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COMPETITIVENESS OF TOURISM IN THE REPUBLIC OF KAZAKHSTAN: CURRENT TRENDS AND CHALLENGES

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Tourism has grown into a global industry, with hundreds of millions of people traveling internationally and domestically each year. Travelers now have a plethora of destinations to choose from, all of which must battle for attention in markets overloaded with messages from competing products and locations. The tourism sector has grown steadily in terms of revenue and number of visitors in recent decades, leaving broad economic, social, cultural, and environmental footprints in practically every area of the globe [Vechkinzova E.A.]. Income and wealth growth, improvements in transportation, changing lifestyles and consumer values, increased leisure time, international openness and globalization, immigration, special events, education, information and communication technologies, and destination marketing are all factors driving this growth.

The tourist industry in Kazakhstan is one of the world's most dynamically developing industries, however it is still developing at a slow pace. Citizens' limited material opportunities, poorly developed tourist infrastructure, and incompatibility of official and private sector interests are all stumbling blocks to Kazakhstan's tourism industry's development. One of the biggest impediments to the implementation of Sustainable Tourism Development (ST) concepts is a lack of or inefficient stakeholder participation, as well as uncertainty about how to effectively handle this problem.

The experience of other nations demonstrates that by developing new forms of economic integration between the state, the tourism industry, and the country's population, it is feasible to attain competitiveness in the global tourism market. [Daribekova A.S.] As a result, one of the priorities of Kazakhstan's state tourism policy is the establishment and creation of ideal conditions for the proper operation of tourist clusters. Despite the fact that Kazakhstan has a large territory with potentially interesting tourist zones, the country's tourism industry is still in its early stages of growth. It accounts for around 1.6 percent of the gross domestic output. The following are the key issues impeding the development of Kazakhstan's tourism industry:

- disagreement among tourist market participants;
- a poorly designed regulatory framework;
- insufficiently high prices for lodging with a sufficiently low degree of tourist infrastructure development.

The support of tourism at the state level is an essential requirement for resolving these issues and preserving the industry's long-term viability. The state's poor tax strategy has resulted in

inflated visitor accommodation charges. Locals have become less distinct as a result of globalization. Indistinguishable products can be found in every country thanks to global standards.

The dearth of distinctive products becomes a tourist difficulty if a person is traveling to learn or have an opportunity to explore the unusual and unique. Shopping malls all across the world, for example, tend to offer things that are similar to each other or same. Many vacationers also find hotels to be so homogenized that they forget about the country in which they are staying. The importance of localization cannot be overstated. As a result, travel companies and tourism boards must understand how to communicate with international visitors. [Vechkinzova E.A.] They should employ translation services and establish multilingual websites. Despite the fact that security is a major concern for the travel and tourist business, many industry executives have failed to address the issue. The bulk of tourism offices, as well as visitor and convention bureaus, have little or no involvement with police enforcement. Many police departments also lack officers who have been trained in tourism policing or security. It is critical that industry players collaborate to improve the security infrastructure for travelers.

There are numerous cases, in which tourists might be stolen or they became a victim of a fraud because they don't know the local language and so on. Next problem is the cost of vacation & inflation. One of the major challenges that the tourism industry faces is the fluctuations in currency exchange rates. Long-term tourist pricing is especially difficult to estimate due to the inability to determine the value of a currency, and the fallout from this monetary volatility is already affecting many tourism support systems. [Takhtaev R.Sh] The tourism industry is seasonal by nature and does not guarantee a consistent flow of revenue throughout the year, which can be problematic for the overall company model. Especially this moment because of the situations that are happening nowadays in the world.

Tourist infrastructure. The improvement of tourism framework encompasses a genuine effect on the competitiveness of visitor goals and the volume of visitor flows. According to the Measurements Committee of the Service of National Economy of the Republic of Kazakhstan, by the conclusion of 2019 in Kazakhstan there were 2095 inns, 84 occasion homes, 80 sanatoriums, 52 camps, 42 campsites and motels. 250 exhibition halls, 154 amusement parks, 101 cinemas, 65 theaters, 36 concert organizations, 18 zoos and 3 circuses offer visitors a social and amusement program. At the same time on 100 thousand. Guests to outbound tourism have around 3 galleries, 2 parks, 1 cinema, and theaters, zoos and circuses - less than one. Transport foundation has the taking after level of advancement: 35.3 km of thruways per 1000 km² of the nation, of which 30.5 km have a strong cover. And the objects of country or mountain tourism within the larger part are not given with high-quality get to roads. [Measurements Committee]

In 2019, Kazakhstan within the world index of competitiveness within the field of tourism out of 140 nations on the level of improvement of isolated regions of foundation involved 65th to 90th places. The level of improvement of traveler framework makes genuine challenges in drawing in tourists. Service. The moment noteworthy issue, concurring to experts, is the moo quality of traveler services. Even within the nearness of a well-developed visitor framework, which meets all worldwide prerequisites, the quality of administrations will lead to a negative evaluation of the exercises of the tourism industry as a whole. The issues of making strides the quality of administrations within the sector have to be tended to be comprehensively, beginning with the promoting advancement of traveler goals to supply person administrations to sightseers.

Specialists within the field think that, to begin with of all, the quality of benefit depends on the proficient preparing of staff.

Staff. Concurring to specialists, nowadays the traveler division of Kazakhstan is encountering a sharp deficiency of qualified personnel. With all the significance of the advancement of visitor goals, transport and social framework offices, natural assurance, the extension of the extend of administrations given and the fascination of clients, it is essential to keep in mind around the staff of the traveler industry. The benefit staff is the calling card of the tourism industry.

Hence, the determination, planning and viable administration of work force relate to the number of the foremost critical assignments of the company. In 2019, Kazakhstan took 57th put out of 140 countries within the world within the record of competitiveness within the field of tourism in terms of the level of advancement of human assets within the labor market. The reduction of the level of qualification of personnel is due to the low level of training of higher and secondary professional educational institutions, the separation of training programs from real needs. It should also be noted that out of graduates of colleges in 2019/20 academic year in all specialties only 71% received a qualification category, 61% were trained immediately after training, 12% will continue to study in universities and colleges, and 27%. Consequently, more than a quarter of college graduates will be able to find a job in the specialty only in that case, if the profession they received will be in demand in the labor market, and the level of their professional training will be relevant.

Forecast of branch development

Within the framework of the foresight session of the project "Development of labor skills and stimulation of workplaces" the Ministry of Labor and Social Protection of the Republic of Kazakhstan 72 industry experts tried to look forward to 10–15 years ahead of time and evaluate. During the three-day foresight session, representatives of the Committee of the Tourism Industry of the Republic of Kazakhstan, the Kazakhstan Tourist Association, regional tourism administrations and associations, educational institutions, as well as leading companies in the sector: Golden Caravan Tourist Center LLP, Khan Tengri International Climbing Camp, Rahat Palace Hotel and others. [Fomin. B. V.]

Participants of the foresight session were divided into 3 thematic groups:

1. Prospects for the development of travel agencies.
2. Prospects for the development of tourist destinations and tour operators.
3. Prospects for the development of activities to provide services for temporary living, nutrition and other related services.

For three days, experts have determined, under the influence of such trends and technologies, tourism will be developed in Kazakhstan, jointly designing the image of the future industry and identifying new demanding professions for the next 10-15 years.

Development of tourist destinations. Tourist destination is the most important element of the tourist business. Assuming that in the field of development of tourist destinations there will be a qualitative technological breakthrough, experts in the first place have a vision that the destination will gradually turn into a smart destination, for example, aspirations of the first time and the safety of tourists.

The value of a destination, as well as any other product or service, is measured by the extent of its innovative development. Innovation in tourism - this is a new direction, which is possible due to the introduction of new technologies to provide more quality services and significantly expand their range - for example, to offer tourists to make a virtual adventure as a milestone walk in the history of history. entertainment and recreation.

Marketing promotion of tourist destinations. Every year grows the number of companies that provide leisure services, accommodation and entertainment, as well as companies that are intermediaries between tourists and tourist destinations, and, consequently, raises competition for each tourist. Therefore, today, without the use of modern technological solutions for marketing services in the tourism market, no company will be able to withstand competition for potential tourists. And as the marketing promotion of the tourist product goes all the way to the online space, the potential of which it is impossible to even evaluate, then in the coming years, with the increased demand, there will be the use of specialists in the development of the supreme market.

Tourism can play an important role in the development of communities in rural areas. This empowers and engages host communities by recognizing the valuable contributions they make, allowing for community planning. The basis of volunteer tourism was developed initially based on the need to find alternative ways of developing tourism and, possibly, the direction of altruism inherent in one or another part of the tourism market. Volunteers can provide a resource to support

community projects that are not related to tourism and help communities to support other types of development.

To solve this problem and put service costs in line with average European rates, local tourist rents must be introduced in the Republic of Kazakhstan's subjects, charged from tourism firms, and other taxes must be restructured. The monies raised can be used to improve tourism infrastructure and recreational opportunities. The tourism sector must be able to take their future visitors on a trip before even getting there; for this, they must take advantage of the challenge that digitalization and creativity introduced. We must embark on a new “brand building” that allows us to improve our image and have a closer treatment for the customer through the screen before they arrive at their destination. After analyzing the current state of development of the tourism industry, it is possible to propose a number of state-sponsored measures aimed at improving and developing tourism activities in the Republic of Kazakhstan, the most important of which are:

- the development of the tourist services market's infrastructure;
- the improvement of the quality of tourism products and education in tourism;
- the improvement of the tourist services market's regulatory regulation mechanism;
- better training for workers in tourism industry - getting more investments for developing the tourism industry. [Fomin. B. V.]

To conclude, tourism support in Kazakhstan can be an ideal sector for the development of social entrepreneurship. A fundamentally different business model will enable public organizations to use social security budgets, instead of charitable donations. Expanded tourism practices would demonstrate its benefits and lead to increased awareness, increasing both the supply and demand for social tourism. At this stage, the question is what role the state should play in the development of social tourism. The government should work as an intermediary. There are organizations that are ready and able to develop tourism in Kazakhstan. Also, the government should develop a proper social tourism policy and different packages for different target groups. Government support and commitment to this process would be of great help and would enable tourism to move from a small-scale charitable initiative to a valuable social enterprise that meets today's socio-economic conditions.

Literature

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