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AGRITOURISM — A FACTOR OF ECONOMIC DIVERSIFICATION AND SUSTAINABLE RURAL DEVELOPMENT IN KAZAKHSTAN

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Abstract. Agritourism is becoming increasingly relevant in the context of sustainable rural development and economic diversification. *The aim of this research* is to examine agritourism as a factor contributing to sustainable rural development and to identify key conditions for its successful implementation in Kazakhstan. The study applies both quantitative and qualitative *research methods*, including statistical analysis, a comparative overview of international practices, and an evaluation of agritourism support programs at national and local levels. *The findings* demonstrate that agritourism fosters employment growth, reduces rural-to-urban migration, preserves cultural and natural heritage, and promotes economic diversification in rural areas. Global experience shows a stable annual growth of the agritourism sector – up to 6% per year – driven by government incentives, targeted funding, and active engagement of local communities. In Kazakhstan, agritourism is increasingly acknowledged as a promising development path; however, its progress is hindered by the absence of a regulatory framework, weak institutional support, insufficient awareness, and low motivation among farmers and rural entrepreneurs. *The article concludes* that legal regulation, investment in infrastructure, targeted training, and the implementation of regional support programs are essential strategic steps. Strengthening inter-sectoral coordination and expanding public-private partnerships are also highlighted as critical for integrating agritourism into Kazakhstan's broader

rural development strategies. This study contributes to the formulation of evidence-based policy recommendations and highlights the significant yet underutilized potential of agritourism for improving the socio-economic resilience of rural regions in Kazakhstan.

Keywords: rural areas, agritourism, world experience, sustainable development, economic diversification

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АГРОТУРИЗМ — ҚАЗАҚСТАНДАҒЫ АУЫЛДЫҚ АУМАҚТАРДЫ ТҰРАҚТЫ ДАМУЫ МЕН ЭКОНОМИКАНЫ ӘРТАРАПТАНДЫРУДЫҢ ФАКТОРЫ РЕТІНДЕ

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Аннотация. Агротуризм тұрақты ауылдық даму мен экономикалық әртараптандырудың контекстінде барған сайын өзекті бағытқа айналууда. Зерттеудің мақсаты – агротуризмді ауылдық аумақтардың тұрақты дамуына ықпал ететін фактор ретінде талдау және Қазақстан жағдайында оны табысты жүзеге асырудың негізгі шарттарын айқындау. Зерттеу барысында сандық және сапалық әдістер кешені қолданылып, статистикалық талдау жүргізілді, халықаралық тәжірибеге салыстырмалы шолу жасалды және агротуризмді қолдау бағдарламалары ұлттық және жергілікті деңгейлерде бағаланды. Зерттеу нәтижелері агротуризмнің ауылдық аймақтарда жұмыспен қамтуды арттыруға, ауылдан қалаға көші-қонды азайтуға, мәдени және табиғи мұраны сақтауға, сондай-ақ экономиканы әртараптандыруға септігін тигізетінін көрсетті. Ғаламдық тәжірибе бұл сектордың тұрақты түрде жылына 6%-ға дейін өсетінін, оның дамуына мемлекеттік ынталандыру, нысаналы қаржыландыру және жергілікті қауымдастықтардың белсенді қатысуы ықпал ететінін дәлелдейді. Қазақстанда агротуризм перспективалы даму бағыты ретінде мойындалып келеді, алайда оның дамуына нормативтік-құқықтық базаның жетілмегендігі, институционалдық қолдаудың әлсіздігі, хабардарлықтың төмендігі және фермерлер мен ауыл кәсіпкерлерінің белсенділігінің төмендігі

кедергі келтіруде. Қорытындысында, агротуризмнің әлеуетін толық іске асыру үшін нормативтік-құқықтық базаны қалыптастыру, инфрақұрылымды дамыту, фермерлер мен ауыл кәсіпкерлеріне арналған ақпараттық-түсіндіру іс-шараларын күшейту және институционалдық қолдауды жүйелеу бұл саланың тиімді өркендеуі үшін негізгі алғышарттар болып табылады. Агротуризмді елдің ауылдық даму стратегияларына тиімді кіріктіру үшін саларалық үйлестіруді күшейту мен мемлекеттік-жекеменшік әріптестіктерді кеңейту маңызды екені атап өтіледі. Бұл зерттеу ғылыми негізделген ұсыныстар әзірлеуге үлес қосып, агротуризмнің Қазақстанның ауылдық өңірлерінің әлеуметтік-экономикалық орнықтылығын арттырудағы елеулі, әлі толық пайдаланылмаған әлеуетін ашып көрсетеді.

Түйін сөздер: ауылдық аумақтар, агротуризм, әлемдік тәжірибе, тұрақты даму, экономиканы әртараптандыру

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АГРОТУРИЗМ КАК ФАКТОР ДИВЕРСИФИКАЦИИ ЭКОНОМИКИ И УСТОЙЧИВОГО РАЗВИТИЯ СЕЛЬСКИХ ТЕРРИТОРИЙ В КАЗАХСТАНЕ

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Аннотация. Агротуризм приобретает всё большее значение в контексте устойчивого развития сельских территорий и диверсификации экономики. *Цель исследования* заключается в том, чтобы рассмотреть агротуризм как фактор, способствующий устойчивому развитию сельских регионов, и определить ключевые условия для его успешного внедрения в Казахстане. В исследовании применялся комплекс количественных и качественных *методов*, включая статистический анализ, сравнительный обзор международного опыта и оценку программ поддержки агротуризма на национальном и местном уровнях. *Результаты* демонстрируют, что агротуризм способствует росту занятости, снижению миграции из села в город, сохранению культурного и природного наследия, а также стимулирует экономическую диверсификацию в сельской

местности. Мировой опыт показывает стабильный ежегодный рост данного сектора – до 6% ежегодно, чему способствуют государственные стимулы, целевое финансирование и активное участие местных сообществ. В Казахстане агротуризм всё в большей степени рассматривается как перспективное направление развития; однако его прогресс сдерживается отсутствием нормативно-правовой базы, слабой институциональной поддержкой, а также недостаточной осведомлённостью и низкой мотивацией фермеров и сельских предпринимателей. В статье делается вывод, что законодательное регулирование, инвестиции в инфраструктуру, целевое обучение и реализация региональных программ поддержки являются необходимыми стратегическими шагами. Также подчёркивается, что укрепление межсекторной координации и расширение государственно-частного партнёрства имеют решающее значение для интеграции агротуризма в более широкие стратегии развития сельских регионов Казахстана. В заключении подчёркивается важность разработки правовых механизмов, модернизации инфраструктуры, внедрения специализированных программ подготовки кадров и запуска региональных инициатив в качестве ключевых направлений для успешного развития агротуризма

Ключевые слова: сельские территории, агротуризм, мировой опыт, устойчивое развитие, экономическая диверсификация

Introduction. Agritourism is a relatively new phenomenon in the global tourism market. Despite its youth, it has gained immense popularity, driven not only by the trend towards everything natural but also by a range of economic, socio-psychological, and environmental factors. The desire to live in harmony with nature, consume natural food products, preserve nature and cultural identity, support local agricultural producers, and reduce the growing gap between the living standards of rural and urban populations-these and many other factors have contributed to the remarkable rise in the popularity of agricultural tourism worldwide.

The rapid growth of agricultural tourism is driven by the increasing demand for this type of recreation, both from foreign tourists and the local population. Studies show that up to 35% of urban residents prefer rural tourism. However, according to expert estimates, agricultural tourism accounts for 10-12% (Yusifova, 2020) to 20-30% (Chausov et al., 2024) of the total revenue in the tourism industry in Europe.

Among the priorities for the development of the Republic of Kazakhstan, rural areas and agriculture plays a key role as one of the main driving forces of development, which is directly related to agritourism. The Decree of the Government of the Republic of Kazakhstan approving the *Concept for the Development of the Tourism Industry of the Republic of Kazakhstan for 2023–2029* (Government, 2023) highlights the importance of diversifying the production of various types of goods in rural areas, increasing their efficiency, and developing the service sectors of the economy. The development and promotion of agritourism in rural regions, as a distinct tourism product, not only contributes to addressing the pressing socio-

economic issues of rural areas but is also closely aligned with the country's long-term strategic priorities.

Kazakhstan's various potentials create favorable conditions for the development of agricultural tourism. However, in practice, there are no regulatory legal acts in this field. The main national document addressing agricultural tourism is the «Concept for the Development of the Tourism Industry of the Republic of Kazakhstan for 2023–2029», which poses a significant obstacle to the initiation and operation of agricultural tourism. This situation highlights the *necessity of scientific research*. It is essential to legalize agricultural tourism as an economic activity, which should include various types of agricultural tourism services, such as accommodating guests in rural hotels, selling agricultural products and souvenirs, organizing agro-entertainment events, and more.

The aim of the research is to study the global and domestic experience of agricultural tourism development, identify the key factors that stimulate and hinder its growth, understand their role in the effective organization, activation, and support of agricultural tourism, and examine these issues using the example of the Republic of Kazakhstan.

Literature review

Leushkina & Ivanova (2025) consider agricultural tourism as an important concept closely linked to the principles of sustainable economic development. According to the authors, rural tourism defines the potential for regional cluster development, with a focus on industrial growth. Authorities are interested in reducing the negative impacts of industrial structures on the environment and ecological conditions; in the authors' research, agricultural tourism reflects the interest of regional authorities in diversifying sectoral specializations and shifting from purely industrial activities to «green» technologies and «green» agriculture.

Böribay, Esimova, Satybaldieva & Oktay (2024), Koyshinova G.K., Sarina B., Domalatov Ye.B. (2025) also regard agricultural tourism as an important concept that defines the prospects for the multiplicative growth of regional economies and agricultural areas. Seitzhagyparova et al. (2024) argues that the concept of «agritourism» encompasses various interpretations, suggesting the need to differentiate the spheres of influence of agricultural tourism based on its types and manifestations. While agreeing with the researchers' conclusions, we propose considering agricultural tourism as a unified concept in this work, encompassing tourism products and services created and implemented based on the material assets (fixed assets), buildings, and structures of agricultural companies.

In the study by Seken, A. et al. (2023), Sergeyeva, A.M. et al. (2024) agricultural tourism is seen as one of the most promising directions for the development of the modern tourism industry. Abishov, Agybetova, Dusenkov (2022) highlight key directions that determine the growth potential and popularity of agricultural tourism among the public, such as:

- meeting the demand of consumers (tourists) for participation in the process of agricultural production and life within the culture and traditions of a rural family

- satisfying the demand of consumers (tourists) for agricultural products
- addressing tourists' emotional needs and desires to establish contact with the animal world, plants, as well as immerse themselves in the rural atmosphere and escape urban life.

The implementation of these directions is reflected in tourism structures such as ethnotourism, ecotourism, cultural and educational tourism, as well as active recreation. Overall, these tourism types form the foundation for creating a unique tourism product that will be attractive to people of different age groups, especially urban residents interested in experiencing new rural life conditions.

Methodology. This study will employ a comprehensive approach, integrating both quantitative and qualitative analysis methods, to explore the international and national experiences of agritourism and to identify the primary factors that promote or hinder its development.

For the quantitative aspect, statistical data from the Bureau of National Statistics of the Agency for Statistical Planning and Reforms of the Republic of Kazakhstan have been used. These statistics cover key aspects of the tourism market, including tourist numbers, revenue, and sector growth. By collecting and analyzing this data, the study provides an objective and accurate overview of the agritourism market in the country. The use of such data ensures the reliability and precision of the research outcomes.

The study emphasizes qualitative analysis methods, as they are essential for understanding the experiences of different countries in agritourism. These methods offer a deeper insight into the underlying causes and factors that account for the advantages that some countries have in the global agritourism market. The primary qualitative method used is comparative analysis, which involves comparing existing data and metrics to reveal trends and patterns in the positioning of tourists within the agritourism sector. This comparative approach includes analyzing data from different regions within Kazakhstan and comparing it with international data to identify both distinct and shared features.

The evaluation of existing concepts and programs aimed at advancing agritourism includes studying government and private sector initiatives designed to support the growth of agritourism. A qualitative review of these initiatives will assess their effectiveness and highlight areas where improvements can be made.

In conclusion, the combined use of quantitative and qualitative methods in this research has facilitated a thorough understanding of agritourism in Kazakhstan. This integrated approach has made it possible to identify the key factors that either encourage or impede the development of agritourism, and to propose practical recommendations for improving the situation. The findings of this study can inform the development of more effective policies that reduce barriers to agritourism growth and promote equal opportunities for young workers across Kazakhstan.

Results and discussion. Experience and scientific evidence show that agritourism contributes to the development of rural settlements, increasing the income levels and employment opportunities of their residents, overcoming urbanization processes,

reducing the migration from rural areas to cities, and fostering the formation of a new agricultural sector.

According to FMI data, the global agritourism market exceeded 102 billion USD in 2023 and is projected to grow steadily by 6.8% annually until 2033, reaching over 198 billion USD by 2033 (Klinduh, 2023); (Global Agro-rural Tourism Market Outlook, 2023). The United Nations World Tourism Organization publishes data showing the high potential of agritourism to impact regional economies, which is explained by its significant influence on agribusiness entities. The organization considers agritourism as a unique concept that allows tourists to experience local culture, traditions, customs, and way of life, as well as engage in various activities, including agriculture. International experience shows that agritourism is one of the key socio-economic directions in the development of agricultural economies. Studies show that agritourism products meet the demands of the main consumers of tourism products – the middle class, aligning with their lifestyle, psychological, and cultural needs.

Research into existing definitions of agritourism distinguishes two main groups:

1. Definitions that link agritourism with tourism in rural areas and consider it as a type of ecotourism. These definitions are often made from the perspective of consumers of tourism services.

2. Agritourism is studied as both a tourism service and an entrepreneurial activity that provides farmers with extra income through tourism in rural areas, while considering ecological factors. It is often described with synonyms such as *rural tourism*, *green tourism*, *farm tourism*, and *ecotourism* (Sarafanov, 2020). International experience, including that of developed countries, shows that *ecotourism* and *agritourism* are closely linked and often seen as complementary. Various related forms - rural, farm, agricultural, sports, and adventure tourism - are frequently combined into a single eco-agritourism sector. In Europe, this is confirmed by organizations that incorporate the term into their names (ECEAT) (Shokhan et al. 2020).

The Concept for the Development of the Tourism Industry of the Republic of Kazakhstan for 2023–2029 states: «The principle of agritourism is to attract tourists to villages (agricultural lands), familiarize them with agricultural activities, conduct workshops, organize product tastings and presentations, and provide them with the opportunity to purchase produced goods» (Government, 2023). Thus, agritourism (or rural tourism) is a modern concept that emerged at the intersection of the tourism and agriculture sectors, reflecting the increasing interest of the public and businesses in organizing tourism activities focused on ecological trends and active healthy recreation. Modern agritourism models developed in European Union member countries and former participants, particularly the United Kingdom, Germany, France, and Italy, are described, each with its own characteristics. The description of these models is grouped in Figure 1.

The British model of agritourism is based on the co-living of farm owners and tourists. The main services provided within this model include horseback and hiking tours, which are typical of ecotourism. Today, fishing has been added as a mandatory service. A new development is the emergence of farms offering historical tourism services focused on specific historical periods.

The German model of agritourism is primarily based on mutual labor in the fields and the joint participation of tourists and farm owners in daily life and farm work. In fact, there are two main types of rural tourism in Germany: farm tourism – where tourists live and work on the farm – and ethnotourism. German ethnotourism involves participation in various folk festivals and celebrations, such as the famous beer festivals and traditional village day celebrations.

The French model of agritourism focuses primarily on cuisine and winemaking. In this case, tourists are offered a separate cottage with a full menu of local dishes, including cheeses, brandies, and a wide variety of wines. Each farmer typically produces their own wine, with unique labels and brands, adding to the diversity of offerings.

The Italian model of agritourism is similar to the French model but with its own unique flair. In addition to the culinary aspect, it includes entertainment programs, physical activities such as sports, and visits to historical landmarks. Tourists can expect to work on vineyards – harvesting and processing grapes, as well as olive picking. Accommodation options vary, ranging from luxurious villas to simple village cottages.

Figure 1-The agritourism models in several European countries
Note: compiled by the authors based on the reference (Kundius et al., 2023)

Referring to Figure 1, it is important to note that in the current realities, there is a high potential for the development of the Kazakhstani agritourism model, reflecting the intensification of the processes involved in the development of the corresponding infrastructure. This necessitates the clarification of characteristic practices and conditions related to domestic agritourism, as well as the description of the structural elements of the future organizational and economic model.

In the research of Tatyana V. Saleeva, Adam M. Malsagov (2024), Santosh, et al. (2024), the approaches to organizing and developing agritourism vary from country to country, but they are generally focused on showcasing agricultural culture, local products, nature, and traditions. (see Table 1)

Table 1- A world experience in agritourism

Country	Features of Agritourism
France	One of the leading countries in the field of agritourism, where farmers offer tours to wineries, fragrant lavender fields, and gastronomic tours. <i>Main directions:</i> wine tourism, stays at wineries and farms, culinary workshops, exploring villages.
Italy	Agritourism in Italy is developing in connection with rural landscapes, historical villages, and high-quality local food. <i>Main directions:</i> visits to wineries and olive groves, culinary tours, stays on farms, learning about traditional handicrafts.
Spain	In Spain, agritourism is linked to rural life, winemaking, and farming, where the natural conditions and culture are unique. <i>Main directions:</i> wine tourism, farm tours, staying in rural houses, culinary tours.
New Zealand	Agritourism in New Zealand mainly offers farm tours and opportunities to participate in agricultural activities. <i>Main directions:</i> fishing tourism, farm stays, participation in agricultural work, ecological tours.

Germany	Agritourism in Germany is characterized by rural festivals, farm excursions, and local production experiences. <i>Main directions</i> : farm stays, agricultural exhibitions and festivals, plantation tours, culinary workshops.
Australia	Agritourism in Australia offers farm work and ecological tours, featuring unique natural areas and local products. <i>Main directions</i> : farm tours, staying on cattle ranches, working on farms, visiting local markets.
USA	Agritourism in the USA is widespread, with opportunities ranging from agricultural activities to ecological tours. <i>Main directions</i> : wine tourism, farm stays, ecotourism, farmer's markets, and ecological farms.
Canada	Agritourism in Canada is mainly related to farm tourism and nature-based ecological vacations. <i>Main directions</i> : farm stays, fishing tourism, ecotourism, visiting farmer's markets and local products.
Kazakhstan	Agritourism in Kazakhstan is developing in connection with rural heritage, vast agricultural lands, and unique natural resources. <i>Main directions</i> : farm stays, agricultural tours, learning traditional handicrafts, exploring local cuisine.

Note: compiled by the authors based on the references (Oborin et al., 2023; Ostapenko et al., 2024)

Thus, global experience clearly shows the growing importance of agritourism in the tourism industry system and the economy as a whole. The rapid growth of this sector, according to research, reaches up to 6% annually (Bureau of National Statistics, 2023; Ostapenko et al., 2024) and is driven by the following factors:

1. Agritourism is an effective tool for restructuring agriculture, as it allows part of the agricultural business to shift from production to the service sector in conditions of overproduction of agricultural products and growing competition.

2. Agritourism helps to bridge the gap in the standard of living between rural and urban populations, contributing to poverty alleviation.

3. Agritourism opens up new opportunities for preserving cultural identity and supporting and developing national traditions and lifestyles.

4. Agritourism meets the demands of modern tourists who adhere to ecological values and wish to leave the urban space of the city during their leisure time to connect with nature and explore the roots of national culture.

Additionally, the analysis of international experience in the development of agritourism has allowed for the identification of complex issues that have arisen in the sector in recent years. These include:

- The relatively short-term emergence of agritourism as a separate category of tourism in the market and the resulting lack of a clear understanding of the term «agritourism»;

- A shortage of knowledge, professional training, and research in the sector;
- The lag of science and methodologies behind the sector's needs;
- The unequal development of agritourism in different countries – in some countries, the sector has developed as a stable and profitable activity that contributes to the economy, while in most countries agritourism is underdeveloped.

At present, it is very difficult to speak about the development of rural tourism in Kazakhstan. It is still at the stage of 'understanding' its role, recognizing the potential benefits from the government, businesses, and potential clients. Nevertheless,

the first steps towards its promotion and development have already been taken: primarily, agritourism/rural tourism is considered a separate area of activity within the framework of the Concept for the Development of the Tourism Industry of the Republic of Kazakhstan for 2023–2029.

In 2019, Kazakhstan saw a record high in tourism investment, reaching 153.7 billion tenge, highlighting the growing focus on the sector's development. Agrotourism has emerged as a key priority within tourism, underscoring its strategic importance for Kazakhstan's economy. That year, agritourism and tourism contributed significantly to the nation's economy, raising its share of GDP to 5.6%. The goal for 2025 is to further increase this share to 8%, which implies that annual investments in tourism and spending by both domestic and international tourists should rise by 7-8% (Ostapenko et al., 2024).

The Ministry of Tourism of Kazakhstan proposes allowing farmers to engage in agritourism on their land. The adoption of this measure would help improve the welfare of rural areas by providing additional employment opportunities for over 10,000 rural residents. This is particularly relevant in the eastern and southern regions of Kazakhstan. The plan is to allow farmers to build guesthouses and glamping sites on their properties, but these structures should not exceed 10% of the total land area.

According to statistics, Kazakhstan has 219,000 farms and agricultural enterprises. It was predicted that if even 1% of these farms (approximately 2,200 units) establish guesthouses and hire at least two people to provide services for tourists, 6,600 people would be employed in rural areas each year.

In the past year, the number of inbound and domestic visitors to Kazakhstan increased by 30% compared to 2019. A particularly significant growth was observed among those who visited specially protected natural areas, with their numbers rising by 61.5%. Additionally, the number of "self-organized" inbound and domestic tourists grew by 36.7% (Figure 2).

Agritourism is currently viewed as a source of income for budgets at all levels, a means to increase employment and improve the standard of living, a way to promote the health of citizens, and a foundation for the progress of the social and cultural environment. Agritourism is one of the key sectors contributing to the growth of the region's economy, including the development of services for tourism companies, communications, transportation, the production of souvenirs and other goods, trade, catering, agriculture, construction, and other industries in many regions of Kazakhstan.

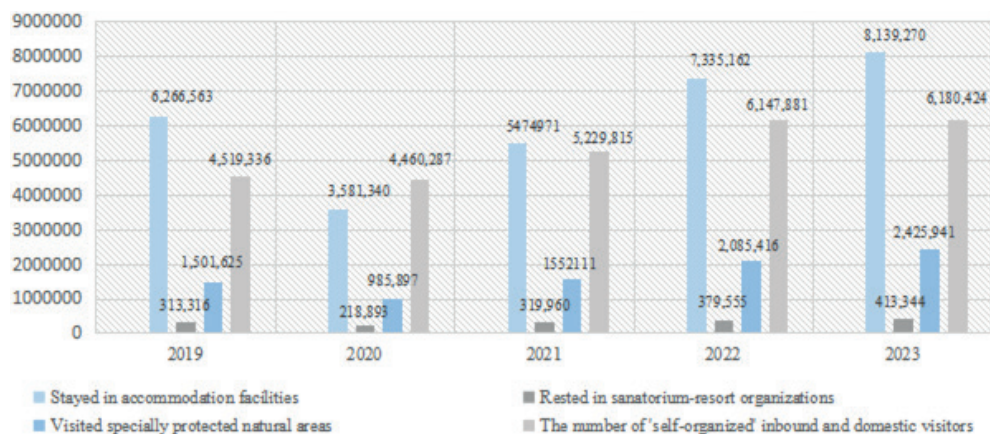


Figure 2- The number of inbound and domestic visitors to Kazakhstan

Note: compiled by authors based on data from the Bureau of National Statistics (2023)

Currently, Almaty and Akmola regions are among the top four leading areas in terms of the number of people accommodated in sanatoriums, the number of places in sanatorium-and-spa facilities, visitors to specially protected natural areas, and «self-organized» inbound and domestic tourists. In 2022, three new regions were established in Kazakhstan — Abai, Zhetysu, and Ulytau — which affected the regional structure of statistical data (see Table 2).

Table 2-The number of inbound and domestic visitors served by regions

Region	2019	2020	2021	2022	2023	Growth Rate, %
The Republic of Kazakhstan	8 081504	4 786130	7 347042	9 800133	10 978555	35.9
Akmola Region	1 181848	795 283	1 082247	1 276649	1 484 871	25.6
Aktobe Region	138 226	88 255	149 998	193 158	192 520	39.3
Almaty Region	1 286013	814 817	1 254620	1 355003	1 501 637	16.8
Atyrau Region	254 684	85 581	48 382	164 316	175 678	-31.0
West Kazakhstan Region	117 219	45 057	81 848	107 633	178 527	52.3
Zhambyl Region	156 330	105 148	141 902	152 805	174 296	11.5
Karaganda Region	376 575	238 437	336 978	359 549	411 490	9.3
Kostanay Region	255 174	149 353	228 982	243 015	237 382	-7.0
Kyzylorda Region	97 315	61 284	114 095	127 045	144 688	48.7
Mangystau Region	223 884	160 962	292 586	311 119	391 510	74.9
Pavlodar Region	312 397	87 561	208 967	324 977	387 622	24.1
North Kazakhstan Region	147 344	104 734	157 214	149 895	156 780	6.4
Turkestan Region	302 048	205 679	360 221	472 094	558 881	85.0
East Kazakhstan Region	728 436	440 909	552 819	380 725	392 926	-46.1
City of Astana	871 851	421 050	751 123	1 178462	1 324 099	51.9
City of Almaty	1 377121	764 753	1 260925	1 849486	2 084 578	51.3
City of Shymkent	255 039	217 267	324 135	455 027	455 996	78.8

Abai	0	0	0	339 916	398 044	-
Zhetysu	0	0	0	332 817	295 215	-
Ulytau	0	0	0	26 442	31 815	-

Note: compiled by authors based on data from the Bureau of National Statistics (2023)

The national brand and the country's image actively contribute to the development of inbound tourism and serve as drivers of economic cooperation. However, the tourism potential of Kazakhstan remains underutilized. Renowned international travel publications have highly praised Kazakhstan's tourism potential. *Lonely Planet* included Kazakhstan among the top countries to visit in its annual *Best in Travel 2025* ranking. The inclusion of Kazakhstan in *Lonely Planet's Best in Travel 2025*, a highly authoritative publication, reflects the growing global interest in Kazakhstan as a travel destination. Moreover, the city of Almaty was featured among the top 52 travel destinations according to *The New York Times*.

Kazakhstan's nature and cultural heritage have great potential for the development of agritourism. In recent years, agritourism has been growing in Kazakhstan's steppe and mountainous regions. Tourists not only participate in agricultural activities but also get acquainted with the traditions of the nomadic people, stay in yurts, join horseback tours, and have the opportunity to gather local products. Based on the assessment of the economic and industrial potential of Kazakhstan's regions, the following promising directions and regional priorities for the development of agritourism have been identified (see Table 3).

Table 3- Key Directions and Regional Opportunities for Agritourism Development in Kazakhstan

Direction	Description	Region
Farm Tours	Organizing tours to farmers' farms	Almaty, Kostanay, Akmola, South Kazakhstan, Zhambyl
Local Cuisine Introduction	Organizing tours and masterclasses offering local dishes in rural areas	Almaty, South Kazakhstan, Zhambyl, West Kazakhstan, Kyzylorda
Honey Production	Organizing tours on honey production, selling products	East Kazakhstan, Pavlodar, Karaganda, Zhambyl
Ecotourism and Nature Exploration	Organizing nature trips: mountain hiking, hunting, conservation activities, ecological tours	West Kazakhstan, Altai, Zhetysu, Zhambyl, Almaty, Akmola
Introducing Rural Life and Culture	Creating tourism packages to introduce rural life: handicraft workshops, local traditions and customs	South Kazakhstan, Zhambyl, Mangystau, Aktobe, West Kazakhstan
Sustainable Agroecological Tourism	Introducing eco-friendly products, showcasing organic farming and livestock breeding	Karaganda, Kostanay, North Kazakhstan, South Kazakhstan, Zhambyl
Creating Rural Recreation Complexes	Developing necessary infrastructure for rural tourism: hotels, guesthouses, leisure facilities near farms	Zhambyl, Akmola, Almaty, South Kazakhstan
Craft Workshops and Handicrafts	Organizing masterclasses to introduce traditional handicrafts (pottery, carpet weaving, woodwork)	Zhambyl, South Kazakhstan, Turkestan, Almaty

Note: compiled by authors

These directions encompass various aspects of agritourism development in Kazakhstan. Agritourism not only focuses on agricultural sectors but also places significant emphasis on local culture and traditions. It contributes to improving the economic situation of the region and helps promote rural tourism.

Conclusion. Currently, amidst the worsening international situation, tightening sanctions, and a decrease in purchasing power, Kazakhstan's tourism market is undergoing significant transformation. In fact, this indicates favorable conditions for the development of domestic tourism and agritourism. However, whether the domestic agritourism business can take advantage of this situation depends on many factors. Despite the availability of necessary resources, there is a clear lack of motivation among agricultural producers and the tourism business, as well as ineffective measures by government bodies to incentivize this process.

The priority measures to stimulate the development of agritourism in the Republic of Kazakhstan should include:

- developing a legislative framework that regulates the sector's activities within the tourism industry;
- providing support to agritourism farms through simplified lending for the development of tourism infrastructure;
- developing and implementing regional programs to support agritourism.

Thus, concluding that agroecotourism is an important and developed sector of tourism in many foreign countries, it can be stated that for it to achieve similar success in Kazakhstan, it must go through several stages of development and establishment, eventually forming a distinct development path in the future.

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