**Youth tourism as a key driver for sustainable tourism development in Kazakhstan: international experience, national perspectives and conceptual development model**

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**Abstract**

Youth tourism is a key driver of Kazakhstan’s tourism industry, offering significant opportunities for economic growth, environmental preservation and cultural exchange. Drawing on international experience, this paper examines how youth tourism can contribute to sustainable tourism development in the country using eco-friendly practices, low-cost services, digital platforms, and government-supported initiatives. The study highlights Kazakhstan’s potential to adapt successful global models by integrating these approaches into a conceptual development model tailored to the country’s unique characteristics. This model emphasizes the development youth-oriented infrastructure, the promotion of entrepreneurship in the tourism sector, and the integration of ecotourism and adventure tourism to minimize environmental impact. In addition, the paper examines government support mechanisms such as subsidies, grants and educational programs to encourage innovation sustainability, and youth engagement in tourism. By positioning Kazakhstan as a competitive and sustainable youth tourism destination, this study outlines a roadmap for achieving long-term sustainable development of the national tourism industry while preserving its natural and cultural heritage.

**Key Words:** youth, youth tourism, tourism development, international practices, sustainable tourism, conceptual model.