

PROBLEMS AND PROSPECTS FOR THE DEVELOPMENT OF TOURISM IN KAZAKHSTAN

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Annotation: This article is devoted to the study of the development and problems of the tourism market in Kazakhstan. The main purpose of the study was to determine the prerequisites for the development of tourism in Kazakhstan and what barriers need to be removed. In order to conduct a deeper and more comprehensive study of the state of the country's tourism market, a SWOT analysis and a Google survey were conducted among compatriots. This article may be useful for considering ways to develop tourism in Kazakhstan and prevent problems.

Key words: tourism industry, trade, economy, tourism potential, the geopolitical situation

Introduction

The modern tourism industry is one of the most successful and dynamically developing segments of international trade in services. Developing countries define tourism as one of the priority areas of the economy. In Kazakhstan, the tourism industry is developing at a moderate pace with little social and economic impact on a national scale. According to the WTTC methodology, the total share of tourism in GDP in 2019 was 5.6%. According to the trends in the development of the global tourism market, a new influx of tourists has appeared in countries such as France, the United States and Egypt. This is also a great opportunity for Kazakhstan. International tourism is currently one of the most dynamically developing branches of foreign economic activity. The steady growth of the influence of tourism both on the world economy as a whole and on the economy of individual countries and regions is one of the most significant, permanent and long-term trends that accompanies the formation and development of the world economy. It becomes obvious that tourism is turning into a large independent branch of the national economy, the activity of which is aimed at meeting the specific needs of the population. The diversity of these needs is satisfied not only by tourism enterprises, but also by enterprises of other industries, which determines the importance of tourism as one of the factors of a multiplier impact on the development of the economy. Tourism is one of the factors of global integration processes, and the tourism business is now becoming a significant sector of the economy. Kazakhstan, possessing unique natural resources and the original culture of the nomadic people, has a huge untapped potential for the development of tourism in the international and regional markets. The tourism potential of recreational resources and historical and cultural heritage allows the republic to harmoniously integrate into the international tourism market and achieve an intensive development of tourism in the country. This will ensure a steady growth in employment and incomes of the population, stimulation of the development of industries related to tourism and an increase in the inflow of investments into the national economy.

Materials and Methods

In this article, the following specialized materials and methods are considered as methods of study:

SWOT analysis

SWOT analysis is designed to determine the level of tourism development in Kazakhstan and consider ways of its development. The analysis revealed how to develop the country's tourism potential and how to solve its problems.

S – (strengths). According to the Internet portal malimetter.kz, more than 400 travel agencies operate in Kazakhstan, which have contracts with travel agencies from 80 countries of the world. Developed tourism regions are Almaty, East Kazakhstan, Karaganda, Pavlodar, South Kazakhstan regions, as well as the cities of Almaty and Nur-Sultan. Travel agencies of these regions and cities provide 88% of services. The Republic of Kazakhstan has very huge opportunity to develop a competitive and profitable tourism industry.

Those which contribute to this:

Favorable geopolitical situation in the country. Growth of international tourism and commercial flows between West and East;

Political stability, democratic reforms, economic reform, stability and transparency of the investment climate;

Features of the historical and cultural heritage of the country;

The presence of Muslim, Christian, Buddhist monuments;

Multiculturalism of Kazakhstan, museums, cultural centers, folklore-ethnographic and national professional amateurs;

presence of tourist and recreational areas, natural landscapes, flora and fauna, exotic tours, fishing, hunting, collecting plants, etc.;

Availability of free labor resources (specialists).

W – (weaknesses). There are several weak factors hindering the development of tourism in Kazakhstan. Despite the great tourism potential, the infrastructure of each resort is underdeveloped:

State regulation of tourism Coordination of policy and planning of tourism development at the national and regional levels;

Providing a legislative and regulatory framework aimed at improving relations in the field of tourism;

Vocational training for tourism, including education and training standards;

Control over tariffs, licensing of tourist organizations, carriers, quality of tourist facilities and service standards;

Creation of the image of the country, establishment of priority measures for marketing and promotion of the Kazakhstani tourism product, including the organization of tourism exhibitions and other events;

Creation of favorable conditions for the development of social tourism among various socio-demographic categories and population groups;

Maximum simplification of visa and customs procedures.

O – (opportunities). Tourism in Kazakhstan has many opportunities to enter the world market. It is very important to develop infrastructure, as the geographical position of the country is very advantageous. In turn, the development of tourism provides the following opportunities for the domestic and foreign economies:

It will be more efficient to organize study tours to Kazakhstan for representatives of travel agencies and the media of the host countries.

The creation of a favorable tourist reputation in Kazakhstan is facilitated by the holding of various cultural, sports and tourism events at the international level.

Simplification of the procedure for entry, exit and stay of foreign citizens, visa and customs procedures on the territory of the republic with the introduction of a single computerized accounting system is of great importance in shaping the tourist image of Kazakhstan.

In addition, the creation and installation of information boards and inscriptions in Kazakh and Russian with Latin transcription in places visited by tourists will contribute to the creation of the image of a hospitable republic.

T – (threats). Everything has its drawbacks. The creation of a modern tourism industry will be impossible without a scientific study of the problems of the development of the industry, the structure, mechanisms and patterns of development of the tourism market, as well as the formation of a system of scientific support for the development of the industry. If Kazakhstani tourism does

not develop, this may adversely affect the domestic and foreign economy of the country. For example:

Decrease in demand for the country's tourist product in the world market;

Deterioration in the quality of personnel training and scientific support;

To date, the theory of the national economy does not consider tourism as a full-fledged branch of the economy and the subject of scientific analysis;

Informing the consumer about the protection and safety during a tourist trip, the low level of services provided to him in terms of safety and quality, along with other goods and services, etc.

Thus, there are risks of a low level of tourism in the country. However, the danger can be prevented.

Google questionnaire

The main purpose of the Google survey is to find out the opinion of our compatriots about the level of tourism development in Kazakhstan. The Google survey was made in English and Russian for the convenience of participants. During the survey, we received answers to questions about places with tourism potential in the country, in particular, which areas should be given special attention to development, in which areas tourism problems should be prevented.

Results and their discussion

Taking into account the SWOT analysis we conducted, it can be noted that the Republic of Kazakhstan has very large opportunities for the development of a competitive and profitable tourism industry. However, despite the great tourism potential, there are several weak factors hindering the development of tourism in the country, that is, the infrastructure of each resort is underdeveloped. In addition, special attention is required to develop infrastructure since the geographical position of the country is very advantageous. Moreover, if Kazakhstani tourism does not develop, this may adversely affect the domestic and foreign economy of the country. Therefore, this SWOT analysis can be a useful tool for considering ways to develop tourism in Kazakhstan.

According to the Google questionnaire, of the 30 people who participated in this study, 21 (70%) were women, 9 (30%) were men. In addition, based on the results of the survey, from all regions of Kazakhstan, having gained 63.3% (19), the South Kazakhstan region has the highest tourism potential. At the same time, the region with the lowest tourism potential, according to the survey participants, is Central Kazakhstan, which scored 26.7% (8). The tourism potential of the regions of Kazakhstan is shown in Figure 1.

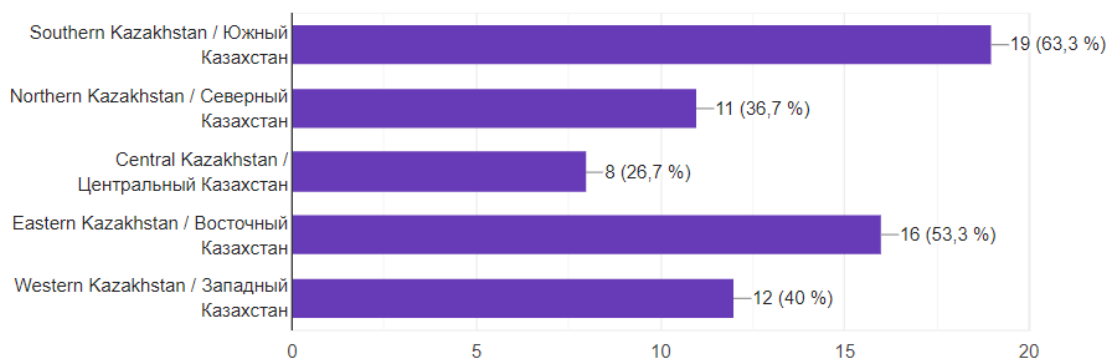


Figure 1. Tourism potential of the regions of Kazakhstan

Talking about the oblasts of Kazakhstan, the majority of participants voted that it is necessary to develop tourism in the East Kazakhstan oblast (56.7%), Almaty oblast (53.3%) and Turkestan oblast (46.7%). Moreover, in the course of the study, we found that the most visited region of Kazakhstan is South Kazakhstan 63.3% (19), and the least visited is West Kazakhstan 13.3% (4). Tourist attendance in each region of Kazakhstan is shown in Figure 2.

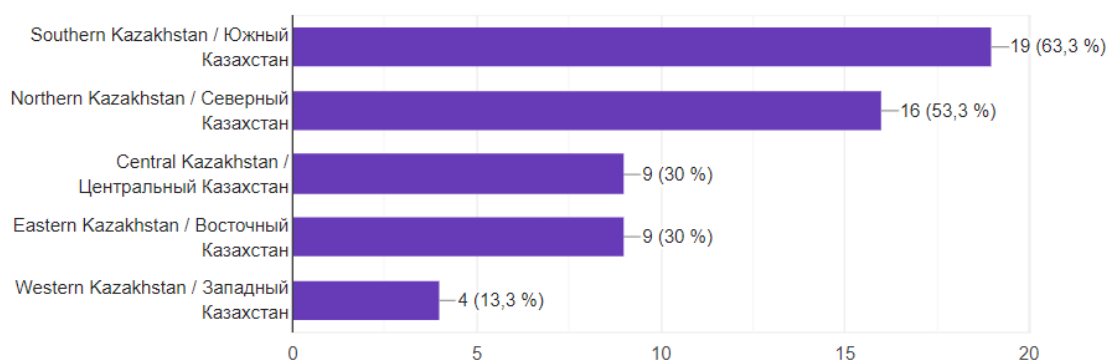


Figure 2. Tourist attendance in each region of Kazakhstan

It should be noted that the area that most would be recommended for tourists to visit are Almaty, Mangystau, Akmola, East Kazakhstan, Turkestan regions because these areas are dominated by beautiful scenery and there are many attractions for tourists. However, despite the fact that Kazakhstan has beautiful nature in all areas, the survey participants would not recommend the Kyzylorda region to tourists because of the hot weather and Central Kazakhstan, as they believe that there is small tourism potential.

Conclusion

In conclusion, it should be noted that the tourism industry in Kazakhstan is developing at a moderate pace with little social and economic impact on a national scale. In addition, Kazakhstan, possessing unique natural resources and the original culture of the nomadic people, has a huge untapped potential for the development of tourism in the international and regional markets. The tourism potential of recreational resources and historical and cultural heritage allows the republic to harmoniously integrate into the international tourism market and achieve intensive development of tourism in the country. This will ensure a steady growth in employment and incomes of the population, stimulation of the development of industries related to tourism, and an increase in the inflow of investments into the national economy. In addition, the creation of developed competitive tourism industry to ensure employment of the population, stable income growth of the state and the population by increasing the volume of inbound and domestic tourism is impossible without related investments.

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