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# MODERN ASPECTS OF THE TOURIST INDUSTRY DEVELOPMENT PROBLEM IN KAZAKHSTAN

Abdimanat Zholdasbekov<sup>1</sup>

**Abstract:**

Kazakhstan land is rich with position of biological, climatic, cultural and natural variety, which promotes the tempestuous development of the tourist business. As it is well known, tourist business is a highly profitable branch to economic activity. Exactly so one of the priority direction of the economy in Kazakhstan is determined "tourist cluster". Its shaping means the development to tourist industry, making the tourist products and rendering the tourist services, which can compete on the world market.

*Key words:* tourist cluster, tourist industry, tourist competitiveness, innovations in tourism.

## INTRODUCTION

Present-day tourism is one of the most powerful economic power, which daily brings two milliard US dollars and annually covers nearly one milliard people. However tourism carries not only the phenomena of the global nature, but also contributes the essential contribution to national economy, stimulating the growth and development. The essential success obtained during the last decennial event tourism industry in provision firm and sound growing, in constant increasing standard and quality and in achievement more high level to competitiveness and innovations.

Kazakhstan with reception of independence has opened before itself greater prospects in development of the tourism. After all Kazakhstan has entered in UNWTO in 1993 as real member Worldwide Tourist Organizations. And at present reveals itself the enormous interest to tourism and in Kazakhstan, country, possessing a big tourist potential, but occupying small share 1,5% (Ovcharova 2008, 17) in world tourist flow. The interest in Kazakhstan to tourism is expressed, first of all, in the form of the legal provision by state of this sphere to activity.

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## MAIN TEXT

The tourism in Republic of Kazakhstan is a priority direction. The main purpose of the development of the tourism in Kazakhstan is a creation modern very effective and competitive of the tourist complex, on the basis of which it will be provided by a condition for development of further international cooperation in the field of tourism. Tourism is an enormous source of the arrival income in budget of the country. Tourism plays the important role in development of the economy of the country. The large number of the people, who visit country, stimulate the production to product and services.

The development of the tourism, but especially international, gave possibility to increase the influx of currency, renewing the budget, reduction of the unemployment, expansion market worker of the places, increasing income of population and level of living and, to prosperity and firm development of the Republic of Kazakhstan finally.

For development qualitative and high productive of the tourism necessary interest on the part of local executive organ, efforts of the business and society for making the tourist services, development of tourist infrastructures, as well as it is necessary to increase the list of the countries with simplified visa and registration system.

The history premises of the development of the tourism in Kazakhstan is a formation and development of the Great Silk Way, begin shaping, which pertains to the third millennium before our era.

It is necessary to improve some conditions of the registration of the tourist rest. So in particular, system of the reception gap for visit the zones, which have a status border, registration gap. By making the special division on registration gap. Hereinafter, follows to render concrete and reduce the territory, falling under determination "border zone", more so that such notions in the other country no. To solve a problem of transborder the route, it is possible to make the free tourist zone.

The accompanying problem, restraining development of the tourism, is an insufficient amount specialized personnel in the field of tourism. Planning skilled resource has important importance in tourism, so success to a considerable extent depends on quality of the personnel.

For decision of this problem in republic preparation specialist for tourist branch realize more than 30 high educational institutions on professions "Tourism" and "Service" (Poklonova 2007, 22). In purpose of formation level increasing in sphere of the tourism is produced development of the measures on introduction in high school quality certification of the tourist formation WTO - TedQual, undertaking scientifically - practical conference, ensuring the participation Kazakhstan in seminar-practical work WTO, undertaking master-classes and training with invitation leading expert of the world-level. Also, the joint-venture "School of the tourist business and industry hospitality" in Almaty and Schuchinsko-borovskoy resort area.

Emphases is to be made to the development of tourist complex and hotels, as a whole development of the hotel business on high level, as well as national kazakh kitchen.

## MEGA PROJECTS

At present time four mega-tourist project are realized in the republic. These projects are: "Zhana Ile" in Almatinskaya area, "Burabay" - in Akmolinskaya area, "Aktau-

City" and zones of the rest "Kenderli" - in Mangistauskaya area, which the main purpose is declared as a creation high effective and competitive tourist industry that will cause the creation of additional worker places and demand for professional prepared tourist personnel.

Today Kazakhstan must show itself with tourist attractiveness standpoint in order to react in time on situation in the world.

Amongst these four mega-tourist project, it is necessary to select "Kenderli" - on the strength of the following circumstance. First, creation locomotive developments tourist will become on Kaspjij beach resort prefer sea tourism. This is an extreme type, it attracts a following practically beside all category travelers. At the second, on base of the called on analysis, with provision for recommendation of the Worldwide Tourist Organization and available experience possible to select two base components of Kazakhstan tourproduct: cultural tourism on Silk Way (pilgrimage and traditional) and very closed to it eco-advantural tourism (the safari, rafting, ornithological, tracking, mountain climbing, hunting, fishing).

Today Kazakhstan has all premises for influx foreign and internal investment in tourist industry, shaping high level state- quotient partnership, assistance development quotient of the initiatives.

"Kazakhstan must work more on marketing, on advertisement in Europe, America, Asia and other countries. And then through ten years your countries can become one of the leading tourist having kept. Beside you such hospitable people, very smiling, opened, and this good feature has brushed against for tourism", - has noted on XVIII sessions to General assembly UNWTO Gael de La Port De Tiel, the president of tourist marketing company Global tourism interface (Kazakhstanskaya Pravda 2009).

From foregoing it is possible to note that for the most quick development of the tourism as branches of the economy (but high efficiency its particularly is graphically seen on experience Egypt or France), state it is necessary to build and repair the roads to all history and natural sightseeings of the republic, as well as provide their accessibility, avoidable all physical and bureaucratic obstacles to it. All rest capable to do people themselves, tourist companies and businessmen in order quotient initiatives. For instance, even objects playing business reasonable to carry a little farther from large populated points toward desirable development our boundless elbowroom to revive there corresponding to infrastructure. Also, in the Republic of Kazakhstan acts the order of the issue of the Kazakhstan visas to people foreign state safe in migration attitude. It is necessary to note that given circumstance not always promotes the growing inbound foreign people on territory RK. In this problem flexible policy state is necessary. For tourist, arriving to us in country, necessary to use the favorable terms of the customs formalities. The data of the measure necessary, since complex tourist formalities repulse the many foreign tourist from Kazakhstan.

The specific characteristic of the tourism industry: resource orientation in accommodation of tourist enterprise, seasonal and cycling character of the production: need of significant investment in social and productive infrastructure. These characteristics can change in condition different political, social-economic crises, however, as a whole they will play a leading role and be in constant position. For the best comprehension of the development of the tourism industry it is necessary to select positive and negative moments of the operation to these branches of the economy.

### Positive and negative moments of the development of the tourism in Republic of Kazakhstan

To positive moments of industry of the tourism refer:

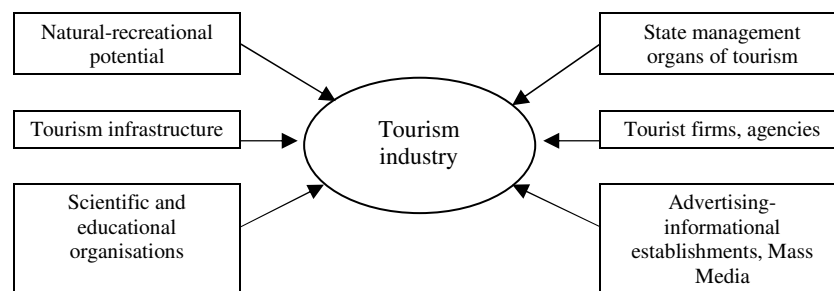
- a growing of the share of the arrivals from tourism in structure of GDP;
- a development of the social infrastructure of the region;
- an increasing number of occupied in the sphere of the tourism;
- an increase of competitions with the other branches of the economy;
- a growing educational and scientific potential of the region;
- a reduction of anthropogenic loads on agglomeration;
- quick self-sufficiency investment project.

To negative moments of the development is possible to refer:

- a surd distribution of income in structure of GDP;
- a stagnation of some branches of the production infrastructure;
- an economic dependency of the other spheres of the economy from the tourism industry;
- reduction of share of the personnel to high qualification of the technical profile, occupied in industry of the tourism;
- increase of anthropogenic loads on undeveloped natural territories.

Revealed positive and negative moments of the development to industry of the tourism present itself else unsettled positions, which will change, and be complemented on measure of the formation of the new sector our national economics. It is necessary to mention that positive and negative moments of the tourism industry are the only factors, which determine its place in economy and society. It is necessary to elaborate the structure of the tourism industry possible to present in the following type. (Figure 1.)

The main difference of the given structure is a natural-recreational potential and consolidation of adjacent on value elements. Natural-recreational potential can not change in space, stays in stanitsa variety condition. For Kazakhstan factor natural-recreational potential has no equal on and uniqueness. At the point of development of the economy of Kazakhstan when there is not significant facilities for embedding in the tourism industry, this factor can and must become the dominant element of its structure.

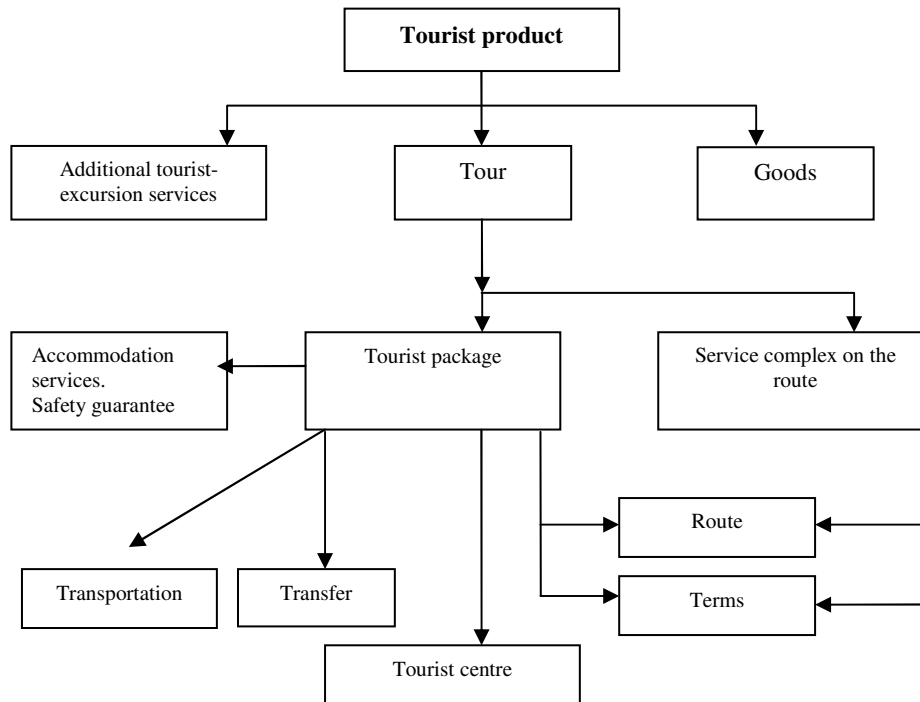


**Figure 1.** Structure of tourism industry of Kazakhstan

The adduction structure reflects the modern fission of the tourism industry and can be taken for base in shaping new tourist policy of Republic of Kazakhstan. Follows to note that in the years ahead in Kazakhstan will, building and planned at nearest five years tourist-recreational complexes and the centers, ski and spa resorts along Kazakhstan length of the Great Silk Way within the framework of international transport corridor along "West Europe - West China". The world trends of the development of the tourism are indicative of that that number of the visit cultural, history and natural places of visit, including resorts, annually grows. Kazakhstan disposes all term and possibility to become one of the significant segment of world tourist market. Our republic has a real possibility to occupy its niche on tourist market in Central-Asia region not only, but also on Asia-Pacific and European market. For this necessary, first of all, provide competitiveness Kazakhstan tour product that possible only within the framework of close-fitting regional interaction and realization united national tourist cluster.

### **Specifics to tourist industry of Republic of Kazakhstan**

On the strength of specifics tour- industry process reproduction of tour-product also ambiguous and built. Under term reproduction we process constant renewal anything in unchangeable, increasing or reducing scale, in contrast with previous length of time. Considering innovational nature of the modern development of the tourism in modern economy, we shall keep the schemes, taking into account difficulty and multifaceted process reproduction of tour-product, concluding in its interindustry relationship with the other branch of the economic complex of the region and in particularity of the process of the consumption and shaping of need (Figure 2). The tourist need for general economical plan form the interests a tourist. We have chosen six particularities of the tourist consumption and their influence upon reproduction of tour-product.



**Figure 2.** Tourist product structure

## CONCLUSION

Shaping of market economies in Kazakhstan have intensified the interest to development of the tourist branch. At present time conditions for operating with modern highly effective competitive tourist complex, providing broad opportunities for satisfaction of requirements of Kazakhstan and foreign people in varied tourist service.

After all, it is possible to consider tourism as a main way to fortification of the interaction between nationalities and also possible to define as one of the most important activity spheres of the modern economy targeted on satisfaction of the people's need and increasing quality to their lives.

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