Analysis and forecasting of sacral tourism potential of Kazakhstan with the time series analysis

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Abstract

The aim of this study is to investigate the effect of sacral tourism in Kazakhstan using panel data (time series and cross-sectional) regression analysis for a sample of 14 regions of Kazakhstan observations over the period from 2004 to 2022. The main focus is on the methodology of estimating the size and effectiveness of the sacral tourism potential, which reflects the realization and volume of resources and their potential.

KEYWORDS
sacral tourism; sacred objects; cultural tourism; estimation methodology; tourism infrastructure; time series analysis; Kazakhstan

Introduction

The present study estimates a total of 731 objects, of which 218 are of national significance and 515 are of regional significance, which are represented on the map of the location of sacral objects in the territory of Kazakhstan.

Methods

If data on an indicator are collected at different points in time, it is said that a time series is obtained. Time series analysis is a set of mathematical and statistical methods designed to identify the structure of the time series and forecasting. In order to anticipate the number of tourists served, it is appropriate to use time-series tests, in cases where the distribution of the objects is bimodal.

Table 1. Table of statistical data (source: infobank.kz).

Table 2. Variants served by domestic tourists accommodated in places of worship for 2004–2022.

The time series in table 8 shows an increasing trend, except for 2000. In 2020, the coronavirus pandemic in Kazakhstan, which caused a sharp decrease in the number of displacements both in our country and in all countries of the world. Despite the decline in 2020 data, domestic tourism statistics show a clear upward trend, as illustrated in Figure 5.

Table 3. Matrix of the panel correlation coefficients.

Conclusion

Thus, an integrated assessment and identification of evaluation criteria can solve the difficulties of harmonizing methodological approaches. Today, there are many-dimensional methods of estimating tourist potential, which is the most important issue of management of tourism activities at the administrative level solving the problems of the tourism industry. The most qualitative assessment allows you to correctly build a policy of development of sacral tourism and increase the competitiveness of tourism activities in the country.

The results of the study showed that the strongest impact on the increase in the number of tourist residents is the proposed infrastructure and the readiness of regions to receive tourists qualitatively.

References


