

**LOCAL COMMUNITIES' PARTICIPATION IN SUSTAINABLE TOURISM DEVELOPMENT:  
MANGYSTAU REGION CASE STUDY****B.M. Pazylkhaiyr**

Al-Farabi Kazakh National University, Almaty, Kazakhstan

✉ Correspondent-author: bauyrzhan.pazylkhaiyr@gmail.com

This study examines the vital role of local community involvement in promoting sustainable tourism development in Kazakhstan's Mangystau region. By applying a SWOT (strengths, weaknesses, opportunities, threats) analysis, the research evaluates the effects of community participation on tourism efforts, highlighting both the challenges and potential advantages. The study concludes that active engagement by local communities enriches the authenticity of the tourism experience, helps preserve cultural heritage, and ensures fair economic distribution. However, the region encounters significant challenges such as inadequate infrastructure, limited marketing capabilities, and a shortage of tourism-related skills among residents. The results underscore the importance of strategic planning, capacity building, and cooperation among government agencies, local communities, and private entities to advance sustainable tourism in Mangystau. This strategy is essential for balancing economic growth with environmental and cultural conservation, ultimately positioning Mangystau as a prominent destination for sustainable and cultural tourism in Central Asia.

**Keywords:** Mangystau, sustainable tourism, local communities, Kazakhstan, tourism**ТУРИЗМНІҢ ТҰРАҚТЫ ДАМУЫНА ЖЕРГІЛІКТІ ҚОҒАМДАСТЫҚТАРДЫҢ ҚАТЫСУЫ:  
МАҢҒЫСТАУ ОБЛЫСЫНЫҢ МЫСАЛЫНДА****Б.М. Пазылхайыр**

Әл-Фараби атындағы Қазақ ұлттық университеті, Алматы, Қазақстан,

e-mail: bauyrzhan.pazylkhaiyr@gmail.com

Бұл зерттеуде Қазақстанның Маңғыстау облысында туризмнің тұрақты дамуына жәрдемдесуде жергілікті қауымдастықтардың қатысуының маңызды рөлі қарастырылады. SWOT талдауының көмегімен (күшті және әлсіз жақтары, мүмкіндіктері мен қауіптері) зерттеу жергілікті қауымдастықтардың қатысуының туристік қызметке әсерін бағалайды, проблемалар да, ықтимал артықшылықтар да ерекшеленеді. Мақала жергілікті қауымдастықтардың белсенді қатысуы туристік тәжірибені байытады, мәдени мұраны сақтауға көмектеседі және әділ экономикалық бөлуді қамтамасыз етеді деген қорытындыға келді. Алайда, аймақ инфрақұрылымның жеткіліксіздігі, маркетингтің шектеулі мүмкіндіктері және жергілікті тұрғындар арасында туризмге байланысты дағдылардың жетіспеушілігі сияқты маңызды қиындықтарға тап болады. Нәтижесінде, Маңғыстауда тұрақты туризмді ілгерілету үшін стратегиялық жоспарлаудың, әлеуетті арттырудың және мемлекеттік мекемелер, жергілікті қауымдастықтар мен жеке құрылымдар арасындағы ынтымақтастықтың маңыздылығын көрсетеді. Бұл стратегия экономикалық өсу мен қоршаған орта мен мәдениетті сақтау арасындағы тепе-теңдікті қамтамасыз ету үшін қажет, бұл сайып келгенде Маңғыстауды Орталық Азиядағы тұрақты және мәдени туризмнің көрнекті бағыты ретінде көрсетеді.

**Түйін сөздер:** Маңғыстау, тұрақты туризм, жергілікті қауымдастықтар, Қазақстан, туризм

---

## УЧАСТИЕ МЕСТНЫХ СООБЩЕСТВ В УСТОЙЧИВОМ РАЗВИТИИ ТУРИЗМА: НА ПРИМЕРЕ МАНГИСТАУСКОЙ ОБЛАСТИ

**Б.М. Пазылхайыр**

Казахский национальный университет им. аль-Фараби, Алматы, Казахстан,

e-mail: bauyrzhan.pazykhaiyr@gmail.com

В данном исследовании рассматривается важная роль участия местных сообществ в содействии устойчивому развитию туризма в Мангистауской области Казахстана. С помощью SWOT-анализа (сильные и слабые стороны, возможности и угрозы) в исследовании оценивается влияние участия местных сообществ на туристическую деятельность, выделяются как проблемы, так и потенциальные преимущества. В исследовании делается вывод о том, что активное участие местных сообществ обогащает туристический опыт, помогает сохранить культурное наследие и обеспечивает справедливое экономическое распределение. Однако регион сталкивается со значительными проблемами, такими как неразвитая инфраструктура, ограниченные маркетинговые возможности и нехватка навыков, связанных с туризмом, среди местных жителей. Результаты подчеркивают важность стратегического планирования, наращивания потенциала и сотрудничества между государственными учреждениями, местными сообществами и частными структурами для продвижения устойчивого туризма в Мангистау. Эта стратегия необходима для обеспечения баланса между экономическим ростом и сохранением окружающей среды и культуры, что в конечном итоге позиционирует Мангистау как выдающееся направление устойчивого и культурного туризма в Центральной Азии.

**Ключевые слова:** Мангистау, устойчивый туризм, местные сообщества, Казахстан, туризм

**Introduction.** Sustainable tourism development focuses on ensuring that tourism's benefits are fairly distributed among all stakeholders while minimizing its adverse effects on the environment, culture, and society. In emerging tourism areas like Mangystau, Kazakhstan, the active involvement of local communities is crucial to meet sustainable tourism goals. This article delves into the role of local communities in the sustainable tourism development of Mangystau, utilizing a SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis to thoroughly explore their participation and potential outcomes [1-3].

Situated in southwestern Kazakhstan, the Mangystau region is a place of striking natural beauty, rich historical significance, and unique cultural heritage. Renowned for its vast deserts, dramatic landscapes, and ancient monuments, the region holds significant potential for tourism development. However, with the growing global emphasis on environmental sustainability, it is essential that the region's tourism growth aligns with sustainable principles. This article delves into

the challenges and opportunities associated with fostering sustainable tourism in Mangystau [4,5].

Achieving sustainable development requires a balanced approach across economic, environmental, and social dimensions, though different societies and communities may have varying perspectives on how to achieve this. The World Tourism Organization, for instance, has set guidelines that aim to balance the needs of the tourism sector with environmental protection and cultural heritage preservation. These guidelines promote sustainability principles, such as making tourist attractions accessible to all and assigning responsibility for their upkeep to local governments and communities. Additionally, a portion of tourism revenue should be reinvested in maintaining and improving these sites. Tourism strategies should also focus not only on immediate financial returns but also on long-term plans for protecting cultural heritage [6,7].

However, achieving this balance in practice is often difficult. Many small businesses in the

tourism industry focus on short-term profits at the expense of environmental and cultural preservation. At the same time, politicians may implement environmental regulations to maintain their political standing, yet still permit tourism developments that damage the environment and local culture. Therefore, it is crucial for stakeholders in the tourism sector—such as businesses, agencies, NGOs, and local communities—to participate in the development process. While this collaboration is challenging, if these groups can agree on a common vision, they can move toward sustainable tourism that maintains balance across all elements. Nonetheless, involving local communities in the long-term planning of tourism is difficult, as they often face negative impacts from business activities. Reaching a consensus that ensures fairness across all aspects of sustainable tourism remains a significant challenge [6,8].

Sustainable tourism is often viewed as a more considerate approach to tourism, characterized by small-scale operations that are sensitive to the natural environment. This concept emphasizes the importance of minimizing tourism's impact on both culture and the environment, while also ensuring that the local community is actively involved, particularly in decision-making processes. As the strategies for park protection have evolved, it has become increasingly important to address sustainable tourism development. In many academic discussions, sustainable development models frequently highlight the need for stakeholder collaboration, with a particular focus on involving local communities from the early development stages [9, 10].

Kazakhstan is actively pursuing sustainable development across three main areas: social, economic, environmental. The country has outlined specific actions for these initiatives to the international community and played a significant role in the United Nations summit in 2015. Kazakhstan has established a comprehensive legal framework for environmental protection, which includes over 200 additional regulatory documents and around ten laws. The introduction of the Ecological Code in 2007 led to the repeal of

several earlier laws, such as "On Environmental Protection," "On Atmospheric Air Protection," and "On Ecological Expertise." Nevertheless, current executive activities still rely on previously established bylaws. Additionally, there is a notable lack of legislation requiring environmental audits, waste management for production and consumption, or mandatory environmental insurance [11-12].

**Materials and methods.** This research examines the role of active community involvement in the sustainable tourism development of the Mangystau region, with a focus on the key factors that either facilitate or obstruct this process. The hypothesis posits that local community participation is essential for achieving sustainable tourism, as it enhances the authenticity of the tourism experience, preserves cultural heritage, and ensures fair distribution of economic benefits. However, the process is hindered by challenges such as inadequate infrastructure, limited marketing resources, and a lack of tourism-related skills among community members.

To tackle these challenges, the research will follow a multi-stage approach, starting with an in-depth literature review on sustainable tourism, community participation, and the specific conditions in the Mangystau region to identify relevant theories and frameworks. This will be followed by a SWOT analysis to assess the internal strengths and weaknesses, along with the external opportunities and threats related to local community participation in tourism development. The final stage will synthesize the findings to draw conclusions on the role of local communities in sustainable tourism, resulting in a comprehensive report that includes the SWOT analysis, key insights, and strategic recommendations. Several authors, as Huang and Wei (2024) Cankül et al. (2024) Uchiyama and Kohsaka (2021) have used SWOT analysis method in their work [1-3].

The study is expected to demonstrate that local community participation is a critical component of sustainable tourism in the Mangystau region. Anticipated findings include identifying strengths, such as the region's rich cultural heritage and community knowledge that contribute to authentic

and sustainable tourism experiences; recognizing weaknesses, like insufficient infrastructure and limited marketing capabilities, that hinder tourism growth; identifying significant opportunities in niche tourism markets like eco-tourism and cultural tourism that align with global trends and benefit the community; and understanding potential threats, such as environmental degradation

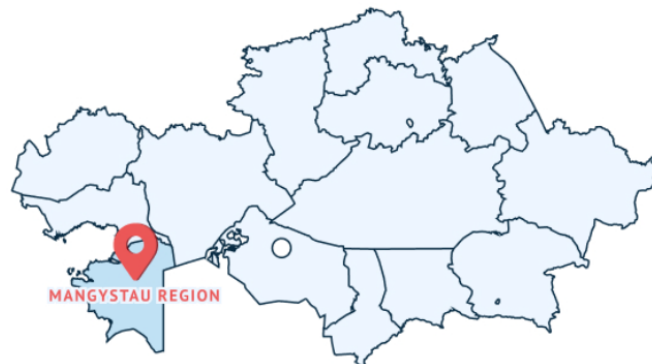
and cultural erosion, which could jeopardize the sustainability of tourism in the region. These insights will help develop strategic recommendations to enhance local community participation, address current challenges, and ensure sustainable tourism development in the Mangystau region. The author developed a conceptual framework for the research to achieve the study's outcome (Fig.1).



**Fig. 1 - Research conceptual framework**

*Study field.* Mangystau is located in the southwestern part of Kazakhstan (Fig. 2), and a region renowned for its rich history, cultural significance, and natural beauty. The landscape is marked by vast deserts, unique rock formations, underground mosques, and the Caspian Sea coastline. Historically, Mangystau served as a

critical crossroads for traders and travelers, leaving behind a rich array of cultural and archaeological treasures. Despite these natural and cultural assets, Mangystau remains relatively unknown as a tourist destination in Kazakhstan, presenting both challenges and opportunities for sustainable tourism development [4,5,13].



**Fig. 2 – The location of Mangystau region [13]**

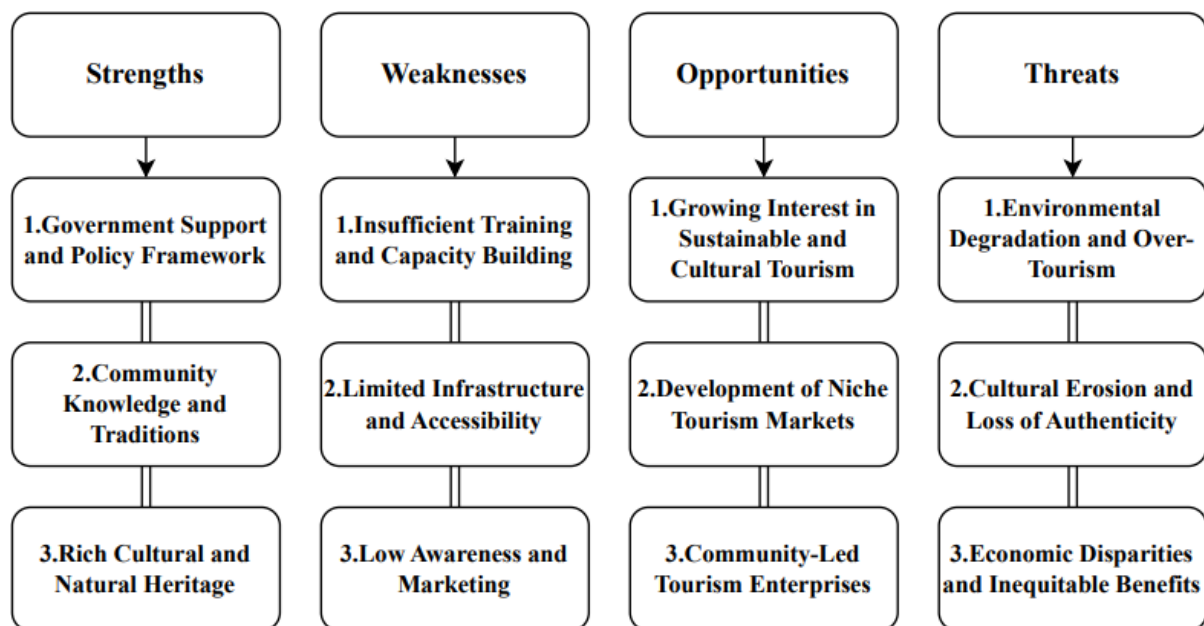
The region is home to a diverse population with communities that have maintained their traditions, languages, and customs for generations. These communities play a pivotal role in Mangystau’s sustainable tourism strategy, as their participation

can significantly enhance the authenticity and sustainability of tourism initiatives. To maximize this potential, it is essential to assess the strengths, weaknesses, opportunities, and threats associated with local community involvement in tourism.

Table 1 outlines the protected natural areas in the and the government bodies responsible for their Mangystau region, highlighting their size, location, management.

**Table 1 - Mangystau region’s specially protected natural areas [14]**

№	The name of specially protected natural areas	Area, hectare	Location	Authority
1	Ustyurt State Nature Reserve	223342	Karakiyansky district	Forestry and Wildlife Committee Ministry of Ecology, Geology and Natural Resources of the Republic of Kazakhstan
2	Aktau-Buzachinsky State Nature Reserve (zoological)	170000	Tupkaragan district	Forestry and Wildlife Committee Ministry of Ecology, Geology and Natural Resources of the Republic of Kazakhstan
3	Karakiya-Karakol State Nature Reserve (zoological)	137500	Karakiyansky district	Forestry and Wildlife Committee Ministry of Ecology, Geology and Natural Resources of the Republic of Kazakhstan
4	Kenderli-Kayasan State Protected Area	1230290	Karakiyansky district	Forestry and Wildlife Committee Ministry of Ecology, Geology and Natural Resources of the Republic of Kazakhstan
5	Mangyshlak Experimental Botanical Garden	39	Aktau city	Science Committee of the Ministry of Science and Higher Education of the Republic of Kazakhstan



**Fig. 3 – SWOT analysis result [2]**

---

**Results and discussion.** By utilizing the SWOT framework, the research will systematically evaluate the internal and external factors affecting sustainable tourism in the Mangystau region. Additionally, existing data from government reports, academic journals, and industry publications will be analyzed to support the primary data findings.

Fig. 3 offers a SWOT analysis of tourism development, emphasizing strengths such as government backing and cultural richness, while also noting weaknesses like limited training and infrastructure. It outlines opportunities in sustainable tourism and community-driven initiatives, and recognizes threats including environmental damage and cultural loss. This analysis provides a strategic perspective on factors affecting tourism development [15].

*Strengths.* The Kazakh government prioritizes tourism for economic diversification and has implemented policies to promote sustainable tourism, including investments in infrastructure and eco-friendly practices. Mangystau is rich in cultural landmarks, including the Beket-Ata Underground Mosque, Shakpak-Ata Necropolis, and ancient petroglyphs. These sites provide a deep insight into the region's history and identity, forming a strong foundation for cultural tourism. The region's natural landscapes, such as deserts, cliffs, and the Caspian Sea coastline, are home to rare species, making it an ideal spot for eco-tourism. Landmarks like the Karagiye Depression and Ustyurt Plateau attract adventure tourists and nature enthusiasts. Local communities maintain a rich cultural heritage through traditional crafts, music, dance, and oral histories, which can be integrated into tourism to offer visitors an authentic experience and support local economies. Indigenous knowledge of the region's natural and cultural resources is crucial for sustainable tourism. Local guides can share insights into historical sites, traditional uses of plants, and the spiritual significance of natural landmarks. Mangystau region has specially protected natural areas (Table 2), which can be popular places for the tourists.

*Weaknesses.* The region's vast distances between

attractions, underdeveloped road networks, and lack of public transportation make it challenging for tourists to explore. The scarcity of diverse accommodations and essential services like restaurants and visitor centers further limits tourism growth. Mangystau is not widely recognized as a tourist destination, and local communities often lack the resources and expertise for effective marketing. This hinders the region's ability to attract tourists and generate revenue. Many locals have limited experience in tourism, particularly in hospitality and foreign languages. Although some training programs exist, ongoing education is needed to meet industry standards and support sustainable tourism development.

*Opportunities.* With increasing global interest in sustainable and cultural tourism, Mangystau's rich heritage and diverse ecosystems position it well to attract tourists seeking authentic and eco-friendly experiences. The region's rugged landscapes are ideal for adventure tourism, while its religious sites can draw pilgrims. There is also potential for health and wellness tourism, leveraging natural hot springs and tranquil environments. Empowering local communities through tourism enterprises ensures that the economic benefits are shared equitably. Social enterprises and cooperatives can create jobs for marginalized groups and reinvest profits into community development.

*Threats.* Without careful management, tourism growth could lead to environmental degradation, over-tourism, and strain on infrastructure. Waste and pollution are particular concerns, especially in remote areas with limited infrastructure. The commercialization of cultural practices for tourism can lead to a loss of authenticity and cultural erosion. It is essential to preserve the region's cultural identity while promoting tourism. Over-reliance on tourism as a primary economic driver can make local communities vulnerable to external shocks, such as economic downturns or natural disasters. Diversifying the economy and developing resilience strategies are necessary for long-term stability.

*Problems in Developing Sustainable Tourism.* The environment of Mangystau is defined by fragile desert ecosystems that are highly vulnerable to

damage. The region's arid climate and limited water resources make it especially susceptible to the impacts of tourism. Unregulated tourism activities can result in pollution, habitat destruction, and the depletion of these scarce natural resources. Achieving a balance between tourism development and the preservation of these sensitive ecosystems is a major challenge [16].

Mangystau currently lacks the infrastructure needed to support a significant increase in tourist numbers. The region's roads, public transportation, accommodations, and waste management systems are underdeveloped, making it challenging to meet the needs of both tourists and local residents.

Developing this infrastructure in a sustainable way requires substantial investment and careful planning to ensure it meets regional needs without exacerbating environmental issues [17-18].

Developing sustainable tourism requires a solid understanding of environmental conservation and community involvement. In Mangystau, there is a lack of local expertise in sustainable tourism practices, which can hinder the effective implementation of such initiatives. Additionally, without proper education and training, local communities may not fully benefit from tourism or might unintentionally contribute to environmental degradation.

**Table 2 – Strategic Framework for Sustainable Tourism Development in Mangystau**

Strategic Objective	Action Steps	Expected Outcome	Key Stakeholders
Enhance Infrastructure	Upgrade roads, develop eco-lodges, improve public transportation	Increased accessibility and comfort for tourists	Government, private sector, local communities
Promote Cultural Heritage	Create and promote cultural festivals, invest in preserving historic sites	Increased tourist interest in cultural sites, preservation of traditions	Government, local communities, NGOs
Develop Niche Markets	Identify and promote adventure tourism, health and wellness tourism, and religious tourism	Diversification of tourism offerings, attraction of niche markets	Tourism operators, local entrepreneurs, international marketing partners
Foster Community-Led Enterprises	Provide training and financial support for community-run guesthouses, craft cooperatives, and guided tours	Increased community empowerment, equitable distribution of tourism benefits	Local communities, NGOs, microfinance institutions
Ensure Environmental Sustainability	Implement strict waste management protocols, limit visitor numbers in sensitive areas, promote eco-friendly tourism activities	Preservation of natural resources, reduction of tourism-related degradation	Environmental agencies, local communities, eco-tourism organizations
Marketing and Global Awareness	Develop a comprehensive digital marketing strategy, engage with international travel bloggers, and partner with global eco-tourism organizations	Improved global and domestic recognition of Mangystau as a tourist destination	Government, digital marketing firms, international tourism bodies

---

While sustainable tourism seeks to balance economic development with environmental and cultural preservation, this balance can be difficult to achieve. The initial costs of creating sustainable infrastructure and training programs can be high and the financial returns may not be immediate. Moreover, ensuring that tourism generates sufficient income to support local communities without overexploiting resources requires careful management.

Mangystau is home to a rich cultural heritage with deep-rooted traditions and customs. If not managed carefully, the influx of tourists can lead to the erosion of these cultural values and practices. There is a risk that tourism could commercialize or exploit cultural elements, resulting in a loss of authenticity. It is crucial to ensure that tourism development respects and preserves local culture for sustainable growth [16,18].

*Strategic Framework for Sustainable Tourism Development.* Sustainable tourism in Mangystau is a powerful tool for environmental protection, economic development, and cultural preservation, with local communities playing a central and indispensable role in its success. The enhancement of infrastructure, such as roads and eco-lodges, not only makes the region more accessible and comfortable for tourists but directly benefits local communities, who are crucial to the development process. By actively participating in promoting cultural heritage through festivals and the preservation of historic sites, local residents are empowered to take pride in their traditions, sharing them with visitors while safeguarding these cultural elements from disappearing (Table 2).

The development of niche markets, including adventure, wellness, and religious tourism, provides local entrepreneurs with unique opportunities to create and offer experiences that are deeply rooted in the region's distinct characteristics. Community-led enterprises, such as guesthouses, craft cooperatives, and guided tours, ensure that the economic benefits of tourism are distributed equitably among residents, enhancing community empowerment and fostering a strong sense of ownership over Mangystau's natural and cultural

resources.

Environmental sustainability is another critical pillar, with local communities playing a vital role in implementing eco-friendly practices like strict waste management and controlling visitor numbers in sensitive areas. This collaboration helps preserve Mangystau's unique landscapes and biodiversity, attracting environmentally conscious tourists and contributing to long-term economic stability that benefits the community.

A comprehensive digital marketing strategy, involving local communities and connecting with international travel bloggers and global eco-tourism organizations, can significantly boost Mangystau's recognition as a premier tourist destination. This not only stimulates the local economy but also ensures that tourism development aligns with the values and needs of the residents. By involving local communities in every aspect of tourism planning and development, sustainable tourism in Mangystau guarantees that economic growth, cultural preservation, and environmental protection are achieved in a way that prioritizes the well-being of current residents and secures a thriving future for generations to come. This community-centered approach helps prevent the adverse effects of over-tourism, such as environmental degradation and cultural erosion, and supports the creation of a resilient tourism industry that meets the long-term needs of the region and its people.

**Conclusion.** The Mangystau region of Kazakhstan offers a unique opportunity for sustainable tourism development, where the active participation of local communities is both vital and necessary. The SWOT analysis reveals that while the region has considerable strengths in its cultural and natural heritage, it also faces significant challenges related to infrastructure, marketing, and capacity building.

Sustainable tourism involves the planning and management of tourism activities in a way that ensures the long-term preservation of the environment, promotes social equity, and supports economic sustainability. It focuses on reducing negative impacts on the environment and local communities while maximizing benefits for all



involved. In Mangystau, sustainable tourism would mean protecting the region's natural and cultural assets while promoting economic development and enhancing the well-being of local residents.

The tourism industry in Mangystau is still in its early stages. The region is home to attractions like the Ustyurt Plateau, the coastline of the Caspian Sea, the Karagiye Depression, and various historical sites such as the underground mosques of Beket-Ata and Shakpak-Ata. Despite these attractions, the region has yet to emerge as a prominent tourist destination, primarily due to inadequate infrastructure, accessibility challenges, and limited promotional efforts.

The sustainable development of tourism in Mangystau hinges on active local participation, as the region faces numerous environmental, cultural, and economic challenges. The delicate desert ecosystems are particularly vulnerable to the adverse effects of uncontrolled tourism, which can lead to pollution, habitat destruction, and resource depletion. Addressing these issues requires thoughtful investment in sustainable infrastructure, such as eco-friendly accommodations and efficient waste management systems.

- Cultural preservation is also paramount, given Mangystau's rich heritage. By involving local communities in tourism planning, the region can ensure that development respects and promotes its cultural traditions. Community-based tourism can empower residents by providing alternative sources of income and fostering cultural exchange.
- Eco-tourism and cultural tourism present significant opportunities for Mangystau, attracting visitors who value environmental conservation and cultural appreciation. The Kazakhstan government, in collaboration with the private sector, can support these initiatives by enacting policies that promote sustainability and by providing incentives for eco-friendly businesses.
- Public-private cooperation is crucial for financing infrastructure projects and ensuring equitable distribution of tourism benefits. Additionally, raising awareness about sustainable tourism practices among tourists, local communities, and businesses is essential for fostering a culture of sustainability.
- Finally, ongoing research and monitoring are necessary to track the impact of tourism on the environment and local communities, enabling data-driven decision-making to address emerging challenges.

Local participation is key to ensuring that tourism development in Mangystau is not only economically beneficial but also environmentally and culturally sustainable.

To achieve sustainable tourism development, it is crucial to address these weaknesses and threats through strategic planning, capacity building, and active community involvement. Empowering local communities to take ownership of tourism initiatives, providing them with the necessary skills and resources, and ensuring that tourism development aligns with their cultural values and environmental concerns are vital steps toward a sustainable and inclusive tourism future for Mangystau.

By leveraging the region's strengths and capitalizing on new opportunities, Mangystau can establish itself as a leading destination for sustainable and cultural tourism in Central Asia. However, this will require a collaborative effort between local communities, government agencies, and international partners to create a tourism model that not only attracts visitors but also preserves the region's cultural and natural heritage for future generations. The success of sustainable tourism in Mangystau ultimately hinges on the ability of all stakeholders to work together toward shared goals, ensuring that tourism benefits are equitably distributed and that the region's unique cultural and environmental assets are protected and celebrated.

The development of sustainable tourism in the Mangystau region presents significant challenges as well as promising opportunities. Although the region faces environmental, infrastructural, and cultural obstacles, the potential benefits of sustainable tourism—including environmental protection, economic growth, cultural preservation, community empowerment, and long-term sustainability—are

---

substantial. By addressing these challenges and leveraging the advantages, Mangystau can create a tourism industry that not only attracts visitors but also preserves the region's heritage.

Developing sustainable tourism in the Mangystau region presents a promising opportunity for economic growth, environmental protection, and cultural preservation. By adopting a comprehensive approach, that balances the needs of tourists, local communities, and the environment, Mangystau has the potential to become a leading example of sustainable tourism in Kazakhstan and beyond. With

the right strategies and investments, the region can attract international visitors while safeguarding its unique heritage for future generations.

**Financing.** *This research was funded by the Science Committee of the Ministry of Science and Higher Education of the Republic of Kazakhstan (Grant No. BR21882122 “Sustainable Development of Natural-Industrial and Socio-Economic Systems of the West Kazakhstan Region in the Context of Green Growth: A Comprehensive Analysis, Concept, Forecast Estimates and Scenarios”).*

## References

1. Huang T., Wei J. Management strategies for museum night opening in China: a SWOT-TOWS analysis of Shanghai museums // *Cogent Social Sciences*. -2024. -Vol. 10(1). DOI:10.1080/23311886.2024.2327857
2. Cankül D., Cankül I., Aktepe B. Meal sharing economy: evaluation with SWOT analysis from host and local food tourists perspectives // *Journal of Foodservice Business Research*. -2024. -P. 1–22. DOI: 10.1080/15378020.2024.2387388
3. Uchiyama Y., Kohsaka R. Strategies of Destination Management Organizations in Urban and Rural Areas: Using Text Analysis Method for SWOT Descriptions at Meta-level // *International Journal of Hospitality & Tourism Administration*. -2021. -Vol. 24(1). -P. 123-141. DOI: 10.1080/15256480.2021.1953422
4. Ämirbaeva A.A., Ryskulov S.K., Ahmetova K.A. Qazaqstannyñ Mañğystau oblysynyñ auyldyq turizminiñ äleuetti resurstary. *Agrarlyq naryq problemalary*. -2023. –Vol. 2. -P.71-80. <https://doi.org/10.46666/2023-2.2708-9991.07> [in Kazakh]
5. Sabirova R.K., Andabaeva G.K., Mahanova A.N. Mañğystau öñirinde turizm türlerin damytu jäne onyñ auyldyq aumaqtardy damytuğa äseri. *Central Asian Economic Review*. -2022(5), -P.142-154. <https://doi.org/10.52821/2789-4401-2022-5-142-154> [in Kazakh]
6. Morea, J. P. Environmental justice, well-being and sustainable tourism in protected area management. *Journal of Ecotourism*. -2021. -Vol. 20(3). -P. 250-269. DOI:10.1080/14724049.2021.1876072
7. Prayitno G. et al. Social capital for sustainable tourism development in Indonesia // *Cogent Social Sciences*. -2023. -Vol. 10(1). DOI:10.1080/23311886.2023.2293310
8. Nyiwul L. et al. Adoption of tools for sustainable tourism development: role of environmental vulnerability // *Journal of Policy Research in Tourism Leisure and Events*. -2024. -P. 1–23. <https://doi.org/10.1080/19407963.2024.2317908>
9. Hossain M.I., Kumar J., Islam Md.T. Antecedents of Sustainable Tourism Development in Sundarbans, Bangladesh with the Moderation of Political Instability and Mediation of Destination Resilience // *Tourism Planning & Development*. -2024. -P. 1–29. DOI:10.1080/21568316.2024.2347222
10. Gani, A., Khairil, A., Mohamad, A., Samdin, Z. Attributes of successful public participation in planning for sustainable tourism in protected areas: A modified delphi study. -2015. –Vol. 23. –P. 49-64.
11. Altaibayeva, Z., Pfeifer N., Shelomentseva V. & Khamzina Sh. Assessment of the attractiveness and

problems of the Territorial Natural Recreational Systems of North-East Kazakhstan by the population // Bulletin of the Karaganda University. Economy series. -2021. -Vol. 4(104), -P. 4-12. DOI:

<https://doi.org/10.31489/2021ec4/4-12>

12. Pazylkhaiyr B., Assipova Zh.M., Bertocchi D. Development of tourism environmental management in Kazakhstan based on successful international experience // Bulletin of the Karaganda university economy series. -2023. -Vol. -110(2). -P. 79–89. DOI 10.31489/2023Ec2/79-89

13. Welcome.kz. Unknown Mangystau Off-Road Tour -2024. [Online]. Available:

<https://welcome.kz/en/adventure/off-road-tours/unknown-mangystau-off-road> [Accessed: Aug. 24, 2024].

14. Adilet. Ob utverjdenii perechnya osobo ohranyaemih prirodnih territorii respublikanskogo znacheniya. -2017. [Online]. Available: <https://adilet.zan.kz/rus/docs/P1700000593> [Accessed: Aug. 24, 2024].

15. Font-Barnet A., Andreu M.N.-L. Research on tourism, well-being, and nature: a bibliometric analysis // Anatolia an International Journal of Tourism and Hospitality/Anatolia an International Journal of Tourism and Hospitality Research. -2021. -Vol. 34, -№ 2. -P. 163–175. DOI:10.1080/13032917.2021.2002699

16. Harish P., Rao Y.V. Research on sustainable tourism and biodiversity: a bibliometric analysis // Anatolia. -2024. -P. 1–21.

17. Kusumawardhani Y. et al. Smart tourism practice in the scope of sustainable tourism in emerging markets: a systematic literature review // Cogent Social Sciences. -2024. -Vol. 10(1).

DOI:10.1080/23311886.2024.2384193

18. Niewiadomski P., Mellon V. Transitioning towards sustainable tourism in the Outer Hebrides: an evolutionary investigation // Tourism Geographies. -2023. -Vol. 26(2). -P. 214–236. DOI

10.1080/14616688.2023.2283730

#### ***Information about the author***

Pazylkhaiyr B.M. – Senior teacher of Department of Recreation geography and tourism, Research Fellow, Al-Farabi Kazakh National University, Almaty, Kazakhstan, e-mail: [bauyrzhan.pazylkhaiyr@gmail.com](mailto:bauyrzhan.pazylkhaiyr@gmail.com).

#### ***Сведения об авторах***

Пазылхайыр Б.М. – старший преподаватель кафедры рекреационной географии и туризма, научный сотрудник, Казахский национальный университет им. аль-Фараби, Алматы, Казахстан, e-mail: [bauyrzhan.pazylkhaiyr@gmail.com](mailto:bauyrzhan.pazylkhaiyr@gmail.com).