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## **FEATURES OF ORGANIZING CHILDREN AND ADOLESCENT TOURISM IN THE CITY OF AKTOBE**

***Annotation.** The article mentions the organization of children and youth tourism in the vicinity of the city of Aktobe according to geographical features. Children's tourism is one of the most common types of tourism and performs educational, sanitary and other socially important functions. This is one of the most stable sectors of the tourist services market. The most developed and oldest directions of children's tourism in Kazakhstan are health and cultural-educational tourism, educational programs are always in demand. The article is devoted to the development of children's tourism in the current social space near the city of Aktobe. We have highlighted the prospects for the development of children's and youth tourism in the regions and the main directions of its improvement. For this, the market of children and youth tourism was studied, and the most popular types of recreation were determined. A survey of parents was conducted using Google Forms to explore the needs of children. The questionnaire consisted of 5 questions, as a result of which 96 people were asked and expressed their opinions. Formation and development of children's tourism depends on many factors: highly qualified specialist, suitable natural environment and location of historical and cultural heritage objects, funding, etc.*

*It is clear that the economic growth in the field of children and youth tourism in Aktobe is limited by the lack of information transparency, orientation towards the provision of tourist services, which, in turn, contradicts the emerging opportunities of communication innovations that have significantly changed the conditions and opportunities for the implementation of interaction processes between people. Elements of socio-economic systems, which require diversification, affect a high level of income inequality.*

***Keywords:** children and youth tourism, camps, comprehensive assessment of regional children's tourism, survey.*

### *Introduction*

*Children and youth tourism is a tool for the harmonious development of adolescents, which is carried out in the form of recreation and socially useful activities, and is a corresponding component (excursion, trip, walk, hike, expedition). This definition shows that, first of all, all the main definitions of educational parties should be combined in tourism: morality, work, aesthetic, physical education, patriotic and international, mental development. Based on the history of the development of tourist activity, the cognitive function is characteristic of any tourist activity to a certain extent, therefore new and unique knowledge for children in excursions, hikes, expeditions, field camps is based on one of the main components of tourist activity.*

*Children's tourism is the main factor in the development of domestic tourism and education of tourist culture. It contributes to familiarization and acceptance of various types of tourism from childhood.*

*Children's tourism as an active form of tourism, as well as a special means of personal education, directions:*

- education of citizenship and patriotism;*

- formation of a well-developed and physically healthy person;
- teaching the young generation to a healthy lifestyle by communicating with nature, staying away from drugs and bad habits, educating them to be strong-willed and careful;
- extensive knowledge of historical and cultural monuments, surrounding nature of native region;
- organization of students' active free time, summer vacation;
- formation of environmental culture;
- labor, community service, search and research work, professional orientation, teaching social adaptation skills[1].

Children and youth tourism is an important segment of the tourist market, the development of which is important from the economic and social point of view. Children's tourism is a certain type of social space, now the principles of spatial organization and the principles of organizing social interaction in the field of tourism have been developed and standardized [2].

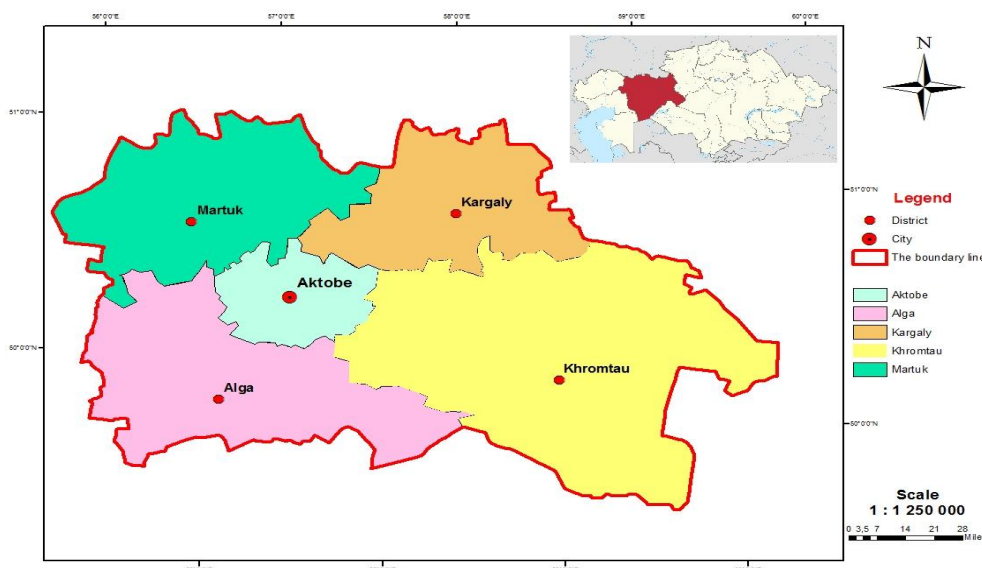
Aktobe is the largest city of developing tourism centers in the western region of Kazakhstan. Around the city there are areas full of natural and historical attractions. The organization of children and youth tourism near Aktobe has its own characteristics and unique opportunities for comprehensive development and recreation of children and youth.

**The goal:** Determination of the potential for the development of children and youth tourism near the city of Aktobe, study and analysis of organizational features.

*Research materials and methods:*

During the research, the main methods were comparative, control methods, GIS.

Camps organized in the field of children's and youth tourism should be effective and affordable for any low-income, large families. In order for children raised in low-income families not to be left out of society, it is important to provide them with opportunities to expand their horizons of knowledge and strengthen themselves in education. It is one of the most important and necessary projects that will help you spend your summer vacation effectively and with interest. You need to choose a suitable place for organizing a camp - it can be a forest area, a beach or a city park with suitable infrastructure. Further, for the organization of the camp, all necessary documents such as license, sanitary standards, security and children's accommodation must be prepared [4].



*Figure 1 – Map of districts located near the city of Aktobe.*



To work in the camp, teachers, sychologists, sports coaches, educators were specially examined, and the qualifications and experience of their employees to work with children were taken into account [5].

Camp should be free for low-income families. Funding for the project can be obtained from charitable foundations, grants and sponsorships.

The GIS application ArcMap 10.3 was used during the research. By using the program, the areas of organizing children and youth tourism in the region were shown by creating a map.

At the camp, children not only have fun, but also learn useful information and skills that will help them in the future. Sports events, excursions, creative classes and master classes, language learning clubs are organized in the camp program.

The purpose of organizing a children's camp for low-income families near Aktobe is to give the young generation a bright future by supporting and protecting children's rights.

Hypothetical areas of specialization of children and youth tourism by region based on works of Omirzakova M. Zh., Galimov M. A.

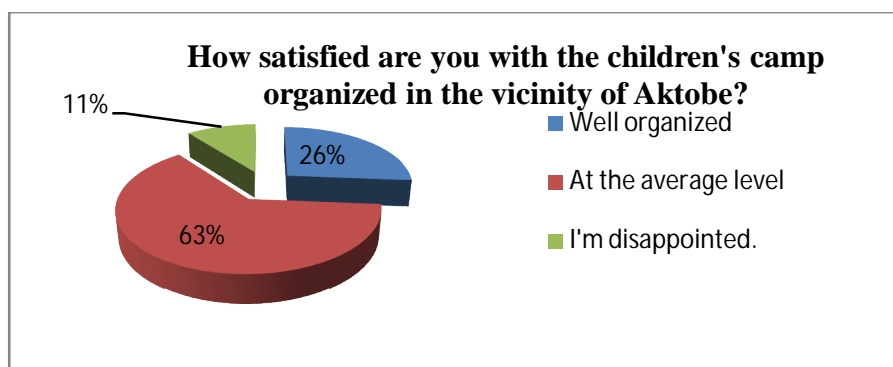
**Table 1 - Hypothetical specialization of tourism by regions**

District name	Natural and historical objects	Tourism specialization
Alga	Eset batyr Kokuly memorial complex, salt lakes and natural attractions.	Educational, health
Kargaly	Kargaly Reservoir, Kaskyr Waterfall, Kyzyltam Mausoleum, "silent village", Kensayran Bronze Age, stone lake	Resort tourism throughout the year, educational
Martok	Zhusan reservoir, aspen and birch forests near Shevchenko village	Travel, excursion
Khromtau	Geomorphological section of "Aidarlyasha".	Educational

Compiled according to the author [8].

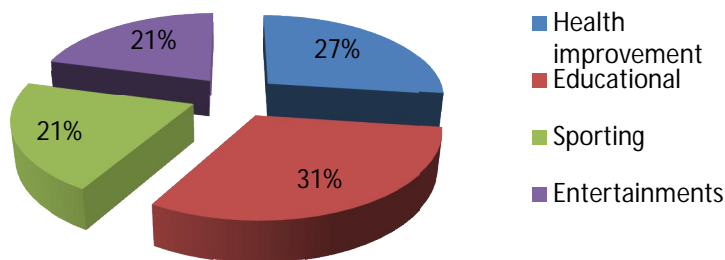
#### Research results

A public survey was conducted for the development of children's camps near the city of Aktobe, the results of which are shown below. Parents aged 25-55 took part in the survey. A total of 96 people shared their opinions. Among them, 13 men and 83 women were active.



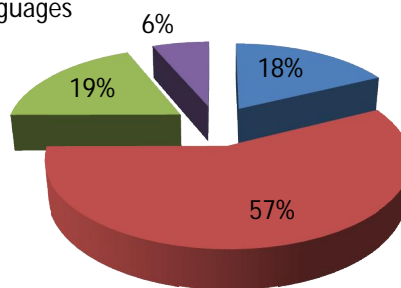


### In which direction do you want to develop children's tourism in Aktobe?



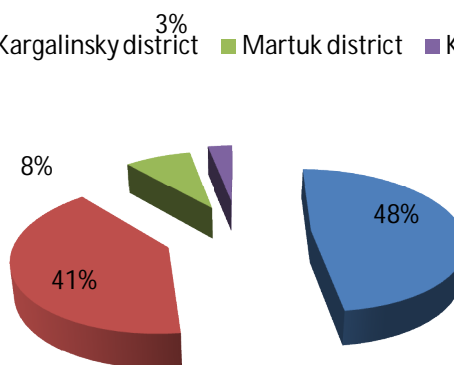
### What is the purpose of sending your children to camps?

- Improving health
- Self-development, disclosure of new personal qualities and leadership qualities
- Increased cognitive activity
- Learning foreign languages



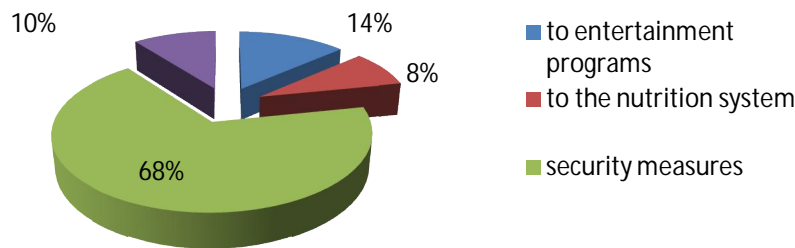
### In which areas, in your opinion, is it best to organize a children's camp in the vicinity of Aktobe?

- Alginsky district
- Kargalinsky district
- Martuk district
- Khromtau district





### What is the first thing you pay attention to when choosing a camp for your children?



Based on the results of the survey, the following conclusions can be drawn:

- The majority of parents rated the children's camp organized near the city of Aktobe as average, that is, 63% voted using the percentage system;
- 31% of commenters want the children's camp to be developed in an educational direction;
- Parents send their children to the camp for growth and self-development, to discover leadership qualities;
- According to parents, the most important thing at camp is safety;
- 41% of the respondents want to organize children's camps near Aktobe in Kargaly district, 48% in Alga district;

For the development of children's tourism, it is necessary to provide access to mass recreation for children for all groups of the country's population, not only at the expense of subsidies, but also at the expense of economically justified low prices. To reduce the cost of recreation for children, first of all, it is necessary to reduce the cost of services, because the cost of recreation is sometimes a significant part of the price of a ticket to camps. To solve the problem of reducing their cost, the state can act as a large tour operator or regulate these problems with various economic means [3].

Taking into account the geographical situation of the region, several areas can be identified for the development of children's tourism near the city of Aktobe. There are regions suitable for the development of children's tourism in the districts of Alga, Kargaly, and Martok.

Kargaly district is located in the north of Aktobe region. Most of the land of the district is flat, there are also hilly areas. In the north are the southern ranges of the Ural Mountains. There are large reserves of fresh underground water and mineral water in the region.

Kargaly reservoir, Kaskyr waterfall, Tuyetobe, Bolshoi achlysay sea, Ebita state natural hazard area suitable for organizing educational and recreational and recreation camps for children [6]

Alga district is located 45 km south of Aktobe city. The railway and the highway "Aktobe-Astrakhan" pass through Alga district. The terrain of the district is mainly a high plain (height 200-300 m). In this area, it is convenient to organize a health and educational camp for children near the village of Eset Batyr, and there are also historical monuments in the area, for example, there are conditions for organizing special spiritual and educational excursions for children to the mausoleum of Eset Batyr Kokuly.

Martok district borders Aktobe region in the north, Orinbor region of the Russian Federation in the north, Kobda district in the southeast, Alga district and Aktobe suburbs in the southeast, and Kargaly district in the northeast.

Martok district has lakes full of fish and birds, forests with mushrooms, ferns and giant ants. The nature of Martok district is very beautiful. In the heat of summer, many reservoirs are suitable for vacationers. Lake Kazan is located 5 kilometers from the center of the district and is a reservoir with a length of about 1 kilometer and a width of 200 meters. Aspen and birch forests near the

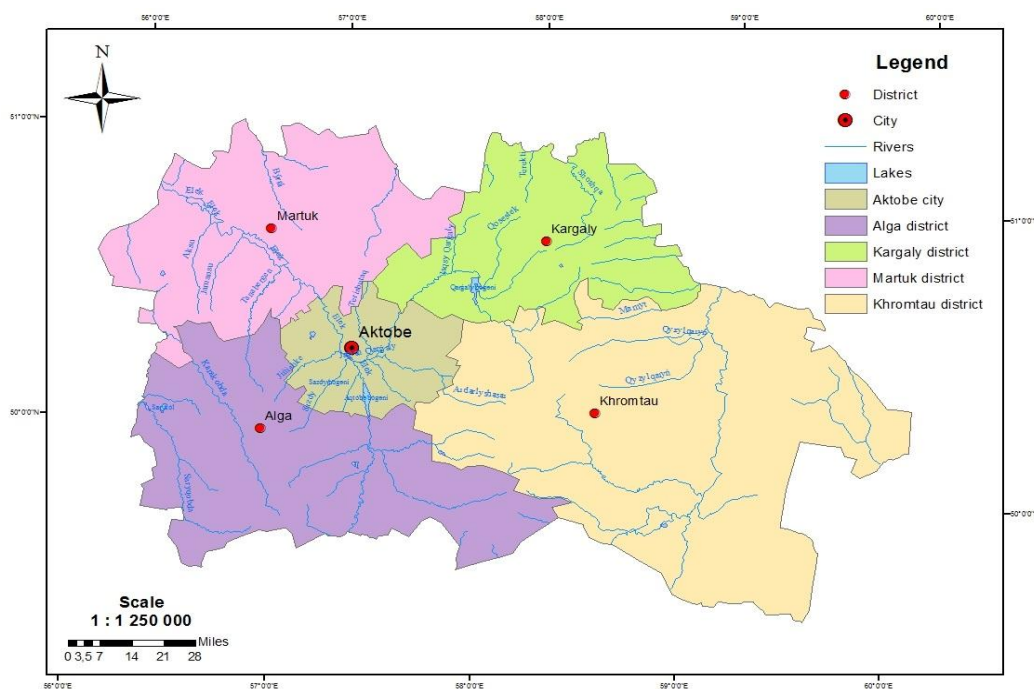


village of Shevchenko make up the special beauty of the region. The total length of the forest is up to 50 kilometers, half a kilometer from the spring. In the forest you can find medicinal plants and herbs. It is the only place in the region where relict ferns grow. 200 species of birds can be found in local reservoirs. Red goose, little swan, eagle, falcon and others can be found here during seasonal migration. Taking into account the geographical features, there are enough opportunities to organize summer camps for children from the region.

The city of Khromtau is located 68 km from the regional center of Aktobe. In this district, the Aydarlyasha geomorphological section is located on the bank of a small river in the territory of the Khromtau district, its area is three hectares, its width is 200 meters, and its length is 1.5 kilometers.

The Kandyagash-Altynsarin-Zhitikara-Kostanai railway and the Karabutak-Komsomol-Denisovka-Kostanai highway pass through the city. The main direction of the district is industrial, there are no historical objects in the young urban area. A large amount of chrome ore is concentrated in the region. Compared to the three districts mentioned above, the development of children's tourism is more favorable here. Because the region is rich in industry and mining, it causes its own harm to children.

Camps for small children and teenagers are organized in the districts located near the city of Aktobe, Shugyla, Akbobek-Vostok, Dostyk in Aktobe; Kunshuak in Alga district; There are Karabutak camps in Kargaly district. (Picture 2)



**Figure 2** – Map of areas suitable for the development of children and youth tourism near the city of Aktobe.

### Conclusion

In conclusion, the research conducted in the market of children and youth tourism in Aktobe allows us to conclude that it is the basis for improving the health of children and adolescents, developing their cognitive levels, increasing their intellectual potential and strengthening their connection with the social environment. Children's camps teach children and teenagers to make creative decisions, love and protect nature, and be tolerant of others. It is not easy to organize a high-quality summer vacation for a child. Failure to consider available conditions has a negative impact on the development of children's tourism. Lack of suitable opportunities for low-income families, lack of systematic organization of camps, lack of full consideration of security measures



and location far from the territory of the region. The above-mentioned areas are close to the regional center and natural and historical objects are suitable for comprehensive development of children's cognitive level.

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**Бөгенбай Ф.Б.**

#### **АҚТӨБЕ ҚАЛАСЫ МАҢЫНДА БАЛАЛАР МЕН ЖАСӨСПІРІМДЕР ТУРИЗМІН ҰЙЫМДАСТЫРУ ЕРЕКШЕЛІКТЕРІ**

*Аңдатпа.* Мақалада Ақтөбе қаласы маңында туризм саласының бір бағыты балалар мен жасөспірімдер туризмін географиялық ерекшеліктері бойынша ұйымдастыру туралы айтылған. Балалар туризмі туризмнің кең таралған түрлерінің бірі болып табылады және білім беру, тәрбие, санитарлық және басқа да әлеуметтік маңызды функцияларды орындайды. Бұл туристік қызметтер нарығының ең тұрақты секторларының бірі. Қазақстандағы балалар туризмінің ең дамыған және көне бағыттары сауықтыру және мәдени-танымдық туризм болып табылады, білім беру бағдарламалары үнемі сұранысқа ие. Мақала Ақтөбе қаласы маңында қазіргі әлеуметтік кеңістігінде балалар туризмін дамытуға арналған. Біз өңірлерде балалар мен жасөспірімдер туризмін дамыту перспективаларын және оны жетілдірудің негізгі бағыттарын атап өттік. Ол үшін балалар мен жасөспірімдер туризмі нарығы зерттелді, ең көп сұранысқа ие демалыс түрлері анықталды. Балалардың қажеттіліктерін зерттеу үшін Google Forms көмегімен ата-аналар арасында сауалнама жүргізілді. Сауалнама 5 сұрақтан құрастырылды, нәтижесінде 96 адам белсенділік танытып, пікірлерін білдірді. Балалар туризмінің қалыптасуы мен дамуы көптеген факторларға байланысты: жоғары білікті маман, қолайлы табиғи орта және тарихи-мәдени мұра нысандарының орналасуы, қаржыландыру және т. б.

Ақтөбе қаласында балалар мен жасөспірімдер туризмі саласындағы экономикалық өсім ақпараттық ашықтықтың жеткіліксіздігімен, туристік қызметтер көрсетуге бағдарланумен шектелетіні түсінікті, бұл өз кезегінде адамдар арасындағы өзара іс-қимыл процестерін іске асыру шарттары мен мүмкіндіктерін айтарлықтай өзгерткен



коммуникациялық инновациялардың пайда болған мүмкіндіктеріне қайшы келеді. Әлеуметтік-экономикалық жүйелердің элементтері, әртараптандыруды талап ететін халық табысының теңсіздігінің жоғары деңгейіде әсер етеді.

**Кілт сөздер:** балалар мен жасөспірімдер туризмі; лагерьлер; өңірлік балалар туризмін кешенді бағалау; сауалнама.

**Богенбай Ф. Б.**

### **ОСОБЕННОСТИ ОРГАНИЗАЦИИ ДЕТСКО-ЮНОШЕСКОГО ТУРИЗМА В РАЙОНЕ ГОРОДА АКТОБЕ**

**Аннотация.** В статье говорится об организации детско-юношеского туризма по географическим особенностям одного из направлений сферы туризма в окрестностях г. Актобе. Детский туризм является одним из наиболее распространенных видов туризма и выполняет образовательные, воспитательные, санитарные и другие социально значимые функции. Это один из самых стабильных секторов рынка туристических услуг. Наиболее развитыми и древними направлениями детского туризма в Казахстане являются оздоровительный и культурно-познавательный туризм, образовательные программы пользуются постоянным спросом. Статья посвящена развитию детского туризма в современном социальном пространстве города Актобе. Мы выделили перспективы развития детско-юношеского туризма в регионах и основные направления его совершенствования. Для этого был изучен рынок детско-юношеского туризма, определены наиболее востребованные виды отдыха. Опрос родителей проводился с помощью Google Forms для изучения потребностей детей. Опрос был составлен из 5 вопросов, в результате которых 96 человек проявили активность и высказали свое мнение. Становление и развитие детского туризма зависит от многих факторов: высококвалифицированного специалиста, благоприятной природной среды и расположения объектов историко-культурного наследия, финансирования и др.

Понятно, что экономический рост в сфере детско-юношеского туризма в г. Актобе ограничивается недостаточной информационной открытостью, ориентацией на оказание туристских услуг, что в свою очередь противоречит появившимся возможностям коммуникационных инноваций, существенно изменивших условия и возможности реализации процессов взаимодействия между людьми. Элементы социально-экономических систем влияют на высокий уровень неравенства доходов населения, требующего диверсификации.

**Ключевые слова:** детско-юношеский туризм; лагерь; комплексная оценка регионального детского туризма; анкетирование.