



# Development of Tourism in The Context of Sustainability, Its Contribution to Economic Development and Improving the Living Standards of the Population

Akylbekova Nelli<sup>1\*</sup>, Esenalieva Baktygul Bahovna<sup>2</sup>, Makeeva Svetlana Bolotovna<sup>2</sup>, Omurova Saltanat Kaiyrovna<sup>2</sup>, Mambetova Ainura<sup>1</sup>

<sup>1</sup>Institute of Management and Business named after A.A. Asanova, Kyrgyz National University named after Jusup Balasagyn, Bishkek, Kyrgyz Republic;

<sup>2</sup>High School of Economics, Kyrgyz National University named after Jusup Balasagyn, Bishkek, the Kyrgyz Republic

## Abstract

The purpose of the research is to study tourism as a factor in sustainable economic development and improving the living standards of the population. In view of the need to improve macroeconomic indicators and increase economic growth, the potential for tourism development is considered. To study macroeconomic indicators, general scientific methods were used, including methods such as logical inferences, abstraction, and comparison. For a quantitative analysis of economic indicators, statistical research methods were used, including the construction of time series, summary and grouping, analysis of absolute and relative indicators of the development of tourism and the economy as a whole. The study used statistical data from the National Statistical Committee of the Kyrgyz Republic. The article examines the problems and considers prospects for the development of tourism in the Kyrgyz Republic to ensure economic growth, improve the living standards of the population, analyzes the gross domestic product of the Kyrgyz Republic, the dynamics of the volume of cash income of households in the EAEU countries, the level of poverty in the Kyrgyz Republic, gross value added in the field of tourism activities in the Kyrgyz Republic for 2018 -2022. The development of tourism can stimulate the creation of jobs in the republic, attract investment, increase self-employment of the population, thereby contributing to economic development, increasing incomes of the population and improving the standard of living of the population.

**Keywords:** cash income of households, gross added value in the field of tourism; gross domestic product; Eurasian Economic Union; poverty level