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rystysadykova@mail.ru, a.s.bikenova@mail.ru, lyaila@list.ru, zubaira.zere.9@gmail.com**TRENDS IN THE DEVELOPMENT OF TOURISM
IN KAZAKHSTAN AT THE PRESENT STAGE**

Abstract. Despite the fact that lately a lot of attention has been paid to the development of tourism, the development programs of the industry and concepts are being adopted, master development plans are being defended - they improve the situation in the development of tourism in the country at a slow pace. There is a need to address such issues as visa formalities, the quality of accommodation, pricing of tourist routes, problems by location, transport infrastructure, lack of standards, poor quality training of professional personnel for the industry, etc. Today, enterprises providing accommodation services in Kazakhstan, providing opportunities to create direct jobs, pay little attention to the diversification of their services, when in the world practice places of residence have a significant additional income from the sale of additional services and goods that do not depend on the number of rooms.

Keywords: trends, tourism services, tourism, infrastructure, recreation.

INTRODUCTION

Worldwide, tourism shows high growth rates, contributes to a significant improvement in living conditions of the population and sustainable development of the country. Thanks to tourism, cash inflows to the country are increasing, new jobs are being created. In Kazakhstan, tourism is at the stage of its formation. The presence of rich natural resources, historical monuments and sights predict a confident future in conditions of high competition in the global tourist market. However, the difficulties arising at the present stage complicate the whole process of development. This article discusses the achievements of the Kazakhstani tourism industry according to the Travel & Tourism Competitiveness Index (The Travel & Tourism Competitiveness Index), and a statistical review of the development of tourism in the country is conducted. Along with the successes, the problems identified using qualitative methods of sociological research - in-depth interviews are cited. A series of in-depth interviews with top managers of tourism companies were carried out as part of the research project “Forming a Kazakhstan Country Brand in the Conditions of Innovative Development of the Country”, funded by the Ministry of Education and Science of the Republic of Kazakhstan. The survey respondents evaluated the tourist industry and made recommendations for its further development.

MAIN PART

Today, the aggregated nature of the tourist complex often leads to an underestimation of the contribution of tourism, both to national and regional economies. In reality, tourism is a kind of catalyst for economic growth in many industries and areas of activity. Moreover, tourism has an impact on the development of many other sectors of the economy, including the hotel industry, transport, communications, construction, agriculture, retail and wholesale trade, catering, banking and insurance, and others.

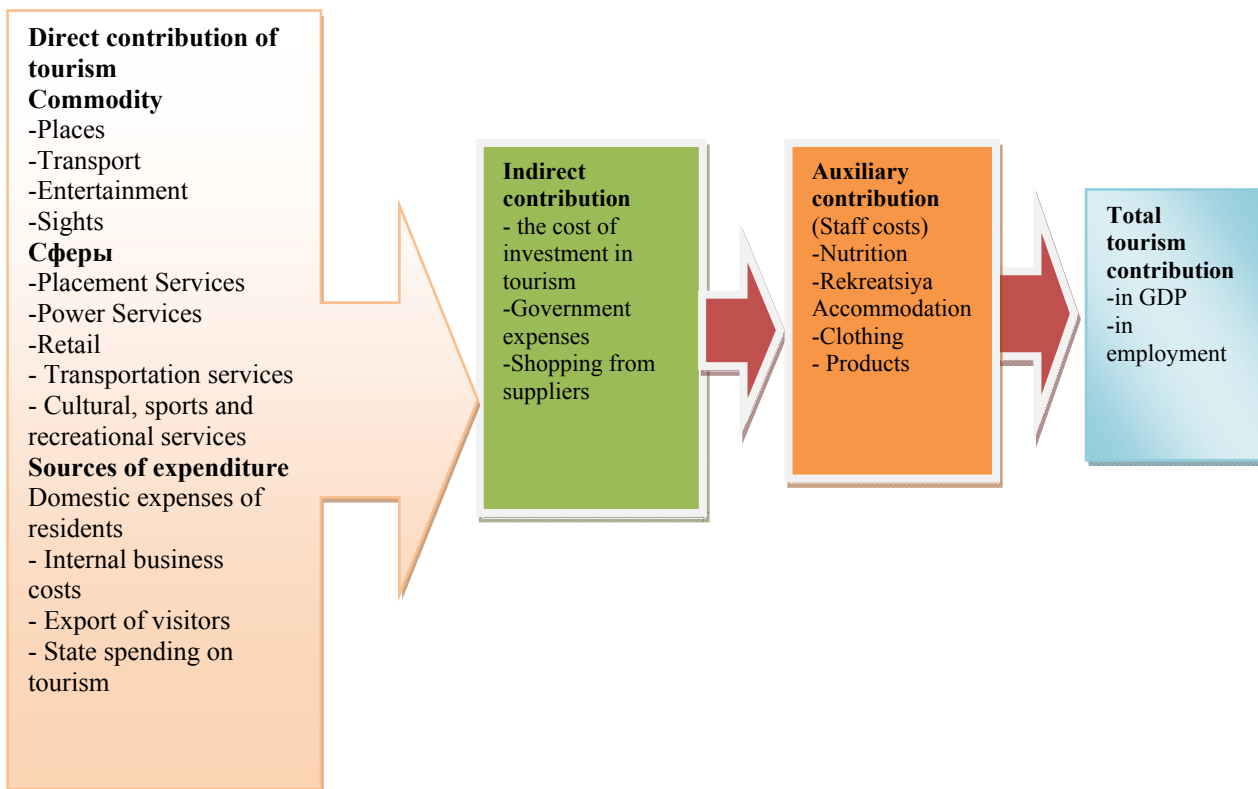
Tourism is a driver of economic development, job creation, a source of foreign exchange earnings - which have a positive effect on the country's balance of payments. Evaluation of the contribution of

tourism to the country's economy is one of the main indicators of its level of development and prospects. It should be noted that the assessment of the contribution of the tourism industry to the economy is quite complex due to its intersectoral nature, covering various industries. There are various methodologies for assessing the contribution of tourism to the economy, in particular, the intersectoral balance developed by V.V. Leontiev and the Keynes multiplier. The intersectoral balance analysis is the basis of tourism satellite accounts, developed in collaboration with the World Tourism Organization (UNWTO), the United Nations Statistics Division, the International Labor Organization (ILO), the Organization for Economic Cooperation and Development (OECD), Eurostat, the International Monetary Fund (IMF), The World Trade Organization (WTO).

Also used is the “Multiplicative Effect” by Brian Archer (B.Archer), which is based on the Keynes multiplier.

An analysis of the economic contribution assesses changes in economic activity in the region after certain actions. Many studies, in this field since the 1980s, measure the contribution of tourism to job creation and income in the country.

It should be noted that the tourism subsidiary accounts take into account only the direct contribution of tourism and do not take into account the indirect and auxiliary contributions of tourism to the economy. In this regard, the World Travel & Tourism Council annually analyzes the contribution of tourism to the economies of various countries, taking into account the indirect and auxiliary contribution of tourism. Direct, indirect and subsidiary contributions of tourism on the GDP and employment of the population is presented below:



Source: World Travel & Tourism Council (WTTC), Travel & Tourism: Economic impact 2015

Figure 1 - The contribution of tourism to the economy

1. The Law on Tourism Activities does not contain norms regarding the collection of statistical information and the creation of an information system that would allow timely provision of adequate information to meet specific information needs within the tourism industry and the corresponding development forecasting, timely determining the necessary needs in the industry.

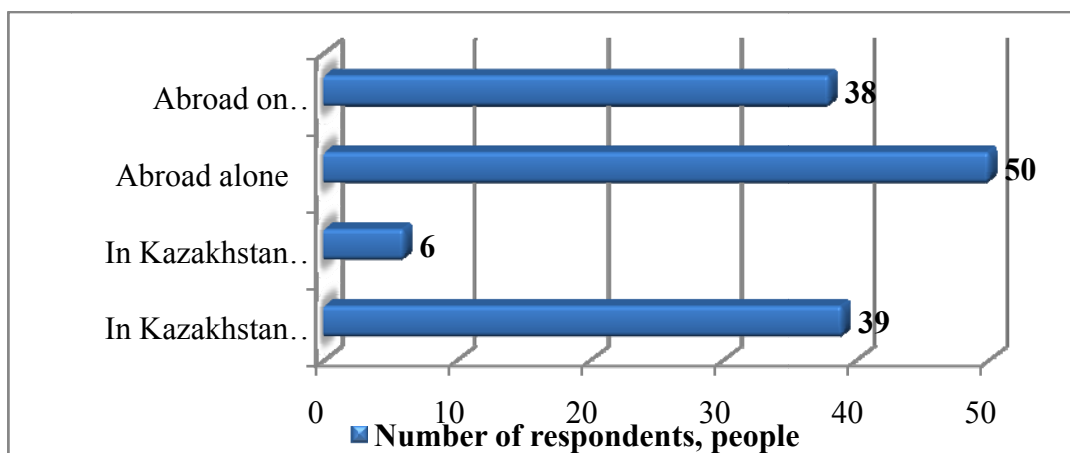
2. Integration processes will affect the emergence of a higher level of competition in the price and quality of tourist services offered.

3. However, one of the main problems that impede the formation of a high-quality competitive tourist environment in the EurAsEC conditions is unequal competitive conditions and price dumping by "illegal companies", which displace its bona fide participants from the market. First of all, it is necessary to include tourist and transport companies from neighboring Kyrgyzstan and Uzbekistan among those. According to the tourist companies of Almaty, more than half of all foreign citizens who visit Almaty region annually for the purpose of tourism are served by Kyrgyz companies. The situation is similar in Zhambyl and South Kazakhstan regions, where buses with Kyrgyz and Uzbek numbers, accompanied by guides from neighboring countries, annually service dozens or even hundreds of tourist groups. It can be said unequivocally that Kazakhstani tour operators in the territory of Kazakhstan do not even have the same volume of tourist services that companies from neighboring Republics manage to serve. For a number of objective reasons, Kazakhstan's tour operators are simply unable to offer competitive prices, and neighbors, taking advantage of the weaknesses of the legislation of Kazakhstan, do not want to give a profitable niche. Accordingly, all profits from such activities are not taxed and goes to neighboring countries, and tourists are not counted in official statistics. In such conditions, tourists no one guarantees a high level of quality of service and even security during the trip. Often, the image of Kazakhstan as a tourist destination is entrusted to unqualified foreign drivers and guides who are very poorly oriented along the route and do not have reliable and objective information about the excursion sites visited, which undoubtedly affects the general perception and subsequent advertising of the local tourist potential after returning tourists to their country of residence. How important is the factor of avoiding a negative degree of perception of a tourist from the service received, according to research by the international management institute in Switzerland, which showed that 4 out of 100 dissatisfied people can take three times more potential customers than 96 remaining ones can lead to. Without exaggeration, a small percentage of positive, and a high percentage of negative reviews among those already visited the southern regions of the Republic of Kazakhstan, inhibits the growth rate of arrivals from year to year.

4. At the same time, bona fide companies that invest in the tourist industry of the region, invest in raising the qualifications of their personnel, receive all the necessary permits for work in advance, are not able to compete with cheaper neighbors and, accordingly, "drop out" of the tourist industry of the region.

The main international hotel operators are located in the cities of Almaty and Astana, representing 31% and 38% of the market of all international networks of operators in the Republic of Kazakhstan. At the same time, there is a penetration of international operators in the regions of Kazakhstan, in particular, there are currently hotels in Atyrau, Burabai, Aktau, Aktobe, Ust-Kamenogorsk and Shymkent. To date, there are 19 hotels in the country represented by ten major international hotel operators with a number of 3,491 rooms.

We conducted a survey "How do you prefer to relax during the holidays / vacation?"



Source: online survey results

Figure 2 - Poll "How do you prefer to relax during the holidays / vacation?"

According to the online survey results, the majority of respondents (53.8%) prefer to relax abroad and independently. Further, 41.9% of the interviewed people prefer independent rest in Kazakhstan, 40.9% prefer to rest abroad by package, and only 6.5% prefer recreation in Kazakhstan by package. The analysis of the survey once again shows that the development of technology significantly affects the organization of leisure for tourists, since the cost of a self-organized tour will be cheaper than buying ready-made trips.

Regarding the presentation of varieties of national cuisines and international restaurant chains, the main background here contributes to the improvement of the tourist attractiveness of Kazakhstan. At the Kazakhstan market there are restaurants and cuisines of almost all concepts, it can be noted that most of them are at the places of food of Eastern and European cuisine. In Astana and Almaty, almost all cuisines are represented, from the very common European to the Asian. Food places that provide the concept of assorted, i.e. the concept of providing customers with a choice of dishes from several different cuisines at once. However, tourist areas with halal, vegetarian food and local cuisine are not developed in the regions.

In the place of accommodation, according to the authors, in addition to the sale of rooms, it is necessary to develop additional services such as souvenir shops, the organization of conferences, celebrations, weddings, spa services; in resort hotels like horse riding, excursions, renting places to others for additional services.

Creation of a new transformational program of the Kazakhstan Silk Road along the "Western China - Western Europe" road with a new strategy, policy, common standards and a single "rule game". Each region acts as a part of the program, making up its tourist routes (2-5 days) and passing along the chain to the neighboring area. Thus, for example, the Kazakhstan Silk Road, as a single tourist route lasting 10-15 days, covers from Mangystau to Almaty Oblast, developing all regions along the Western Europe-Western China road across Kazakhstan. The development of the Silk Road program along such a route will contribute to the development of other regions, opening the unknown, but described in the history of the "steppe and fur" Silk Road.

The development of MICE and business tourism in the cities of Almaty and Astana. Having a favorable geo-political and economic position, as well as the necessary infrastructure for holding international professional events, Kazakhstan does not fully use its potential to attract business tourists.

CONCLUSION

More and more tourist destinations appear on the world map of tourism, and each of them strives to attract tourists to itself. Tourist destinations, like any other goods in everyday life, face stiff competition. This situation forces destinations to clearly position themselves in the market. To differentiate yourself from competitors and stand out from the crowd, it is very important to create a certain image / brand that will be easily recognizable and will occupy a unique position in the market.

Without professional marketing of tourism and the development of a tourism brand, recognition is becoming harder. This is especially true for destinations, which for many tourists are still a white spot on the map. Tourism marketing is the responsibility of public authorities, and the marketing budget of almost all destinations is allocated by the state.

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ҚАЗІРГІ КЕЗЕҢДЕ ҚАЗАҚСТАНДА ТУРИЗМДІ ДАМУ ТЕНДЕНЦИЯЛАРЫ

Аннотация. Соңғы уақытта туризмді дамытуға көп көңіл бөлінгеніне қарамастан, саланың даму бағдарламалары мен тұжырымдамалары қабылданады, дамудың негізгі жоспарлары қорғалады - олар елдегі туризмді дамытудың жай-күйін жақсартады. Визаның формалдылығы, тұрғын үйдің сапасы, туристік маршруттар бағалары, орналасуы бойынша проблемалар, көлік инфрақұрылымы, стандарттардың болмауы, сала үшін кәсіби мамандардың сапалы дайындығы және т.б. сияқты мәселелерді шешу қажет. Бүгінде

әлемдік тәжірибеде тұрғылықты мекендерде қосымша қызметтерді және бөлмеге байланысты емес тауарлардың сатылуынан елеулі қосымша табыс болған кезде, Қазақстандағы тұру қызметтерін ұсынатын, тікелей жұмыс орындарын ашуға мүмкіндік беретін кәсіпорындар қызметтерін әртараптандыруға аз көңіл бөледі.

Түйін сөздер: үрдістер, туристік қызметтер, туризм индустриясы, инфрақұрылым, рекреация.

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ТЕНДЕНЦИИ РАЗВИТИЯ ТУРИЗМА В КАЗАХСТАНЕ НА СОВРЕМЕННОМ ЭТАПЕ

Аннотация. Несмотря на то, что в последнее время много внимания уделяется развитию туризма, принимаются программы развития отрасли, концепции, защищаются мастер-планы развития – ситуацию по развитию туризма в стране они улучшают медленными темпами. Назрела необходимость решения таких вопросов как визовые формальности, качество мест размещения, ценообразование турмаршрутов, проблемы по местам размещения, транспортная инфраструктура, отсутствие стандартов, низкого качества подготовка профессиональных кадров для отрасли, и т.д. На сегодняшний день предприятия предоставляющие услуги проживания в Казахстане, предоставляя возможности создания прямых рабочих мест, уделяют мало внимания на диверсификацию своих услуг, когда в мировой практики места проживания имеют существенный дополнительный доход от продажи дополнительных услуг и товаров, не зависящий от загрузки номерного фонда.

Ключевые слова: тенденции, туристские услуги, индустрия туризма, инфраструктура, рекреация

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