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M. Karazhanova\*, student PhD, senior lecturer<sup>1,2</sup>

M. Kamenova, d.e.s., professor<sup>2</sup>

S. Atikeeva, c.b.s., associate professor<sup>2</sup>

S. Salmenova, senior lecturer<sup>2</sup>

L.N. Gumilyov Eurasian National University,  
Astana, Kazakhstan<sup>1</sup>

Turan-Astana University, Astana, Kazakhstan<sup>2</sup>

\* – main author (author for correspondence)

e-mail: mzhkmir@mail.ru

## ECOBRANDING CONCEPT IN THE DEVELOPMENT OF SOFT TOURISM

*The article discusses the role of soft tourism as a strategic tool in the development of Tourism of the concept of ecobranding.*

*The main purpose of the study is to identify the role of ecobrand in the formation of a sustainable image of tourist destinations and attracting tourists with environmental promotion.*

*The paper used methods of comparative analysis and content analysis of domestic and foreign scientific publications with the use of statistical processing of data on tourist flows of states with a very high level of ecological tourism development. As a result of the study, the main approaches to ecobranding were analyzed, the features of its application in countries with different levels of development of tourist infrastructure were identified, and factors contributing to the successful placement of destinations as «eco-friendly» brands were identified.*

*It is shown that the use of ecobranding contributes to increasing the competitiveness of tourist centers, expanding the segment of soft tourism and the formation of sustainable practices in the field of Tourism.*

*The practical significance of the study is the possibility of using the results obtained in the development of regional branding strategies, promotion of national tourism products and the formation of a sustainable tourism policy.*

**Keywords:** ecobranding, ecotourism, tourism brand, ecotourism destination, «soft» tourism, sustainable tourism, territories of use.

**Кілт сөздер:** экобрендинг, экотуризм, туристік бренд, экологиялық туристік дестинация, «жұмсақ» туризм, тұрақты туризм, пайдалану аумақтары

**Ключевые слова:** экобрендинг, экотуризм, туристский бренд, экологическая туристская дестинация, «мягкий» туризм, устойчивый туризм, территории использования.

**JEL classification:** L 83, Q 26

**Introduction.** Currently, in the context of the ongoing environmental problems and the global search for ways of sustainable development, the issues of ecological tourism and ecobranding are of particular importance. The tourism direction, being one of the key sectors of the economy, also has a direct impact on natural complexes and local communities. In this regard, there is an increasing need to search for tools that allow the harmonious development of Tourism Development and preservation of the natural environment. One of the main such tools is ecobranding, aimed at creating a positive environmental image of tourist territories and increasing their competitiveness.

**Objectives of the study.** The purpose of the study is to identify the role of ecobrand in the development of soft tourism and determine its importance for the placement of tourist centers in the context of sustainable development.

To achieve the goal set in the study, the following tasks are solved: to consider the theoretical foundations of the concept of «Ecobrand» and its place in the tourism branding system. Analysis of the experience of using ecobranding in tourist destinations of Kazakhstan and abroad. Identification of factors contributing to the effective formation of the «eco-friendly» image of the regions. Identification of ways to use ecobranding in the course of the development of soft tourism.

The methodological basis of the study is a comparative and content analysis of scientific publications, statistical materials of the World Tourism Organization (UNWTO), national tourism agencies, as well as official reports from Kazakhstan and Iceland, Switzerland, etc. Methods of analytical processing of statistical data, comparison and systematization of information were used, which made it possible to identify general trends and National features in the formation of the ecobrand of tourist centers. The

scientific novelty of the study lies in the fact that Ecobranding is considered not only as a marketing tool, but also as a strategic resource for the development of soft tourism, capable of integrating environmental values into a tourism product and increasing its sustainability.

**Literature review.** In recent years, the issues of ecobranding and sustainable tourism have been widely covered in foreign scientific literature. For example, the studies of E. B. Ivushkina and Z. S. Sambiev examined the role of ecotourism as a key element of sustainable marketing and territorial branding [1]. Ecotourism is also interpreted in modern works as one of the most promising tools for sustainable tourism, as it is aimed at minimizing the negative impact on the environment and supporting local communities. Research shows that ecotourism contributes to the conservation of natural resources, the formation of economic incentives and increased employment of the population, as well as contributes to the local economy through the development of small businesses and employment of local residents [2]. At the same time, a number of publications note the lack of elaboration of the methodological base: the authors limit themselves to describing the value of ecotourism without a thorough analysis of the applied management tools and models. This indicates that there is a research gap related to the need to develop clearer methodological approaches and mechanisms for evaluating the effectiveness of ecotourism in the context of regional branding and sustainable development. Thus, ecotourism in the scientific literature is presented not only as a value-oriented practice, but also as a strategic tool for shaping the ecobrand of territories. In addition, the author Nguyen Thi Khanh Chi believes that ecobranding and eco-labeling positively influence consumers' intention to choose eco-friendly products in places where ecotourism is developed, while the influence of social networks is mediated by motivation and depends on environmental awareness [3]. Some foreign authors in the article discuss how the image of a tourist destination is an important factor influencing the choice of destination, as well as the use of images and branding of tourist destinations on product packaging can positively affect the image of a tourist destination, and tourist and private brands can complement each other. Mass media, such as television series and films, can influence the image of a tourist destination and decision-making by tourists [4]. However, domestic authors note that in recent years the marketing aspect of ecotourism has been actively discussed, ecobrand is an important tool for differentiating tourist destinations and allows you to create unique images of destinations, increase their competitiveness in the international market [5]. At the same time, the works of other Kazakhstani researchers focus on adapting the international experience of «soft» tourism to national conditions. Based on a comparative analysis of foreign practices, it is shown that the introduction of this approach in Kazakhstan can contribute to the development of ecotourism, the preservation of natural and cultural heritage, despite existing infrastructural and organizational barriers. The key problems hindering the development of «soft» tourism in the country have been identified: lack of infrastructure, low awareness of tourists and the need for environmental education of local residents. It is concluded that the introduction of the principles of «soft» tourism will contribute to the preservation of the unique natural and cultural heritage of Kazakhstan and increase its tourist attractiveness [6]. Our content analysis of scientific sources has shown that there are several approaches in modern literature to understanding the role of ecotourism and ecobranding in the development of tourist destinations.

-Firstly, some researchers consider ecotourism primarily as a form of «soft» tourism aimed at minimizing environmental impacts and preserving cultural heritage.

- Secondly, the marketing approach is becoming more relevant, in which the emphasis is on ecobranding as a tool for differentiating territories and creating their unique image on the international market. We adhere to an integrative approach, according to which ecotourism cannot be considered solely as an environmental practice or solely as a marketing strategy. It is a complex phenomenon that combines environmental, social and image functions. In the conditions of Kazakhstan, Switzerland, and Iceland, it is the synergy of these areas that can ensure the sustainable development of tourist centers, increase their competitiveness and attractiveness for both domestic and international tourism.

The information base of the study was the official analytical reports of the World Tourism Organization (UNWTO), publications in international scientific journals indexed in the Scopus and Web of Science databases. The main research methods used were generalization, content analysis, comparative analysis, SWOT analysis and graphical method.

At the first stage, a content analysis of theoretical sources and strategic documents was carried out, which made it possible to identify key areas of ecotourism and ecobranding development, as well as the most frequently mentioned problems in this area. At the second stage, an explanatory analysis of statistical data on tourist flows and infrastructure provision in Kazakhstan and foreign countries was carried out,

which made it possible to determine the regional features of the development of soft tourism and the degree of integration of ecobranding.

At the third stage, with the help of a SWOT analysis, strengths and weaknesses, opportunities and threats for the formation of an ecobranding based on ecotourism in Kazakhstan were identified.

The graphical method was used to visualize the analysis results in the form of diagrams and diagrams, which made it possible to visually reflect the identified trends.

**Main part.** In Kazakhstan, ecobranding is at an early stage of its development, and some regions such as Zerenda have not yet fully realized their natural potential. State programs, including the «Concept of Tourism Industry Development of the Republic of Kazakhstan until 2025» cover tourism indicators, but the environmental aspect requires more targeted measures. The use of such tools as environmental certification and cooperation with eco-enterprises can contribute to the formation of Zerenda's ecobrand and the development of its tourism potential.

Aqmola region, in particular Zerenda has significant natural and historical resources that can be the basis for ecobranding. However, the lack of well-thought-out strategies and insufficient infrastructure development hinder progress in this direction. This paper examines ecobranding tools applicable to such regions and also studies the experience of countries that have successfully implemented environmental approaches for tourism development. The main goal is to analyze and adapt effective ecobranding methods to stimulate eco-tourism in Aqmola region.

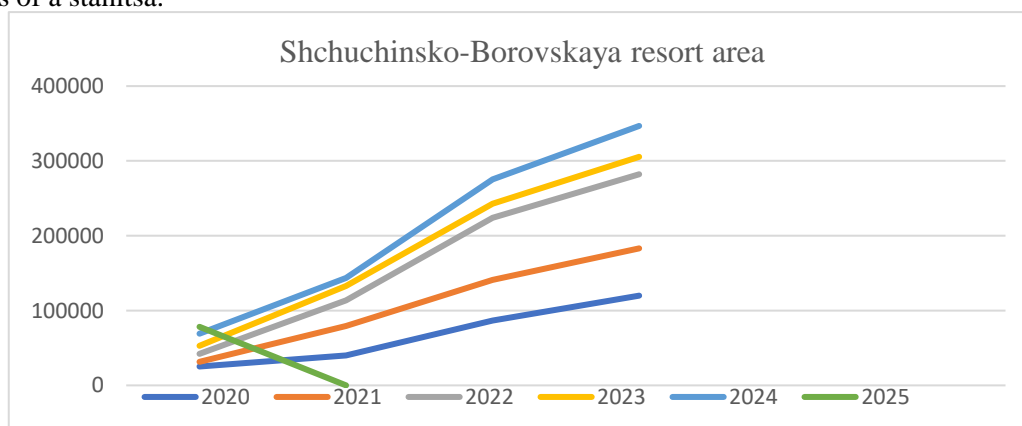
In Kazakhstan, similar strategies could be implemented in regions with high ecotourism potential such as Zerenda and Burabay. The comparative analysis of these two tourist destinations is conducted in order to better understand their effectiveness.

Both regions have similar natural resources, but use different approaches to ecobranding and sustainable development that allow us to identify both successful practices and problematic aspects of their environmental image.

According to the Burabay State National Nature Park from June 1 to August 31, more than 450 thousand people have visited this place, but it is in 20 thousand more compared to last year. In the first eight months of this year, Burabay visited more than 650 thousand people; it is in 100 thousand people more than for the same period last year.

The beaches of Lakes Burabay, Shchuchye, Katarkol and Bolshoe Chebachye as well as sport fishing on Lake Zhukey are popular with tourists. The main flow of tourists arrive in May-September, with a peak in July. In June, the number of visitors exceeded 100 thousand people. Deputy Director of the Burabay State National Nature Park Venera Nugmanova noted that 175,347 cars drove into the park during the seven months; every third car came to the park at least three times on average.

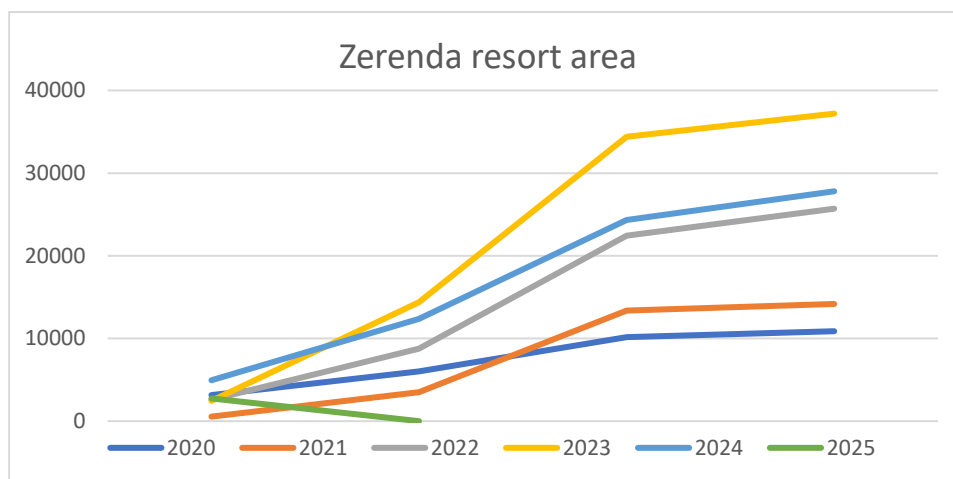
Zerenda is a district center of Aqmola region with a population of over 6,500 people, located on the shore of the lake of the same name. Hills covered with pine forest and granite boulders, which are witnesses of the ancient history of the Earth, make this region attractive to tourists. Hotels and recreation centers are actively developing here that contributes to the growing popularity of ecotourism. In addition to natural resources, Zerenda has a rich historical and cultural heritage. Archaeological finds from the Bronze Age and sacred places associated with the names of Kazakh biys and batyrs give the territory uniqueness. In the 19th century, a Cossack settlement appeared here, one of the oldest in the region, and in 1871, it received the status of a stanitsa.



**Figure – 1. The dynamics of the tourist flow in Burabay in 2020-2025**

*\*compiled by the author based on the source stat.gov.kz [10]*

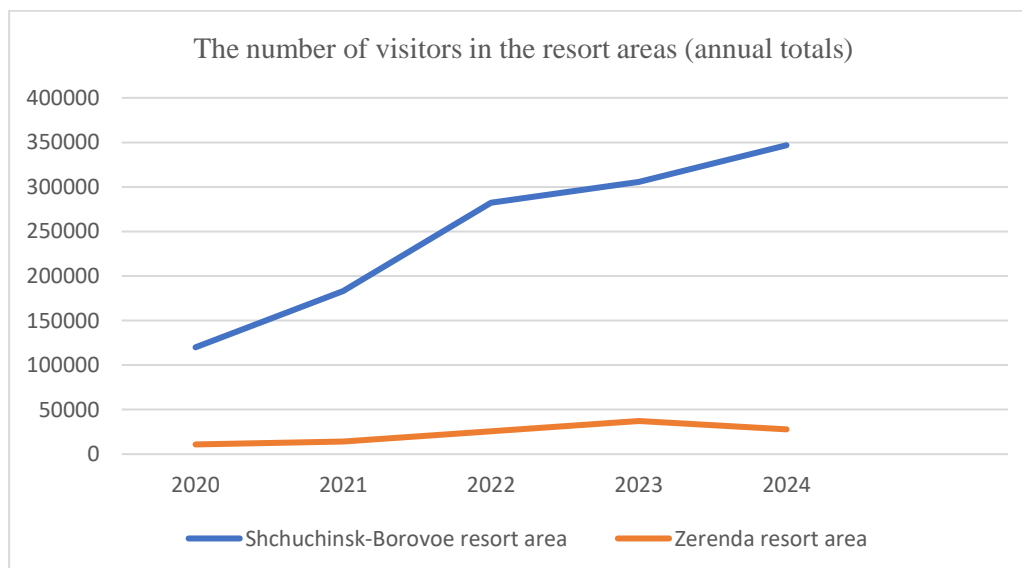
Above 2020-2025, the chart shown reflects the attendance rate of the Shchuchinsk-Borovoe resort area and shows steady growth, that is, from 119.9 thousand tourists in 2020 to 346.8 thousand in 2024 (+189%). 2025: January-March 78265 (+13% by 2024). Significant growth occurred in 2021-2022, and we see a slowdown in subsequent years, but we have maintained the pace of progress. It has a pronounced seasonality: more than half of the annual runoff is formed in the summer months. Shchuchinsk-Borovoe district, with a moderate increase in attendance, is becoming a leading center of tourism.



**Figure – 2. The dynamics of the tourist flow in Zerenda for 2020-2025**

*\*compiled by the author based on the source stat.gov.kz [10]*

In the diagram above, visitors to the Zerenda resort area can be observed for the years 2020-2025. The growth from 10.9 thousand to 37.2 thousand (+240%) can be observed in the period from 2020 to 2023. The peak occurred in 2023, and then decreased to 27.8 thousand in 2024 (-25%). The data typical for 2025 is currently available only for the 1st quarter (2.7 thousand). Compared to the Borovoe resort area, there are irregular fluctuations over the years, but in 2020-2023 the overall process was higher.



**Figure – 3. Dynamics of tourist flow in Shchuchinsk-Borovoe and Zerenda resort areas for 2020-2025**

*\*compiled by the authors based on the source stat.gov.kz [10]*

The chart above shows the annual totals of the number of tourists in these regions for 2020-2024. The Zerenda region grew from 11,000 to 28,000 (+155%), but there was a decline in 2024. Borovoe surpasses Zerba by 10-12 times in popularity, although by 2023 these two regions were developing synchronously. Thus, the Shchuchinsk-Borovoe region is the main center of tourism in the region, but the development of

Zerenda is also important. Zerenda support: relief of Borovoye from overpopulation and environmental stress; diversification of tourist routes in the region; unlocking the potential of agrotourism and soft tourism; leads to the sustainable development of small resort areas. Thus, the strengthening of Zerenda will be a strategic step to equalize the tourist flow and increase the attractiveness of the Akmola region.

While analyzing the number of tourists in Burabay and Zerenda regions, it is important to study status in terms of ecobranding and sustainable development. The diagram reflecting the dynamics of visitation demonstrates key changes in the flow of tourists, indicating general trends in ecotourism. However, in order to understand the reasons for this growth in more detail, as well as to identify possible problems, it is necessary to apply a systematic research method, for example, SWOT analysis.

SWOT analysis is a valuable tool for strategic assessment of a region in the context of ecobranding, as it helps to identify its strengths and weaknesses, as well as to identify promising opportunities and potential threats affecting the development of sustainable tourism in Burabay and Zerenda (table 1).

Table – 1

### SWOT analysis of the tourist potential of Borovoe and Zerenda

Factors	Borovoe (Burabay) - Strengths	Borovoe (Burabay) - Weaknesses	Zerenda - Strengths	Zerenda - Weaknesses
<b>Tourism potential</b>	A popular destination, developed infrastructure, many hotels, resorts	Overcrowding during the season, the need to regulate the flow of tourists	Clean nature, potential for ecotourism, less congestion	Low popularity among tourists, weak infrastructure
<b>Environmental sustainability</b>	Implementation of eco-programs, a nature protection area, eco-trails	Pollution of natural areas, increase in the amount of garbage	Good environmental conditions, potential for creation of eco-zones and reserves	Lack of waste management system, lack of eco-trails and special zones
<b>Government support / Economic impact</b>	Included in government tourism programs, investments in infrastructure. Income generator for the region, developed business	Bureaucratic difficulties, lack of new major projects. High prices for services, limited for space new investments	Opportunity to obtain financing, development prospects through state programs. Possibility of attracting investors	Lack of targeted funding, lack of information for investors. Lack of funding, weak private sector development
<b>Marketing and promotion</b>	High level recognition, inclusion international tourism catalogues	Possible decline in popularity without updating offers	The opportunity to create unique ecotourism brand	Lack of active marketing, low awareness among foreign tourists
<b>Future Prospects</b>	Increase in the number of tourists, development of new tourist services	Overpopulation, environmental problems	Development of ecological and active tourism, creation of new routes	The risk of slow growth without support and investment

*\* compiled by the authors based on the source [6]*

An analysis of the tourism potential of Burabay and Zerenda showed that both regions have significant opportunities for ecotourism development, but require an integrated approach to sustainable development and branding. Burabay, with its developed tourism infrastructure and high attendance needs strategic management of the environmental load and diversification of tourism services, including winter tourism.

Zerenda, in turn, has unique natural and cultural potential, but requires active development of infrastructure, marketing and support for small businesses to increase the attractiveness of the region.

It is important to implement environmentally responsible practices, improve transport accessibility, develop new tourism products and actively promote them internationally in order to successfully promote ecobranding and sustainable tourism in both regions. These measures will not only allow to increase the flow of tourists, but also ensure long-term conservation of natural resources and economic development of the territories.

The authors can identify key opportunities and threats that influence the development of ecotourism in Burabay and Zerenda based on the SWOT analysis:

The considered strengths and weaknesses allow us to better understand the development potential of the region, and the identified opportunities and threats will help formulate strategic recommendations;

The analysis showed that the successful development of ecotourism depends on the use of opportunities and effective management of possible threats;

A detailed analysis of the factors influencing the eco-branding of Burabay and Zerenda allows us to identify prospects and risks that require special attention.

Let us consider in more detail the identified opportunities and threats that influence the sustainable development of ecotourism in the region (tables 2, 3).

Table – 2

### Opportunities

Factor	Borovoe (Burabay)	Zerenda
<b>Infrastructure development</b>	New hotels construction, transport accessibility improvement	Roads development, creation of eco-trails and eco-friendly hotels
<b>Promotion at the international level</b>	Marketing campaigns expansion, foreign tourists attraction	A unique ecotourism brand creation, popularization among active recreation enthusiasts
<b>Government support</b>	Possibility of subsidies for the development of infrastructure and services	Possible inclusion in national tourism development programs
<b>Environmental initiatives</b>	Introduction of new standards for sustainable tourism, pollution control	Possibility of positioning as the main eco-destination of Kazakhstan
<b>Diversification of tourism services</b>	Introduction of new forms of recreation: cycling routes, medical and cultural tourism	Agrotourism development, ethnotourism, creation of local tourism products

*\*compiled by the authors based on the source [5]*

As shown in table-2 for opportunities, both regions have the potential for sustainable ecotourism development through infrastructure modernization, the introduction of new tourism products, the diversification of services (agrotourism, ethnotourism, medical tourism, etc.) and active promotion in domestic and international markets. Borovoy's relevant competence is to maintain a leading position and improve the quality of services provided, and within the framework of the Zerenda, to create a comfortable infrastructure that will create a unique brand, strengthen the role of advertising, increase its recognition and competitiveness. However, along with opportunities, it is also necessary to consider risk factors that may slow down or even slow down the development of regions.

The threat analysis (Table-3) makes it possible to identify the most vulnerable sides of both directions, including environmental stress, competition from other directions, economic instability and high dependence on seasonality. Consideration of these factors makes it possible to comprehensively assess the prospects and form a strategy that minimizes risks and enhances competitive advantages.

Table – 3

Threats		
Factor	Borovoe (Burabay)	Zerenda
<b>Environmental risks</b>	Overpopulation, pollution of lakes and forests, quality of nature decline	Potential pollution problems with increasing tourist flow without regulation
<b>Competition</b>	Possibility of emergence of alternative popular destinations within Kazakhstan and in neighbouring countries	Borovoe remains the dominant destination, difficulty in tourists attraction
<b>Economic instability</b>	Price possible fluctuations, decrease in tourists' ability to pay	Lack of funding for tourism development
<b>Seasonality dependent</b>	Peak attendance in summer, decreased flow at other times of the year	High dependence on the warm season, lack of year-round recreation programs
<b>Lack of a long-term development strategy</b>	Risk of losing relevance without upgrading infrastructure and service	Without active efforts, it may remain a little-known field

*\*compiled by the authors based on the source [6]*

Threats are largely related to environmental risks, competition, and seasonality. For Zerenda, low visibility is a critical factor, while for Borovoe, the risk of market oversaturation is high.

It is important to note that sustainable development and ecobranding of tourist destinations are not only a local issue, but also a part of a global trend. According to the Allied Market Research report, the global ecotourism market was valued at \$181.1 billion in 2021 and is planned to reach \$452.8 billion by 2031. It shows a compound annual growth rate (CAGR) of 10.8% of Allied Market Research [7].

According to Booking.com research (2023), 73% of global travelers choose destinations and companies that support sustainable development.

According to the report of the World Travel & Tourism Council (WTTC), more than 60% of travelers are willing to pay more for services and rest that minimize environmental impact [8].

Within the framework of the state program «Concept of Tourism Industry Development of the Republic of Kazakhstan until 2025», emphasis is put on the development of ecotourism that reflects the state's interest in supporting the ecological direction in tourism [9].

A comparative analysis of the tourist destinations of Borovoe and Zerenda showed that ecobranding serves as an important tool for increasing the attractiveness of regions and an incentive for their sustainable development.

However, the effectiveness of ecobranding directly depends on many factors: natural resources, infrastructure, cultural heritage, social environment and environmental responsibility.

The environmental component of ecobranding plays an important role in shaping the perception of tourist destinations. In the context of the global environmental crisis, more and more tourists are turning their attention to environmentally friendly and sustainable destinations.

Examples from international tourism.

Iceland: Introduced the Eco-Lighthouse certification that certifies the environmental responsibility of businesses, including tourism companies. This approach helped to attract tourists who value sustainable practices and the country's natural heritage.

Switzerland: The national brand «Switzerland is a World of Nature» actively promotes environmental values and sustainable tourism, including support for eco-friendly hotels and tour operators. This approach helps to attract tourists interested in nature conservation and sustainable development.

While analyzing the opportunities and threats to the development of ecotourism in Kazakhstan, it is important to take into account successful international practices. Comparison of global experiences and the current state of ecobranding in the country will help to identify key areas for growth and adapt effective



strategies. The following table presents a comparison of international and Kazakhstani approaches to ecobranding in tourism (table 4).

Table – 4

**International and Kazakhstani experience of ecological branding in tourism**

Aspect	International experience	Kazakhstan's potential
<b>Environmental standard</b>	Certification (GST, Green Key)	Implementation of local standards
<b>Environmental education programs</b>	Ecotours, training for tourists	Eco-trails, local community participation
<b>Infrastructure</b>	Eco-hotels, renewable energy	Development of eco-friendly infrastructure
<b>Promotion</b>	Global advertising campaigns	Attracting regional and international tourists through ecobranding
<b>Government support</b>	Benefits for eco-hotels, grants for ecotourism development	Subsidy programs and tax benefits
<b>Local communities</b>	Involving local residents in ecotourism	Development of rural and ethnotourism, business support
<b>Protection of nature</b>	The number of tourists limitation, strict control	Control of anthropogenic load, eco-monitoring
<b>Sustainable transport</b>	Use of electric buses, bicycle routes	Public and alternative transport development

*\*compiled by the authors based on the source [8]*

The table shows that international experience shows that important elements of successful ecobranding are certifications, educational programs and developed infrastructure. In Kazakhstan, the potential of this area is great, especially in regions such as Zerenda and Borovoe.

However, it is necessary to implement standards, train local specialists and use international experience to promote eco-oriented tourism products.

**Conclusion.** The results of the analysis showed that the concept of ecobranding is an effective tool in the development of soft tourism in the future. At the same time, based on international experience (Switzerland, Iceland, etc.), it has been established that the main elements of a sustainable tourism brand are: certification and quality standards, educational programs for tourists and locals, the development of ECO-friendly infrastructure, government support and the active involvement of communities. The novelty of the study lies in the fact that for the first time the possibility of adapting experiments to the conditions of Kazakhstan was considered using the example of Shchuchinsk-Borovoe and Zerenda resort areas. For the first time, it has been shown that ecobranding can be used not only as a marketing tool, but also as a mechanism for leveling the tourist flow (reducing the tourist load in Borovoe due to the development of Grain).

The results of the study confirm that this is possible with the development of soft tourism based on ecobranding: redistributing the tourist flow and reducing the environmental burden on overloaded destinations; increasing the competitiveness of the region through the promotion of unique eco - and ethnic products; forming a sustainable image of Kazakhstan as an environmentally responsible country. The practical significance lies in the fact that the proposed measures can be used as the basis for regional tourism development programs: the introduction of local environmental quality standards, the creation of eco-trails and educational projects, the stimulation of small businesses in the field of agrotourism and ethnotourism, the development of sustainable transport.

Recommendations obtained as a result of the study:

- Certification and implementation of an eco-standard system for hotels, tour operators and services.



-The active development of Zerenda as a «soft» tourism destination with accommodation through ecobranding. Using international experience to promote Kazakhstan as an eco-destination on the global market.

-Creation of the Ecobrand Zerenda brandbook as a strategic promotion tool. The brandbook should include a visual identity (logo, color palette, fonts, slogan), the layout of the region («Center for Soft Tourism and Ecological Recreation»), brand usage rules for tour operators, hotels and local manufacturers, as well as offers for promotion in domestic and international markets. Such a tool will consolidate the efforts of the state, business and local communities, ensure the popularity and trust of tourists, and will also become a practical mechanism for implementing the concept of soft tourism and ecobranding in the Akmola region.

Thus, the prospects for further research are related to the assessment of the economic impact of ecobranding, the study of tourists' perception of environmental brands, as well as the development of a national model for promoting soft tourism.

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**Каражанова М.Х., Каменова М.Ж., Атикеева С.Н., Сальменова С.К.**

### **ЖҰМСАҚ ТУРИЗМДІ ДАМУДАҒЫ ЭКОБРЕНДИНГ ТҰЖЫРЫМДАМАСЫ**

#### **Аңдатпа**

Мақалада экобрендинг тұжырымдамасының туризмін дамытудағы стратегиялық құрал ретіндегі жұмсақ туризмнің рөлі қарастырылады.

Зерттеудің негізгі мақсаты-экобрендтың туристік бағыттардың тұрақты имиджін қалыптастырудағы және туристерді экологиялық жылжытумен тартудағы рөлін анықтау. Жұмыста экологиялық туризмнің даму деңгейі өте жоғары мемлекеттердің туристік ағындары туралы мәліметтерді статистикалық өңдеуді қолдана отырып, отандық және шетелдік ғылыми жарияланымдарды салыстырмалы талдау және мазмұнды талдау әдістері қолданылды.

Зерттеу нәтижесінде экобрендингтің негізгі тәсілдері талданды, оны туристік инфрақұрылымның даму деңгейі әртүрлі елдерде қолдану ерекшеліктері анықталды, бағыттардың «экологиялық таза» брендтер ретінде сәтті орналасуына ықпал ететін факторлар анықталды. Экобрендингті қолдану туристік орталықтардың бәсекеге қабілеттілігін арттыруға, жұмсақ туризм сегментін кеңейтуге және туризм саласындағы тұрақты тәжірибені қалыптастыруға ықпал ететіндігі көрсетілген.

Зерттеудің практикалық маңыздылығы алынған нәтижелерді аймақтық брендинг стратегияларын әзірлеуде, ұлттық туристік өнімдерді жылжытуда және тұрақты туристік саясатты қалыптастыруда пайдалану мүмкіндігі болып табылады.

**Каражанова М.Х., Каменова М.Ж., Атикеева С.Н., Сальменова С.К.**

### **КОНЦЕПЦИЯ ЭКОБРЕНДИНГА В РАЗВИТИИ МЯГКОГО ТУРИЗМА**

#### **Аннотация**

В статье рассматривается роль мягкого туризма как стратегического инструмента в развитии туризма концепции экобрендинга.

Основная цель исследования-определить роль экобранда в формировании устойчивого имиджа туристских направлений и привлечении туристов экологическим продвижением. В работе использованы методы сравнительного анализа и содержательного анализа отечественных и зарубежных научных публикаций с использованием статистической обработки данных о туристских потоках государств с очень высоким уровнем развития экологического туризма.

В результате исследования были проанализированы основные подходы к экобрендингу, выявлены особенности его применения в странах с разным уровнем развития туристской инфраструктуры, выявлены факторы, способствующие успешному позиционированию направлений как «экологически чистых» брендов. Показано, что применение экобрендинга способствует повышению конкурентоспособности туристских центров, расширению сегмента мягкого туризма и формированию устойчивой практики в сфере туризма.

Практическая значимость исследования заключается в возможности использования полученных результатов в разработке региональных стратегий брендинга, продвижении национальных туристических продуктов и формировании устойчивой туристской политики.

