The future professions of the Mangystau region in the discourse of public opinion

A.I. Mambetova [iD] , S.I. Kossymbayeva [iD] , A.N. Abidin [iD]

¹Caspian University of Technology and Engineering named after Sh.Yessenov, Aktau, Kazakhstan

(E-mail: mambetova.altyn@yu.edu.kz, shynar.kossymbayeva@yu.edu,kz. abubakir.abidin@yu.edu.kz)

Abstract. This paper examines promising professions of the future in the Mangystau region of Kazakhstan through the prism of public opinion. The region has unique economic, social and geographical characteristics, which has a significant impact on the formation of sought-after professions in the coming decades. The analysis includes expert opinions, surveys of the local population and labor market research. The focus is on professions related to sustainable development, innovative technologies, renewable energy sources and digitalization. The focus is on the role of environmentally friendly industries and digital transformation in the region's economy. Special importance is attached to the development of education and healthcare, which ensures the training of qualified personnel for the new economy. The study also examines the social expectations and preferences of the local population in the context of current economic realities and global trends. Based on the collected data, forecasts are made about the demand for various professions, as well as recommendations for educational institutions and local governments. It also emphasizes the need for active interaction between the government, business and the public for a successful transition to new professional standards that will ensure the sustainable and dynamic development of the Mangystau region in the future.

Keywords: new competencies, advanced staffing, Atlas of new professions, foresight, labor market, priority industries, regional standard.

Introduction

Currently, the higher education system of the Republic of Kazakhstan is undergoing certain structural and substantive changes aimed at improving the quality of personnel training in the context of new socio-economic conditions. It should be noted that this direction has been implemented for a long time according to a regulated model. The main tool is the state order, which is characterized by a post-factum response to labour market trends. Therefore, we are very pleased with the gradual shifts in the transition to a model of advanced staffing. This model is based on long-term forecasting of economic development and is focused on narrow breakthrough areas.

In the Mangystau region, a number of initiatives are also being implemented in this direction, the effective platform for which was the project "Mamandygym – Bolashagym" of the Ministry of Internal Affairs. This project is aimed at developing regional standards for advanced staffing and forming an Atlas of new professions. The Ministry of Science and Higher Education has identified the leading university in the region – the Caspian State University of Technology and Engineering named after Sh. Yesenova.

Within the framework of the designated project, a map of the regional need for personnel has been formed, taking into account the specifics of the region. The algorithm of actions for the development of this map includes such stages as preliminary analysis of the region, conducting surveys and in-depth interviews, organizing a foresight session using the Rapid Foresight methodology, career guidance among students in grades 8-11 and the development of training programs for new professions.

Materials and methods

From the point of view of methodology, when studying the future (both in theory and in practice), a wide range of approaches, models and methods are used, many of which are adopted from other scientific disciplines or professional fields (Glenn, 2009, Bell, 2017) The main position is that the future does not consist of one inevitable option that needs to be "to predict", and of the many alternatives that can be identified and described, but it is impossible to say with certainty about them exactly what will happen (Heinonen, 2017).

One of the technologies widely used in futurology is foresight (English foresight – "vision of the future"), based on an expert assessment of strategic directions of innovative development, identification of technological breakthroughs that can have an impact on society and the economy in the medium and long term (Martin, 1993).

Many general scientific and specific methods are used in foresight projects. Each of them has its own strengths and weaknesses (Loveridge, 2009, Popper, 2008).

The use of foresight in Russian education has recently spread quite widely. There are well-known high-profile projects "Childhood 2030", "Education 2030" (Evzrezov, 2014), within the framework of which a "roadmap" for the development of Russian education has been prepared, reflecting the changes in the structure of the main educational institutions, goals, content, and training technologies that are relevant in the near future (The Future of Education: The global agenda, 2014).

The hypothesis of the study. 1. The analysis and forecast of the formation of skills of the future today is one of the most promising and in-demand areas in the system of vocational training on an international, national and regional scale. 2. Modern technological changes are already displacing many professions from the labor market and becoming a breeding ground for the generation of new competencies, which are primarily related to digitalization and robotics.

Important elements of the specifics of the foresight approach are that it works with the distant future (from the nearest to the remote for 10-15 years) and takes into account alternative development scenarios, deals not only with possible, probable and desirable events, but also unlikely events that can potentially have a significant impact on the future of the area under study. As part of this study, the RAPID FORESIGHT methodology will be applied, which is unique in its effectiveness and covers the designated types of research.

In the course of the study, in its pre-foresight part: 1) benchmarking of international and domestic experience on the issue under consideration was carried out; 2) collection and analysis of data on the main aspects of the life of the regions; 3) qualitative and quantitative measurements were carried out in interview formats and a mass questionnaire survey among industry experts and the population of the regions.

The use of Foresight social technology in creating a map of advanced staffing in the region implies a common agreement among all project participants on joint actions to achieve the desired future. In this context, the opinion of the region's population about the future of the regional labor market, their attitude to professional self-realization, assessment of personal professional qualifications, understanding of the priority agenda and strategic vector of the region's development and determining their place in the ongoing processes is of great interest and special value for the study. After all, the image of the future of any territory depends both on the current political and economic agenda, and on those expectations and forecasts that are realized and articulated in the public consciousness. 1500 residents of the western region of Kazakhstan took part in the experiment. A representative sample was used for the study, taking into account their uniform age and gender representation.

Neutral, control and factor characteristics will be used to model the experiment.

The main neutral characteristic was the opinion of the population about the future of the regional labor market. The factor characteristics will be the attitude to professional self-realization and the assessment of personal professional qualifications. Control characteristics are indicators of the priority preferences of the population in choosing new professions. The variables used are the salary level and the social significance of the profession. Using statistical methods (correlation analysis), we will analyze the results of the experiment and determine the main factors of demand for new professions.

The methods of theoretical research were applied: analysis and synthesis of literature, normative documents on the research problem; generalization, comparison, forecasting, design and modeling; as well as methods of empirical research: survey, observation, study of mass and innovative experience, evaluation of products of scientific and methodological activities; statistical methods of processing experimental data, results.

The reliability of the research results will be ensured by using statistically significant volumes and relevant sampling models; using pre-tested survey tools; correct methods of

statistical and mathematical processing and data analysis using the capabilities of the IBM SPSS Statistics software package (version 22.0). Statistical analysis includes the analysis of linear (one-dimensional) distributions of respondents' responses to the questionnaire questions and a two-dimensional (paired) analysis of the relationship between the studied features.

The synthesis of the results obtained by various research methods will allow to comprehensively revealing the stated problems.

Discussion

In 2021, the authors (Ermakov, 2021) conducted a pilot foresight session on designing education for sustainable development as an innovative pedagogical system and developing a roadmap for its implementation. The research revealed factors that in the future (until 2030) will have an impact on the education system as a whole.

The authors (Rong, 2017) propose using the foresight methodology to optimize the content of education and structure the didactic potential of the learning environment. The knowledge gained using the foresight methodology allowed the authors to design an information and educational environment at the university that can ensure the fullest possible compliance of the learning process with the expectations of all stakeholders and influence the level of employment of university graduates.

The research (Semenova, 2021) presents the author's technology of educational image foresight, the essence of which is to design a professional image and future career. Based on the results of the conducted surveys, the level of formation of imageological and foresight competence, interest in the technology of image self-design as a factor of career self-development were analyzed.

As can be seen from the review of sources, there are no publications on the development of a regional standard for advanced staffing abroad. In Kazakhstan, the first regional Atlas was developed in the Pavlodar region, an industrial region where large enterprises of metallurgy and other industries are concentrated. The regional Atlas of new professions and competencies of the Pavlodar region is designed to solve the issues of training in-demand personnel for the regional economy (Atlas of New Professions of the Pavlodar region, 2023).

Mangystau region, as it is known, is an industrial region whose economy is based on the oil and gas sector. Accordingly, industry accounts for the largest share in the structure of the gross regional product (55%), of which 85% is allocated to oil and gas production and quarrying. This is followed by transport and warehousing (11%), construction (5%) and manufacturing (4%). The spheres that partially relate to the tourism sector (accommodation and catering services, art, entertainment and recreation, etc.) account for a total of 2% of GRP. The agricultural sector has less than 1% of the GRP.

According to the comprehensive plan of socio-economic development of the Mangystau region for 2021-2025, it is planned to invest funds in the region in the amount of 2 169 771,1 million tenge. The sphere of oil and gas refining is the leader in terms of investments (293 billion tenge), i.e. 27% of investments from the industries under consideration. The transport and logistics complex are in second place in terms of investments (271 billion). The tourism sector is in third place in terms of investment (197 billion tenge). It should be noted that this document places special emphasis on the development of the tourism potential of the region as one of the drivers of sustainable economic growth.

A team of university analysts conducted a study within the framework of the Mamandygym-Bolashagym project in order to identify priority industries. The choice of priority industries was justified by getting into the top five leaders in terms of key socio-economic indicators. Based on the analysis of data and strategic documents regulating the further development of the region, the following industries were recommended: chemical and petrochemical industry, tourism, education and pedagogy, transport and logistics complex, oil and gas production. At the first stage of work on the project, the first 3 industries were investigated.

During the foresight study, quantitative and qualitative measurements were carried out among more than 700 respondents, 8 educational programs were analyzed, 79 industry experts were involved in the foresight session, 41 key trends were identified and 39 new professions were justified.

In addition, a professional diagnosis of the preferences and professional inclinations of school students was carried out according to a single standard based on the scientific methodology of J. Holland based on the platform EduNavigator.kz. 13 863 licenses have been granted and the same number of students are undergoing professional diagnostic testing.

Activities to promote initiatives in terms of advanced staffing are being updated in the light of the instruction of the Head of State Kassym-Jomart Tokayev, announced at a meeting of the Mazhilis of the Parliament on November 16 2022 on the opening of branches of reputable leading foreign universities in the country and an investment agreement on the project Creation of a center for the production of renewable energy and "Green" hydrogen in the Mangystau region by the Republic of Kazakhstan and the "Hyrasia One" company dated October 27, 2022. Currently, within the framework of this Agreement, Yessenov University and German universities have begun work on joint training of specialists for the new production. It is planned to allocate joint educational grants for students.

During a working visit to the Mangystau region on November 7, 2022, Kassym-Jomart Tokayev noted that special attention should be paid to the training of professional personnel in demand in the region: "I must say that grants for training for local youth, a shortage of specialists, and ultimately the development of the whole region are all closely related problems." At the same time, the Head of State noted the priority of creating conditions and incentives for talented and active youth to realize their potential.

In connection with the above, we believe that the regional standard of advanced staffing will become a high-quality platform for effective activities to coordinate government orders, regulate regional imbalances, organize career guidance, update the content of educational programs at the level of higher education and (TVO) technical and vocational education. Of course, it will serve as a basis for improving the quality of human capital with competencies corresponding to the future target model of the domestic and global labor market.

Results

The use of Foresight social technology in creating a map of advanced staffing in the region implies a common agreement among all project participants on joint actions to achieve the desired future. In this context, the opinion of the region's population about the future of the

regional labor market, their attitude to professional self-realization, assessment of personal professional qualifications, understanding of the priority agenda and strategic vector of the region's development and determining their place in the ongoing processes is of great interest and special value for the study. After all, the image of the future of any territory depends both on the current political and economic agenda, and on those expectations and forecasts that are realized and articulated in the public consciousness.

A total of 394 residents of the region took part in the survey. A representative sample was used for the study, taking into account their uniform age and gender representation.

An important indicator of the quality of life and social well-being of the population is the amount of income, employment status and migration sentiment.

The data obtained indicate that the majority of respondents 66,7% have incomes in excess of 60 thousand to 200 thousand tenge per month, from 200 thousand to 500 thousand tenge - every third (28,2%) resident of the region and 5,1% earn over 500 thousand tenge.

By socio-professional affiliation, 51,1%, more than half of the respondents, are persons working under an employment contract in public, large industrial and private organizations, 37,7% are students (51,1%), 7% are businessmen and self-employed, 4% are unemployed.

Regarding migration sentiments, there is not very high activity among the population of the Mangystau region. Most of the respondents do not seek to leave the region (72,3%), only 4% plan to move, and about a quarter of the respondents, 23,3%, found it difficult to answer. Migration preferences of people planning to pursue a career outside the region were distributed almost evenly between other regions of Kazakhstan (52%) and countries of the near and far abroad (48%).

The results obtained are quite correlated with the data of the Bureau of National Statistics (BNS) and with the assessment of experts on the positive balance of migration in the region.

According to the indicator of satisfaction with education and profession, the surveyed Mangystau residents demonstrate high social optimism: 85,4% are quite satisfied, 14,1% are not satisfied (Figure 1).
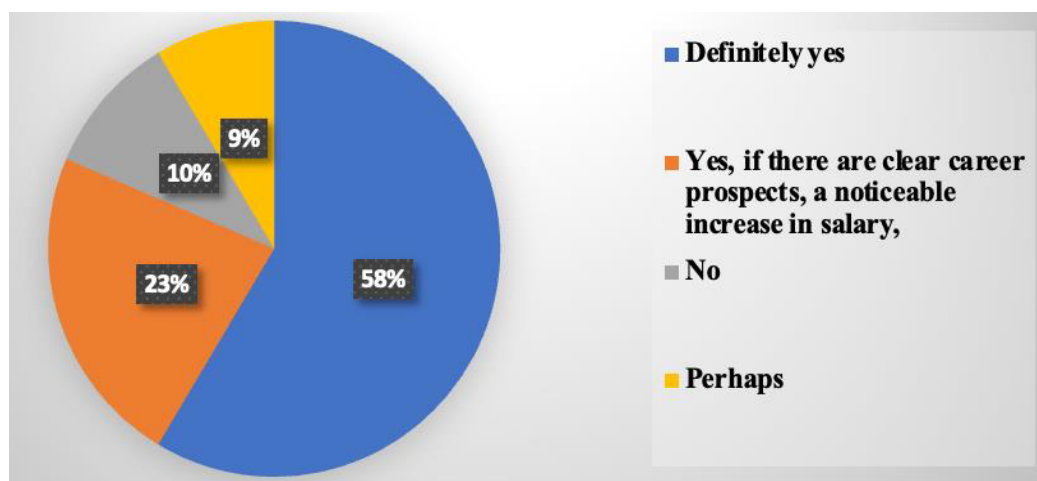

Fig. 1 Are you ready to undergo additional training in order to master new and sought-after professions? (%)

The prevailing number of respondents (57,3%) are ready to undergo additional training in order to master new and sought-after professions, about a quarter of respondents will consider, if career prospects are clear, a noticeable increase in salary, 13,3% gave an ambiguous answer "Maybe" and 2,3% do not see the need for retraining (Figure 2).
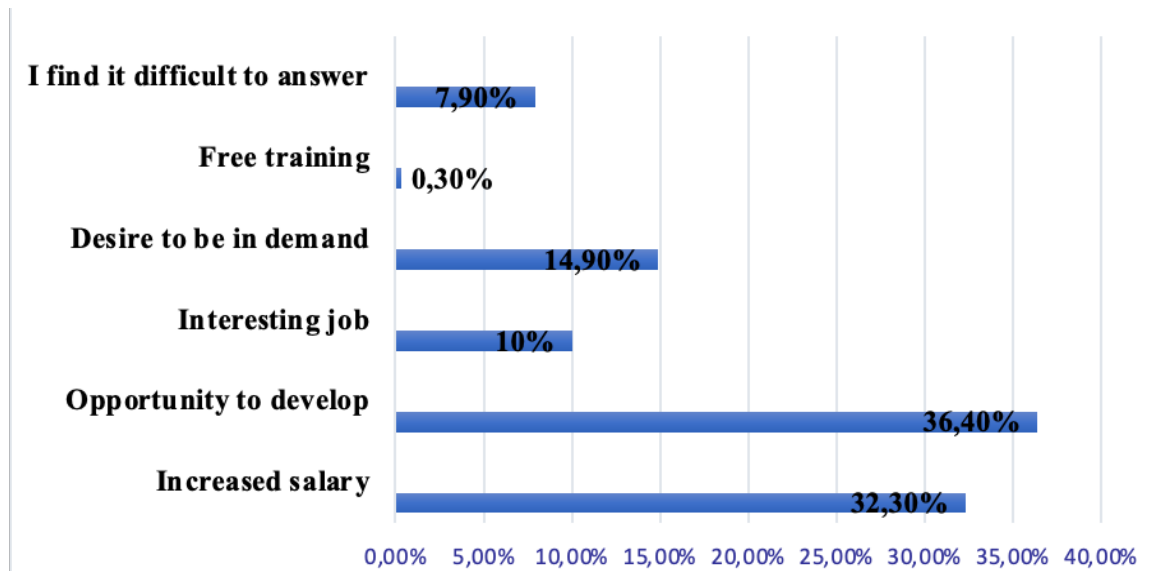

Fig. 2 Under what conditions would you agree to learn a new profession? (%)

When choosing a profession for the future, 34.6% of respondents consider the opportunity for self-development important, 24.9% – demand and interesting work, 32.3% of respondents will focus on high wages, 0.3% – free training (Figure 3).
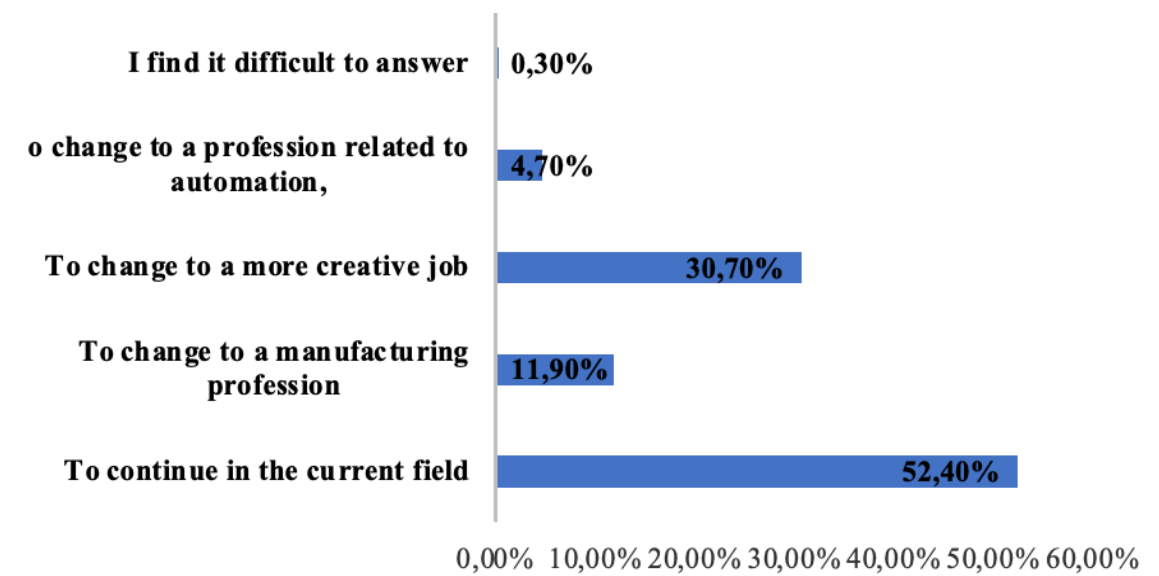

Fig. 3 In what field are you ready to learn a new profession? (%)

During the study, the respondents' priority preferences in choosing new professions were determined. More than half of the respondents (52,4%) reported that they would not change their profession, but planned to learn new skills in their field of activity. More than a third (30,7%) of the respondents plan to master a more creative specialty. Almost one in five is going to study industrial specialties or professions related to automation (16,6%).

The work carried out showed the willingness of the prevailing part of the region's population to changes in the labor market, which requires greater mobility, high professional qualifications and social competencies from applicants. The idea that education becomes a continuous process throughout life is accepted by the working population as a necessary given for successful professional self-realization. The results of the survey also showed that in the ranking of priority preferences in choosing a profession and employment, demand, creativity and the possibility of self-development are in the first position for citizens.

A key role in the implementation of the tasks of the Atlas of New Professions is assigned to teaching staff. The challenges of the modern labor market determine the expansion of traditional pedagogical competencies, including through the development of related professional activities. After all, education in a new format, especially for students of universities and colleges, is becoming more and more subject-oriented and practice-oriented. In this regard, the opinion of employees of educational institutions of the region on identifying the main priorities of staffing and localization of new professions in the education system of the region is of particular interest, since their position and vision determine the speed and quality of implementation of the designated regional project.

To this end, a survey was conducted among educational workers, which was attended by 256 representatives of organizations of secondary, technical and vocational, higher and postgraduate education.

An analysis of the opinions of education workers in the Mangystau region showed that the prevailing number of respondents consider it necessary to modernize general and vocational education, form a system of continuous updating by working citizens of their professional knowledge and acquire new professional skills, including mastering competencies in the field of digital economy (Figure 4).
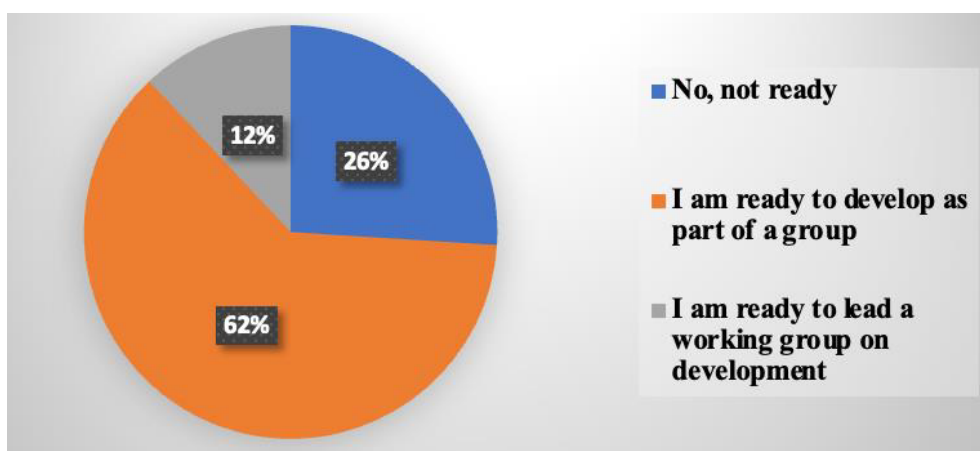

Fig. 4 Are you ready to participate in the development of new courses/professions? (%)

Thus, the teaching staff of the region are ready to support and take an effective part in the introduction of the Atlas of new professions into the educational practice of the region. In total, the sum of positive ratings was 73%, 61% expressed willingness to coordinate and implement new directions, 12% of teachers agree to work in the development of new educational programs as part of working groups. The position of disagreement was expressed by 27% of respondents in the Mangystau region due to the current high workload. During the research, a rating of the most promising professions was determined, according to regional specifics and challenges in the labor market. According to this indicator, the rating of preferred professions is arranged in the following sequence (Figure 4):
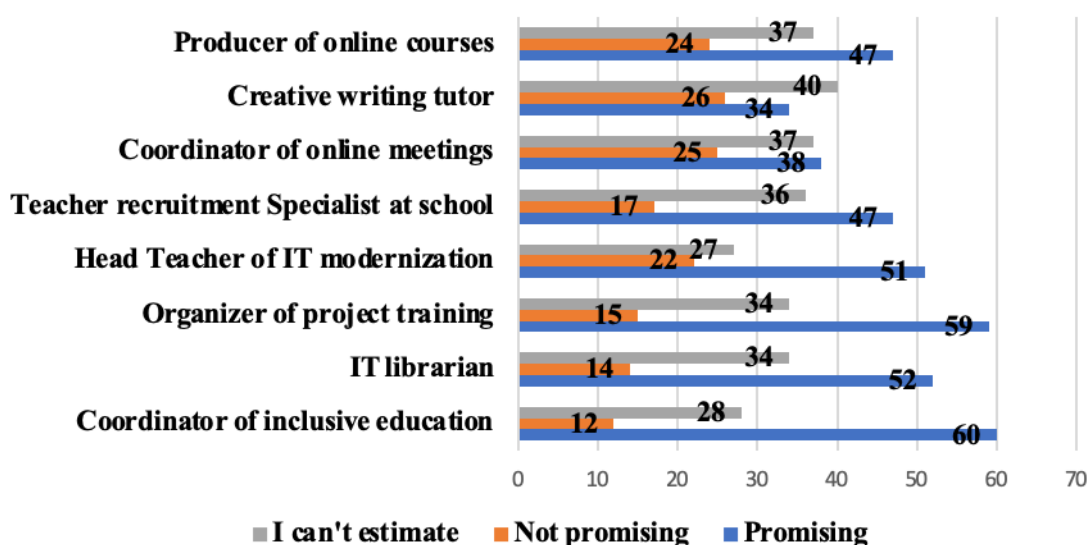

Fig. 5 Evaluate which professions in this block are promising for the Mangystau region (%)

First of all, the professional community of educational workers defines such professions as "Coordinator of inclusive education" (60%); "Organizer of project training" (59%), "IT librarian" (52%) and "Head Teacher of IT modernization" (51%) as the most in demand.

The second place in the ranking is occupied by professions that, according to respondents, are the least promising: "Creative writing tutor" (26%), "Coordinator of online meetings" (25%), "Producer of online courses" (24%).

It should be noted that these same specialties cause certain difficulties for the survey participants in assessing their prospects in the ranking of professional preferences in the region. We believe that this indicator does not imply a complete rejection of professions, but indicates the lowest priority for primary implementation and the need for more careful study for further inclusion in the educational program.

Mangystau teachers consider it necessary to develop and introduce new professions for the following reasons: to receive new grants (41.3%), to increase the influx of new students and students (29.8%), to develop pedagogical technologies and skills (53.3%), to increase the overall rating of the educational institution (NCE Atameken) (27.7%), for better interaction

with the business of the region (26.4%), to increase the demand for graduates by the business of the region (37.2%), to reduce the outflow of talented students from the region (30.2%), to increase the number of business contracts for the implementation of educational and research projects (24%).

Thus, the analytical work carried out to study the opinions of the pedagogical community on the Atlas of New Professions showed a high degree of readiness of representatives of Mangystau educational institutions to participate in the work on the formation and promotion of a map of regional personnel needs. A promising area of competence in education will be the use of digital tools, the development of technologies for the individualization and personalization of the learning process, etc. Proposals were made to immediately launch pilot projects for the most in-demand professions now using the "quick wins" model of change implementation.

The opinion of representatives of business structures in the region is of great interest in the context of the Atlas of New Professions. After all, one of the main tasks of Atlas is to increase the efficiency of using human capital in companies' business processes.

The survey was attended by 55 respondents representing the leading sectors of the region's economy, small and medium-sized businesses.

Business is the most important engine of social well—being and economic growth of any state and region, which allows creating jobs and introducing innovations for effective development. The development of domestic business is aimed at ensuring a liberal economic system of the Republic of Kazakhstan, the main pillar of which will be a strong entrepreneurial class and its personnel. It is known that in modern conditions of increased competition and the negative impact of the global financial crisis, business is undergoing certain difficulties in its development. According to the results of the study, despite the current and potential threats, business representatives of the Mangystau region demonstrated a high degree of confidence in the sustainable growth and prospects of their companies (80.4%) (Figure 6).
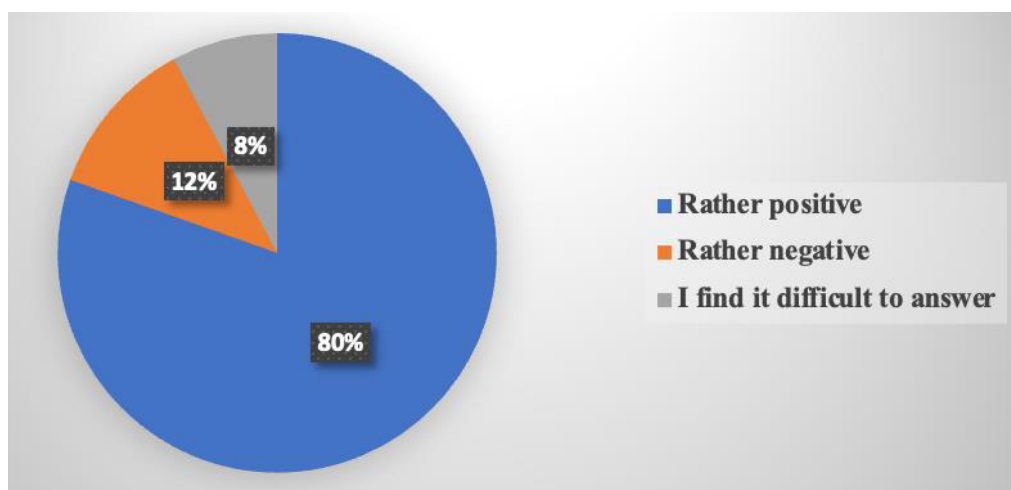

Fig. 6 You see the future of your company?

The prevailing number of respondents believe that modern changes bring new opportunities for their enterprises (68%), 26% note the predominance of risks and threats. According to

respondents, new opportunities are created by such factors as the opening of their own training centers at the enterprise to improve the skills and adaptation of their employees (44%), the use of digital tools for employee training (40%), the introduction of big data collection systems and the creation of digital counterparts of enterprises (42%). The main threat factors are the lag of the enterprise in the automation of production lines/equipment modernization (48%), the outflow of personnel from the region to other cities of the Republic of Kazakhstan (42%), the outflow of personnel abroad (40%).

The survey results show that the personnel issue is one of the most pressing problems in the region. After all, it is known that competent and qualified specialists are able to bring positive changes even in the most lagging sectors of the economy of any location.

In this context, of particular interest is the assessment of the business of the region about the possibility of the education system of the Mangystau region in meeting the staffing needs of enterprises in terms of the number and quality of specialists. Most of the respondents expressed confidence in the viability of local educational institutions in providing qualified personnel in terms of quality (60%) and quantity (51%) if necessary.

In order to improve the quality of training, business representatives confirmed their readiness to open training centers and provide industrial training for students at the workplaces of enterprises (35.4%), 12% noted their safe functioning in the structure, 31% of respondents do not yet see a special need to open such centers.

The survey revealed a rating of the most relevant trends affecting the activities of enterprises in the Mangystau region. Respondents were asked to assess the strength of the trend's influence on a 5-point scale, where "5" is the highest assessment of the severity of the component, "1" is the lowest (Table 1).

Tab. 1 Indicate the strength of the trend's influence on your company (%)

TRENDS	1	2	3	4	5
Digitalization of production	14,3%	21,4%	4,8%	23,8%	35,7%
Automation and robotization of processes	10,5%	20,0%	14,5%	27,5%	27,5%
New/increasing demands of employees	12,8%	17,9%	12,8%	25,6%	30,8%
Reduced availability of raw materials	20,5%	29,5%	13,2%	15,8%	21,1%
New requirements for environmental friendliness of production	26,3%	17,9%	20,9%	20,9%	14,0%

The rating of priority trends shows that digitalization of production has the greatest impact on the activities of enterprises (35.7%), the least – new requirements for environmental friendliness of production (26.3%).

The fact that digital transformation is a key component of the overall business transformation strategy is an obvious fact. Well-chosen technologies, combined with employee competencies,

processes and operations, allow organizations to quickly adapt to complex situations, seize promising opportunities, meet new and changing customer needs, stimulate growth and innovate – often in unexpected ways (Figure 7).
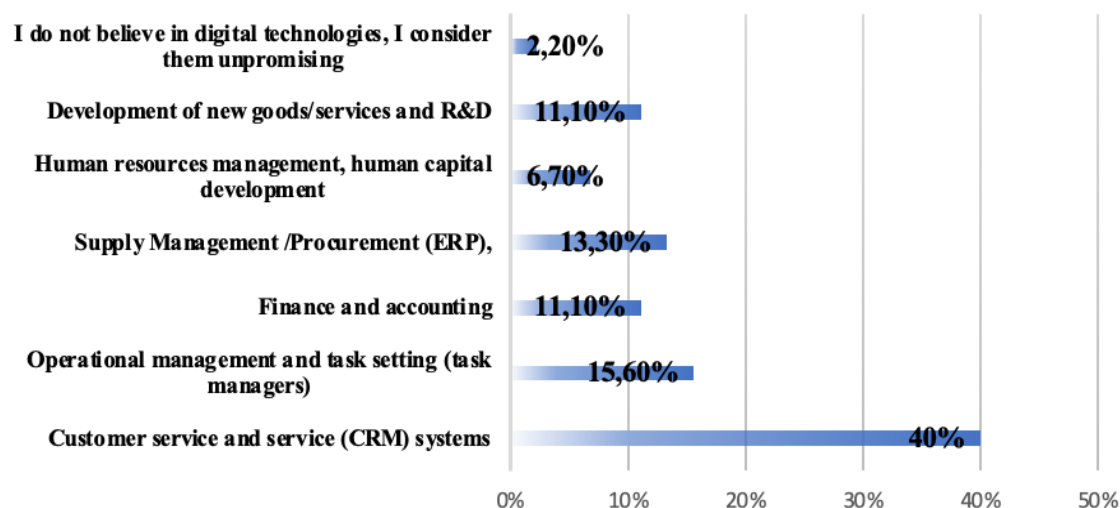

Fig. 7 If you believe in the success of digital technologies, which area of the company's activity do you consider necessary to modernize in the first place?

The survey showed that the vast majority of participants (68.8%) are already fully aware of the need to integrate into the digital environment. 14.6% of respondents expressed unequivocal willingness to invest in digital technologies, 37.5% consider investing funds provided there is a clear strategy and a guarantee of implementation. Half of the respondents have not yet decided on the feasibility of such investments (52%).

The ongoing transformation processes and the introduction of new technologies into the business structures of the region bring certain changes to the requirements for the skills and competencies of specialists. Of course, professional competence occupies a special place in the assessment of a certified specialist. However, practice shows that new technologies, social changes, and new working conditions require specialists to have qualities far beyond the scope of professional training – supra-professional competencies. They allow you to better adapt to constant changes in the profession, work better in a team, show creativity and originality in solving business and narrowly professional tasks, have broad awareness in various fields of activity, and have a high level of intercultural communication for a successful career in a globalized environment. After all, every competent manager expects employees to take a non-standard approach to solving tasks, creativity and much more.

Which supra-professional competencies are in demand for business representatives of the Mangystau region? (Figure 8).
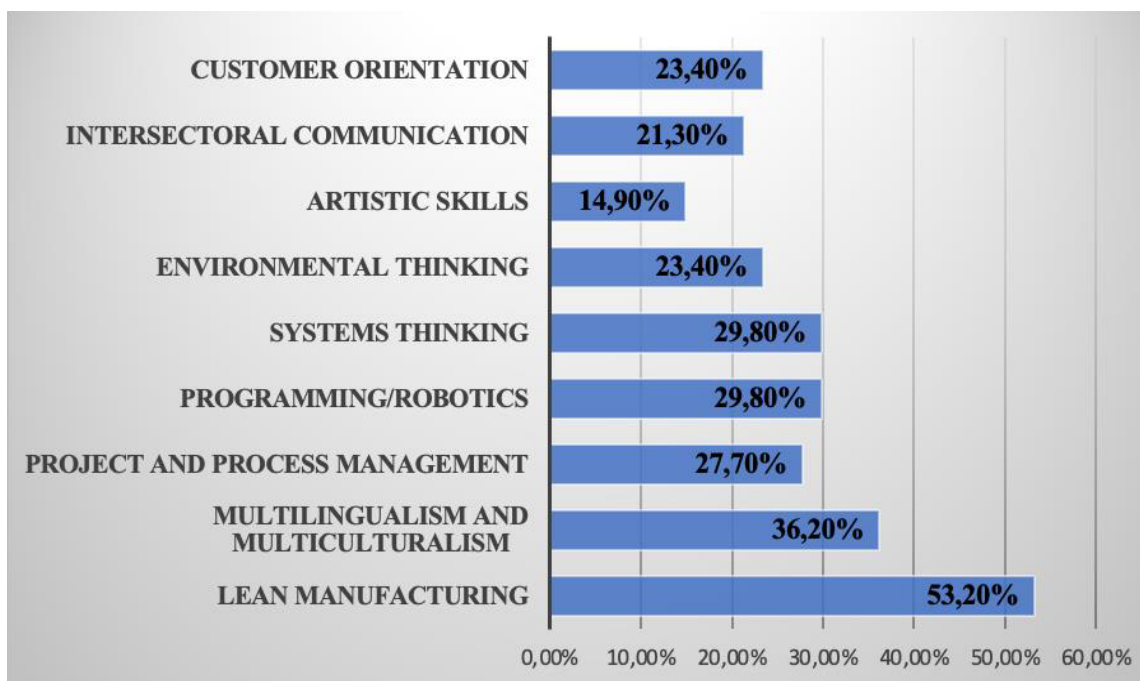
The survey allows us to state that the most relevant supra-professional competencies in the labor market are lean manufacturing (53,2%), multilingualism and multiculturalism (36,2%), skills in programming and robotics (29,8%).

Conclusion

In general, the analysis showed that the scale and ambition of the new agenda requires the activation of partnership between business and educational institutions, the mobilization of available resources and the introduction of new initiatives for the successful implementation of the tasks of the Atlas of New Professions of the Mangystau region.

Firstly, the growing importance of sustainable development and the transition to a "green" economy requires the training of specialists in the field of renewable energy sources, environmental management and waste disposal technologies. An important component is the development of competencies in the field of digital technologies, including IT, artificial intelligence and cybersecurity, which opens up new opportunities for innovative projects and startups.

Secondly, the regional features of the Mangystau region, such as rich natural resources and favorable geographical location, determine the need for highly qualified personnel in the field of mining and processing of minerals, logistics and transport. At the same time, the growing interest in tourism and the cultural heritage of the region creates a demand for specialists in the field of tourism, hospitality and cultural management.

Thirdly, education and health care remain key sectors that require constant development and modernization. The introduction of new educational programs that meet the requirements

of the future labor market and the strengthening of the health care system are priorities for ensuring social well-being and sustainable development of the region.

The public opinion revealed during the study highlights the importance of active interaction between government, business and educational institutions. The scale and ambition of the new agenda require the intensification of partnership between business and educational institutions, the mobilization of available resources and the introduction of new initiatives for the successful implementation of the tasks of the Atlas of New Professions of the Mangystau region. This includes the development and implementation of joint educational programs, internships and trainings, as well as support for innovative projects and entrepreneurship.

For a successful transition to new professional standards, it is necessary to create a favorable environment that stimulates the development of creativity and innovation. This is possible through investments in infrastructure, support for startups and small businesses, as well as the creation of a network of incubators and technology parks. It is also important to ensure access to modern technologies and training methods, which will allow training specialists who meet the requirements of the digital economy.

Thus, the successful implementation of the tasks set by the Atlas of New Professions of the Mangystau region is possible only if there is an integrated approach and close interaction of all stakeholders. This will create a dynamic and sustainable economy in the region, ready for the challenges of the future and able to provide a high quality of life for its residents.

The contribution of the authors.

Mambetova A.I.: idea generation and formation; formulation and development of key goals and objectives, development of methodology and concept of the article; identification of source material.

Kossymbayeva S.I.: text writing; participation in the scientific design of the article; collection of information, analysis and interpretation of results; conducting content analysis of periodic sources; resource support of the study.

Abidin A.N.: critically reviewing the content of the article and approving the final version for publication; making valuable comments of intellectual content; taking responsibility for all aspects of the work, the integrity of all parts of the article and its final version.

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А.И. Мамбетова, Ш.И. Қосымбаева, Ә.Н. Абидин
Каспий технологиялар және инжиниринг университеті, Ақтау, Қазақстан

Қоғамдық пікір дискурсындағы Маңғыстау облысының болашақ мамандықтары

Аңдатпа. Бұл жұмыста Қазақстанның Маңғыстау облысындағы болашақтың перспективалы мамандықтары қоғамдық пікір призмасы арқылы қарастырылады. Облыс бірегей экономикалық, әлеуметтік және географиялық сипаттамаларға ие, бұл алдағы онжылдықтарда сұранысқа ие мамандықтардың қалыптасуына айтарлықтай әсер етеді. Талдау сараптамалық қорытындыларды, жергілікті тұрғындардың сауалнамаларын және еңбек нарығын зерттеуді қамтиды. Тұрақты дамуға, инновациялық технологияларға, жаңартылатын энергия көздеріне және цифрландыруға байланысты мамандықтарға баса назар аударылады. Экологиялық таза өндірістер мен цифрлық трансформацияның аймақ экономикасындағы рөліне көңіл бөлінеді. Жаңа экономика үшін білікті кадрлар даярлауды қамтамасыз ететін білім беру мен денсаулық сақтауды дамытуға ерекше мән беріледі. Зерттеу сонымен қатар қазіргі экономикалық шындық

мен жаһандық тенденциялар контексіндегі жергілікті халықтың әлеуметтік күтулері мен қалауларын зерттейді. Жиналған мәліметтер негізінде әртүрлі мамандықтарға деген сұраныс туралы болжамдар, сондай-ақ оқу орындары мен жергілікті өзін-өзі басқару органдарына ұсыныстар жасалады. Сонымен қатар, болашақта Маңғыстау облысының тұрақты және серпінді дамуын қамтамасыз ететін жаңа кәсіби стандарттарға сәтті көшу үшін үкіметтің, бизнестің және қоғамның белсенді өзара іс-қимылының қажеттілігін көрсетеді.

Түйін сөздер: жаңа құзыреттер, перспективалы кадрлық қамтамасыз ету, жаңа кәсіптер атласы, форсайт, еңбек нарығы, басым салалар, өңірлік стандарт.

А.И. Мамбетова, Ш.И. Косымбаева, А.Н. Абидин
Каспийский университет технологий и инжиниринга Ш. Есенова, Актау, Казахстан

Профессии будущего Мангистауской области в дискурсе общественного мнения

Аннотация. В данной статье рассматриваются перспективные профессии будущего в Мангистауской области Казахстана через призму общественного мнения. Регион обладает уникальными экономическими, социальными и географическими характеристиками, которые окажут существенное влияние на формирование востребованных профессий в ближайшие десятилетия. Анализ включает в себя мнения экспертов, опросы местного населения и исследования рынка труда. Основное внимание уделяется профессиям, связанным с устойчивым развитием, инновационными технологиями, возобновляемыми источниками энергии и цифровизацией. Основное внимание уделяется роли экологически чистых производств и цифровой трансформации в экономике региона. Особое значение придается развитию образования и здравоохранения, которые обеспечивают подготовку квалифицированных кадров для новой экономики. В исследовании также рассматриваются социальные ожидания и предпочтения местного населения в контексте текущих экономических реалий и глобальных тенденций. На основе собранных данных составляются прогнозы о спросе на различные профессии, а также рекомендации для образовательных учреждений и органов местного самоуправления. Также подчеркивается необходимость активного взаимодействия между правительством, бизнесом и общественностью для успешного перехода на новые профессиональные стандарты, которые обеспечат устойчивое и динамичное развитие Мангистауской области в будущем.

Ключевые слова: новые компетенции, перспективное кадровое обеспечение, Атлас новых профессий, форсайт, рынок труда, приоритетные отрасли, региональный стандарт.

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Information about authors

Mambetova Altyn Ibragimovna – Candidate of Cultural Studies, Associate Professor of the Department «Assemblies of the Peoples of Kazakhstan» Sh.Yessenov Caspian state university of technology and engineering, str. 32, 130000, Aktau, Kazakhstan

Kossymbayeva Shynar Isabekovna – PhD candidate, professor assistant of Management Department, Sh.Yessenov Caspian state university of technology and engineering, 32 Microdistrict, 130000, Aktau, Kazakhstan

Abidin Abubakir Nadirkhozhauly – Master of Social Sciences, teacher of the Department «Assemblies of the Peoples of Kazakhstan», Sh.Yessenov Caspian state university of technology and engineering, 32 Microdistrict, 130000, Aktau, Kazakhstan

Авторлар туралы мәлімет

Мамбетова Алтын Ибрагимовна – мәдениеттану кандидаты, «ҚХА» кафедрасының қауымдастырылған профессоры, Ш. Есенов атындағы Каспий технологиялар және инжиниринг университеті, 32 шағын аудан, 130000, Ақтау, Қазақстан

Косымбаева Шынар Исабековна – докторант, «Менеджмент» кафедрасының профессор ассистенті, Ш. Есенов атындағы Каспий технологиялар және инжиниринг университеті, 32 шағын аудан, 130000, Ақтау, Қазақстан

Әбидин Әбубәкір Надирхожаұлы – Әлеуметтік ғылымдар магистрі, «ҚХА» кафедрасының оқытушысы, Ш. Есенов атындағы Каспий технологиялар және инжиниринг университеті, 32 шағын аудан, 130000, Ақтау, Қазақстан

Сведения об авторах

Мамбетова Алтын Ибрагимовна – кандидат культурологии, ассоциированный профессор кафедры «АНК», Каспийский университет технологий и инжиниринга им.Ш.Есенова, микрорайон 32, 130000, Актау, Казахстан.

Косымбаева Шынар Исабековна – докторант, ассистент профессора кафедры «Менеджмент», Каспийский университет технологий и инжиниринга им.Ш.Есенова, микрорайон 32, 130000, Актау, Казахстан.

Абидин Абубакир Надирхожаулы – магистр социальных наук, преподаватель кафедры «АНК», Каспийский университет технологий и инжиниринга им.Ш.Есенова, микрорайон 32, 130000, Актау, Казахстан.