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КЫТАЙ МЕНЕН КЫРГЫЗСТАНДАГЫ ТУРИСТТИК АГЫМДАРДЫН ЖАНА КЕРЕКТӨӨЧҮ ТУРИСТТЕРДИН ЖҮРҮМ-ТУРУМУНУН САЛЫШТЫРМА АНАЛИЗИ

Аннотация. Макала салыштырма изилдөөгө арналган, анын алкагында Кытай Эл Республикасындагы жана Кыргыз Республикасындагы туристтик булактардын динамикасы жана керектөөчүлүк жүрүм-турумунун өзгөчөлүктөрү талданат. Бул макалада эки өлкөнүн ички жана эл аралык туризмди мүнөздөгөн негизги багыттарын, ошондой эле туристтердин негизги топтору жана алардын артыкчылыктарын талдоо менен алектенет. Туристтик кызмат көрсөтүүлөргө суроо-талапты калыптандырууда экономикалык, маданий жана санариптик факторлордун ролуна өзгөчө көңүл бурулат. Изилдөөнүн жыйынтыгында туризмди өнүктүрүү стратегияларында олуттуу айырмачылыктар аныкталды: Кытай туристтик агымдардын булактарынын жогорку деңгээлде диверсификациясын жана санариптештирүүнүн Олуттуу деңгээлин көрсөтүүдө, ошол эле учурда Кыргызстан чет элдик туристтерди тартууга жана экологиялык туризмди өнүктүрүүгө басым жасоодо. Жүргүзүлгөн салыштырма талдоо керектөө жүрүм-турумунун өзгөчөлүгүн жана туристтик кызмат көрсөтүү рыногундагы актуалдуу тенденцияларды эске алуу менен туристтик тармакты өркүндөтүүнүн негизги багыттарын аныктоо үчүн негиз берет.

Негизги сөздөр: туризм, туристтик агымдардын булактары, керектөө жүрүм-туруму, Кытай, Кыргызстан, ички туризм, эл аралык туризм, экотуризм.

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СРАВНИТЕЛЬНЫЙ АНАЛИЗ ТУРИСТИЧЕСКИХ ПОТОКОВ И ПОВЕДЕНИЯ ТУРИСТОВ-ПОТРЕБИТЕЛЕЙ В КИТАЕ И КЫРГЫЗСТАНЕ

Аннотация. Статья посвящена сравнительному исследованию, в рамках которого анализируются динамика туристических источников и особенности потребительского поведения в Китайской Народной Республике и Кыргызской Республике. В работе рассматриваются ключевые тенденции, характеризующие внутренний и международный туризм в обеих странах, а также проводится анализ основных групп туристов и их предпочтений. Особое внимание уделяется роли экономических, культурных и цифровых факторов в формировании спроса на туристические услуги. В результате исследования выявлены существенные различия в стратегиях развития туризма: Китай демонстрирует высокую степень диверсификации источников туристских потоков и значительный уровень цифровизации, в то время как Кыргызстан концентрируется на привлечении иностранных

туристов и развитии экологического туризма. Проведенный сравнительный анализ предоставляет основу для определения ключевых направлений совершенствования туристической отрасли, учитывая специфику потребительского поведения и актуальные тенденции на рынке туристических услуг.

Ключевые слова: туризм, источники турпотоков, потребительское поведение, Китай, Кыргызстан, внутренний туризм, международный туризм, экотуризм.

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A COMPARATIVE ANALYSIS OF TOURISM FLOWS AND TOURIST CONSUMER BEHAVIOR IN CHINA AND KYRGYZSTAN

Abstract. The article is devoted to a comparative study that analyzes the dynamics of tourist sources and consumer behavior in the People's Republic of China and the Kyrgyz Republic. The paper examines key trends in domestic and international tourism in both countries and analyzes the main groups of tourists and their preferences. Special attention is given to the role of economic, cultural, and digital factors in shaping the demand for tourism services. The study revealed significant differences in tourism development strategies: China demonstrates a high degree of diversification of tourist flows and a significant level of digitalization, while Kyrgyzstan focuses on attracting foreign tourists and developing eco-tourism. The comparative analysis provides a basis for identifying key areas for improving the tourism industry, taking into account consumer behavior and current trends in the tourism services market.

Keywords: tourism, sources of tourist flows, consumer behavior, China, Kyrgyzstan, domestic tourism, international tourism, ecotourism.

Introduction

The modern tourism industry plays a significant role not only in the economy, but also contributes to cultural interaction, the rapprochement of regions and the development of international relations. China and Kyrgyzstan have a significant tourism potential, but their tourism development is characterized by differences that are determined by geographical location, the state of infrastructure, socio-economic situation and the preferences of tourists [1, 3, 4, 8].

The purpose of this work is to compare the development of tourist flows and identify the behavioral characteristics of tourists in China and Kyrgyzstan.

1. Trends in the formation of tourist flows

1.1 China

China is confidently leading the world as the region with the highest number of tourists. Since the late 2000s, there has been a steady increase in the number of Chinese citizens traveling outside the country. The most popular international tourist destinations include Southeast Asian countries, European countries, North America, and Australia [2, p. 45–53]. This growth is driven by increased household income, improved transportation networks, and simplified visa procedures with several countries [1, p. 15–20].

According to the World Tourism Organization (UNWTO), Chinese tourists made over 150 million international trips in 2019, spending more than \$255 billion on them. Domestic tourism has

also seen significant growth. For example, according to the Ministry of Culture and Tourism of the People's Republic of China, the number of domestic trips reached 6.01 billion in 2019, an increase of 10% compared to the previous year [1, p. 15-20].

However, the COVID-19 pandemic has had a significant impact on the structure of tourist flows. Between 2020 and 2022, international tourism among Chinese citizens decreased by 80-90%, leading to an increase in domestic tourism [6]. At the same time, the preferences of travelers have also changed, with an increased interest in short-term trips, eco-tourism, and cultural tours. The Chinese government actively supports the development of domestic tourism by offering subsidies, promotional campaigns, and improving the transportation accessibility of tourist destinations.

Special attention is being paid to the development of domestic tourism, with increasing popularity of tourist routes in the provinces of Guangdong, Yunnan, and Sichuan. These regions are renowned for their natural beauty, rich cultural heritage, and unique culinary traditions [1, p. 15–20]. Additionally, the digitalization of the tourism industry in China is a crucial factor in its growth, with tourists actively using online services for booking accommodations, purchasing tickets, and planning their itineraries, facilitating efficient information sharing and enhancing the overall service experience [6, 9, 10].

The tourism industry in the Kyrgyz Republic is still in its early stages of development, relying primarily on international demand. The geography of tourists covers the CIS countries, Europe, and Turkey, with China becoming an increasingly significant source of visitors [3, p. 45; 7]. In 2023, Kyrgyzstan is expected to receive 15-20% more tourists than in 2022, largely due to the growing interest of Chinese travelers, who are attracted to iconic destinations such as Lake Issyk-Kul, the capital city of Bishkek, and the picturesque gorges and national parks. The government provides significant support for tourism development by implementing projects to improve transport accessibility, build hotels and tourist complexes, and develop specialized routes focused on environmental and cultural experiences [3, p. 45]. Kyrgyzstan has capitalized on its natural resources, mountainous infrastructure, and the preservation of its unique national culture. While domestic tourism is less developed due to economic and infrastructure constraints, it shows a positive trend of growth, particularly during the summer months. Digital technologies, such as online booking and social media promotion, are being actively implemented in the tourism sector. Analysis shows that China and Kyrgyzstan are at different stages of tourism development [4; 12]. China has a stable domestic and international tourist flow, a well-developed infrastructure, and a high level of digitalization. In contrast, Kyrgyzstan is actively developing its international tourism sector, attracting foreign tourists and gradually increasing domestic tourist flows. The formation of tourist sources is influenced by the demographic characteristics and cultural traditions of each country. In China, the growth of tourist flows is driven by increased household income and government tourism support programs.

3. Consumer behavior of tourists in China

The behavior of Chinese tourists is a complex phenomenon that is influenced by economic opportunities, cultural traditions, social values, and psychological preferences. This analysis has identified the following key aspects:

Socio-cultural factors:

Chinese culture places a high value on collectivism and family values. This is reflected in group travel, which helps to strengthen social bonds and makes travel more affordable by sharing expenses.

Economic factors:

Rising household incomes have expanded opportunities for international tourism. Chinese tourists prefer comfort, opting for high-class hotels, organized tours, and insurance packages, and are willing to pay for quality service and safety [1, p. 15–20; 6].

Psychological aspects:

Chinese tourists seek "value experiences" that include cultural activities, gastronomic tours, and visits to historical sites. High levels of education and awareness contribute to the conscious selection of tourism products [2, p. 45–53; 9].

Impact of digital technologies:

Online platforms have become the standard for booking trips, hotels, flights, and excursions. Social media and experience-sharing apps influence expectations and route choices.

Seasonality and planning:

Travel peaks during national holidays (such as the Chinese New Year) and school vacations. Tourists actively plan their trips in advance, creating a steady demand.

Impact of the COVID-19 pandemic:

Restrictions on international travel have led to an increase in domestic tourism. Tourists have become more likely to choose short trips, eco-tourist routes, and cultural sites within the country [5, 6].

Tourist Consumer Behavior in Kyrgyzstan

Tourist behavior in Kyrgyzstan is characterized by several distinctive features:

1. Focus on unique experiences: The primary motivation for tourists is to gain emotional and cultural insights. Popular destinations include ecotourism, mountain tourism, and participation in national holidays and traditional rituals.

2. Financial constraints: Most tourists prefer budget-friendly accommodation and transportation options due to limited income and a lack of a developed mass tourism market.

3. Hospitality and Local Service: The hospitality culture plays a significant role in shaping the tourism experience. The local population actively participates in providing tourism services, offering accommodations in private homes, guided tours, and artisan workshops.

4. Early Stages of Digitalization: Online booking and digital platforms are still in their early stages of development. Tourists often rely on recommendations from friends, travel agencies, and offline information [8].

5. Seasonality: The main tourist season is summer (June-August), when the weather is favorable for outdoor activities. Winter tourism is still underdeveloped, although there is an increasing interest in ski resorts.

6. Psychological aspects: Tourists value autonomy and adventure. The opportunity to "escape from city life" and gain new experiences is an important factor [4, 12].

4. Conclusions and Recommendations

Conclusions

1. Features of the tourist flow: Tourism in China is characterized by a wide diversification of its sources, covering both domestic and international destinations. In contrast, Kyrgyzstan focuses on attracting foreign tourists, with a predominance of visitors from neighboring countries and China.

2. Tourists' behavioral preferences: Chinese travelers place a strong emphasis on comfortable conditions, safety, and high-quality services. They actively use digital technologies when planning their trips and strictly adhere to pre-planned itineraries. Kyrgyzstani tourists are known for their interest in adventure and eco-tourism formats. They often opt for budget-friendly travel options and appreciate the hospitality of local residents.

3. Economic and cultural aspects: Differences in tourist behavior are related to the income level of the population and the economic accessibility of recreation. Group trips are popular in China, reflecting the traditional values of collectivism and family traditions. In Kyrgyzstan, individual and adventure travel is prevalent, allowing for a deeper immersion in the country's natural and cultural environment.

4. Seasonality and digital adaptation: Advanced digitalization in China ensures a more even distribution of tourist traffic throughout the year through careful travel planning. In Kyrgyzstan, tourist activity is primarily concentrated during the summer months, while the use of digital technologies is still in its early stages.

Recommendations

1. For China:

- Actively develop domestic tourism routes with a focus on cultural and natural diversity to compensate for the limitations of international travel.

- Continue integrating digital technologies such as virtual tours, mobile applications, and feedback platforms to enhance the tourism experience.

- Focus on sustainable tourism by reducing the strain on popular attractions [6, 9, 10].

2. For Kyrgyzstan:

- Improve the infrastructure to attract foreign tourists by developing transport accessibility and the quality of hotel services.

- Create digital platforms for booking and promoting cultural routes.

- Develop unique cultural and natural sites that attract tourists from all over the world [8].

- Promote ecotourism and adventure routes that meet the new trends of eco-friendly recreation [4, 12].

3. For both countries:

- Strengthen marketing strategies taking into account the specific consumer behavior of tourists.

- Implement joint programs for sharing experience and developing international tourist routes.

- Create tourism products that meet the expectations of different age and social groups.

5. The economic and social impact of tourism

China

Tourism plays a key role in China's economy, providing:

- Jobs in the hotel, catering, transportation, and tour services sectors, supporting millions of citizens.

- Economic development in regions, including less developed provinces, through domestic tourism routes.

- A significant contribution to GDP, which exceeds 10% in some years, reinforcing the strategic importance of the industry.

In addition, China actively uses cultural tourism as a soft power tool to promote its national image abroad.

Kyrgyzstan

In Kyrgyzstan, tourism is becoming a growing economic factor with several positive effects:

- It contributes to the development of small businesses, including guesthouses, handicrafts, and farms.

- The influx of foreign visitors increases the income of the local population and stimulates the development of key infrastructure.

- Government initiatives are aimed at extending the tourist season, which helps to reduce the seasonal nature of the industry's revenues.

Ecotourism and cultural routes play a special role, strengthening the country's position as an environmentally sustainable tourist destination and contributing to the socio-economic development of local communities.

6 Environmental aspects and sustainable tourism

China

Increasing domestic tourism requires the integration of sustainable development principles:

- Visitor numbers in the most popular recreational areas are monitored to reduce the impact on ecosystems.

- Ecological routes are developed and the development of "green" hotels is supported.

- Digital technologies are used to monitor the condition of natural sites and increase the level of their protection.

Kyrgyzstan

Ecotourism in the country is becoming increasingly important:

- Unique mountainous territories are becoming a center of attraction for nature lovers and outdoor enthusiasts.

- The infrastructure is gradually adapting to safe and environmentally friendly forms of tourism.

- The local population is being trained in sustainable tourism principles, with a focus on preserving natural heritage for future generations.

Psychological and sociocultural aspects of tourist behavior play an important role in shaping travel experiences, influencing the preferences and expectations of tourists from different countries.

China

- Collectivism and social integration*: Chinese tourists often travel in groups, which is influenced by their cultural traditions of collectivism.

- Value of experiences and self-realization*: Modern Chinese tourists seek high-quality experiences and use travel as a means of demonstrating their social status.

- The influence of recommendations and social media*: The choice of a route is often determined by reviews and recommendations provided in apps, blogs, or online platforms.

Kyrgyzstan

- The search for unique experiences and adventures*: Travelers actively seek out emotionally charged experiences, including participation in national holidays and ethnic rituals.

- Hospitality and social connections*: The local culture of hospitality fosters a positive perception of the country and leaves a lasting impression on tourists.

- Autonomy and independence*: The popularity of self-planning routes and active forms of recreation is growing among travelers.

The impact of global trends on tourism in China and Kyrgyzstan

China

- Increased domestic tourism after the COVID-19 pandemic.

- Active development of digital services for convenient travel planning.

- Increased interest in eco-friendly routes and reduced pressure on popular tourist destinations.

Kyrgyzstan

- A growing number of international tourists, especially from China, the CIS countries, and Europe.

- Progressive popularization of ecotourism and outdoor activities that align with sustainable tourism trends.

- Expanding marketing strategies using social media and online platforms to promote tourism brands.

Innovative approaches and technologies in the tourism sector

The modern tourism industry is actively implementing technological solutions to improve the quality of services, enhance the convenience of planning, and tailor services to different groups of travelers. The use of such technologies increases marketing efficiency, reduces costs, and improves the overall tourism experience [5, 6].

China

China is at the forefront of integrating innovation into tourism. The main areas include:

1. *Big Data and Analytics*

- Using platforms to analyze tourist demand in order to predict flows and identify popular destinations.

- Example: Alibaba and Tencent use data from ticket bookings, hotel stays, and online searches to create personalized offers.

- Effect: optimizing the capacity of tourist sites, reducing the concentration of tourists on popular routes, and increasing the profitability of the industry.

2. VR and AR technologies

- The ability to take virtual tours of museums, natural or historical sites before physically visiting them.

- Example: Apps in Beijing and Xi'an offer VR tours of the Great Wall of China and the Terracotta Army.

- Prospect: The development of educational tourism and the facilitation of access to cultural sites for people with disabilities.

3. Mobile apps and platforms

- User-friendly solutions for booking tickets, hotels, and tours with social features such as reviews, rating systems, and friend recommendations.

- Example: services like Ctrip, Meituan Travel, or Qunar integrate the functionality of maps, payments, and travel information.

- Perspective: improving interaction with transport infrastructure within the concept of "smart cities".

4. AI and chatbots

- Automated process of tour operators' consultations, individual recommendations, and routes based on user preferences analysis.

- Example: AI assistants of platforms provide high-quality personalized service to tourists.

5. Eco-technologies and smart hotels

- Energy-saving systems, resource management, and environmental infrastructure in hotels are becoming the norm [10].

- Example: Hotels in Shanghai are actively implementing automated conclusion

A comprehensive comparative study of the dynamics of tourist flows and consumer behavior in China and Kyrgyzstan revealed both significant differences and common trends influenced by

economic, cultural, and technological factors. China's tourism industry demonstrates a high degree of diversification, well-developed infrastructure, extensive use of digital technologies, and a steady demand for domestic travel. In contrast, Kyrgyzstan is focused on attracting foreign tourists, primarily from China and the CIS countries, with a focus on ecotourism and adventure routes. However, the country faces challenges related to limited infrastructure, seasonal tourism flows, and a lack of digitalization.

An analysis of tourist behavior has shown that Chinese travelers prioritize comfort, safety, group travel, and digital services. On the other hand, Kyrgyz tourists seek unique experiences, independence, and interaction with local culture. Psychological factors, such as collectivism in China and hospitality traditions in Kyrgyzstan, significantly influence consumer preferences.

An important element in improving the competitiveness of the tourism industry in both countries is the introduction of innovative technologies, including Big Data, VR/AR, mobile applications, and digital booking platforms. In China, this helps to optimize the management of tourist flows at the domestic and international levels, reduce the burden on popular destinations, and promote sustainable tourism. For Kyrgyzstan, digitalization and modern marketing tools contribute to the promotion of unique natural and cultural attractions, increasing the number of foreign tourists, and creating a new tourism product for the global market.

Effective tourism development requires a comprehensive approach that includes analyzing consumer behavior, applying innovative technologies, adapting marketing strategies, and integrating sustainable practices. China's experience in digitalization and tourism flow management can be beneficial for Kyrgyzstan. Additionally, Kyrgyzstan's natural and cultural resources provide a foundation for creating a competitive tourism product in the international arena. Implementing such strategies will allow both countries to strengthen their positions in the tourism industry, improve the quality of services, and meet the growing demands of modern travelers.

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