The resource potential and scenarios for the rural tourism development in Aktobe oblast of the Republic of Kazakhstan

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Abstract. The trend towards the development of rural tourism is recognized to create positive dynamics for the revitalization of rural areas, and the preservation of the authentic and socio-cultural image of rural areas. Rural tourism in the regions of Kazakhstan is at the initial stage of the development. Aktobe oblast is not an exception to the general Kazakhstani trend. In the Aktobe oblast, to date, regional programs for realizing the potential of rural areas in the field of rural tourism have not been developed. An analysis of the state of the cultural environment and natural features made it possible to identify profitable resources in the local socio-economic system of the Aktobe oblast, on which rural tourism of the studied area can be built. The main directions of the resource application for the development of rural tourism are formed based on the potential resources that are available not only to the region as a whole but to each administrative-territorial unit – the district. As part of the study of the territorial system of the Aktobe oblast, regional guidelines for the development of rural tourism were identified. Rural tourism in the Aktobe oblast can be built on the resources of both natural and agricultural, historical, and cultural environments. Cultural landmarks for the development of rural tourism are represented by historical and cultural objects. We see the approach to assessing the territory of the Aktobe oblast in terms of organizing directions for the development of rural tourism in the application of the inductive method of scientific knowledge when the overall picture is formed based on the transition from a particular study of objects and phenomena to a general one. In our case, a holistic view of the development of rural tourism is obtained by analyzing natural resources, transportation, historical and cultural values of the territory and agricultural production. Insufficient and irrational use of the tourist opportunities of the territory, as well as the growing needs of the population for outdoor recreation within their region, stimulate the search. For new approaches to planning tourism activities. A new policy of rural tourism seems promising, aimed not only at the implementation of specific tourism projects but at the systemic development of tourism in the Aktobe oblast. The article develops a methodology for assessing the resource potential for the development of rural tourism and proposes the principles of zoning the territory from the standpoint of the territorial organization of rural tourism. To achieve this goal, the paper used the method of scoring, cartographic and comparative methods. Their application made it possible to ensure the validity and reliability of conclusions and proposals.

Keywords: Rural tourism, rural districts, indicators of tourism development, comprehensive assessment Aktobe oblast.

Ресурсний потенціал та сценарії розвитку сільського туризму в Актюбінській області Республіки Казахстан

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Анотація. Визнається, що тенденція до розвитку сільського туризму створює позитивну динаміку для пожвавлення сільських районів і збереження автентичного, соціокультурного образу сільських районів. Сільський туризм у регіонах Казахстану знаходиться на початковому етапі розвитку. Актюбінська область не є винятком із загальноказахстанської тенденції. В Актюбінській області на сьогоденій день не розроблені регіональні програми з реалізації потенціалу сільських територій у сфері сільського туризму. Аналіз стану культурного середовища та природних особливостей дозволив виявити прибуткові ресурси в територіальній соціально-економічній системі Актюбінської області, на яких може бути побудований сільський туризм досліджуваної території. Основні напрямки використання ресурсів для розвитку сільського туризму формується
відбувалися з потенційних ресурсів, які доступні не тільки регіону в цілому, а й кожної адміністративно-територіальній одиниці – району. В рамках дослідження територіальної системи Актюбінської області були визначені регіональні орієнтири розвитку сільського туризму. Сільський туризм в Актюбінській області може бути побудований на ресурсах як природних, так і сільськогосподарських, історико-культурних середовищ. Підхід до оцінки території Актюбінської області з точки зору організації напрямків розвитку сільського туризму ми бачимо в застосуванні індуктивного методу наукового пізнання, коли загальна картина формується на основі переходу від правильного виділення об’єктів і явищ до загального. У нашому випадку цілеспрямоване уявлення щодо розвитку сільського туризму виходить шляхом аналізу природних ресурсів, транспортного забезпечення, історико-культурних цінностей території та сільськогосподарського виробництва. Недостатнє і нерациональне використання туристичних можливостей території, а також зростаюче потреби населення у відпочинку на природі в межах свого регіону стимують пошук нових підходів до планування туристичної діяльності. Перспективною видається нова політика сільського туризму, спрямована не тільки на реалізацію конкретних туристичних проектів, а й на системний розвиток туризму в Актюбінській області. У статті розробляється методика оцінки ресурсного потенціалу для розвитку сільського туризму та пропонуються принципи ранжування території з позицій територіальної організації сільського туризму. Для досягнення цієї мети в роботі використовувався метод оцінки, картографічний і порівняльний методи. Їх застосування дозволило забезпечити обґрунтованість і достовірність висновків і пропозицій.

Ключові слова: сільський туризм, Актюбинська область, сільські округи, показники розвитку туризму, комплексна оцінка.

Introduction

Rural tourism in Kazakhstan is a new socio-economic phenomenon focused on using natural, cultural, historical, and other resources of the countryside to create and offer a tourist product to a great variety of people. In this regard, it must be assumed that the strategic priorities of the regional policy aimed at stimulating the tourism sector in rural places should be lie in the concentration of tourism resources. It is necessary for the organization of rural tourism by creating points of destinations that include anchor tourist centers with a high potential for the formation of rural tourism tours and border areas to them. The activation of rural tourism will allow the development of areas that have no promising industrial and agricultural organizations, and thereby enhance the socio-economic situation of the region as a whole.

The resource potential of rural tourism is a set of interrelated and interacting possibilities that are used in tourism, as well as new ones formed in this activity and using factors of production in rural areas. Nowadays, with the development of tourism in Kazakhstan, closer attention is required to the search for tourism opportunities in the area and the detailed assessment of the potential.

The object of the research was the Aktobe oblast. The choice of the territory as the object of study is due to two factors. First, the development of rural tourism is most effective in terms of socio-economic benefits in typical agricultural regions of the country. Secondly, the Aktobe oblast is almost positioned itself as a non-tourist territory without a clearly expressed specialization, not distinguished by medical and mineral resources, for which the potential of rural areas is one of the sources of tourism development. The relevance of the research topic is determined by the need to create a scenarios for developing rural tourism to improve the socio-economic situation of the districts of the Aktobe oblast.

The purpose of the study is to evaluate the resource potential for the designing of scenarios of rural tourism improvement in the Aktobe oblast.

The development of domestic tourism forms and recreation, including rural tourism, has become especially significant for the socio-economic well-being of the Republic of Kazakhstan, and the coronavirus infection (COVID-19) pandemic has only contributed to increased attention to this segment of the tourism market. The pandemic has demonstrated the competitive advantage that existing tourism infrastructure can provide to address urgent problems. In this regard, it can be observed that the coronavirus pandemic has stimulated a reorientation of the tourist flow from the city to the countryside and a new round of rural tourism development. Compared to other post-Soviet countries, rural tourism in Kazakhstan just starts advancing.

The purpose of the study is to evaluate the resource potential for the designing of scenarios of rural tourism advancement in the Aktobe oblast.

Rural tourism is a part of a territorial socio-economic complex and belongs to a specific geographical space such as rural areas where the complex-forming base of rural tourism is the elements of natural resource, industrial, recreational sub-complexes, and sub-complexes of population and settlement (Kaptan Ayhan et al., 2020). The natural resource subcomplex is considered from the standpoint of using natural objects with expressive landscape features for organizing leisure and tourism activities in the field of rural tourism and from the standpoint of forming the region’s sectoral profile in the production sector. The production subcomplex is represented by agricultural sectors, individual economic entities, and households, which designate the functional specialization and directions for the development of rural tourism.
Depending on soil and climatic conditions in rural areas, branches of agricultural production are formed namely crop production, animal husbandry, fish farming, beekeeping, etc., based on which scenarios and forms of rural space development (fish farms, ecological farms, etc.) are built in the Republic of Kazakhstan. The subcomplex of the population and its settlement provide labor resources in the form of an economically active population with skills, individual abilities, and start-up capital to conduct and organize a rural tourism business. The recreational subcomplex is represented by socio-cultural values, cultural heritage objects, recreational properties of space, and recreational activities (folklore activities, cultural and leisure activities), which, on the one hand, provides a cognitive component in rural areas, on the other hand, acts as a resource base for projects on rural tourism (ethnographic villages, ethnical museums, etc.), which is especially important for regions without a clearly expressed agricultural specialization. Gastronomic tours in rural tourism are also of particular importance (Matviichuk et al., 2021). The complex service system of rural tourism is represented by industrial and social infrastructure facilities that can assist in the development of rural tourism. When searching for the resource advantages of the region and each of its places, it is of utmost importance to consider the multi-component nature of this type of activity. Directions for the development of rural tourism are identified through the resource potential of the territorial socio-economic system and a set of indicators that most accurately reflect the typical and unique properties of such a system. One of the most essential competitive benefits of rural areas over urban ones is that they harmoniously combine natural and cultural values in a unique combination of attractions. A growing trend in recent decades in developed countries (and in recent years in the developing part of the world) is rural tourism (Trukhachev, 2015). The results of a study by various researchers reveal that the volume of tourist flow to a rural area depends on its territorial location, and, consequently, on the effectiveness of this complex in broadcasting information field about the material and spiritual culture of the nations represented in it (Garrod et al., 2006; Phillip et al., 2010; Sergeyeva et al., 2021). Rural tourism is a popular topic in the tourism development literature (Lane, 1994; Hjalager et al., 2018; Rosalina et al., 2021). However, most researchers work in the field of business supply specifically looking at the reasons and ways how rural actors such as farmers and others launch tourism products and services (Konečný, 2014; Plokhikh, 2017; Kóródi and Dávid 2019). Special attention is paid to the study of the relationship between the various components of rural activity as well (Hall and Page, 2009; Phillip et al., 2010; Aliyeva and Kyrykbay, 2021).

Rural tourism gained public recognition in most Western European countries in the second half of the 20th century due to the decrease in the number of people employed in agriculture and the need to create alternative types of employment and entrepreneurship in rural areas. Rural tourism was supposed to stop the migration of the population to the cities and become a sphere of application of labor and a source of income for rural families. The range of factors influencing this tourism industry in one way is very wide: in some countries, agricultural tourism space is formed to wide degrees by elements of a sociocultural nature (Zyrianov and Semiglazova, 2021). For instance, in Poland agricultural tourism is usually connected with a certain tradition of spending leisure time and the active involvement of visitors in certain activities organized by farms, especially for tourists (Wendt et al., 2021).

Rural tourism advancement in many countries is considered to be the key to sustainable country development (Seken et al., 2019). The world experience shows that positive and sustainable results of the development of the rural community are achieved with optimal coordination of the pace and nature of agricultural development with other sectors of the economy. In particular, the lively debate about rural development across countries points to the importance of research questions related to sustainable rural development, and also highlights rural tourism as a «growing» local government activity (Rogerson and Rogerson 2014; Nooripoor et al., 2021; Khartishvili et al., 2019).

Agriculture not being a self-regulatory system in a market economy and reduced state support often turns out to be uncompetitive compared to other sectors of the economy. This type of economy is associated with the food industry enterprises. They have an impact on food security and basic human needs (Tatikova et al., 2019; Shpykuliak and Sakovska, 2020). However, it can generate sustainable profits in symbiosis with other industries: tourism, processing, trade, services, catering, etc.

**Material and methods**

Based on the comprehensive evaluation of the tourism potential of Gudkovskikh (Gudkovskikh, 2017) a methodology was developed and a quantitative evaluation of the resources of the Aktobe oblast for the development of rural tourism was carried out.
All the numerous components of its potential have been studied spatially and calculated. The spatial differentiation of the potential for the development of rural tourism in the oblast under study has been studied. The principles of assessment of the territory to organize rural tourism are proposed. A comprehensive assessment of the Aktobe oblast was carried out as the basis for the development of rural tourism. A comprehensive assessment of the resource potential of the territory is carried out using a concentration index and includes an analysis of factor indicators that allow assessing specifics of subcomplexes of the territorial socio-economic system from the standpoint of the development of rural tourism. The territorial units of the study are 12 districts of the Aktobe oblast.

Considering the natural feature, economic and geographical position, as well as the historical and cultural resources of the Aktobe oblast, 4 classical indicators of tourism development were selected for assessment, which, in our opinion, are optimal: 1) a landscape indicator; 2) transport and infrastructure indicator; 3) an indicator of historical-cultural value; 4) agricultural production indicator. The indicators in turn contain a group of evaluation criteria (for example, area of woody shrubby vegetation, area of water protection zones, transport accessibility of the territory, an indicator of the level of accommodation facilities, etc.). All data for the evaluation of indicators (area of woody shrubby vegetation, area of water protection zones, transport accessibility of the territory, level of accommodation facilities, number of historical and cultural objects, number of peasant farms) were taken from the statistical collection of the regions of the Republic of Kazakhstan (Agency for Strategic planning and reforms of the Republic of Kazakhstan, 2021). Each indicator was evaluated according to the methodology indicated in Table 1. The sum of the scores for each group of evaluated criteria gives the total score of the component. The overall potential is not the sum of the scores, but the sum of the share of each block, since it is impossible to sum the scores because each component of the block evaluation contains a different number of criteria, and the sums of the scores cannot be adequately compared. Therefore, the final result of the assessment is normalized, i.e. contains information about the share of each oblast in the potential structure from the highest value of each block. This assessment methodology was applied to the districts of the Aktobe oblast.

The methodology algorithm included the following actions: a selection of territorial units, a determination of factor indicators, block scoring, ranking of rating scales, final integral assessment and differentiation of the territory, and mapping of the obtained results.

To calculate the potential for rural tourism advancement, the following formula was developed:

\[ I_{rt} = \left( \frac{L_{i} + TI_{i} + HV_{i} + AP_{i}}{n} \right) \]  

- \( I_{rt} \) – an indicator of rural tourism development potential
- \( L_{i} \) – a landscape indicator
- \( TI_{i} \) – a transport infrastructure indicator
- \( HV_{i} \) – an indicator of the historical-cultural value of the territory
- \( AP_{i} \) – an agricultural production indicator
- \( n \) – a number of tourism development blocks
- \( S \) – a square of the territory

The methodology for evaluating each indicator is calculated according to Table 1.

Grouping of oblasts and determining the rank is carried out according to this method (all oblasts are rural areas):

- An average indicator of the potential for development of rural tourism is 1-7 points;
- A high indicator of the potential of rural tourism advancement is 8-13 points.

A comprehensive assessment is based on the study of natural and geographical conditions and resources and calculations reflecting the potential for the development of rural territories. As a result, it determines the specialization of territories in rural tourism.

Results of the research

According to the results of the calculations in the Aktobe oblast, two levels of concentration of resource potential of the territory for rural tourism advancement are distinguished (Table 2):

For the development of rural tourism in the Aktobe oblast, maps have been compiled according to the following indicators (Fig. 1). According to the landscape indicator (A), Kargaly, Martuk, Khobda, Alga, Mugalzhars are considered favorable for the development of rural tourism. The landscape potential of Khromtau and Uil districts is average. In other areas, the landscape indicator is low. In terms of the development of transport and infrastructure (B), the highest indicators are demonstrated by the Martuk and Kargaly districts. Khobda, Uil, Khromtau, Alga districts are average, the rest of the districts are at the lower level. Baiganin, Uil, Khobda, Alga districts have a high index (C) due to the large number of historical and cultural monuments of the republican level. Kargaly and Martuk districts give lower indicators due to the lack of significant historical and cultural
Table 1. Methodology for evaluating the tourism improvement potential.

<table>
<thead>
<tr>
<th>Methodology for evaluating potential for rural tourism improvement</th>
<th>Landscape indicator</th>
<th>Transport infrastructure indicator</th>
<th>Historical-cultural value of the territory</th>
<th>Agricultural production indicator</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$L_i = \frac{S_1 + S_2}{S}$</td>
<td>$TI_i = T_a + A_f$</td>
<td>$HV_i = \frac{N_{hco}}{S}$</td>
<td>$AP_i = \frac{N_{pf}}{S_d}$</td>
</tr>
<tr>
<td></td>
<td>$L_i$ – a landscape indicator</td>
<td>$TI_i$ – a transport infrastructure indicator</td>
<td>$HV_i$ – an indicator of the historical-cultural value of the territory</td>
<td>$AP_i$ – an agricultural production indicator</td>
</tr>
<tr>
<td></td>
<td>$S_1$ – area of woody shrubby</td>
<td>$T_a$ – transport accessibility of the territory</td>
<td>$N_{hco}$ – number of historical and cultural objects</td>
<td>$N_{pf}$ – number of peasant farms</td>
</tr>
<tr>
<td></td>
<td>$S_2$ – area of water protection zones</td>
<td>$A_f$ – indicator of the level of accommodation facilities</td>
<td>$S$ – a square of the territory</td>
<td>$S_d$ – a square of the territory</td>
</tr>
</tbody>
</table>

1. $T_a = \frac{L}{S}$

| | Length of roads | $L$ | | $P$ – the population of the oblast |
| | $S$ – a square of the territory |  |

2. $A_f = \frac{N_f}{P} \times 1000$

| | Number of beds | $N_f$ | | |
| | $P$ – the population of the oblast |  |

Table 2. The index of concentration of resource potential of the territory for the developing of rural tourism in the Aktobe oblast

<table>
<thead>
<tr>
<th>District</th>
<th>$L_i$</th>
<th>$TI_i$</th>
<th>$HV_i$</th>
<th>$AP_i$</th>
<th>$I_{rr} = \frac{(L_i + TI_i + HV_i + AP_i)}{n}$</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>assessment indicators</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Alga district</td>
<td>0.3</td>
<td>35.6</td>
<td>0.2</td>
<td>0.1</td>
<td>9.04</td>
</tr>
<tr>
<td>Aiteke bi district</td>
<td>0.005</td>
<td>14.1</td>
<td>0.05</td>
<td>0.01</td>
<td>3.6</td>
</tr>
<tr>
<td>Baiganin district</td>
<td>0.003</td>
<td>6.03</td>
<td>0.08</td>
<td>0.01</td>
<td>1.5</td>
</tr>
<tr>
<td>Kargaly district</td>
<td>0.6</td>
<td>51.6</td>
<td>0.02</td>
<td>0.09</td>
<td>13.1</td>
</tr>
<tr>
<td>Khobda district</td>
<td>0.9</td>
<td>24.3</td>
<td>0.2</td>
<td>0.06</td>
<td>6.4</td>
</tr>
<tr>
<td>Martuk district</td>
<td>0.7</td>
<td>47.9</td>
<td>0.03</td>
<td>0.12</td>
<td>12.2</td>
</tr>
<tr>
<td>Mugalzhar district</td>
<td>0.3</td>
<td>15.1</td>
<td>0.06</td>
<td>0.02</td>
<td>3.9</td>
</tr>
<tr>
<td>Uil district</td>
<td>0.3</td>
<td>25.3</td>
<td>0.08</td>
<td>0.05</td>
<td>6.5</td>
</tr>
<tr>
<td>Temir district</td>
<td>0.02</td>
<td>7.3</td>
<td>0.05</td>
<td>0.05</td>
<td>1.9</td>
</tr>
<tr>
<td>Khromtau district</td>
<td>0.13</td>
<td>24.3</td>
<td>0.07</td>
<td>0.04</td>
<td>6.1</td>
</tr>
<tr>
<td>Shalkar district</td>
<td>0.03</td>
<td>5.3</td>
<td>0.04</td>
<td>0.01</td>
<td>1.4</td>
</tr>
<tr>
<td>Irgiz district</td>
<td>0.01</td>
<td>6.6</td>
<td>0.04</td>
<td>0.01</td>
<td>1.6</td>
</tr>
</tbody>
</table>

***Source: according to the Bureau of National Statistics of the Agency for Strategic Planning and Reforms of the Republic of Kazakhstan, Aktobe oblast, 2022 (BNS ASPR RK, 2022) (created by the authors)
objects of the republican level. In other districts, the number of historical and cultural monuments is at an average level. According to the indicator of agricultural production (D), the Martuk, Kargaly, Alga districts show a high level, and the Khobda, Uil, Temir, Khromtau districts show an average level. In the Baigain, Mugalzhar, Shalkar, Irgiz, Aiteke bi districts, the amount of agricultural production is relatively small.

Most of the districts of Aktobe oblast are located in desert and semi-desert natural zones. Water resources and forest resources are few. Therefore, according to the results of the assessment, the grouping of areas and the determination of rank is carried out in accordance with this methodology: (We would like to note that all districts of the oblast are rural) (Fig. 1.)

A) A landscape of rural tourism development potential

B) A transport and infrastructure indicator of rural tourism development potential
C) An indicator of the historical-cultural value of the territory

D) An agricultural production indicator of rural tourism development potential

Fig. 1. Indicators of rural tourism development of Aktobe oblast (according to evaluation)

As a result of the study, 2 levels of rural tourism development were identified (Figure 2).

1) Areas with an average indicator of rural tourism development potential (1-7 points) – Khromtau district, Uil district, Khobda district, Aiteke bi district, Irgiz district, Shalkar district, Temir district, Mugalzhar district, Bayganin district;

2) Areas with high potential for rural tourism development (8-13 points) – Martuk district, Kargaly district, Alga district;

The map also shows the number of farms and accommodation facilities. In this regard, it should be noted that in all districts of the oblast have a large number of farms, but there is a shortage of places to accommodate. This, in turn, is seen as a deterrent to the development of rural tourism in the oblast.
Rural tourism in the Aktobe oblast can be organized and presented in various forms of the following scenarios (Fig. 3):

1. Rural tourism development based on suburban settlements implies the formation of this type of tourism in rural areas located on the outskirts of the city. For example, in the rural districts of Kargaly, Bekkul-Baba, Sazdy, Marzhanbulak, Saryzhar, and several other rural areas of the Aktobe oblast, adjacent to the city of Aktobe, there are the necessary prerequisites for promoting rural tourism here, which is convenient for urban residents to relax from everyday bustle against the backdrop of nature.

2. Rural tourism based on the natural landscape factor involves the creation of rural tourism facilities in natural resort areas, complexes, and objects that have ecological, aesthetic, historical, and cultural values and are intended for use in environmental, educational, health, and recreational purposes. For example, in the resort villages of Alga and Martuk, this type of tourism can be organized and equipped, since there are all resource opportunities to achieve the intended goal.

3. Rural tourism based on the development of industry provides for the formation of tourism on basis of industrialized agricultural enterprises. Thus, in the Aktobe oblast, close to the city of Aktobe, there are many large agricultural formations. It is possible to build objects of rural tourism based on them. One of the successful diversified, developed enterprises is the Stepnaya agricultural firm, which is located 70 km from the city of Aktobe. The main activities of this enterprise are the production and sale of milk and its processing, meat as well as the provision of agricultural services, and production.

4. Rural tourism based on historical and archaeological development aims to develop tourism in places close to archaeological and historical sites. In the Aktobe oblast, the chain of historical and archaeological monuments is very large.

5. Rural tourism based on health procedures is a treatment with mare’s milk and kumis (national Kazakh drink). In this regard, the Kokzhailau recreation center is currently intensifying its activities on the territory of the Aktobe oblast.

The rural area of the Aktobe oblast is differentiated by the degree of readiness for the organization of rural tourism. Even though 2/3 of the observed farms are located in rural areas, 1/4 of them work in towns and some operate even in oblast cities (Khromtau, Alga, Shalkar, Kandyagash). This is consistent with the fact that more than 1/4 of the farms function in the developing urban area of the Aktobe oblast, which consists of oblast centers. The largest number of settlements with households engaged in agricultural production, especially tourism, accommodation, and other leisure activities are located in economically diversified, mostly tourist, rural and urban settlements.
Almost 1/4 of the farms work in peripheral rural areas, which are characterized as areas with accumulated negative traits such as lack of amenities, poor accessibility, and high unemployment (BNS ASPR RK, 2022).

Agritourist oblasts are integral territorial formations with pronounced features of agricultural production and socio-cultural components (economic entities, socio-cultural objects).

Conclusions

In general, the idea of rural tourism development scenarios in Kazakhstan is formed due to the resource specifics of the territory, which are represented in the regions, thereby not reflecting the full range of possibilities of the country’s territory in terms of services in rural tourism.

The scale of the country’s territory, the difference in natural and climatic zones, the agricultural and industrial sectors, and the types of rural areas do not allow the development of rural tourism to be arranged in the same way. It should consider the unique and typical features of the area. The development of rural tourism directly depends on nature, production, culture, and the agro-industrial complex.

Based on the proposed approach, an assessment of the resource potential of the rural areas of the Aktobe oblast was carried out, which made it possible to differentiate the districts into 2 levels with high and moderate potential for organizing rural tourism.

Currently, the existing tourist infrastructure system of the Aktobe oblast cannot be considered sufficient. For the effective territorial organization of rural tourism in the Aktobe oblast, further advanced development of infrastructure is necessary, accounting for the needs of the population.

Practical issues of rural tourism are related to the general economic features of the territory, and the attractiveness of the rural landscape of a particular type of rural area. In this regard, positive effects in understanding the concept of “rural tourism” can be obtained only through a spatial analysis of its resource base, primarily at the regional level. The data obtained will become the basis for the development of regional concepts for the development of rural tourism.

Based on the resource potential of the districts, territorial combinations of enterprises – agricultural touristic clusters – may develop in the future. There are the following zoning principles:

1) the principle of uniformity of the economic environment based on the sectoral profile of agriculture;
2) the principle of cultural and economic integrity, expressed in the compact placement of agro-industrial and socio-cultural objects on one territory.

Among the criteria for identifying agritourist districts, indicators of the density of farms, personal subsidiary plots, historical, cultural, and religious sites, horse breeding, and camel farms were used and the belonging of the territories of the oblasts to zones of specialization of agricultural production was also taken into account.

The grid of districts according to the potential for the development of rural tourism will allow the future to develop this type of activity more harmoniously both throughout the oblast and in separate administrative-territorial units. Harmonious development is manifested in the heterogeneity of the oblasts in terms of their composition and their territorial differentiation, which will ensure the development of rural tourism in several areas with different functional specializations.

References


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