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**MARKETING RESEARCH OF SACRED MOBILITY:
MOTIVATIONAL AND BEHAVIORAL ASPECT**

Abstract

Sacred tourism is a significant segment of the tourism industry, influencing the socio-cultural and economic development of regions. The Turkestan region, with its rich religious and historical heritage, attracts pilgrims and tourists from around the world. The aim of this research is to identify the key motivational and behavioral aspects of sacred tourism in the region and determine the factors that influence tourist satisfaction and their choice of tourism services. This research employs structural equation modeling (SEM) and the partial least squares (PLS) method, implemented using the SmartPLS 4 software. The analysis is based on data collected from tourists visiting sacred sites in the Turkestan region. The research focuses on variables such as tourists' financial capabilities, the level of tourism service, and their impact on the motivation to undertake pilgrimage trips. The analysis revealed that the level of tourism service and the financial capabilities of travelers significantly influence their motivation. It was found that tourists with higher financial means prefer more comfortable accommodation and transportation, which enhances their satisfaction and increases the likelihood of repeat visits. Additionally, the accessibility of information and the

quality of service were proven to be key determinants of the tourist experience. The novelty of this research lies in the comprehensive analysis of the impact of financial capabilities and the level of tourism service on the motivation of pilgrims. The research contributes by providing practical recommendations to enhance the competitiveness of sacred tourism in the Turkestan region. The findings can be utilized to develop effective marketing strategies, improve tourism infrastructure, and enhance service quality in the sacred tourism sector.

Keywords: economy, sacred tourism, service level, financial capabilities, motivation, marketing strategies, customer satisfaction.

Introduction

The Turkestan region, where the infrastructure of sacred tourism is most developed, there are several regions in Kazakhstan with significant potential in the field of pilgrimage. These regions are characterized by the presence of religious buildings, holy places and stable religious traditions that help to form a stable demand for tourists with religious purposes. The main centers of sacred tourism in Kazakhstan are:

One of the oldest cities in the region is Sairam, a historical settlement considered the birthplace of the great Sufi thinker Khoja Akhmet Yasawi. The mausoleums of Yasawi's parents, Ibrahim-Ata and Karsha-Bibi, are of particular importance for pilgrims. These places are visited as part of the spiritual route "Sairam – Yasy (Turkestan)", which symbolizes the path of continuity and spiritual development. In addition, Sairam is interesting as a cultural tourism object, since architectural monuments of the 12th–19th centuries have been preserved here, crafts and religious customs are integrated into modern pilgrimage.

The mausoleum of Saint Arystan Baba, who, according to legend, was Yasawi's spiritual teacher. Visiting the mausoleum is an important part of the traditional pilgrimage route through Otrar – Turkestan. Tourists consider Arystan Baba to be the keeper of sacred knowledge and an intermediary in the transmission of the "aman" (testament) from the Prophet Muhammad to Yasawi. The place of high spiritual status is included in the list of holy places within the framework of the state program "Spiritual Revival".

One of the famous places of pilgrimage in the west of the country is the Beket-Ata mausoleum, located on Mount Oglandy. The uniqueness of the site lies in its spiritual significance and architectural features. The mausoleum is carved into the rock and symbolizes detachment from everyday life and the pursuit of spiritual solitude. Visiting Beket-Ata is considered an act of spiritual purification and repentance and is especially popular among followers of the Sufi movement. Along the way to the mausoleum there is a developed infrastructure: places to stay overnight, parking lots for tourist vehicles, recreation areas.

In the Kazygurt district there is the Domalak Ana mausoleum – a sacred place of special importance for women. Domalak Ana is a legendary ancestor of many Kazakh clans, symbolizing motherhood, protection, fertility and family prosperity. This place is an object of pilgrimage for women, especially in cases of prayer for childbirth, healing and family harmony. Considering gender differences, this route constitutes a special category of sacred mobility, where women predominate, coming in organized family or kinship groups.

Thus, religious tourism in Kazakhstan has a clear spatial and thematic diversification. Each region has its own cultural codes, local legends and a specific model of the pilgrimage, which requires a differentiated approach to the formation of tourism products and marketing strategies.

Religious tourism, with a developed tourist infrastructure, plays a key role [1] in the economy of the Turkestan region, which has significant historical and cultural potential for the development of religious tourism destinations. Religious tourism stimulates the development of not only tourism in the narrow sense, but also a number of related industries. For example, the production and sale of thematic souvenirs, religious literature, as well as ritual items (cult items made of precious metals, special clothing that meets the requirements of religious traditions, etc.). Religious tourism contributes to the creation of new enterprises in the field of public catering and accommodation, where special attention is paid to religious themes in the development of menus and assortment policies. At the same time, there is an increase in cash turnover in existing hotels, restaurants and cafes, expanding their offerings to meet the needs of pilgrims. The relevance and importance of religious tourism for the

country's economy is confirmed by a wide range of scientific studies in various disciplines. Obviously, religious tourism plays an important role in the socio-economic development of individual regions and the country as a whole.

The key motives for visiting the Turkestan region is the desire of pilgrims to perform religious rites and prayers in sacred places. For many pilgrims, visiting this region is an opportunity to honor the memory of saints and strengthen their spiritual beliefs. Religious pilgrimage is a tool for spiritual enrichment and finding answers to philosophical questions about the meaning of life and faith. Visiting sacred places in the Turkestan region helps to satisfy the spiritual needs of pilgrims.

The Turkestan region attracts tourists not only with the presence of sacred places, but also with a rich historical and cultural heritage. The region is rich in historical and cultural monuments associated with Islam. Tourists visit this region both to perform religious practices and to study the history, architecture and culture of this region.

The economic importance of religious tourism for the Turkestan region is difficult to overestimate. It acts as a driver of economic growth and contributes to the development of infrastructure, the creation of new jobs and support for small and medium businesses. Hotels, catering and souvenir shops are actively developing, which together strengthens the socio-economic base of the region.

The key factor in religious tourism associated with spiritual search and religious practice is the motivational aspect. Tourists seek deeper spirituality, enlightenment and participation in religious rituals in sacred places. Motivation in religious tourism is based on the desire to strengthen faith, experience new spiritual experiences and achieve inner harmony [2].

Pilgrimage is the most important motive for religious tourists. Travel to holy places motivated by religious beliefs is long and complex. Such travels allow pilgrims to deepen their faith and experience new transformative spiritual experiences [3], in the process of visiting burial places of great religious figures, mosques, as well as participating in religious rituals. According to Reader, Timothy and Boyd, tourists are motivated to visit sacred sites due to the hope of physical and spiritual healing. Belief in the healing power of sacred sites motivates tourists to undertake pilgrimage in order to improve their health and well-being. The motive is reinforced by the belief in miraculous healing and the power of prayer [4]. In addition, religious sites have significant educational potential. Research by Jansen [5] shows that tourists seek to expand their knowledge of religious teachings, history and culture. During their travels, tourists explore architectural monuments that reflect religious traditions. The educational aspect emphasizes the importance of the cultural and cognitive component in religious tourism [6].

Sacred tourism offers opportunities for social interaction and integration into a religious community [7]. Tourists' participation in religious events and festivals helps create opportunities for communication with fellow believers and strengthen social ties. The behavioral aspect of sacred tourism is related to the organization and planning of pilgrimage routes. Tourists carefully select the sacred places to visit and develop tourist routes taking into account religious goals. According to the research of Timothy and Olsen [8], the behavioral aspect explains the desire to visit several sacred places in one trip and the choice of the most significant time periods for travel (e.g., the month of Ramadan). Pilgrimage evokes a sense of community and contributes to the growth of motivation in religious tourists [9]. However, religious tourism for tourists brings not only a spiritual experience, but also an opportunity to discover new cultures and territories, since pilgrimage is perceived as a form of adventure and a way to expand personal horizons. Exploring unknown sacred places, interacting with different cultures and historical monuments enhances the educational and cultural component of religious tourism [10].

The motivational aspects of religious tourism are multifaceted, but at the same time highly individualized. A thorough understanding of the motivational aspects allows us to formulate effective marketing strategies, improve the management of tourist destinations and provide a high level of service to religious travelers. Further research in this area will help to better understand the motivational factors of religious tourism and develop more effective approaches to meet the needs of this category of tourists.

The main motive of religious tourists for traveling is visiting sacred sites. Tourists express deep respect during their stay at these places, paying attention to prayers, meditation, participation in religious rituals and studying the history associated with these sites [11]. The characteristic consumer behavior of religious tourists is often associated with the acquisition of objects of spiritual significance

(e.g. religious souvenirs and sacred texts). In addition, many tourists donate and support religious communities and local communities [12].

Materials and methods

The data obtained in this study were analyzed using modern data analysis software – SmartPLS version 4. The novelty of the study lies in the analysis of various factors that explain a significant share of the variation in the influence of motivational factors on pilgrimage tourism. To test the hypotheses of the study, key aspects such as financial capabilities of tourists and the level of tourist services, as well as their influence on motivation to participate in pilgrimage tours, were studied. The formulation of hypotheses is based on the results of previous studies in the field of tourism, operational management and marketing, which ensures the theoretical validity of the research.

Financial capacity of tourists and the level of tourist services play a key role in shaping the motivation to participate in pilgrimage tours. Sufficient financial resources significantly expand access to more expensive and remote destinations, which is especially relevant for pilgrimage tours that include visits to sacred sites located in remote regions. Research on international tourism by Kingston and Young [13] confirms that the availability of financial resources has a direct impact on the choice of tourist destinations, allowing tourists to participate in long and eventful trips. Higher levels of financial capacity also provide tourists with more comfortable conditions and increase overall travel enjoyment. Research by Van den Bergh et al. [14] emphasizes the importance of comfort as a significant motivator. Higher levels of financial well-being allow tourists to choose high-quality accommodation, food, and transportation services, which makes their travel more enjoyable and satisfying. Additional resources provide the opportunity to expand the tourist experience by visiting more sacred places and participating in religious events, which is in line with the concept of «experiential tourism» by Pine and Gilmore [15], which emphasizes the importance of enriching cultural and spiritual experiences through travel.

Financial opportunities also contribute to tourists' participation in charitable initiatives. Pilgrims with higher incomes often make donations at sacred places, supporting religious communities and local populations. Research by Dekker and Wilga [16] considers philanthropy in tourism as an important component of motivation, noting that the opportunity to contribute to charity can be an additional incentive to visit sacred places.

An equally important factor in increasing motivation is the level of tourist service, which includes the quality of infrastructure, accommodation, food and transport services. Kozak [17] emphasizes that a high level of tourist service ensures the comfort and satisfaction of tourists, which plays a significant role in their motivation. In addition, ensuring the safety of tourists is an important aspect of quality tourist service. Hall [18] notes that a high level of safety, including adaptation of routes to climatic and geographical features, increases tourists' confidence in the well-being of their trips.

Modern technologies and availability of information also have a positive impact on tourists' motivation. Access to detailed information about pilgrimage sites, their history and cultural features makes travel more informed and interesting [19]. A high level of tourist service implies the availability of various communication channels that provide tourists with up-to-date information and help them better plan their trips.

The individual preferences and needs of tourists also play an important role in shaping motivation. Teixeira [20] notes that the diversity of services offered allows for the different needs of tourists to be taken into account, offering accommodation, food and leisure options that meet their expectations. This makes pilgrimage tours more attractive and personalized, meeting the specific needs of each traveler.

Finally, social interaction is an important element of the tourist experience. Kim, Uysal and Chen [21] point out that tourism enhances social networks by creating opportunities to interact with other tourists and locals. Well-organized tourism services can facilitate these interactions, enhancing the sense of community and making the travel experience more fulfilling.

Thus, financial resources and the level of tourism services are key determinants of motivation in pilgrimage tourism. They determine the affordability of travel, the level of comfort and safety, expand the cultural and spiritual experience of tourists, and facilitate deeper immersion in the social and

religious environment. Research by Parasuraman, Zeithaml and Berry [22] confirms that a high level of tourism services increases the overall level of satisfaction of tourists, which in turn can significantly increase their motivation to participate in pilgrimage tours.

Based on this theoretical justification, the following hypotheses were formulated:

H1: There is a positive relationship between the level of financial capabilities of a tourist and his motivation to participate in a pilgrimage tour.

H2: The level of tourist service has a significant impact on the motivation of a tourist to take a pilgrimage tour – the higher the quality of the services provided, the higher the level of motivation.

To test the hypotheses put forward, the following variables were identified and structured within the framework of the study:

Variable «Financial capabilities of a tourist»:

- ♦ income level;
- ♦ availability of financial resources for travel;
- ♦ possibility of choosing more expensive routes and services.

Variable «Level of tourist service»:

- ♦ quality of accommodation, food and transport services;
- ♦ availability of information about tourist destinations;
- ♦ level of safety and comfort;
- ♦ conformity of services to the individual needs of tourists.

The variables were measured using quantitative indicators on a Likert scale for subsequent analysis of their relationship with the motivation of tourists. The obtained data will allow us to assess the degree of influence of each variable on the motivation to participate in pilgrimage tours and test the proposed hypotheses (table 1):

Table 1 – Research Variables

Variable	Variable Factors	Designation
Level of Motivation for Pilgrimage Tour	Religious beliefs	Mot_1
	Spiritual enlightenment	Mot_2
	Historical and cultural interest	Mot_3
	Seeking peace and relaxation	Mot_4
	Education	Mot_5
	Experience	Mot_6
Tourist's Financial Capability Level	Tourist's income	fin_1
	Travel budget	fin_2
	Presence of savings and investments	fin_3
	Debts and credit history	fin_4
Tourist Service Level	Accommodation quality	serv_1
	Food quality	serv_2
	Transportation quality	serv_3
	Service quality	Serv_4
	Safety	Serv_5
	Accessibility of information	Serv_6
	Meeting expectations	Serv_8
	Infrastructure	Serv_9
Note: Compiled by authors.		

To test the hypotheses put forward, it is necessary to identify two types of variables: dependent and independent. A dependent variable is a phenomenon that is explained by the influence of an independent variable. In turn, an independent variable acts as a cause or explanatory factor.

The level of motivation to participate in a pilgrimage tour is measured based on factors that allow a deeper understanding of the motivational aspects of pilgrims' behavior. The assessment of the level of motivation in this study is based on variables measured on a Likert scale [23] on a 5-point scale:

Religious beliefs – the degree of religious faith using a scale for assessing the intensity of religious beliefs.

Spiritual enlightenment – interest in spiritual knowledge and the desire for religious enlightenment.

Historical and cultural interest – interest in studying the historical and cultural heritage of sacred places.

Search for peace and relaxation – a tendency to achieve spiritual peace and inner comfort through pilgrimage.

Education – level of educational preparation and knowledge related to religious traditions and pilgrimage.

Experience – previous experience of pilgrimage trips and its influence on the current level of motivation.

To measure the level of financial capabilities of a tourist, the following variables are identified:

- ♦ tourist income – income level that determines the financial situation;
- ♦ travel budget – the amount of money that a tourist is willing to spend on a trip;
- ♦ availability of savings and investments – the amount of personal savings that can be used for travel.

Debts – the presence of debts.

The complex use of variables allows us to get a more complete picture of the motivation and financial capabilities of tourists, to identify the degree of their influence on the decision to participate in pilgrimage tours.

Measuring the level of tourist service in scientific research is a complex process that covers several key aspects. Understanding and analyzing these aspects allows us to form an objective idea of the quality of tourist service, which is especially important in the context of studying the impact of tourist service on the motivation of tourists. This process is based on the assessment of various factors, each of which plays a significant role in the perception of the overall tourist experience.

One of the main criteria is the assessment of the quality of accommodation, which includes the level of comfort, cleanliness and general condition of the services provided in hotels, hostels and guest houses. Comfort and cleanliness are fundamental elements that determine the degree of satisfaction of tourists. This indicator allows us to identify how well the living conditions meet the expectations of tourists, as well as to evaluate the professionalism of hotel staff in customer service.

The next important aspect is the quality and variety of food available to tourists. The criterion covers the assessment of the level of service in catering establishments. The variety and availability of the menu, the compliance of dishes with the national and cultural preferences of tourists, as well as the quality of service play a key role in creating a positive experience.

The quality of transport services is also an important indicator of the level of tourist service. The indicator includes an assessment of the convenience and comfort of transport used by tourists, such as air travel, rail and bus transportation. The reliability, safety and convenience of transport services significantly affect the overall perception of tourists about their trip.

The professionalism and friendliness of the staff reflects the level of competence of the employees of tourist enterprises and their willingness to interact with tourists. Evaluation of the professionalism of the staff includes an analysis of their politeness, attention to detail and the ability to quickly resolve emerging problems. Friendliness and professionalism of the employees of tourist facilities significantly improve the experience of tourists.

The level of security provided by tourist enterprises and local authorities plays an important role in shaping the motivation of tourists. Including security measures in the assessment of tourist services allows us to determine the degree of protection of tourists during their trip. Tourists who feel safe are more likely to evaluate their tourist experience positively and, as a result, to participate in similar trips more often.

Tourists need to have access to up-to-date and complete information about local attractions, tourist routes, events and services. Modern information technologies allow tourism companies to provide their clients with a variety of information resources, including mobile applications, websites and

information stands. Completeness and accessibility of information contribute to better travel planning and increase tourists' motivation.

In addition, an important criterion is the assessment of the compliance of the services provided with tourists' expectations. Tourists whose expectations are met demonstrate a higher level of satisfaction and, as a result, increased motivation for repeat trips.

Finally, the level of development of tourist infrastructure is one of the determining factors in assessing the quality of tourist service. This indicator includes the development of the road network, the presence of modern airports, the availability of public transport and other amenities that contribute to the comfort of tourists. Well-developed infrastructure facilitates the movement of tourists and makes their travels more convenient and enjoyable.

Thus, measuring the level of tourist service is a complex task aimed at a comprehensive assessment of various aspects of the tourist experience. Evaluation of each of the listed factors allows you to form a complete picture of the quality of the services provided and their impact on the motivation of tourists. An integrated approach to measuring the level of tourist service makes it possible not only to identify the strengths and weaknesses of the tourist infrastructure, but also to develop recommendations for its improvement in order to increase the satisfaction and motivation of tourists.

Results and discussion

The data analysis conducted using SmartPLS software demonstrated that both variables under study – the level of tourist service and the financial capabilities of tourists – have a statistically significant impact on the motivation to participate in pilgrimage tours. Path coefficients $\beta = 0.562$ (financial capabilities) and $\beta = 0.583$ (tourist service) at a significance level of $p < 0.001$ confirm a stable positive relationship between the specified predictors and the motivation of tourists. Particular attention should be paid to the comparative value of the coefficients: the influence of the level of service ($\beta = 0.583$) slightly exceeds the influence of financial capabilities ($\beta = 0.562$). The obtained coefficient values allow us to conclude that the subjective perception of the quality of services provided plays an even more significant role in shaping motivation than the objective financial resources of the tourist. Thus, even tourists with a modest budget, with high-quality service, can demonstrate a high level of involvement in sacred tourism.

The coefficient of determination $R^2 = 0.589$ for the dependent variable “motivation for pilgrimage tour” indicates that about 58.9% of the variance in motivation is explained by the factors included in the model (Joseph F., 2016). Therefore, this result indicates a fairly high explanatory power of the model, especially in the context of social and behavioral research, where such values are considered acceptable and significant. However, the remaining 41.1% may be due to other determinants, such as age, education, religious affiliation, cultural practices, and previous pilgrimage experience, which may be considered in future studies. This indicates a fairly good level of explanatory power of the model and its conformity with the empirical data (table 2):

Table 2 – Results of the final testing in the SmartPls program

Variable	Original Sample (β)	Sample Mean	Standard Deviation	T Statistics	P Values
Financial Opportunities -> Motivation for Pilgrimage Tour	0.562	0.550	0.178	2.791	0.001
Tourist Service -> Motivation for Pilgrimage Tour	0.583	0.610	0.181	2.889	0.001
Note: Compiled by authors based on Smart Pls.					

To demonstrate the reliability of the instruments, measures of internal consistency are presented in table 3.

Table 3 – Indicators of internal consistency

Variable	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Motivation for Pilgrimage Tour	0.753	0.698	0.687
Tourist Service	1.000	1.000	0.990
Financial Opportunities	0.441	0.351	0.411

Note: Compiled by authors based on Smart Pls.

Special attention should be paid to the analysis of the reliability indicators of the measurement instruments. High AVE and Composite Reliability values for the variables “motivation” (AVE = 0.687) and “tourist service” (AVE = 0.990) indicate high convergent validity and internal consistency of the scales. However, the indicators for the variable “financial capabilities” (CR = 0.351) indicate potential methodological limitations associated with either insufficient sensitivity of the measurement items or heterogeneity in the perception of financial capabilities by respondents. This serves as a basis for further operationalization and refinement of the measurement model in future iterations of the study. Thus, the results of empirical modeling allow us to conclude that the motivation of tourists to participate in a pilgrimage is formed under the influence of both economic factors and intangible aspects associated with the quality of the provided tourist experience. It is obvious that there is a need for a comprehensive approach to the management of sacred tourism, which involves the synchronous development of infrastructure and an increase in the level of service along with the adaptation of tours to various financial segments of the audience.

Hypothesis testing:

Hypothesis H1: There is a positive relationship between the level of financial capabilities of a tourist and his motivation to participate in a pilgrimage tour. Based on the results $\beta = 0.562$, $t = (2.791) > 2.005$, $p(0.001) < 0.05$, the hypothesized relationship is confirmed. Hypothesis H2: The level of tourist service has a significant impact on the motivation of a tourist to take a pilgrimage tour - the higher the quality of the services provided, the higher the level of motivation. Based on the results $\beta = 0.583$, $t = (2.889) > 2.005$, $p = (0.001) < 0.05$, the relationship specified in the hypothesis is confirmed.

The level of motivation for a pilgrimage tour is influenced by the level of tourist service and the tourist's financial capabilities (figure 1).

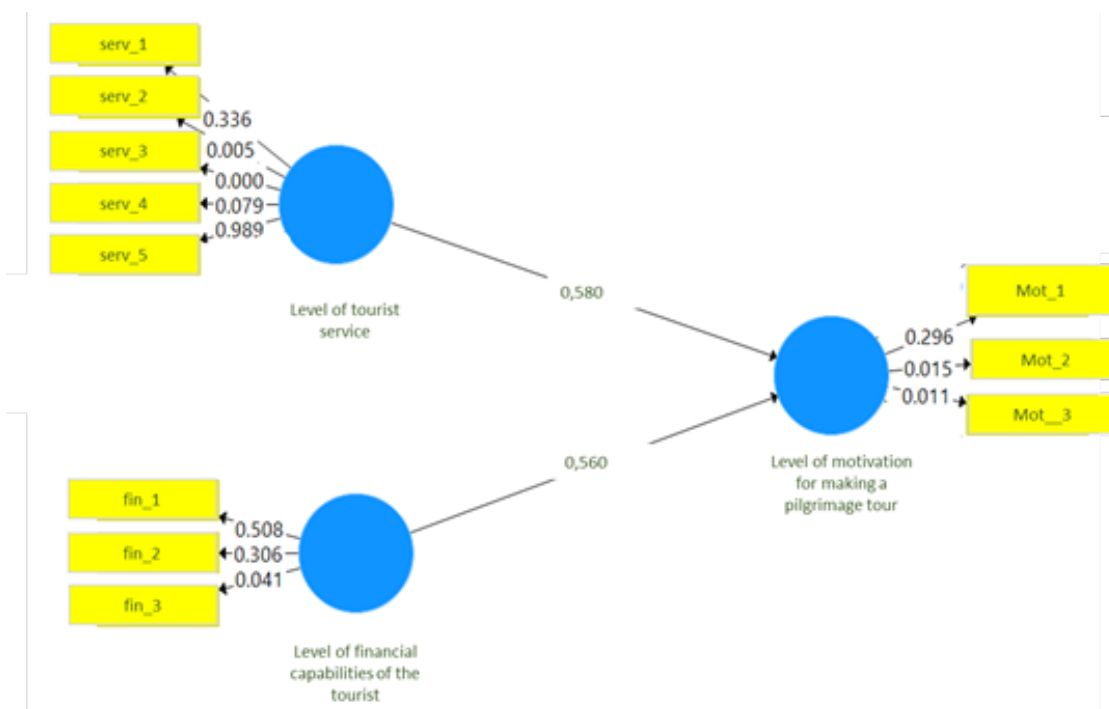


Figure 1 – Results of PLS Analysis in the Smart PLS Package

Note: Compiled by authors based on the results of the analysis in the Smart PLS program.

The conducted analysis allows us to conclude that there is a significant correlation between the level of tourist service and the level of motivation of tourists to participate in pilgrimage tours. It has been established that improving the quality of tourist service leads to a significant increase in the level of motivation of tourists. The higher the level of services provided, including the quality of accommodation, food, transportation and information support, the more positive the impact it has on the motivation to make pilgrimage trips.

In addition, a direct positive correlation has been revealed between the financial capabilities of tourists and their motivation to participate in pilgrimage tours. Tourists with higher financial capabilities demonstrate an increased willingness to participate in pilgrimage tours, which is due to their ability to choose more comfortable conditions, participate in additional events and expand their tourist routes.

Based on a comparison of key factors, such as the level of tourist service and financial capabilities, influencing the motivation of pilgrims, it is possible to identify several typological groups of tourists demonstrating different behavioral responses to the conditions of pilgrimage tourism. Segmentation allows for a more profound interpretation of the modeling results and the identification of priority areas for the development of tourism products (table 4).

Table 4 – Typological characteristics of pilgrimage tourists in Kazakhstan

Cluster	Key Characteristics	Behavioral Features	Expectations	Preferred Destinations
Budget Pilgrims	Limited financial capacity; primarily motivated by spiritual/religious goals	Low sensitivity to comfort level; high intrinsic motivation	Low-cost tours, collective rituals, simple accommodation, minimal services	Local and accessible sacred sites (e.g., Sairam, Domalak Ana)
Middle-Class Pilgrims	Stable income; interest in both spiritual and cultural aspects	Seek balance between quality and price; respond well to structured and informative travel services	Moderate comfort, guides, educational content, logistical clarity	Combined routes: Arystan-Baba – Turkestan – Sairam
Premium Pilgrims	High income; pursue individualized and profound spiritual experience	Demand high comfort, personalized services, in-depth religious immersion	Luxury accommodation, business-class transport, private guides, exclusive religious events	Remote and significant shrines (e.g., Beket-Ata); long tailored tours
Note: Compiled by authors.				

The first group consists of budget pilgrims, for whom the dominant motive is the spiritual component of the trip. Tourists demonstrate low sensitivity to accommodation conditions and the level of service, prefer accessible routes focused on religious rituals, and more often make short trips to nearby shrines.

The second group can be characterized as middle-class tourists who strive for a balance between spiritual experience, cultural and educational component and the level of service. For them, the convenience of the route, the availability of information support, excursion elements and acceptable accommodation conditions are important.

The third group includes premium pilgrims focused on individualized and deeply developed spiritual journeys. This category of tourists demonstrates high demands on the quality of service, prefers signature routes, comfortable accommodation, personal guide support and participation in unique religious practices.

Interpretation of the model coefficients confirms the relevance of this approach: the level of tourist service ($\beta = 0.583$) has the greatest impact on the motivation of pilgrims, while financial capabilities ($\beta = 0.562$) determine the availability and structure of consumption of tourist services. The share of explained variance ($R^2 = 0.589$) allows us to assert that almost 60% of the variation in motivation

is explained by these two factors, which emphasizes their importance as a basis for behavioral segmentation of the audience.

Thus, taking into account the behavioral characteristics of different groups of pilgrims is an important tool for strategic planning in the field of sacred tourism and the development of targeted tourist offers adapted to the specifics of each group.

Based on the analysis of the data, it has been established that the level of tourist service and the financial capabilities of tourists are significant predictors of the level of motivation of tourists. The results confirm the presence of a stable and statistically significant relationship between these variables, which emphasizes the importance of improving tourist services and adapting tours to different financial categories of tourists. In this regard, the following recommendations are formulated to improve the quality of tourism services and the competitiveness of tourism industry enterprises.

1. To increase the motivation of tourists to participate in pilgrimage tours, it is recommended to optimize and improve tourism services, paying special attention to key aspects that influence the perception of tourists. It is important to focus on such factors as quality of service, level of comfort in places of accommodation, convenience of transport services and availability of information support. Ensuring a high level of service contributes to the formation of a positive experience among tourists, which, in turn, increases their satisfaction and loyalty.

2. To attract a wider audience of tourists, it is recommended to create a variety of tours aimed at different financial categories. This approach allows for the availability of tours for various groups of tourists and meets their specific needs, expanding the client base and increasing the overall level of involvement in pilgrimage tourism.

3. Marketing strategies should focus on the level of tourist service and the variety of tours offered. Highlighting the competitive advantages of tourism services, such as high quality service, availability of information support and a wide choice of routes, helps to increase the attractiveness of the offer. The use of digital platforms and targeted advertising campaigns can be a key tool for attracting a new audience.

4. Regular collection and analysis of tourist feedback plays an important role in adapting tourism services to the real needs of customers. Creating an effective feedback system allows you to quickly identify shortcomings and make the necessary changes to service processes. Using feedback as a tool for improving the quality of service helps to create a more positive tourist experience and increase the level of motivation for tourists.

5. To expand the range of services and improve conditions for tourists, it is recommended to develop partnerships with other participants in the tourism market. Strengthening partnerships helps to create more integrated and attractive tourism products, which increases the competitiveness of the company and strengthens its market position.

These recommendations are aimed at improving the management of tourism services and strategies for their promotion. In the context of a dynamically developing tourism market, the implementation of the proposed measures will not only improve the quality of the tourism experience, but also ensure sustainable growth and development of tourism enterprises, helping to strengthen their competitive advantages and meet the expectations of the modern tourist.

Practical significance of the research. The results of the research have significant practical potential and can be effectively used in the development and implementation of strategies for managing the development of sacred tourism. The statistically confirmed influence of the level of tourist service ($\beta = 0.583$) and the financial capabilities of tourists ($\beta = 0.562$) with the determination coefficient $R^2 = 0.589$ indicate that about 60% of pilgrims' motivation is determined by these determinants. These indicators justify the need to integrate marketing and management decisions into the system of developing tourist routes focused on sacred tourism.

For tour operators, the results obtained contribute to a more accurate segmentation of the target audience based on behavioral characteristics and the level of solvency. For example, when forming a product line, you can consider the cost range: basic tours – up to \$ 150, standard – up to \$ 500, premium – \$ 800 and above. This approach allows not only to adapt offers for different financial categories but also increases the effectiveness of marketing communications by addressing key motivational factors – the religious significance of the route, the level of comfort, the cultural richness of the program. For small and medium-sized businesses, the study opens opportunities for launching new service formats.

The identified influence of financial capabilities on motivation ($\beta = 0.562$) indicates a stable demand for related tourism services. New services can be implemented through the development of hostels, food shops for pilgrims, shops with religious symbols and souvenirs, as well as mobile navigation and information support services. Thus, the business sector gets opportunities to invest in products focused on sacred themes, which helps to increase revenue and expand the range of tourism offers.

For government bodies, the obtained research results allow us to propose specific areas of investment and infrastructure development. First, this concerns the improvement of the territories around the most visited sacred sites. The development of transport accessibility, sanitary zone, security and digital infrastructure (for example, mobile applications with religious routes and calendars) can increase the comfort and satisfaction of tourists. In addition, considering the segmental structure of the audience, it is advisable to implement public-private partnership (PPP) projects in the field of religious tourism, aimed at creating multifunctional pilgrimage complexes. For religious institutions and educational organizations, the research results are relevant from the point of view of preparing programs for spiritual support and education of pilgrims. Since the main motivation for travel is associated with the search for spiritual knowledge, religious purification and participation in rituals, it is necessary to expand the proposals in the format of lectures, seminars, excursions held in mosques, madrasas and cultural centers. It is also necessary to consider the gender specificity of sacred mobility, in particular in the direction of organizing pilgrimages for women to sacred places such as Domlak Ana, which can be implemented as family routes. The development of a calendar of pilgrimages dedicated to Islamic holidays and dates will also increase the rhythm and predictability of tourist flows. Overall, the results of the study form a reliable empirical and conceptual basis for practical application in the fields of tourism, entrepreneurship, regional policy and spiritual education. The integration of these data into the practice of sacred tourism management will not only improve the quality of the services offered but will also contribute to the sustainable socio-economic development of the regions, ensuring an increase in tourist activity, the creation of new jobs and the strengthening of cultural identity through meaningful pilgrimage.

Conclusion

The obtained data confirm the significant influence of the quality of tourism services provided and the availability of tourism offers on the formation of tourists' motivation. The identified patterns made it possible to formulate a number of practical recommendations aimed at increasing the competitiveness of enterprises operating in the tourism sector. One of the key areas is the optimization of tourism services, which involves improving infrastructure, improving the quality of accommodation, food and transport services, as well as introducing modern information technologies to provide tourists with up-to-date and complete information. Particular attention should be paid to ensuring the safety of tourists and creating comfortable conditions for their stay.

Diversification of tourism products is another important area focused on developing tours that take into account the diversity of tourists' financial capabilities. Forming offers for both tourists with limited budgets and for those who prefer premium services allows you to reach a wider range of consumers and ensure the availability of pilgrimage tours for various social groups.

Effective marketing strategies play a decisive role in promoting tourism services. Emphasis on the unique advantages of the enterprise, such as a high level of service and a variety of tourist routes, allows you to attract new customers and retain a regular audience. The use of digital technologies and personalized marketing campaigns can significantly increase awareness of the services offered and stimulate interest in pilgrimage tours.

Strengthening partnerships with other participants in the tourism market is an important step in improving the quality of services provided and expanding the range of offers. Cooperation with transport companies, hotel chains, religious organizations and local communities allows for the creation of integrated tourism products that provide tourists with a wider choice and improve their travel experience.

The recommendations are practical measures aimed at improving the management of the tourism business, taking into account the current needs of the market and changes in tourism preferences. Creating favorable conditions for tourists from different market segments helps to increase the flow

of tourists, improve customer satisfaction and strengthen the position of the enterprise in the tourism market. The implementation of the proposed measures will allow enterprises not only to adapt to new conditions, but also ensure their sustainable development, maintaining long-term competitiveness and attracting new consumers.

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САКРАЛДЫ МОБИЛЬДІЛІКТІ МАРКЕТИНГТІК ЗЕРТТЕУ: МОТИВАЦИЯЛЫҚ ЖӘНЕ МІНЕЗ-ҚҰЛЫҚТЫҚ АСПЕКТІЛЕР

Андатпа

Қасиетті туризм туристік индустрияның маңызды бағыты болып табылады, ол өңірлердің әлеуметтік-мәдени және экономикалық дамуына әсер етеді. Діни және тарихи мұрасы бай Түркістан өңірі қажылар мен туристерді әлемнің түкпір-түкпірінен тартады. Зерттеудің мақсаты – өңірдегі қасиетті туризмнің негізгі мотивациялық және мінез-құлық аспектілерін анықтау, сондай-ақ туристердің қанағаттану деңгейі мен туристік қызметтерді таңдауына әсер ететін факторларды айқындау. Зерттеуде құрылымдық теңдеулерді модельдеу (SEM) және ішінара ең кіші квадраттар әдісі (PLS) пайдаланылды, олар SmartPLS 4 бағдарламалық жасақтамасы арқылы жүзеге асырылды. Талдау қасиетті орындарға барған туристерден жиналған деректер негізінде жүргізілді. Негізгі назар туристердің қаржылық мүмкіндіктері, туристік қызмет көрсету деңгейі және олардың қажылыққа деген ынтасына әсеріне аударылды. Талдау нәтижелері көрсеткендей, туристік қызмет көрсету деңгейі мен туристердің қаржылық мүмкіндіктері олардың қажылыққа баруға деген ынтасына айтарлықтай әсер етеді. Қаржылық мүмкіндіктері жоғары туристер жайлы орналастыру орындары мен көлік қызметтерін артық көреді, бұл олардың қанағаттанушылығын арттырып, қайта сапар шегу ықтималдығын жоғарылатады. Сонымен қатар, ақпараттың қолжетімділігі мен қызмет көрсету сапасы туристік тәжірибенің маңызды детерминанттары екені дәлелденді. Зерттеудің жаңалығы – қажылардың мотивациясына қаржылық мүмкіндіктер мен туристік қызмет көрсету деңгейінің әсерін кешенді талдауда. Бұл зерттеу қасиетті туризмнің бәсекеге қабілеттілігін арттыруға бағытталған практикалық ұсыныстар әзірлеуге үлес қосады. Алынған нәтижелер тиімді маркетингтік стратегияларды әзірлеу, туристік инфрақұрылымды жақсарту және қасиетті туризм саласындағы қызмет көрсету сапасын арттыру үшін пайдаланылуы мүмкін.

Тірек сөздер: экономика, қасиетті туризм, қызмет көрсету деңгейі, қаржылық мүмкіндіктер, мотивация, маркетингтік стратегиялар, тұтынушылардың қанағаттанушылығы.

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МАРКЕТИНГОВОЕ ИССЛЕДОВАНИЕ САКРАЛЬНОЙ МОБИЛЬНОСТИ: МОТИВАЦИОННЫЕ И ПОВЕДЕНЧЕСКИЕ АСПЕКТЫ

Аннотация

Сакральный туризм является значимым направлением в туристической индустрии, оказывающим влияние на социально-культурное и экономическое развитие регионов. Туркестанская область, обладающая богатым религиозным и историческим наследием, привлекает паломников и туристов со всего мира. Цель исследования – выявить ключевые мотивационные и поведенческие аспекты сакрального туризма в регионе, а также определить факторы, влияющие на уровень удовлетворенности туристов и их выбор туристических услуг. В исследовании применены структурное моделирование (SEM) и метод частичных наименьших квадратов (PLS), реализованные в программном обеспечении SmartPLS 4. Анализ проведен на основе данных, собранных среди туристов, посещающих сакральные места Туркестанской области. Основное внимание уделено таким переменным, как финансовые возможности туристов, уровень туристического сервиса и их влияние на мотивацию к совершению паломнических поездок. Результаты анализа показали, что уровень туристического сервиса и финансовые возможности путешественников оказывают значительное влияние на их мотивацию. Выявлено, что туристы с более высокими финансовыми возможностями предпочитают комфортные условия размещения и транспорт, что повышает их удовлетворенность и вероятность повторного посещения. Также доказано, что доступность информации и качество сервиса являются важными детерминантами туристического опыта. Новизна исследования заключается в комплексном анализе влияния финансовых возможностей и уровня туристического сервиса на мотивацию паломников. Вклад работы состоит в разработке практических рекомендаций для повышения конкурентоспособности сакрального туризма в Туркестанской области. Полученные результаты могут быть использованы для формирования эффективных маркетинговых стратегий, улучшения туристической инфраструктуры и повышения качества обслуживания в сфере сакрального туризма.

Ключевые слова: экономика, сакральный туризм, уровень сервиса, финансовые возможности, мотивация, маркетинговые стратегии, удовлетворенность клиентов.

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