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1265.	Мухамбетқалиева Ж.Ә.	Ғаламдық жаһанданудың гастрономиялық туризмнің дамуына әсері	4833
1266.	Ізбасарқызы А.	Маркетингтік зерттеулер қонақ үйдің бәсекеге қабілеттілігін арттыру құралы ретінде.	4837
1267.	Левковицкая Е.С.	Рыночные механизмы развития туристско-рекреационного потенциала внутренних территорий	4840
1268.	Makhmudova N.U.	THE ROLE OF INTERNATIONAL EDUCATIONAL TOURISM IN THE GLOBAL TOURISM MARKET	4843
1269.	Nyrlankyzy A. Akhaeva A.A.	INFLUENCE OF CULTURAL HERITAGE OBJECTS ON THE DEVELOPMENT OF TOURISM IN THE REPUBLIC OF KAZAKHSTAN	4848
1270.	Nurpeissova A.M.	PROBLEMS AND PROSPECTS FOR THE DEVELOPMENT OF EVENT TOURISM IN KAZAKHSTAN	4852
1271.	Нұрланова Т.Н.	Адами капиталды тиімді басқару арқылы туристік қызметтер нарығындағы бәсекеге қабілеттілікті оңтайландыру	4856
1272.	Нұрғали А.Н., Марденова С.Р.	Маркетинг гостиничного бизнеса на предприятиях размещения Астаны	4860
1273.	Овеян А.О.	Роль английского и китайского языков в сфере туризма	4865
1274.	Омарова К.А.	Роль транспортной инфраструктуры для развития санаторно-курортного сегмента туризма в Туркестанской области	4869
1275.	Павлова К.А., Зяблицкий Е.П.	Использование инновационных технологий маркетинга в санаториях Алтайского края	4874
1276.	Рузиева М.	SOCIO-ECONOMIC IMPORTANCE OF TOURISM DEVELOPMENT IN THE REGIONS	4876
1277.	Рустемова С.М.	Абай облысы киплі және этнографиялық туризм орталығы	4879
1278.	Сартаева Г.Е.	Роль инновационных технологий в развитии дарк туризма в Казахстане»	4885
1279.	Салимова С.Ф.	Возможности устойчивого развития туризма за счет диверсификации туристских маршрутов	4890
1280.	Салкенова Т.Г.	Цифрландыру жағдайындағы туристік нарық қатысушыларының бәсекеге қабілеттілігін арттыру	4892
1281.	Sayfullayeva M.S.	THE COMPETITIVE ADVANTAGE OF QUALITY LABELLING IN MANAGING SUSTAINABLE TOURISM SERVICES	4895
1282.	Smail A.T Agybetova R.Y.	THE IMPORTANCE OF DEVELOPING ECOFRIENDLY HOTELS TO INCREASE COMPETITIVENESS IN THE TOURISM MARKET	4899
1283.	Таган О.	Особенности маркетинговой деятельности в ресторанном бизнесе	4903
1284.	Тасбулатова М.	Оценка конкурентоспособности отеля в горах, на примере г.Алматы	4907

1285.	Тасмағамбетов А.А.	Халықаралық туризмнің пандемиядан кейінгі жағдайы	4911
1286.	Турсынов Е.А.	Оценка современного состояния и уровня развития гостиничного сектора в области Абай	4915
1287.	Хасеин А.Ж.	Ірі халықаралық қонақ үй желеллерінің артықшылықтары мен олардың Қазақстан қонақ үйлеріне әсері	4920
1288.	Хеляк Ш.Н.	Қазақстандағы треккингтік дамыту идеялары	4924
1289.	Худайбергенова Н.М., Залмахан Ә.М.	«Қонақ үй кешендерін басқару әдістерінің ерекшеліктері («ASTANA SAAD HOTEL» қонақ үй мысалында)»	4926
1290.	Чиналиев Д.А.	Креативный подход к персонализации услуг отеля	4931
1291.	Шералы А.Ө.	Туристік қызметті ұйымдастыруда цифрлық технологияларды қолдану үрдісі	4934
1292.	Yuldashev K.Sh.	Trend of independent tourism as a way to develop tourism in the region of Uzbekistan	4939
1293.	Jawad Sharif Kalganbayev N.A.	RESEARCH OF ORGANIZATIONAL RESERVES OF MARKETING DEVELOPMENT AT AN AGRIBUSINESS	4942

СЕКЦИЯ 8 ИСТОРИЯ, АРХЕОЛОГИЯ И ЭТНОЛОГИЯ

Подсекция 8.1 АКТУАЛЬНЫЕ ПРОБЛЕМЫ ИСТОРИЧЕСКОЙ НАУКИ: НОВЫЕ ПОДХОДЫ И ПЕРСПЕКТИВЫ			
1294.	Алшыкенова А. Т.	Соғыстан кейінгі кезеңдегі Оңтүстік Қазақстан облысындағы денсаулық сақтау ісінің дамуы	4946
1295.	Аубакирова А. Ж.	XX ғасырдың бірінші жартысындағы қазақ әйелдерінің қоғамдық-саяси қызметі (деректік құжаттар негізінде)	4950
1296.	Ахмет Н. Н.	XVII ғасырдың басы мен 30-жылдарындағы Ұрыс пен Аштархан әулеттерінің арасындағы қарым-қатынастарына тарихи талдау	4955
1297.	Әбдіразақ Б. М.	Ұлы Дала елінің тарихындағы жастар мәселесі	4960
1298.	Әбубәкір М. Н.	Алаш зиялылары мұрасындағы ұлттық мүдде және тарихи сабақтастықтар	4962
1299.	Балчих А. Ө.	Дәстүрлі қазақ қоғамындағы рухани ағартушылық: ішкі және сыртқы факторлар	4967
1300.	Бекешова А.С.	Неофициальный символ города Кокшетау или история простого камня	4970
1301.	Бірлік А.	Қытай деректеріндегі үш аймақ соғысы кезіндегі қазақтың тағдыры	4972
1302.	Дворниченко Л.А.	Особенности картографических источников по истории Казахстана XVIII-XX веков в контексте развития системы	4975

5. Морозов М. А. , Морозова Н.С. Влияние мобильных приложений на развитие туристской индустрии. Вестник национальной академии туризма, 2015, С. 19.

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TREND OF INDEPENDENT TOURISM AS A WAY TO DEVELOP TOURISM IN THE REGION OF UZBEKISTAN

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The development of the tourism industry in each region depends, first of all, on its infrastructure. In addition to the development of historical sites and natural resources of the region, the organization of modern infrastructure convenient for tourists cannot be singled out as the main factor. Uzbekistan is also widely known in the world as a historical and cultural tourism destination, and its rich history, centuries-old ancient monuments, buildings and functions, mosques and mausoleums, premises and scientists are an example of this.

Foreign tourists have been constantly visiting our country for many years. According to statistics from the Tourism Committee under the Ministry of Ecology, Environmental Protection and Climate Change of the Republic of Uzbekistan, the number of foreign tourists visiting in 2018 was 5,346,219, in 2019 - 6,748,512, in 2020 - 1,504,126 (due to pandemic), 1,881,334 in 2021 (due to the pandemic) and 5,232,780 in 2022. The number of foreign tourists visiting 2019, which is recognized as the peak season in terms of tourist flows, shows that the number of foreign tourists increased by only 26% compared to 2018. But it is difficult to say that the number of tourists is increasing significantly from year to year. The reason for this is that the country depends on mass tourism, an example of this would be offering tourists almost the same form of travel [1].

Independent tourism is based on an active and unusual form of travel, and the development of basic infrastructure is insufficient to attract independent tourists. Independent tourists can travel in small groups through the mountains on foot, climb to the hills, travel by bicycle and personal car, organize picnics and relax in ecologically clean places, spend the night in campsites and bungalows, experience the lifestyle in remote places, in villages they can organize non-traditional events during the tour, for example, the reform of artisans, taking into account the preference for non-traditional forms of travel, such as strawberry or mushroom picking, represents the need for appropriate infrastructure development and achieving diversification and sustainable development of the type of travel in the country. Based on this, the main problem of the study determines the need for additional research on the development of convenient infrastructure for independent tourists in the country.

Infrastructure is the most important factor in the development of any industry. The tourism industry is no exception. Modern infrastructure contributes to the development of the territory and the rational use of resources, provides quality services and helps tourists get a comfortable holiday during their trip. At the same time, the development of tourism leads to improved living conditions for the local population, for example, to employment for residents of the region. In recent years, new destinations and new categories of the tourism industry have been opening up around the world. More and more people are looking to travel independently around the world, especially after the pandemic. Every year the number of tourists who partially or completely refuse the services of travel agencies and tour operators increases [2].

Independent tourists plan their itineraries based on their budget and look for non-traditional travel services. For example, hitchhiking is free movement between cities and countries. Independent tourists are mainly organized individually or in small groups. For this reason, budget tourists often

use hitchhiking services. Backpackers typically travel alone, in couples, or in small, intimate groups of friends or family. Their ages can range from millennials or Gen Y to retirees, and their incomes tend to be above average, allowing them to travel independently, which can be more expensive than traveling in an organized group. But all independent tourists have in common that they avoid mass travel. In general, they want to explore destinations of their choice independently and at their own pace, while focusing on local cuisine, architecture, history and culture. The desire to travel independently among tourists is increasing, especially after the pandemic. Independent tourists return 3 or more times a year and make up 11% of the total tourism market. Independent travel has been on the rise since 2016, with Google showing a 761% growth rate for “solo travel” in 2021. Women are leaders in independent travel, accounting for 84% of the total travel market. According to Booking.com, the baby boomer generation has the highest rate of independent travel. In 2019, 40 percent of people aged 55 to 64 traveled alone. The largest increase in independent tourism in 2022 came from women aged 65 and older, from 4 percent overall in 2019 to 18 percent in 2022 [3].

Over the past two decades, independent travelers have been booking their own trips through online travel agencies. These online systems offer tourists amenities such as remote booking and, in many cases, attract tourists with package deals and discounts. As a result, many tourists are turning away from traditional travel agencies and opting for online travel booking options. According to Statista Mobility Market Insights, in 2022, two-thirds of travel and tourism revenues will come from online sales channels. Among the leading companies in the online travel agency market, Booking Holdings and Expedia are the largest online booking systems in the world. While Booking Holdings' revenue will top \$17 billion in 2022 following the coronavirus (COVID-19) pandemic, Expedia Group's global revenue will be less than \$12 billion, slightly below its 2019 result. Another online booking system that has grown rapidly in recent years is Airbnb, which primarily rents out private homes for family or long-term stays. The total value of Airbnb bookings worldwide in 2022 will be approximately \$63 billion, three times more than in 2017 [4].

From the above analysis, the following conclusions can be drawn. Independent tourists, regardless of age, consider digital technology to be the most important factor. To increase the share of sales of tourism services in the country, it is advisable to register more tourist sites in these booking systems. According to the Tourism Committee, by 2023 the total number of accommodation facilities in our country will reach 4451, and their number in online booking systems will be 3356. Table 1 shows the statistics of registered hotels in cities according to data obtained from online systems.

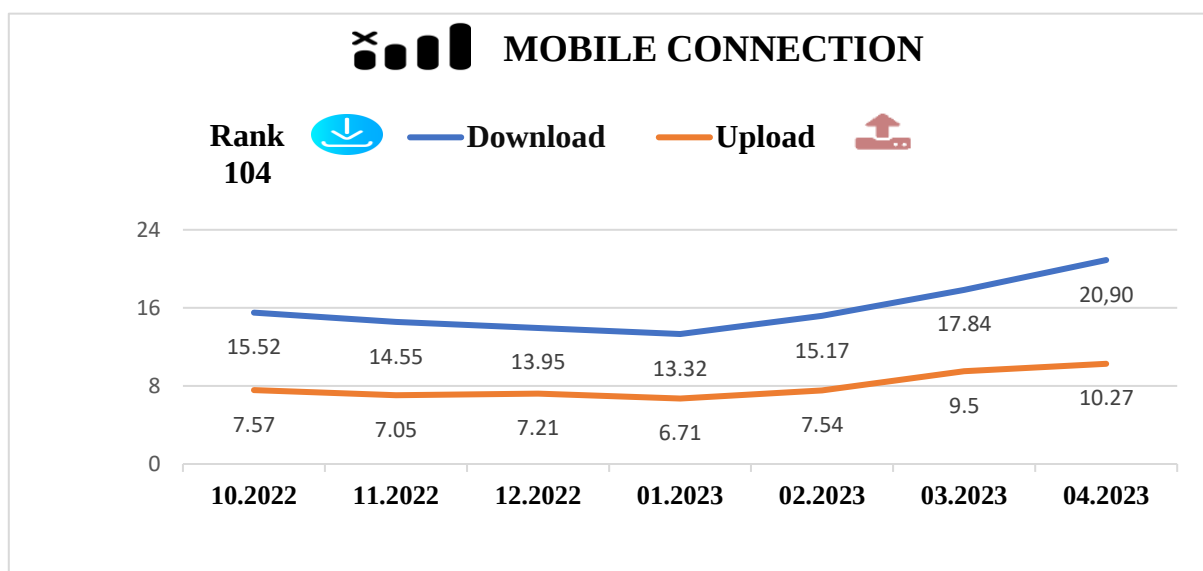
Table 1
Number of hotels registered in online reservation booking systems, by city (2023) [5]

1	Tashkent	687	275	378	248
2	Bukhara	282	91	169	100
3	Samarkand	285	115	159	74
4	Khiva	109	36	52	35
5	Fergana	22	7	10	7
6	Chimgan	6	6	4	2
7	Nukus	19	8	12	8
8	Urgench	16	16	12	35
9	Andijan	1	-	7	1
10	Navoi	19	6	14	6
11	Karshi	-	4	9	4
12	Total	1 446	564	826	520

Foreign experience shows that the main objective factor influencing the rapid development of independent tourism was the development of digital and information technologies and

telecommunications. Web pages are the main access to booking systems. Thanks to technology, tourists have access to the Internet, and they have access to information about all types of services, including tour packages, accommodation facilities, air and rail services, car rentals and much more. Previously, all basic services were provided by a travel agency, but now travelers find solutions on the go online. For example, it became possible to book hotels at the last minute, pay for services in advance, cancel a reservation or rebook. The previously listed factors are the main tool for independent tourists when planning a route [6]. One of the weak points in the country is the speed of the internet and the need for further development of information technology. Weak infrastructure is a serious barrier to the development of new categories of tourism. Based on this, the main problem of the study determines the need for additional research on the development of convenient infrastructure for independent travelers in the country. Digital technologies lead to the integration of tourists into the tourism environment [7]. It is difficult to imagine a modern tourist without an internet connection; all actions are carried out via the internet, which offers tourists unlimited possibilities. It is difficult to say that long-distance Internet in our country is enough to satisfy tourists. At the same time, statistical indicators carried out on a global scale are also shown and determined [8]. In April 2023, SPEEDTEST GLOBAL INDEX conducted a survey of countries with the fastest Internet speeds. Uzbekistan ranks 104th out of 190 countries in mobile Internet speed and 89th in Wi-Fi Internet access. The Global Speedtest Index measures the Internet speed over Wi-Fi and mobile app connections of millions of people in more than 190 countries (Figure 1) [9].

Figure 1. Internet speed in mobile communication devices in Uzbekistan in April 2023



The Global Speedtest Index compares internet speed data from around the world each month. These numbers are based on hundreds of millions of tests performed by many people using Speedtest Index data. In the image above, the mobile result is based on all cellular technologies. The first indicator shows the speed of loading data from web pages to mobile devices, where the fastest speed was 20.90 (Mbps) in April, and the second is the speed of loading data from mobile devices to web pages. A question was asked about the download speed of data, the maximum speed by this time was 10.27 (Mbit/s). The top ten was as follows: 1. Qatar 189.98 (Mbit/s), 2. United Arab Emirates 175.34 (Mbit/s), 3. Macau (South Africa) 171.73 (Mbit/s), 4. Kuwait 139.03 (Mbit/s), 5. Norway 131.16 (Mbit/s), 6 Denmark 118.83 (Mbit/s), 7. Bahrain 115.0 (Mbit/s), 8. South Korea 110.59 (Mbit/s), 9. China 110.10 (Mbit/s), 10. Netherlands 109.13 (Mbit/s).

The above rating shows that this aspect is one of the most important factors for independent tourists to obtain the necessary, initial information about the country and the state of the infrastructure. For this reason, in order to sustainably develop the tourism sector in the country and increase its share in the national economy, create organizational, economic and legal conditions to increase the flow of independent travelers, more effectively use the country's tourist areas with great potential, and

directly influence it from internal and external factors, the development of economic sectors (banking systems, exchange offices, etc.), the organization of infrastructure for tourists who prefer to plan independent trips, and the need arises to show a new image of the country through its promotion in the global tourism market.

As a result of the above analysis, it was found that the increase in Internet speed throughout the country (taking into account the impact of the pandemic) led to an increase in the number of foreign tourists. This indicator is a very important factor especially for independent tourists, firstly, these tourists, in addition to pre-booking basic services, perform additional services in the country after arriving at their destination, and secondly, independent tourists are more likely to organize unique tourist routes and travel to remote areas of the region. The presence of the Internet makes travel safe, that is, the tourist always feels that he is in harmony with real life.

In conclusion, it is recommended to improve services that correspond to the category of independent tourism, which ensures the sustainable development of tourism as a driver in the regions of Uzbekistan and determines the paths for its development together with related industries. Maximize the potential of remote areas, build infrastructure, fill the revenue side of the budget system, create additional jobs for the local population and increase the intelligence of young people.

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RESEARCH OF ORGANIZATIONAL RESERVES OF MARKETING DEVELOPMENT AT AN AGRIBUSINESS

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Abstract. Agricultural marketing covers the services involved in moving an agricultural product from the farm to the consumer. These services involve the planning, organizing, directing and handling of agricultural produce in such a way as to satisfy farmers, intermediaries and consumers. Numerous interconnected activities are involved in doing this, such as