

All the bus-and-pedestrian routes presented above include visits to the historical monuments of the Zhambyl region. It should be noted that the cost of routes is low. The cost depends on the number of people in the group. All these excursion routes include visits to historical monuments of the Silk Road days. The duration of the routes is up to one day.

Thus, having analyzed the tourist potential of the region, it can be concluded that the Zhambyl region has a rich and rich historical and cultural heritage. The location along the Silk Road and many cultural and historical sites that have survived to the present day in the region create the tourist attraction of the Zhambyl region. But it is necessary to develop the material and technical base of the region.

**Table 1**

Historical and educational tourist routes of Zhambyl region

Name of the route	Description route
"From ancient Taraz to our days"	Bus-walking route. Acquaintance with the mausoleums of Karakhan and Dautbek, Tekturmas, baths of Kali Yunus, Aisha-bibi and Babaj Khatun. Visit to the regional historical and local history museum, exhibition hall, regional drama theater
"Akyrta s- Tekturmas-Kali Yunus-Museum of the City on the Silk Road" - Mausoleums of Karakhan and Dauytbek-Mausoleum of Aisha Bibi "	Bus-walking route
Ancient town of Akyrta s	Bus-walking route

In our opinion, historical and cultural tourism with an emphasis on the Silk Road project will provide opportunities to attract tourists on a relatively permanent basis. For example, such kinds of tourism as business, scientific, festival, safari tours, etc. are focused only on a certain contingent of tourists and are of a non-permanent nature, and accordingly the flow of money receipts from these types of tourism will be unstable.

Brenda "Silk Road" is indisputable, is a priority and promising direction of tourism development in Zhambyl region.

### Conclusions

In the context of the coronavirus, residents of almost all countries have no choice but to pay attention to domestic destinations. For the safety of tourists, it is necessary to take measures of increased safety and stimulation of local tourism.

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