

UDC: 338.481.1

**THE ROLE OF TOURISM IN THE DEVELOPMENT OF THE COUNTRY'S
ECONOMY**

Kazhmukhametova Kamila, Aitmaganbetov Beksultan

Tur162018@mail.ru

Students of Tourism, L.N. Gumilyov Eurasian National University,
Nur-Sultan, Kazakhstan

Supervisor – A.G. Khamitova

Tourism is the act of travelling of tourists to another country or area other than the place of the permanent residence, for pleasure or business. But this sphere effects on different sides of the countries, mainly on economy. That is why this article will be interesting to explore and study.

The article deals with such pressing issues as: how the tourism industry affects the economy of a country; what we need to do to improve it; as well as how tourism affects the economy of Kazakhstan.

Relevance of the work. Tourism has the greatest impact on the development of the country's economy. At the moment, the role of tourism in the world is constantly growing; this is due to the increasing impact of tourism on people's lives, as well as on the economy as a whole. Most of the services in tourism are implemented with the least losses. Tourism is increasingly affecting the world economy-all this is a distinctive feature of tourism. The relevance and special importance of the issue caused the increased interest of the scientific community, as well as individual researchers to the theoretical and practical foundations of the development of tourism. Therefore, tourism is relevant in the past and the present time.

Tourism in Kazakhstan is one of the strategic directions of economic development and an important indicator of the prosperity of people. Nowadays, tourism is a catalyst for the development of small businesses and improving the employment. The priorities in tourism and hospitality sphere have been oriented to appropriate regional clusters and stable development of tourism. As clusters are a part of cluster-related projects it is planned to develop local and regional tourism infrastructure.

The object of the study is the role of tourism industry in the economy of overseas countries as well as Kazakhstan.

The aim of the study is to know and research the influence of tourism on the country's economic system. To reach this aim, the following tasks have been set:

- to analyze the development of tourism in the countries, as well as in Kazakhstan by conducting a survey;

- to show what problems are associated with tourism in Kazakhstan and how to solve them.

Hypothesis: It is assumed that Kazakhstan needs highly developed infrastructure to attract tourists, especially, for population, who suffer from insufficiently improved inbound tourism.

Research methods are to make an extended provision of information from all sources and to use the modern method of questionnaire: a remote-Google survey. This survey will be conducted anonymously, at the same time remotely. The survey participants are not required to devote a lot of time to answer the questions.

The practical significance of the work is that the results of the study can be used in the Committee of Tourism Industry for future projects. It is possible that the results will be useful for those who are interested in bringing economic benefits to Kazakhstan and in promoting our tourism market.

Research materials are various sources: scientific articles published in journals, publications, abstracts of theses and dissertations, educational literature, electronic resources.

Practical value: Our article will be useful and valuable for readers, for students, for aspiring specialists and for teachers.

Nowadays, tourism is a powerful global industry. For rapid growth, it is recognized as the economic phenomenon of the XXI century. Tourism has a huge impact on such key sectors of the economy as transport, communications, construction, agriculture, that is, acts as a catalyst for socio-economic development [1].

The Ukrainian politician and statesman, Prime Minister of Ukraine since February 27, 2014 Arseniy Yatsenyuk said «it is not necessary to frighten the world with nuclear weapons, it is necessary to frighten it with economic growth» [2].

As we can see from his words modern tourism is a branch of the world economy that does not know the recession. High rates of its development, large amounts of foreign exchange earnings actively affect various sectors of the economy, which contributes to the formation of its own tourism industry [3].

According to the calculations of experts, in order to generate income equivalent to those given by one foreign tourist, it is necessary to export to the world market about 9 tons of coal, or 15 tons of oil, or 2 tons of high-grade wheat on average. At the same time, the sale of raw materials depletes the country's energy resources, and the tourism industry works on renewable resources [4].

According to Israeli researcher Erik Cohen, empirical studies in tourism economy are required as we are moving into a new and fast world. There are four main principles in tourism i.e. tourist that based upon his motivations, attitudes, role and reaction in response to other's actions, the ideas, thinking and relationship of the locals and tourist matters in this sector, the structure and infrastructure of tourism system is an important part that can help it to flourish, the better the system the better will be the outcomes and economic and social impact from tourism to visited destinations. Tourism is based on culture that helps this industry develop and become a helping hand to economy. More empirical study is needed to merge it with theory and provide world with more information about this sector in a systematic way [5].

The growing importance of tourism in the economic development of an increasing number of countries confirms the assumption that the share of international tourism revenues will grow in the coming decade. The increase in capital investment in tourism also demonstrates the economic importance of this area at the global level. 60% out of the total number of tourist trips in the world are trips connected with leisure, 30 % are business trips.

The classification of the world tourism organization identifies countries that are primarily suppliers of tourists, and countries that are primarily host. The countries-suppliers of tourists include: USA, Belgium, Denmark, Germany, Holland, New Zealand, Sweden, Canada, and England.

The host countries include: Australia, Italy, Switzerland, France, Cyprus, Greece, Mexico, Portugal, Spain, and Turkey. According to the number of arrivals and revenues from international tourism, the world tourism organization annually ranks the top ten countries.

«With the current economic uncertainty, tourism is one of the few sectors of the world's economy that is actively developing, stimulating economic progress in both developing and developed countries and, more importantly, creating much - needed jobs,» UNWTO Secretary-General Taleb Rifai said, opening the Global tourism economy forum confirming three positive effects on the economy of the state. They are:

- Providing foreign currency inflows has a positive impact on economic indicators such as balance of payments and total exports;

- The development of tourism helps increase employment. UNWTO and the world tourism and travel Council estimate that each job created in the tourism industry accounts for between 5 and 9 jobs created in other industries. Tourism directly or indirectly affects the development of 32 sectors of the economy;

- The development of the tourism industry contributes to the improvement of the country's infrastructure [6].

The positive impact of tourism on the state economy occurs only when tourism in the country is developing comprehensively. In other words, the economic efficiency of tourism implies that tourism in the country should develop in parallel and in conjunction with other sectors of the socio-economic complex.

The growth of tourism should occur mainly due to the emergence of new visited areas, as the traditional areas of the world tourism market have almost reached the limit of recreational capacity. In this regard, Kazakhstan has a unique opportunity to occupy a niche in the world tourism market. The concept of tourism development in the Republic of Kazakhstan involves the formation of a holistic state policy in the field of tourism, the creation of legal, organizational and economic foundations for the formation of a modern competitive tourism industry in Kazakhstan. In many countries, including Kazakhstan, tourism is one of the three leading sectors, it is developing quite rapidly and has a significant social and economic importance, as it:

- increases local income;
- creates new jobs;
- develops all industries related to the production of tourist services;
- develops social and industrial infrastructure in tourist centers;
- mobilizes the activity of the centers of folk crafts and cultural development;
- ensures the growth of living standards of the local population;
- increases foreign exchange earnings.

The concept of tourism development in the Republic of Kazakhstan involves the formation of a holistic state policy in the field of tourism, the creation of legal, organizational and economic foundations for the formation of a modern competitive tourism industry in Kazakhstan [4].

We are also concerned about tourism in Kazakhstan. It has several problems including:

1. Visa processing in Kazakhstan is more expensive than in other countries and takes a longer time;

2. Status of Kazakhstan is unfavorable abroad. In foreign media, there is mostly negative information about Kazakhstan (the Semipalatinsk nuclear test site, the fall of missiles with fuel, environmental problems of the Aral sea and the Caspian sea);

3. Language problems: hotels do not have employees who are fluent in English, there are no menus in English;

4. Defective roads;

5. Low level of service;

6. Poor infrastructure.

To solve the problems of inbound tourism in Kazakhstan it is necessary to:

- simplify the tourist formalities;

- cancel on-site registration in OVIR (Visa and Registration Department);

- establish signs and boards, in places of cultural and historical heritage including in English;
- collect materials from archives on historical places of Kazakhstan (facts, events, names of people), translate them into a foreign language; translate ballads and legends into a foreign language; create audio guides on sound carriers;
- create pointers in a foreign language, maps in the proposed locations of foreign tourists;
- strengthen the language training of staff;
- create a website about the tourist opportunities of Kazakhstan, which should reflect information about the country, climate, population, flora and fauna, national currency, visa regime, tourist routes, etc;
- create a single tourist information network on the territory of Kazakhstan in order to further integrate it with similar international networks;
- develop tours in Kazakhstan to attract experienced foreign companies in the development of tourism in the CIS countries;
- raise the level of service in places of international tours; acquaint the staff with foreign experience in the field of service;
- create advertising materials about Kazakhstan and show them in foreign media.

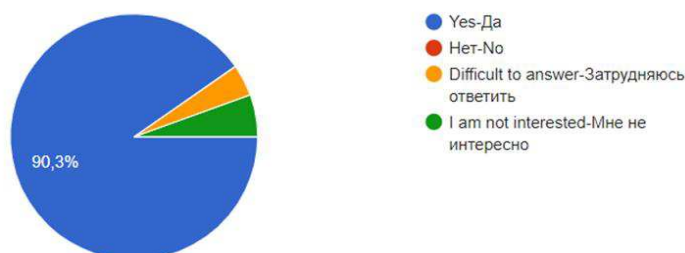
As a result, we can conclude that tourism is becoming one of the priority areas in the world economy, causing the development of individual industries and socio-economic development of entire countries. In some countries, the tourism industry forms a large part of the national wealth of the state. In addition, international tourism has a significant impact on world GDP (Gross Domestic Product). Thus, according to estimates of the World Tourism and Travel Council (WTTC), tourism is listed in the first five positions of total exports of 80% of the world, especially in Europe, the Middle East and the United States [7].

Tourism's economic benefits are touted by the industry for a variety of reasons. Claims of tourism's economic significance give the industry greater respect among the business community, public officials, and the public in general. This often translates into decisions or public policies that are favorable for tourism. Community support is important for tourism, as it is an activity that affects the entire community. Tourism businesses depend extensively on each other as well as on other businesses, government and residents of the local community. Economic benefits and costs of tourism reach virtually everyone in the region in one way or another. Economic impact analyses provide tangible estimates of these economic connection and a better understanding of the role and importance of tourism in a region's economy. In this case we can see that tourism effects worldwide, in particular Kazakhstan too.

We tried to involve most of the population to our research. We used a Google-survey on the Google platform on the internet. So the survey involved 201 respondents. The survey began on February 25 and ended on March 2, 2019 and was conducted among students, pupils, teachers, workers and pensioners. Most of the questions were answered by students - 41.7%, 23.6% - workers, 16.7% - teachers, 13.9% - pupils, and 4.2% - pensioners. In our work both genders were involved: female (65,3%) and male (34.7%). Age categories are different; starting from 16 to 65.

We have selected a few basic questions to prove our hypothesis. The main question is: Is it necessary to improve the infrastructure? The results are given in Picture 1:

201 ответа



Picture 1. Is it necessary to improve the infrastructure?

More than 90.3% of participants agree with the idea of improving the infrastructure. No one answered negatively. There were people who found it difficult to answer and there were those who are not interested in the problem. Indeed, we need high-quality roads. We think that there is a future of tourism in Kazakhstan. But what do respondents think? 72.2% think that there is a good perspective for the development of tourism in Kazakhstan. 5.6% answered «No». 12% of people found it difficult to answer; and 5.6% answered that they were not interested in the issue.

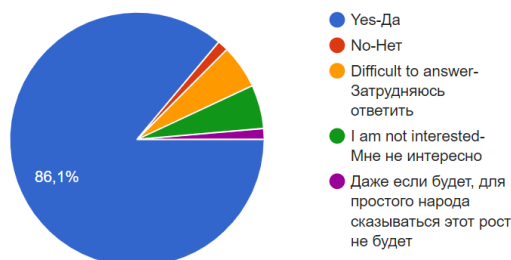
Are you interested in tourism? Many have answered this question affirmatively (83.3%). 8.3% answered that they were not interested in tourism. 8.3% found it difficult to answer.

When answering the question «Do you know what tourism is?» 94.4% answered that they knew it.

Our next question was: From what sources do you most often get advertising information about tourism? These are the answers we have got: 86.1% answered «Internet», 6.9% get the information from magazines and newspapers, 2.8% - from TV, 4.2% - from other sources.

Does tourism affect the country's economy? (Picture 2)

201 ответа

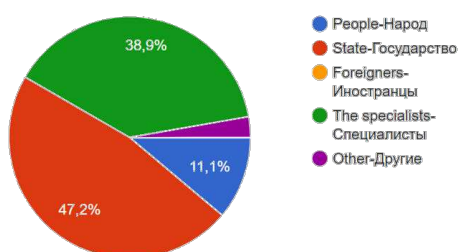


Picture 2. Does tourism affect the country's economy?

As we can see, 86.1% are sure that tourism affects the country's economy. 5 people answered negatively and 4 people were neutral. As well as one person answered differently. «Even if it does, for ordinary people this growth will not be felt.»

And the last major question was: Who should raise the tourism in Kazakhstan? It is a quite difficult question. But how did our participants respond? (Picture 3)

201 ответа



Picture 3. Who should raise the tourism in Kazakhstan?

47.2% of respondents believe that the state should be engaged in improving tourism in Kazakhstan. 38.9% think that the tourism development should be affected by specialists. 11.1% answered: «People». 2.8% answered: «Others.» But respondents do not think that foreigners should do this.

Analyzing the answers from the respondents, we have drawn the following conclusions:

1. In our survey, mostly young people responded. So young people are more interested in tourism.

2. Tourism really affects the economy of the country. We and 86.1% of people think so.

3. Specialists should raise tourism, but the state should sponsor it.

4. We proved our hypothesis about the necessity of developed infrastructure. 90,3% of participants answered affirmatively. That shows us how insufficient is the tourism market in our country. Every tourist has difficulties and wants improvements. Without improvements tourism cannot exist, moreover there will not be tourists from other countries and our country will have the lowest positions in the world.

In conclusion, taking into account everything mentioned in our final analysis we can say that:

1) Tourism has a lot of positive sides and influences on country's economy. Many of the countries occupy first positions only because of highly developed tourism sphere.

2) Kazakhstan is not worse than them. It has variety of opportunities and excellent conditions to develop tourism. Many of our participants agree within crucial relevance of a good infrastructure. So it would not be surprising to see popularity of our country among foreigners and tourists. Actions must be taken urgently within the cooperation of government and specialists in this sphere.

Literature

1. Туризм на современном этапе. Retrieved from: http://tourlib.net/books_tourism/artemova41.htm/

2. Афоризмы про экономику. Retrieved from: http://stuki-druki.com/aforizm_Ekonomika.php

3. Значение туризма в мировой экономике. Retrieved from: <https://moluch.ru/archive/109/26821>

4. Структура управления туристской отраслью в Республике Казахстан. Retrieved from: https://studbooks.net/694894/turizm/struktura_upravleniya_turistskoy_otraslyu_respublike_kazahstan

5. Role of Tourism in Economic Development. Retrieved from: <https://www.ukessays.com/dissertation/examples/tourism/the-role-of-tourism-in-economic-development.php>

6. Значение туризма в мировой экономике. Retrieved from: <https://moluch.ru/archive/109/26821>

7. Развитие въездного туризма в Республике Казахстан. Retrieved from: <https://articlekz.com/article/6083>