

ANNOTATION

for the degree of Doctor of Philosophy (PhD) in the specialty **6D090200 – Tourism** on the topic «Determinants of agrotourism development in the Almaty region»

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Relevance of the dissertation research. International scientific literature extensively and diversely discusses the development and functioning of agrotourism, though often without yielding constructive outcomes. Similarly, emphasizing tourism as a supportive and driving force for sustainable development in Kazakhstan's rural areas follows this trend. The country's leadership has repeatedly emphasized that it is important to diversify the production of different types of products in rural areas and increase its efficiency, as well as to develop service industries such as agrotourism. The arguments emphasizing the relevance of the dissertation research from the standpoint of solving scientific support issues are as follows: there is no holistic understanding of the scientific basis for studying the organization and development of agrotourism at the regional level; The problem of studying the state, potential and determinants for organizing, stimulating and supporting agrotourism has not been methodically developed for the conditions of Kazakhstan; there are no examples of applied study of determinants influencing agrotourism as an alternative activity for the population of rural areas of Kazakhstan; Indicative is the demonstration of the development of activities for organizing, stimulating and supporting agrotourism, taking into account the determinants in the test region.

The purpose of the dissertation research is to explore the main stimulating and restraining determinants of agrotourism development to understand their role in its optimal organization, activation and support using the example of the Almaty region. To achieve this goal, the following **tasks** were undertaken and accomplished: 1) analyze the scientific basis for the study of agrotourism at the regional level with the systematization of existing theories, methods and key aspects; 2) assess the current state of agrotourism in the Almaty region, its potential and determinants of development; 3) study demand and consumer preferences as the basis for the development of agrotourism in the Almaty region; 4) develop a set of directions and activities for the development of agrotourism in the Almaty region, taking into account the identified determinants.

The object of the study is agrotourism in the Almaty region.

The subject of the study is the main determinants of agrotourism that influence its organization, stimulation and development in the Almaty region.

The dissertation research methodology is based on the use of general and specific methods of scientific research. The main ones among them were: content analysis of scientific literature, methods of systemic and statistical analysis, comparison, typology, grouping, questioning, interviewing, expert assessment, zoning, cartography. To create cartographic material, the ArcGIS Pro computer program from ESRI was used.

Description of the main results of the study.

Using the Bibliometrix R tool for bibliometric analysis of scientific publications about agrotourism has deepened our understanding of its research scope and development trends. This analysis also helped clarify key terms and concepts within agrotourism. This contributes to the development of theoretical support for agrotourism and the coordination of the work of stakeholders.

The interviewing conducted to identify the current state of agrotourism in conditions of insufficient information. These assessments helped to identify cause-and-effect relationships with the determinants of agrotourism. Phenomenological analysis of the interviews made it possible to divide all determinants into two groups – “external” and “internal”.

Assessment of the agrotourism potential of the territory determines the features and structure of the regional agrotourism product. The author's methodology for assessing the total agrotourism potential of a territory (TAPT) was tested on the content of the Almaty region. For the assessment, consistent collection and systematization of information on the level of provision of each administrative-territorial unit with four groups of indicators was carried out: natural tourism and recreational resources (NTRR); socio-economic tourism and recreational resources (SETRR); tourist facilities (TFU); agricultural tourism and recreational resources (ATTR). At the final stage, four partial estimates were reduced into an integral form.

The determinants of agrotourism development are various stimulating and restraining factors that can have a positive or negative impact on the development and functioning of agrotourism activities. A total of 7 groups of determinants were identified. Using the example of the Almaty region, the determinants of the “first order” (quite stable over time), as well as the determinants of the “second order” (more dynamic), were identified.

The use of the author's survey methodology to study the demand and preferences of agrotourists, taking into account the determinants of agrotourism, ensured the formation of a well-founded set of key measures for its development. It revealed the reactions of agrotourism industry participants and potential agritourists. A qualitative diagnostic structured online survey of 577 respondents in the cities of Almaty and Astana was focused on understanding the deep motivations, values and beliefs of respondents, identifying features in the understanding of agrotourism as a phenomenon, as well as determining public opinion regarding agrotourism. Through a survey, demand and preferences were studied, the expectations and preferences of urban residents were identified, which will help owners of agrotourism businesses to effectively respond to the requests of potential clients.

The following provisions are submitted for defense:

- 1) bibliometric analysis of scientific publications, the formation of a typology of agrotourism and systematization of methodological approaches play a key roles in the development of the scientific foundations of agrotourism research and their validity;
- 2) interviewing to identify the current state of agrotourism in conditions of insufficient information and assessment of the total agrotourism potential of the region allows us to establish cause-and-effect relationships with the determinants of agrotourism development;

3) the use of the author's survey methodology to study the demand and preferences of agrotourists, taking into account the determinants of agrotourism, ensures the formation of a reasonable and effective set of key measures for its development.

The scientific novelty of the study is substantiated by the following provisions: 1) the scientific foundations and methodologies for researching agrotourism at the regional level are analyzed with an emphasis on their applicability and effectiveness using the example of the Almaty region; 2) the current state, potential and barriers to the development of agrotourism were assessed, taking into account the specifics of the territory and local characteristics using the example of the Almaty region; 3) the demand and consumer preferences were studied taking into account the changing trends and expectations of tourists for the organization and development of agrotourism using the example of the Almaty region; 4) a set of directions and activities for the organization and development of agrotourism have been developed, taking into account the identified determinants, using the example of the Almaty region.

The theoretical significance of the study is as follows: 1) the scientific understanding of the current state and trends in the development of agrotourism has been expanded through bibliometric analysis and assessment of scientific publications and a conceptual specification of key terms of agrotourism has been carried out; 2) the applicability of scientific typologies of agrotourism and their specific features from the standpoint of importance and suitability for the effective development of agrotourism were studied and an analysis of the best world practices for adaptation and application in Kazakhstan was carried out; 3) methodological approaches to the study of agrotourism have been systematized to develop the scientific base and enrich the methodological tools; 4) an assessment of the state of agrotourism in the Almaty region was carried out using the author's interviewing methodology; 5) assessed on the basis of the author's methodology using the developments of S.R. Erdavletov. total agrotourism potential and a series of small-scale digital maps was compiled, and the determinants of agrotourism development in the Almaty region were studied; 6) the demand and preferences of potential agrotourists were studied using the author's survey methodology, useful foreign experience was systematized and a set of measures was formed for the development of agrotourism in the Almaty region.

The practical significance of the study is revealed by the following arguments: 1) bibliometric analysis of scientific publications reflects the main directions of agrotourism research and includes a conceptual specification of key terms and concepts; 2) the studied typologies and best practices for the development of agrotourism are applicable for organizing, stimulating and supporting the development of agrotourism after adaptation to the conditions of Kazakhstan; 3) systematized methodological approaches allow a more accurate assessment of the state and potential of agrotourism and complement the methodological tools in the case of solving specific applied problems; 4) the completed interviews and questionnaires made it possible to obtain feedback from participants in the agrotourism industry and potential agrotourists; 5) the developed set of measures to stimulate the development of agrotourism in the Almaty region represents a practical tool and is an example of taking into account determinants at the regional level; 6) the results of the dissertation were

tested in the form of an implementation certificate in the discipline “Rural Tourism” of the EP “6B11101 Tourism” of the NJSC “Al-Farabi Kazakh National University”, author’s certificates of the NIIS KazPatent No. 37724 dated 07/01/2023 “Scientific basis for the study of the organization and development of agrotourism in the regional level” and No. 44020 dated March 28, 2024 “Map of the total agrotourism potential of the Almaty region.”

Justification of the novelty and importance of the results obtained: 1) assessed on the basis of the author’s methodology using the developments of S.R. Erdavletov. total agrotourism potential, which is the basis for the development of agrotourism business; 2) based on a survey, demand and consumer preferences were studied, taking into account changing trends and expectations of tourists for the organization and development of agrotourism using the example of the Almaty region; 3) the implementation of the developed recommendations will help improve the environment for the development of agrotourism in the Almaty region.

Author's contribution to scientific work. The author independently conducted research and prepared her dissertation. She was responsible for all types of research: planning work, carrying out questionnaires and interviews, systematizing and analyzing data, writing the text of the dissertation. The author analyzed the literature on the research problem, collected data, performed mathematical calculations, prepared digital maps, and analyzed the results. The dissertation was prepared by the author in compliance with the principles of independence, internal unity, scientific novelty, reliability, practical value, and academic integrity.

Communication with priority areas of scientific development and government programs. The timeliness and compliance of the dissertation with the priority areas of science and the demands of practice determines the connection with the following government documents: “Economic course of a Just Kazakhstan” (Message from the Head of State Kassym-Jomart Tokayev to the People of Kazakhstan dated 01.09.2023); “On approval of the Concept for the development of rural areas of the Republic of Kazakhstan for 2023–2027” (Resolution of the Government of the Republic of Kazakhstan dated March 28, 2023 No. 270); “On approval of the Concept for the development of the tourism industry of the Republic of Kazakhstan for 2023–2029” (Resolution of the Government of the Republic of Kazakhstan dated March 28, 2023 No. 262); National project “Strong Regions – Driver of the Country’s Development” (Resolution of the Government of the Republic of Kazakhstan dated October 12, 2021 No. 729), etc.

Approbation of work. The main results were presented at the following international conferences: “Tourism and service industry: fame, image, investment” (Belgorod, Russian Federation, 2017), “Burabay Forum: international cooperation of Kazakhstan” (Astana, Republic of Kazakhstan, 2018), “Farabi Alemi ”(Almaty, Republic of Kazakhstan, 2018, 2019), "Sustainable economic development: state, problems, prospects" (Pinsk, Republic of Belarus, 2018), 17th theoretical and practical conference "Opportunities for development of tourism of Siberian region and southern areas" (Tomsk, Russian Federation, 2018).

In 2015–2017, as a performer, the author took part in the framework of the budget program 120 “Grant Financing” (priority “Intellectual potential of the country”,

sub-priority “Fundamental research in the field of natural sciences”) in the implementation of scientific project No. 0115RK00380 on the topic “Conceptual model of revitalization rural territories of the Republic of Kazakhstan through the development of agrotourism” (scientific supervisor - Doctor of Geographical Sciences, Professor Erdavletov S.R.).

The results obtained on the research topic were tested in the form of an implementation certificate in the discipline “Rural Tourism” of the EP “6B11101 Tourism” of the NJSC “Al-Farabi Kazakh National University” and 2 copyright certificates from the NIIS KazPatent.

Publication of research results. A total of 14 scientific papers have been published on the topic of the dissertation, including: 3 articles in journals based on SCOPUS and Web of Science; 4 articles in publications recommended by the Committee for Quality Assurance in the Field of Science and Higher Education of the Ministry of Science and Higher Education of the Republic of Kazakhstan, including 1 article in a special issue; 5 articles in materials of international conferences; 1 article in the proceedings of the international conference in SCOPUS Proceedings format.

Work structure. The dissertation consists of an introduction, three chapters, a conclusion, a list of sources used, and an appendix. Chapter 1 examines the scientific basis for research into the organization and development of agrotourism at the regional level. Chapter 2 is devoted to studying of the current state, potential and determinants of agrotourism development using the example of the Almaty region of the Republic of Kazakhstan. Chapter 3 presents the results of the development of a planning and recommendation complex for the organization and development of agrotourism in the Almaty region, taking into account the identified determinants.

The dissertation is presented on 150 pages of text typed in MS Word and includes 28 figures, 36 tables, and a list of used sources of 164 titles.