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Digitalization of tourism objects as a tool for the development of cultural tourism in Kazakhstan

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Abstract

Relevance. In the process of the decomposing of the social and economic relations in the 21st century, it is necessary to note that they are increasingly formed and modified on the basis of the digitalization process. Obviously, this factor has also affected the tourism sector, especially as a result of the spread of acute respiratory disease COVID-19, since Kazakhstan and in all the world has introduced quarantine restrictions referred to procedures for entry and exit from the country, as well as visits to public places and a certain list of places.

Purpose. The goal of this research is the study of the process of cultural tourism development in Kazakhstan by digitalizing the objects of such tourism.

Methodology. In order to achieve the performance targets in the article various methodological tools were used, including functional and dialectical approaches, also a method of synthesis, analysis, comparison, deduction, generalization.

Results. The study produced a number of important results that can be divided into two categories, specifically, theoretical and practical. Subsequently, the theoretical part elaborates on the main properties of signs of the general-theoretical concepts that formed the basis and the object of the research. In the practical part elaborates on direct ways and tools for digitization of various touristic units, and also analyses the impact of this process on the development of cultural tourism in Kazakhstan and in other developed countries.

Conclusions. The study can form the basis of key government programs that set sights on the development of the tourism sector and the potential of Kazakhstan. A priority area for further scientific development on the subject is the identification of approaches and ways to increase the popularity of domestic tourism in Kazakhstan.

Keywords: information and communication technologies; tourism platforms; tourism services; digital transformation; pandemic; cultural tourism.

Introduction

At the present time, the sphere of the tourism services is not only one of the leading services trade branch, but also

a powerful digital business. The subjects of this business are not only tourism operators and travel companies, but also leading airlines, hotel systems, cultural and tourist

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institutions [1]. Surely, the focus should be on the fact that the development and improvement of tourism services is usually provided by information and communication technologies. It is related to the fact that the subjects of the industry are able to modify tourism products in this way, in particular, they make tourism products more specific, comfortable and flexible for each consumer. It should be noted that the introduction of digital technologies in the tourism industry allows solving a number of opportunities and attracting the interests of tourism operators, hotels and directly tourists [2]. Absolutely, digitalization in Kazakhstan is developing actively that indicates the effectiveness of the using of special tools and software to manage and control the tourist business, in its various forms. Therefore, it is necessary to highlight six main directions of the informatization of tourism, including cultural tourism in the Republic of Kazakhstan. Accordingly, these include: improvement of the quality of work with consumers; organization and provision of special digital tours; improvement of tourist bases, including their updating; control over the effecting of digital payments; development of basic plans and regulatory documents; formation of special service modes to meet the needs and interests of customers [3].

In addition, the digitalization of tourist spots allows increasing the level of competitiveness of travel companies in the market of tourism services that affects the corresponding sphere of the state economy [4]. It should be noted that interest in the using of the latest software is increasing every year among consumers that is also a prerequisite for the digitalization of cultural tourist spots. An example of such needs may be the desire of tourists to use special video services to determine whether their chosen tour meets their interests and expectations, in particular with the help of 3D tours. At the same time, the technological standard NDC (New Distribution Capability) is becoming increasingly popular around the world that allows tourism organizations to develop multimedia tools to expand its services and related revenue growth [5].

Moreover, special attention should be paid to the spread of the COVID-19 pandemic that has provoked the introduction of a number of restrictions related to cultural tourism spots. In particular, it should be understood that in the period 2019-2021, the entire tourism sector lost more than 1.3 trillion dollars that indicates its unpreparedness for distant living conditions and the lack of effective digital tools to ensure it. Nevertheless, Kazakhstan and other affluent countries, developed programs and plans to carry out a large-scale digitalization of tourist spots, especially the cultural sphere during the period 2021-2022. On this basis, it can be elucidated that the further development of all kinds of modernized, information and digital technologies will allow the tourism industry not only to overcome the crisis conditions, but to increase its financial performance significantly [6; 7].

Analyzing the foregoing, it is possible to elucidate that the main purpose of this research is analyzing of the leading digital approaches and tools pointed at a number of tourist spots and the developing of cultural tourism, directly in the Republic of Kazakhstan. Therefore, the article has been implemented a number of tasks, such as the essence of digitalization concepts and cultural tourism,

their main properties and features have been determined, the interdependence between the digitalization process and the development of the tourism industry has been studied. Also, data on the development of cultural tourism in Kazakhstan and abroad has been studied and the main means of digitalization of tourist spots has been considered.

Materials and Methods

Obviously, the sphere of digital technologies is a priority at present for every highly-evolved society, including Kazakhstan. In view of this, in the article it was necessary to use a number of general relating to methodology of science tools in order to study each of the important elements of the research. Additionally, such approach had been necessary because the study of the object was complex, therefore specialized tools were needed. First of all, it should be noted functional scientific-methodological approach. Its role in the article was critically important, as it allowed identifying and elucidating the main structural elements of the research.

Thuswise the purpose and objectives of the article, as well as the plan of work were defined by using this approach. Moreover, on this basis, the entire research process was divided into several stages that made it possible to consider all necessary aspects of the study. The method of analysis and synthesis is equally important for studying the impact of digitalization on the development of cultural tourism. Accordingly, their essence is mutually antithetical, but only in aggregate can be effective. Thus, through the method of analysis on the general issue, a number of concepts were singled out for more in-depth study, including digitalization, tourist spots, and cultural tourism. In turn, the method of synthesis, allowed to study their main features, to elucidate common and distinctive features and to unite in a single whole of the object elucidating links between them.

On the basis of the method of comparison, the analysis of experience in the digitalization of tourist spots and the development of cultural tourism was carried out. In addition, the tool identified the most effective approaches and tools to digitize the tourism environment and increase its competitiveness. For the formation of the logical structure in the article the method of deduction was applied that allowed to determine the course of research and to present the results in the right order. Therefore, the theme of the article develops in a direction from general to specific, because in the beginning of the article the theoretical basis and concepts of the theme considers. After that, in the next part there is a concretization of these data, their analysis with taking into account certain factors and conditions.

The method of generalization was used in order to form conclusions, to study the obtained results, as well as to consider possible directions for more in-depth disclosure of this subject. The study was conducted in three stages. On the first stage, organizational aspects relating to the structural part of the work are identified. A theoretical analysis of the basic concepts of the subject was also started. On the second stage, specific tools and approaches to digitalization of tourism objects are considered, common and distinctive features of this process in Kazakhstan and abroad identified, and their role in the

development of cultural tourism are elucidated. On the third stage, the results are summarized; the concise conclusions are formed on their basis.

Results

Before the introduction of state approaches to digitalization of all spheres of public life, number of social and geographical factors influenced on the development of tourism, including its cultural sector. These factors allowed increasing the profitability from this sector of the state economy. However, at the moment, as a result of the development of various state programs and plans, there is a modification of the main conditions and tools that affect the development of the tourism sector. Accordingly, the leading place is occupied by tools of information and communications technologies, improving the tourist environment in general. As a rule, these are virtual tools, which are among the elements of dynamic digital transformation.

The using of these tools help to simplify and accelerate the work of the main members in the industry, in particular travel agents and companies, as well as the consumers of such services. At the same time, before exploring methods and tools for digitalize of tourist spots for the development of cultural tourism, it is necessary to study the theoretical essence of the main studied categories. This approach will allow to form the object of research, to determine its essence and properties. Therefore, the conception of digitalization should be understood as the involvement of electronic and digital devices and the tools for formation a comprehensive whole that will allow for electronic and communicative interchange between different objects. It should be noted that the implementation of this approach requires the development and implementation of modern digital equipment and related software, and conceptual changes in the basics of management of a certain industry, as well as formation of a corporate culture and setting up of the external communication.

With regard to the digitalization of tourist spots, this process is a priority for the development of the whole tourism industry, in the economically and socio-culturally aspects. Accordingly, the essence of this process is revealed in the implementation of a number of special digital tools in the order to aggiornamento. Also, this process revealed in the increase of the accessibility of consumers to the system of objects that are the cultural heritage, the system of art or the general sphere of tourism. It should be understood that the implementation of these approaches makes it possible not only to develop these elements, but also to increase their protection. It is subject to cultural tourism, due to the detection of increasingly frequent cases of export of cultural property or their damage that leads to the decline of this category of tourism activities [8].

In view of this, it can be elucidated that the digitalization of tourist spots, including cultural tourism, creates a number of advantages for consumers and travel companies, it is highlight the priority of such approach. Therefore, a number of additional opportunities that can affect the quality and satisfaction from the tourist trip are disclosed for the consumer. In particular, with the help of the digital tools, they can expand the range of services and their characteristics offered to them in tourism activities.

In addition, based on the fact that the average level of digital education of citizens of Kazakhstan and other developed countries is high, consumers will not face problems and obstacles in the process of booking tours on various digital platforms, including mobile applications. It should be understood that due to digitalization, citizens are able to pay for travel services online, including the choice of tours or cultural sites that they wish to visit. After all, It should be understood that on the basis of using of digital tools, the consumer have the opportunity to get acquainted with the tourist destination, taking into account their own needs and interests.

In turn, travel companies have the advantages that not only increase the efficiency of their professional activities, but also make them faster and more flexible. Certainly, more and more operators are using digital technologies to reduce the time needed to develop travel plans and schedules. This acceleration is also revealed in the fact that they are able to quickly contact with consumers, including the consumers from different regions, promptly providing them with all the necessary norms. The system of such tools consists of classic for the 21st century mechanisms, especially the Internet world network, computer or other digital device, special computer and mobile applications. However, with the help of digitalization and appropriate using of modernized tools and various metrics, companies are able to analyze the objective needs of consumers and consider the relevance of a number of tourism services in the leading market. On this basis, it can be emphasized that specialists have the opportunity to adapt the activities of the organization according to their target audience, developing the whole field of tourism at the same time.

Regarding to the direct development of cultural tourism in Kazakhstan, it should be noted that it is quite dynamic, since the region has a high level of tourism potential, especially with regard to cultural heritage sites. It should be noted that the development of cultural tourism allows not only the development of the state economy, but also the erudition of citizens. Accordingly, due to the visits to cultural heritage sites they received the opportunity to get acquainted with the features of the historical and cultural integration of Kazakhstan that is critically important for the future development of the country. Therefore, it must be elucidated that the conception of cultural tourism is to be understood as visitation of a number of historical, cultural or geographical attractions. It ought to be remarked that its objects include not only historical and cultural heritage, but also monuments of modern culture and art. According to the first category, as a rule belong to whole historical regions or areas, architectural objects and whole complexes, zones of the archeological excavations, artifacts of museums of different historical periods, folk crafts, as well as rites, manifestations of traditional art. As for modern and modernized objects of cultural tourism, they include various kinds of exhibitions on specific topics, art festivals, artistic events and master classes.

Kazakhstan is characterized by both types of cultural tourism. However, special attention should be paid to the historical and cultural consequences. This explains the existence of a number of complex routes that relate to the historical and cultural environment of the country. Accordingly, the formation of more individualized tourism programs is actively taking place over the past 2 years, it

positively effects on the level of satisfaction of tourists. At the same time, analyzing the number of such tourist spots, it can be elucidated that the entire territory of Kazakhstan is like an open-air museum, since each of the regions has its own attractions. Consequently, it is necessary for tourists whom wishing to become deeper in the identity and culture of Kazakhstan to visit locations along the Great Silk Road. Moreover, within the framework of these routes they will be able to become acquainted with the Tamgaly-Tas Petroglyphs of the Bronze Age, as well as the extremely famous necropolis of Mangystau.

As for tourists who prefer modern cultural tourism and acquaintances with extraordinary tourist spots, they should visit the developed cities of Kazakhstan, including Nur-Sultan, Almaty, Shymkent, Oskemen and Aktau. This choice is due to the fact that these regions have highly developed tourist infrastructure, allowing combining comfortable tourist conditions with modern culture and art of Kazakhstan.

Nevertheless, it should be understood that such objects are geographically isolated that is to some extent an obstacle to their perception and visitations in a short period of time. In addition, drawing attention to the social conditions typical for the 2019-2022 period, it should be noted that acquaintance with cultural objects was almost impossible, due to the existing quarantine restrictions. At the same time, digital tools allowed the resumption of tourism activities, allowing citizens to get acquainted with various tourist spots, including cultural. This is generally the case with the use of virtual reality technologies, as well as a number of other mechanisms that allow consumers to pursue tourism activities remotely. The list of cultural objects to be digitalized, includes the following: architectural monuments and contemporary art; monumental sculpture; paintings; some archaeological objects; works of literature; classical, modern, folk music; historical and modern household items.

In addition, cultural tourism is developing increasingly in the direction of various festivals, because they allow consumers to comprehensively get acquainted with different types of cultural objects. Moreover, with the increasing interest of the society to cultural tourism, such categories as intercultural communication, international and trans-border cooperation those affect a number of others, as economic and political spheres of life of Kazakhstan society. Based on this, it can be elucidated that these factors affect the further development of the tourism industry and the whole state. In addition, as a result of the modernization of the above categories, it will be possible to increase the level of satisfaction of consumers from the tourism services provided to them, which will certainly lead to the updating of their further choice in favor of this type of tourism [9].

Discussion

Conducted the research of the theoretical structure of the issue of the development of cultural tourism and the digitalization of tourist spots, it is necessary to consider the specific, practical basis of it. First of all, it should be noted that there is a large number of unique natural resources in Kazakhstan at that moment, which as a rule is harmoniously combined with the unique culture of the region. In view of this, it is possible to assert the priority

of carrying out the digitalization of such objects, in order to develop cultural tourism not only in the national, but also in international and regional tourist markets. At the same time, the implementation of such tourist potential, formed on the basis of recreational elements and historical and cultural heritage, also allows companies of Kazakhstan to successfully implement their tourism activities in the international context, expanding the scope of its consumers. Surely, such approach will have an impact on a number of important social factors, including dynamic growth of employment and incomes of citizens, stimulation of integration of sectors contacted with the tourism sector and sharp increase in demand for investment in this sector, which is part of the national economy [10-12].

An example of one of the most common cultural objects in Kazakhstan is the popular Great Silk Road, containing a complex of historical and cultural elements known to the whole world. On this basis, as it is the best-known destination for tourism, it needs to be digitized in order to empower consumers and improve the efficiency of existing transit tours. This approach is also a priority because it will enable Kazakhstan to integrate its services into the high-digital sector of developed countries such as Japan, Korea and China. It is necessary to focus on the fact that now the majority of tourists, in particular the cultural industry, are residents of Georgia, Kyrgyzstan, Germany, Ukraine, Turkey, Tajikistan, India, Mongolia [13]. Based on the above example, it can be elucidated that the digitalization of the tourism sector allows changing the direction of development of the industry and ensuring its integration into the international market. It should be emphasized that, as a result of the active use of digital tools, including cultural heritage sites, there will be a dramatic increase in the number of consumers that will impact on the profitability of the tourism industry. Moreover, it will also solve one of the most pressing problems in the field of tourism in Kazakhstan, especially to modernize the tourism infrastructure and develop an advertising campaign at the international level [14-16].

At the same time, it should be noted that there is active normative work aimed at developing special state programs related to the development of cultural tourism through digitalization in Kazakhstan at this stage. As a result of the implementation of such plans is expected to form a system of cultural and tourist clusters This concept indicates that at the moment the state policy is seeking to comprehensively modify all areas related to cultural tourism, among them culture-related, educational, trendy, as well as financial. Accordingly, the formation and expansion of such cultural and tourist clusters should be extended to five regions, namely: Astana, Almaty, East Kazakhstan, South Kazakhstan and Western Kazakhstan. This choice is due to the fact that development of environmental, cultural and ethnic objects is a priority for them. Therefore, a is expected that multifaceted approach to be developed and applied, involving digital tools in the development of the updated topography of these regions, as well as specific historical and cultural objects, landscapes and special complexes, which will fully reflect the diversity and the peculiarities of the culture of Kazakhstan [17; 18].

With regard to statistics, there is certainly a positive trend in the development of the tourism sector. Therefore, in 2017, the number of tourists visiting cultural facilities is 1.2 million people, including in 2018 this figure increased to 1.7 million. At the same time, it is needed to pay attention to the period 2019-2020, because the number of tourists sharply decreased, which is due to the spread of the COVID-19 pandemic and the introduction of quarantine restrictions. Accordingly, there has been a decline in both external and domestic digital tourism. In this context was proved that digital funds are a priority for the development of the entire tourism industry, including cultural. Eventually, after the relaxation of the restrictions, the sector began to revive and, accordingly, in 2021 the number of tourists visiting cultural facilities was 1.1 million people [19]. Also, special attention should be given to the fact that the modern tourism industry is indisputably one of the largest high-income sectors of international trade in services, which is developing extremely dynamically.

Therefore, tourism accounts for about 15 global products, 37% of global services exports, 11% of global investment, 17% of jobs, and 8% of all available tax revenues now. However, these indicators are only increasing, due to the increasing demand for electronic and digital business tools. On this basis, it can be emphasized that for the effective development of cultural tourism in Kazakhstan, it is absolutely necessary to digitalize its tourist spots, as well as the elements accompanying tourist tours. This is due to the fact that most highly developed countries identify tourism as one of the priority industries, modernizing it and improving its efficiency through the provision of quality tourism services [20; 21].

It is necessary to consider direct indicators that express the peculiarities of activity of the tourism sector in Kazakhstan. Therefore, over the past five years there has been a sharp increase in the investment attractiveness of such areas as art, entertainment, recreation, cultural heritage. Accordingly, in 2021, the growth of investment in the tourism sector in Kazakhstan reached 45.7% per year. At the same time, in monetary terms, the volume of such investments amounted to 173.2 billion tenge. That certainly confirms the fact that the tourism sector is a priority industry of the national economy, and also allows increasing the competitiveness of Kazakhstan in the international market of services. Moreover, the share of the tourism sector in the country's economy is expected to increase to 13% by 2025 [22; 23].

On the basis of these data, it can be elucidated that the development of the tourism industry is directly proportional to the process of the growth of the national and inter-state relationships. In addition, cultural tourism, under condition of its digitalization, can be characterized by inflow of foreign exchanges as well as a rise in the balance of payments. In addition, considering the tourism sector as a subsector of the national economy of Kazakhstan, it can be emphasized that its digitalization will provoke an increase in the dynamics of exports of goods and services. In turn, this approach will clearly impact on a number of social factors, including the level of employment of the population, the development of infrastructure, including tourism, the construction of a quality complex of tourist spots, the activation of

diversification of various sectors of the economy. On the basis of this, it can be elucidated that the using of digital tools will have an enormous impact on the development of the tourism industry in Kazakhstan, in the result will be formed about 320 thousand new workspaces, which will increase the profit from tourism, including cultural activities of all subjects, including the state, businesses and employees up to 225 billion tenge per year [24; 25].

As for the foreign experience, it should be noted that it is quite effective that indicates the priority of the funds used by travel companies, as well as government agencies for the development of the tourism industry. Therefore, the statistics for the last five years regarding the dynamics of the development of cultural tourism are ambiguous. Definitely, the reason for the sharp change in the percentage of tourists visiting cultural objects to the total number of tourists is the same as in Kazakhstan, because formed under the influence of large-scale social changes and innovations in connection with COVID-19 pandemic response [26-28].

However, it is important to study it, in order to determine the characteristics of each period. Accordingly, in France, the development of cultural tourism was characterized by such indicators as 61 million people in 2017, 66 million tourists in 2018. As for the pandemic period 2019-2020, they have such indices as 31 million people that are the half of the previous years. However, in 2021, they began to reactivate and accounted for 47 million tourists. Similar dynamics in countries such as Germany, Austria and Hungary, but it should be noted that in these countries the level of digitalization of social relations is higher than in the Kazakhstan. It helps to the cultural tourism industry come through the introduction of quarantine restrictions less vulnerable. In particular, the above-mentioned countries are characterized by various online events where various cultural objects were demonstrated. Moreover, increasingly in tourist activities have begun to attract virtual reality. Therefore, in France and Germany, the usage of VR (virtual reality)-technologies, which allowed the digitalization of objects of cultural tourism, allowed tourists to travel, staying at home. Moreover, such "travel" is accompanied by a personal digital guide, allowing you to get acquainted with the sights [29; 30].

In addition, with the help of the augmented reality technologies, travelers have the opportunity to "to walk" along the streets of Austria, with the opportunity to come nigh unto various tourist spots, in particular monuments, restaurants, galleries. It should be emphasized that such technologies are used in Kazakhstan, to facilitate tourists' navigation on unknown cities, with already formed routes. In this case, such applications allow not only to determine the location of the person, but also to learn the necessary information about a cultural tourist spot [31; 32]. Increasingly frequently, VR-glasses are used in European countries for organizing and conducting tours, which allow the tourist to see how a cultural attraction looked in previous centuries.

At the same time, it should be emphasized that in Kazakhstan there are also tourist tours providing this type of service, which indicates the effectiveness of the development of cultural tourism in it. Moreover, digitalization plays an essential role not only in the direct

conduct of tourist activities and familiarization with cultural spots, but also in the entire organization of travel. For example, in all European countries, hotel and transport companies provide guests with the opportunity to familiarize with the infrastructure and all the conditions that are interested for them. Consequently, tourists can fully examine a hotel room and make choose according to their own interests and needs [33; 34].

It should be noted that digitalization is primarily a process of facilitating consumers' access to tourism services. Therefore, applications and programs development no less dynamic for individual use by tourists, in particular for self-booking and reservation. In view of this, in Italy, Spain, Estonia, Prague and a number of other countries, almost all tourist spots, including cultural, are equipped with the possibility of buying online tickets and excursions, in order to avoid queues. Also, this includes transport and additional services required for tourists during travel, in particular booking accommodation, tickets and certificates of insurance. Based on the above, it can be observed that digitalization and modernization are the key to the effective and dynamic development of the cultural tourism industry in the context of global informatization [35-37].

Conclusions

As a result of the research of the digitalization of tourist spots and the impact of this process on the development of cultural tourism in Kazakhstan, a number of important theoretical and practical conclusions were reached. In particular, the work revealed the meaning of such concepts as digitalization, digitalization of tourist spots and cultural tourism. In addition, the theoretical part of the research elucidated the correlation and the relation between them. It was determined that a result of the use of digital tools is development of the tourism industry, including cultural. It should be understood that the digitalization process

ensures the use of modern technologies, approaches and mechanisms, which have a positive impact on consumers and tourism companies.

In addition, the practical part of the research studied statistical data revealing the dynamics of the development of cultural tourism in Kazakhstan and abroad, in particular in European countries. Therefore, it will be observed that the COVID-19 pandemic played a significant role that slowed down the process of modernization of the tourism sector. However, it should be noted that as a result of the more highest digital development of a number of objects of cultural tourism in Europe, its indicators suffered less losses, unlike Kazakhstan.

Correspondingly, among the leading tools for effectively upgrade a number of cultural attractions and objects of cultural heritage, there are such mechanisms as virtual, augmented and mixed reality and set of applications and services that were designed for the usage of travel companies and individual tourists. Based on this, it is necessary to elucidate that at the moment, taking into account all social changes and common approaches to the organization and regulation of public spheres of life, digitalization is necessary for the normal functioning of each industry. Absolutely, it is subject to tourism, since its role is sufficiently prioritized for the historical development of the state and economic. Therefore, it is needed to identify the digital tools that can help to develop domestic tourism in Kazakhstan in the follow-up studies.

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Conflict of Interest

None.

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Діджиталізація туристичних об'єктів як інструмент розвитку культурного туризму в Казахстані

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Анотація

Актуальність. У процесі розкладання соціально-економічних відносин у 21 столітті необхідно зазначити, що вони все більше формуються та модифікуються на основі процесу діджиталізації. Очевидно, що цей фактор вплинув і на туристичну сферу, особливо в результаті поширення гострої респіраторної хвороби COVID-19, оскільки в Казахстані, як і в усьому світі, були введені карантинні обмеження, що стосуються процедур в'їзду і виїзду з країни, а також відвідування громадських місць і певного переліку місць.

Мета. Метою цього дослідження є вивчення процесу розвитку культурного туризму в Казахстані шляхом оцифрування об'єктів такого туризму.

Методологія. Для досягнення поставлених цілей у статті використано різноманітний методологічний інструментарій, зокрема функціональний та діалектичний підходи, а також методи синтезу, аналізу, порівняння, дедукції, узагальнення.

Результати. Дослідження дозволило отримати низку важливих результатів, які можна поділити на дві категорії: теоретичні та практичні. Далі в теоретичній частині розглядаються основні властивості ознак загальнотеоретичних понять, що склали основу та об'єкт дослідження, а також аналізуються безпосередні способи та інструменти оцифрування різних туристичних об'єктів. У практичній частині розглядаються безпосередні шляхи та інструменти оцифрування різних туристичних об'єктів, а також аналізується вплив цього процесу на розвиток культурного туризму в Казахстані та в інших розвинених країнах.

Висновки. Результати дослідження можуть бути покладені в основу ключових державних програм, спрямованих на розвиток туристичного сектору та потенціалу Казахстану. Пріоритетним напрямом подальших наукових розробок з даної тематики є визначення підходів та шляхів підвищення популярності внутрішнього туризму в Казахстані.

Ключові слова: інформаційно-комунікаційні технології; туристичні платформи; туристичні послуги; цифрова трансформація; пандемія; культурний туризм.