



# INFORMATION LETTER



INTERNATIONAL SCIENTIFIC AND PRACTICAL CONFERENCE  
"DEVELOPMENT OF KAZAKHSTAN TOURISM AT THE GLOBAL  
LEVEL: PROBLEMS AND PROSPECTS"

**International scientific and practical conference**  
**"Development of Kazakhstan tourism at the global level: problems and prospects"**

**Dear Colleagues!**

We are glad to present you an international scientific and practical conference on the topic "**Development of Kazakhstan tourism at the global level: problems and prospects**" at the International University of Tourism and Hospitality.

**The purpose of the conference is to** analyze and summarize scientific results and practical experience of scientists and specialists on topical issues of tourism development in Kazakhstan at the global level.

**The main directions of the conference:**

- Current state of development of world tourism.
- Development trends of international tourism.
- The current state of tourism in Kazakhstan.
- Development trends of tourist activity in Kazakhstan.
- The role of tourist cluster in ensuring sustainable development of tourism in Kazakhstan.
- Experience and future of tourism development in Kazakhstan.
- Economic, social and institutional aspects of interrelationship of sustainable development of tourism in Kazakhstan.
- Tourism as a factor of economic development in Kazakhstan.

**The date of the conference:** 09/04/2024

Format: mixed (online-offline).

**Conference venue:** Turkestan region, Turkestan city, Uly Dala Eli Center, 1/2 Zholbaryshkhan Street, conference hall.

**Attention:**

- To participate in the conference, the article must be sent by **March 30, 2024**;
- Languages: **Kazakh, Russian, English, Turkish.**
- Participation in the conference is **free of charge.**

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**Requirements for the text of the article:**

1. The volume of the report (article) should not exceed 5-7 pages (A4 format). Tables, diagrams, figures should be presented in headings and collected in MS Word.
2. Margins - 2 cm on all sides, font - Times New Roman.
3. Font size for the entire article - 14 pt., paragraph indentation - 1.25 cm, line spacing - 1 (single), page width alignment.
4. At the end of the report, a list of references is presented. In the case of references in square brackets, the page of the used literature by serial number is used. For example: [7, p. 3]. in the English version, instead of a comma, a dot is put, for example, a 1.2-specified reference should be corrected to 1.2.
  - Structure of the text, article title, abstract, IMRAD - where I - Introduction (introduction), M - Methods (methods), R - Results (research results), A - and, D - conclusion + discussion (conclusion, discussion of results and conclusion), the list of references should be formatted in accordance with the model.

The electronic version of the article (report) must be sent by e-mail [g.ashirbek@iuth.edu.kz](mailto:g.ashirbek@iuth.edu.kz).

The authors are responsible for the availability of the submitted materials. The organizers preferred to choose articles that did not meet the requirements or allowed deadlines and were not formatted in accordance with the requirements.

**An ordinary participant is provided with an electronic collection and a conference certificate.**

**Sincerely, the organizing committee!**

**IMPROVEMENT OF MARKETING ACTIVITIES AT THE ENTERPRISE**

(full title of the article is written in the center in capital letters)

**Abdikarimova Madina Nurbulatovna**

**PhD**

International University of Tourism and Hospitality

e-mail: [madina.abdikarimova@iuth.edu.kz](mailto:madina.abdikarimova@iuth.edu.kz)

(Full name of the author, academic degree, title, place of work, E-mail)

**Annotation.** *At least 50 words occur first in the language in which the article is written, and then in Kazakh or Russian.*

**Keywords** (5-7, *italics*)

**Introduction**

**Text... Text... Text...**

**Subheadings** - *left, bold and capital letters.*

**Bibliography:**

1. Смағұлова С.Ө. Қазақ хандығы мен «Мәңгілік ел» идеясы // «Қазақстан мемлекеттілігінің эволюциясы және «Мәңгілік ел» идеясы» атты дөңгелек үстел. Ш.Ш. Уәлиханов атындағы Тарих және этнология институты. – Алматы, 2015. – 8 қыркүйек.

2. Смағұлова С.Ө. XX ғ. басындағы Қазақстандағы медреселер: оқыту жүйесі мен діни оқулықтар // Международная научно-теоретическая конференция «Духовная жизнь Казахстана: история и современность». Институт философии, политологии и религиоведения КН МОН РК. – Алматы: 2015. – 22 октября.

3. Концепция экологической безопасности Республики Казахстан на 2004-2015 годы // Казахстанская правда (газ.). – Алматы, 2003. – 10 декабря.