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THE WAYS TO IMPROVE THE SOCIO-ECONOMIC EFFICIENCY OF INBOUND TOURISM IN KAZAKHSTAN

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Today, international tourism has become one of the most influential profit sectors in many countries, which is also the main part of the foreign economic sector. The fairly fast and stable development of the touristic market in the world arena and in individual countries shows its formation and implementation in several industries, in particular, clearly expressed in the socio-economic sphere, which may affect the development of the economy in many countries. It becomes clear the transformation of touristic industry into a large independent sector of the national economy in every country, the activity of which is aimed at a certain satisfaction of the necessary things of the people. Therefore, the competitiveness of countries in this touristic sphere is growing in the international arena.

A complete and correct explanation of inbound tourism can be provided after defining the term and meaning of the word tourism. The law "On Tourism in the Republic of Kazakhstan" of June 13, 2001 N 211, states that tourism is a trip of individuals to the country (place) of temporary stay for a period of twenty-four hours to one year or less than twenty-four hours, but not related to overnight stay, paid services [1]. As well as, according to the analysis of state tourism policy, studies of the World Tourism Organization (WTO) and specialized international tourism organizations, tourism is an activity that directly affects the social, cultural and economic life of the state [2].

Today, developing international tourism is clearly characterized in the inbound tourism of Kazakhstan, which positively affects its income to the country's economy and the attendance of foreign tourists of the social part of the state. Moreover, specifically, the general theory of inbound tourism and its foundations can reveal the significance of this topic.

Inbound tourism is a source of foreign exchange earnings in the economic system of the country, the development and expansion of various social events, a factor in stabilizing labor markets in Kazakhstan, but also helps to improve relations between countries.

The main feature of foreign tourism is that it affects the country's economy through the demand and consumption of tourists. The specificity of such tourist consumption is that neither the goods nor the service are delivered to the tourist, or to the consumer, namely, the tourist-consumer himself arrives at the place where this service or product is produced and consumed. It is through the consumption function that tourism develops and enriches the economic activity of a particular locality, region and country. Namely, this consists of an increase in the income level of accommodation facilities, catering and transport enterprises, the development of sports facilities, cultural and educational institutions, etc. Thus, the turnover of all enterprises of general and special purpose.

In addition, especially inbound tourism includes the mandatory orientation of production activities to tourists, the work of only the services of national suppliers during the formation of a tourism product, the level of quality must comply with international standards; personal and exclusive regulatory framework.

Kazakhstan may have socio-economic advantages during the development of inbound tourism:

1. The influx of foreign currency, and, consequently, the growth of household incomes (with an active inbound-outbound structure);
2. Growth of gross national product;
3. Replenishment of the budget due to an increase in tax fees of the host region and other revenues;
4. The creation of new jobs, that is, an increase in the employment of the population and an improvement in the social life of the local people;
5. Raising capital;
6. Multiplier effect - developing the tourism sector, the country is gradually developing other industries;
7. Development of infrastructure in the country, which can be used by both tourists and the local population, as well as part of attracting foreign visitors.

In international tourism, namely, inbound tourism, attention is mainly paid to impressions from visiting any attractions, that is, we are talking about historical, cultural, architectural, ethnographic and other resources. Means of production of services make it possible to continue to receive more and more new foreign visitors. These are hotels, hotels, restaurants, transport, etc. We must say that tourist services to foreigners are sold at retail prices, containing large premiums in the form of taxes and margins. Almost every tourist purchases a significant amount of daily goods that cannot be sold through regular export channels.

Kazakhstan is certainly interesting for foreign visitors and the citizens, but certain standards prevent it from fully moving forward and building a decent view of tourism in the country. It is necessary to really assess that tourism in Kazakhstan, being one of the part of economic sectors, may not be as profitable as the relevant state bodies expect from it. At the same time, one should not underestimate the capabilities of the industry, which in the planned and right direction can bring big profits to the country, and by improving the resources of inbound tourism. Thus, we can highlight the key disadvantages that hinder the promotion of inbound tourism in our country:

— High prices for almost all hotel services, food places and transports. Moreover, the overpriced cost of transport services, firstly, it concerns air tickets, the cost of the tourism product of our country is overpriced and, accordingly, the competitiveness of Kazakhstan is reduced in front of other countries;

— In the country, transport and hotel infrastructure is not developing at the right level. Moreover, in this weak development of infrastructure, the cost of services is overstated, in order to obtain large incomes from the minimum number of visitors;

— Weak tourism research base. There is no reason for full forecasting, long-term planning and local tourism organization;

— The lack of tourism professionals for its development. A few knowledgeable and interested workers in the industry;

— All tourism organizations are not qualified enough and do not adhere to international standards, which repels visitors and prevents tourism from developing in the right direction;

— Shortcomings and flaws of the state institution responsible for the country's image, is moving very slowly and also has not yet attracted a sufficient number of visitors;

— Insufficiently developed legislation on economic factors for inbound tourism;

— Too few services offered;

— Lack of a developed plan for a marketing strategy and the development of inbound tourism.

As a suggestion to solve, a touristic problems and promotion ways we want to show the offer of our country's National Chamber of Entrepreneurs.

The National Chamber of Entrepreneurs has a real tourism development plan, which consists of seven simple steps. As a first step, the national chamber proposed defining a permanent

parking spot for tourist buses, so that residents and visitors of any city now a place from where you can daily go on weekend routes [3].

As part of the second step, it was proposed to lift the ban on photographing the country's cultural attractions and create sites for these objects with the ability to track visitor reviews, as well as create game and interactive zones for visitors. According to the initiators, the implementation of this initiative could be started with pilot museums and replicated their experience in Kazakhstan [3].

The third step is proposed to be taken based on the experience of Russia: to allow companies to attribute to the cost of labor costs the costs of organizing the relaxation of their employees within the country. These expenses may include the purchase of tickets, payment for hotels and excursion services. The size of these payments, according to Atameken specialists, even at the level of 300 thousand tenge per year per person will create a serious reserve for the development of tourism in Kazakhstan [3].

The fourth step should be to develop a system of incentives to increase the mobility of the population within the country, following the example of other countries. For example, if a tourist visits three regions of Kazakhstan, subsidize his travel expenses for subsequent trips or provide a free ticket to the fourth region with an "open date" [3].

As part of the fifth step, Atameken intends to continue its joint work with the Ministry of Culture and Sports and the national company Kazakh Tourism on the legend of facilities. By the way, based on the results of joint work with the regional chambers of entrepreneurs and local executive bodies in 2017, 250 legends were collected by the national chamber. As noted in the National Chamber of Entrepreneurs, legends can serve not only as content, but also as a basis for visualization: the production of souvenirs, the creation of visual images and a tool for promoting the tourist potential of the region [3].

In the light of the rapidly growing demand for package tours in the Central Asian region and along the Great Silk Road, national chamber experts called the need to support the initiative to create guest houses in rural areas. The opening of guest houses to serve tourists, in their opinion, is both a good business case for the development of mass entrepreneurship, and an alternative to artificially created ethno-villages. In addition, it was proposed to consider the possibility of implementing projects to train the rural population in the opening of guest houses in the regions as part of a program for the development of productive employment and mass entrepreneurship.

As part of the last, seventh step, the initiators proposed to start pilot work on the inventory of objects in the city of Almaty and Almaty region in accordance with the Chinese 5A system (access to infrastructure, availability of guides, a site, qualified personnel) [3].

By geographical location, Kazakhstan is a unique region of the CIS. Located in the center of the Eurasian continent, it represents a special natural complex that has absorbed the brightest examples of the landscape of both parts of the continent. In addition to mountain tourism in Kazakhstan, an impetus was created for the development of ecotourism. Belukha, Marble pass, Ulytau, Kok-Kol waterfall, Kazygurt, Burkhat pass is just a short list of sights of the mountainous part of Kazakhstan, which are visited annually by hundreds of outdoor enthusiasts from neighboring and far abroad countries. But, of course, the northern part of the Tien-Shan massif, or Zhetysu, as the locals call it, is rightfully considered one of the main natural symbols of the republic.

Based on the proposal of The National Chamber of Entrepreneurs we plan to offer to comprehensively develop the potential of tourist cities in the field of historical heritage, culture and art, forming a recognizable brand in the world market for only countries, but also for individual cities. At the same time, systematically restore the infrastructure of the city's most popular with tourists. All components of the city's tourism product - environment, transport, accommodation, cultural and historical attractions must fully meet the relevant quality criteria, namely international standards.

In addition, to improve the socio-economic impact of inbound tourism, it is necessary that this set of measures be developed to attract direct foreign investors to the country:

— To provide resources for modernization as soon as possible outdated accommodation base;

— Adoption of a number of measures for advertising support in the field of attracting investment in tourism;

— To develop sectoral grant mechanisms at the regional level for different types of tourism products — cultural tourism, winter sports, etc.

In addition, to us, as Turkey's close neighbors, in which tourism is sufficiently top-level, we can pay attention to their features in its development and promotion. We can also, like them, offer certain quotas for the product at a reduced price in order to satisfy the need for recreation for low- and middle-income social groups and students. At the same time, special programs will be developed for school and student youth, single people of middle age, who in general make up 20% of the country's population [4].

The purpose of the socio-economic development of the region are such as increasing incomes, improving education, nutrition and health, reducing poverty, improving the environment, equal opportunities, expanding personal freedom, enriching cultural life. Some of these goals are identical, but under certain conditions, they can have significant differences [5].

In conclusion, we conclude that Kazakhstan should revise the plan for the development of inbound tourism and its promotion. Pay attention to certain problems and solve them systematically. A correctly constructed algorithm, tasks and development models of other countries can be successful for our country in the tourism sector.

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