

TOURISM AND ITS ROLE IN THE ECONOMIC DEVELOPMENT OF KAZAKHSTAN

The Republic of Kazakhstan has objective prerequisites for a more active entry into the world tourism markets. The main tourist product of Kazakhstan is a variety of natural resources, historical and cultural heritage. Kazakhstan will have prospects for the development of tourism only when solving a complex of not only tourist-oriented, but also socio-economic problems of the population.

Key words: economy; Republic of Kazakhstan; tourism; socio-economic role.

Introduction. The tourism industry in the Republic of Kazakhstan at the state level is recognized as one of the priority sectors of the economy. The Republic becomes more attractive for businessmen, athletes, scientists, fans of extreme recreation, as well as for people interested in the history and present day of the countries located on the Great Silk Road. The main goal of tourism development in Kazakhstan is the formation of an environmentally and socially oriented, highly profitable and competitive tourism industry that can meet the needs of tourists in a variety of tourism services that generate income for the country and create new jobs, including in tourism-related sectors of the economy [1].

Main body. The global coronavirus pandemic has led to the largest global crisis affecting various sectors of the economy, including the tourism industry. According to the World Tourism Organization (UNWTO), 2020 was the worst year in history for global tourism, with international travel down 74 % from 2019. The pandemic has made its own adjustments to the fall in the share of tourism in GDP according to WTTC. If in 2019 this indicator was 3.8 %, then in 2020 it decreased to 1.6 %. With the easing of quarantine measures since the beginning of the year, the volume of services provided by accommodation places is returning to the pre-quarantine level [2].

In the global Travel and Tourism Development Index of the World Economic Forum–2021 (the composite ranking of the countries of the world on the Travel and Tourism Development Index is presented every two years), Kazakhstan ranks 66th out of 117 countries, up 14 positions compared to the previous index in 2019 (80th place). The top countries that lead this rating include countries such as Japan, USA, Spain, France, Germany. Above Kazakhstan were Georgia (44th place), Armenia (61st place) and Azerbaijan (63rd place), below — Mongolia (84th place), Kyrgyzstan (90th place), Tajikistan (92nd place). For individual sub-indices, the country's high potential in the overall ranking is noted. For example, in terms of price competitiveness, Kazakhstan ranks first. The high potential for tourism development in Kazakhstan is also reflected in the following ranking indicators: in terms of the labor market sub-index in the field of tourism, the country ranks 59th; in terms of cultural resources — 63rd; in terms of the number of UNESCO World Cultural Heritage sites — 42nd; in terms of seasonality of international arrivals — 26th place; by duration of stay of foreign tourists — 52nd place; by interest in cultural attractions — 37th place. In addition, positive dynamics is observed in such areas as "Prioritization of the tourism sector" (+15 positions, 68th place) "International openness" (+4 positions, 103rd place), "Natural resources" (+2 positions, 33rd place), "Infrastructure of tourist services" (+2 positions, 76th place). At the same time, there is a deterioration in such indicators as "Business environment" (–23 positions, 90th place), "Health and hygiene" (–4 positions, 33rd place) and "Safety" (–12 positions, 77th place) [2].

In Euromonitor International's sustainable tourism ranking, Kazakhstan ranked 62nd out of 99 countries. Rational and careful use of natural resources contributes to the development of almost all types of tourism in the republic. Today, skiing, resort and recreational, health-improving, medical, and ecological tourism are promising areas in Kazakhstan. At the same time, there are practically no ecologically safe places left in the country, not only for recreation, but also for living, since often people themselves bring the ecological environment to a critical state.

There are serious systemic problems in the sphere that need to be addressed at all levels of government. So, we can highlight the key shortcomings that hinder the development of inbound and domestic tourism in Kazakhstan:

- inflated prices for all types of transport, hotel and restaurant services. In addition, the high cost of transport services, primarily air tickets, increases the cost of the tourism product of Kazakhstan and, accordingly, reduces its competitiveness in the international market;

- weak state control of the tourism sector. After the abolition of licensing of travel agency activities, it becomes more difficult to control tourism activities, which leads to the spontaneity and uncontrollability of the activities of many travel agencies;

- low level of development of transport and hotel infrastructure, poor logistics, limited number of accommodation places. With this level of infrastructure development, prices are significantly inflated in order to get more profit from a minimum number of tourists;

- Lack of assortment and low quality of tourism products, insufficient level of tourist satisfaction, insufficient level of digitalization of tourism services

- weak research base for the study of tourism. There is no basis for complex forecasting, long-term planning, territorial organization of tourism;

- lack of professional personnel in the field of tourism. A small number of competent guides interested in promoting tourism in the country;
- imperfection of legislative and economic incentives for inbound and domestic tourism at the state and local levels;
- insufficiently qualified organization of tourist services, which creates a negative image, both for a specific tourist center and for the country as a whole;
- shortcomings in the policy of the state and local authorities to create a positive image as a country attractive for tourism;
- Lack of a comprehensive marketing strategy to promote domestic and inbound tourism.
- ensuring the safety of tourists in tourist facilities
- insufficient level of promotion of tourism potential at the regional and international levels, lack of regular international events in Kazakhstan, insufficient development of MICE tourism

Given the state and trends of the tourism industry in Kazakhstan, to solve problems, it is proposed:

- to strengthen the practical significance of the applied actions of specialized scientific structures that would deal with issues of integrated forecasting of the development and territorial organization of tourism, conduct work on the assessment of tourist and recreational resources, develop scientific principles for organizing tourism, including its individual types, and managing them;
- create conditions for recreation and, as a result, economic recovery due to the profitability of tourist facilities. This will ensure a steady growth in employment and incomes of the population, stimulating the development of industries related to tourism;
- develop a system of state regulation and support of tourism activities by improving legislation on the development of inbound and domestic tourism, simplifying registration procedures;
- to establish interaction between various ministries in the field of domestic tourism development, since the solution of this problem requires an integrated approach from the point of view of science, culture, education, health care;
- improve the quality of transport and hotel services in accordance with the requirements established by the technical regulation system;
- in order to widely promote and popularize tourism, widely cover information about travel companies on television, on the Internet, and in the media; create a single online magazine with complete information about the tourism services of each region. An active exchange of information will allow for the exchange of recommendations between travel agents.

At the moment, the Ministry of Culture and Sports has developed a new draft concept for the development of the tourism industry of the Republic of Kazakhstan until 2026 [3]. The concept provides that the tourism industry will develop in priority tourist areas with a competitive business, which is based on qualified workers offering attractive tourism products for both domestic, as well as for foreign tourists. The concept also covers the comprehensive development and improvement of the country's tourist destinations, including the development of transport infrastructure, the availability of road and sustainable urban transport, the development of air and rail links, the infrastructure of border checkpoints, water supply and sanitation.

It is proposed to develop tourism infrastructure — transport hubs, airports, railway stations, local roads, access roads to facilities located outside settlements, roadside services, sanitary facilities. When creating high-quality and authentic tourist products around tourist destinations, taking into account the natural, historical, cultural, ethnic diversity and gastronomy of Kazakhstan, the cultural and geographical map of the sacred objects of the country Sacred “Geography” will also be taken into account, the document says. When implementing the concept, emphasis will be placed on solving existing problems in the tourism industry. It is assumed that the state will participate in the implementation of investment projects in terms of allocating concessional financing for strategic documents, investment preferences when concluding investment contracts, resolving land, infrastructure and other problematic issues with government agencies. In turn, entrepreneurs, as part of the implementation of tourism industry projects in the territory natural areas will be able to qualify for preferential loans (subsidizing part of the remuneration rate by the Development Bank). Work will continue with anchor investors for the successful implementation of eco-tourism projects in national parks.

The draft concept also involves the introduction of the principle of investment planning. Thus, the work carried out in the regions on the inventory of tourist routes and the rating assessment of the development of tourist infrastructure will make it possible to identify needs for specific facilities and will become a source for the formation of reasonable and comprehensive proposals for investors aimed at further developing tourist destinations. According to forecast calculations, by 2026 the total coverage of entrepreneurs new measures will reach at least 2.5 thousand units. The document also provides for the development of regional tourism to attract private capital for the implementation of small, medium and large anchor investment projects. Such tourist destinations as Mangystau region, Turkestan region, Almaty mountain cluster and others will act as priority territories. registered at least 250 thousand foreign visitors who arrived in the country [3].

It is also planned to carry out work to improve the skills of workers in the tourism industries, conduct training events, trainings, internships, master classes, advanced training courses with the involvement of experienced local and international experts, including in an online format. Special programs will be developed and training events will be held for tourism business entities on the development of tourism products, including MICE tourism, quality

standards for tourism services, etc. Thus, by 2026, it is planned to ensure that at least 5.5 thousand people employed in the tourism sector are covered by competency development activities. It is assumed that the adoption of the concept will create the necessary conditions for the effective development of the domestic tourism industry and achieve the goal of 8.2 % share in the structure of GDP in 2026.

Conclusion. All these activities will contribute to the further development of both domestic and inbound tourism, which will ultimately lead to a significant increase in the attractiveness of the national tourism product and Kazakhstan's integration into the world tourism market. Creating an attractive domestic tourism product, rich in a variety of basic and additional services, should be an important task for the development of the Kazakhstani tourism market. The study of the main indicators of the tourism market shows that, despite a certain increase in the financial performance of tourism enterprises, the level of tourism development in the Republic of Kazakhstan is currently low.

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A. Amangeldi

Doctoral student of "L. N. Gumilyov Eurasian National University", Astana, Kazakhstan, Aig.amangeldi@gmail.com

SOCIO-ECONOMIC ROLE OF TOURISM IN THE ECONOMY OF KAZAKHSTAN

Abstract: tourism is one of the leading and most dynamic sectors of the economy. International experts consider modern tourism to be a branch of the world economy that does not know recessions. In many countries, tourism plays a significant role in generating gross domestic product, creating additional jobs and providing employment to the population, as well as activating the foreign trade balance. This article examines the socio-economic role of tourism in the national economy to Kazakhstan.

Key words: tourism; economy; Kazakhstan; state regulation; destination.

Introduction. Recently, tourism has become one of the most profitable businesses in the world. The importance of tourism as a source of foreign exchange earnings and expansion of international relations is constantly growing. The sale of raw materials depletes the country's energy resources, and the tourism industry runs on renewable resources. Tourism has a stronger multiplier effect than most other economic sectors. It directly or indirectly affects 32 sectors of the economy (these are travel agencies, all types of transport, hotel complexes, food systems, holiday homes, sanatoriums, national crafts, national parks, and much more). In addition, this is every ninth workplace in global production [1].

The importance of tourism for the socio-economic development of society is characterized by the following data: total expenditures on domestic and international tourism account for 12 % of the world's gross national product, and more than 1.5 billion rubles are recorded annually. domestic and international travel, which involves one third of the world's population. International tourism annually accounts for 7 % of total world exports and 25—30 % of world trade in services; international tourism has an annual growth rate of 4.0 %, and in the future it will become the world's leading export industry.

The development of the tourism industry is due to a number of factors:

- 1) availability of tourist and recreational resources in any country;
- 2) development of all enterprises and industries directly or indirectly related to tourism;
- 3) attracting foreign currency from abroad, while developing inbound tourism;
- 4) making a profit at low cost;
- 5) no costs for the acquisition of primary factors of production;
- 6) development of small and medium-sized businesses that provide jobs to the population;
- 7) increase in the service sector;
- 8) formation of the country's image and visibility to the entire international community [2].

The main part. Kazakhstan is a huge country in the very center of Eurasia, where East and West have merged. The tourist routes of Kazakhstan are a unique nature that paradoxically combines full-flowing rivers, lakes with sultry deserts and singing sands, proud mountain peaks with divinely green oases, and an ancient culture dating back to ancient pagan times.

The tourism industry in the Republic of Kazakhstan is recognized at the state level as one of the priority sectors of the economy. Thus, in the implementation of the provisions of industrial and innovative development of