

Czech University of Life Sciences Prague

Faculty of Economics and Management

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Bachelor Thesis

The development of tourism in Kazakhstan

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Objectives of thesis

The purpose of the thesis is to identify the main problems of the tourism industry of the Republic of Kazakhstan and find ways of their effective solution.

The goal is to achieve by the set and solved tasks, the main ones of which are:

- consideration of the current state of the tourism industry in Kazakhstan;
- highlighting the main problematic elements of tourism in Kazakhstan;
- analysis of the prospects for the development of the tourism industry of the Republic of Kazakhstan.

Methodology

In the practical part the following research methods were used: the method of systemic and comparative analysis, graphical methods of presenting information, SWOT analysis. In conclusion, the results of the study were summed up and the final conclusions on the topic under consideration were formulated.

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Kazakhstan, Tourism, Development, Tourism industry, SWOT analysis

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Dagmar Schreiber. Kazakhstan: Nomadic Routes From Caspian To Altai (Odyssey Guides), 2010.
ISBN:978-9622178144

Christopher Robbins. In Search of Kazakhstan: The Land that Disappeared, 2008. ISBN: 1861971098

Paul Brummell. Kazakhstan: the Bradt Travel Guide, 2018. ISBN:978-1784770921



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Declaration

I declare that I have worked on my bachelor thesis titled "The development of tourism in Kazakhstan" by myself and I have used only the sources mentioned at the end of the thesis. As the author of the bachelor thesis, I declare that the thesis does not break copyrights of any their person.

In Prague on March 8,2021

Akmaral Seilkhanova

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The development of tourism in Kazakhstan

Abstract

The modern tourism industry based on the unique natural and cultural potential of the Republic of Kazakhstan is a natural system-forming factor in the flexible integration of tourism into the system of world economic relations, one of the most dynamically developing and efficient in return on invested capital industry, despite its capital intensity. This thesis describes one of the main developing areas of the Republic of Kazakhstan - tourism.

This work consists of two parts theoretical and practical.

In the theoretical part presented the history of tourism development, tourism classification, infrastructure is revealed. And in the practical part in which year the demand for tourism reached its maximum level and why what are the main problems of Kazakhstan's development and how to solve them.

Keywords: Kazakhstan, Tourism, Development

Rozvoj cestovního ruchu v Kazachstánu

Abstrakt

Moderní cestovní ruch založený na jedinečném přírodním a kulturním potenciálu Kazašské republiky je přirozeným systémotvorným faktorem při pružné integraci cestovního ruchu do systému světových ekonomických vztahů, jedním z nejdynamičtější se rozvíjejících a nejúčinnějších na oplátku investovaný kapitálový průmysl, navzdory jeho kapitálové náročnosti.

Tato práce popisuje jednu z hlavních rozvojových oblastí Kazašské republiky – cestovní ruch.

Tato práce se skládá ze dvou částí teoretické a praktické. V teoretické části je představena historie rozvoje cestovního ruchu, klasifikace cestovního ruchu, odhalena infrastruktura. A v praktické části, ve kterém roce poptávka po cestovním ruchu dosáhla maximální úrovně a proč jaké jsou hlavní problémy rozvoje Kazachstánu a jak je řešit.

Klíčová slova: Kazachstán, Cestovní ruch, Rozvoj

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1 Introduction

International tourism is currently one of the most dynamically developing sectors of foreign economic activity.

Nowadays in Kazakhstan almost all types of tourism are presented - educational, entertaining, ethnic, ecological and others. For tourists, a number of travel routes are offered throughout Kazakhstan.

The tourism industry in the Republic of Kazakhstan at the state level is recognized as one of the priority sectors of the economy. In the implementation of the provisions of industrial-innovative development of the economy of Kazakhstan, the leading role belongs to the system of internal clusters. A special place among them is the tourist cluster. Well-known tourist resorts of the world are striving for countries where the tourism sector is just beginning to develop. Kazakhstan is among them.

2 Objectives and Methodology

2.1 Objectives

The purpose of the thesis is to identify the main problems of the tourism industry of the Republic of Kazakhstan and find ways of their effective solution.

The goal is to achieve by the set and solved tasks, the main ones of which are:

- consideration of the current state of the tourism industry in Kazakhstan;
- highlighting the main problematic elements of tourism in Kazakhstan;
- analysis of the prospects for the development of the tourism industry of the Republic of Kazakhstan.

2.2 Methodology

In the practical part the following research methods were used: the method of systemic and comparative analysis, graphical methods of presenting information, SWOT analysis. In conclusion, the results of the study were summed up and the final conclusions on the topic under consideration were formulated.

3 Literature Review

3.1 Definition of tourism

Tourism is a special case of travel, however, it has obvious restrictions on generality, strictly defined characteristics, there are many definitions of tourism in the conceptual sense and of course a person making or participating in a tourist trip, a tourist Trip, hiking and the so-called general case of a tourist. Unlike travel, tourism, which is heavily influenced by economics and politics, to top it all off, has dualism of an internal nature, this is a special case of travel, but it has four categories of trials. Tourism is:

(a) a special mass type of travel with clearly defined tourism objectives, carried out by tourists themselves, that is, the activities of the tourist himself (Brummell,2018).

(b) activities for organizing driving) such trips, tourism activities, such events are carried out by various enterprises of the tourism industry and related industries. Did the ancients have tourism? The answer is simple. Some cases of travel, which can be considered tourism for the purpose and even for the organizational form of implementation, were, including among the ancient Romans, perhaps earlier. In the Middle Ages, one could even find the beginning of organized events to accompany groups of pilgrims. With a detailed examination of the process, these phenomena can be reliably attributed to tourism, more precisely, to the principles of tourism (Brummell,2018).

3.2 Organization forms of tourism and main categories.

Domestic and international tourism, depending on the components of services, the place of their provision and the serviced groups of tourists, is divided into domestic and international. Domestic tourism domestic or internal tourism is an activity related to the implementation of tourism by the inhabitants of a given country on its territory - domestic tourists (Babkin,2008).

International tourism interactional tourism - activities related to the implementation of tourism of residents of one country in the territory of another country. Such tourists belong to the category of foreign tourists. The activities and the provision of tourist services to tourists in another country are outbound tourism, and the activities and the provision of tourist services in the country to foreign tourists are inbound tourism. Note

that the concepts “receiving tourists” and “sending tourists” have a more general category. They apply equally to both domestic and international tourism (Babkin,2008).

In tourism statistics, there is the concept of “tourist arrival”. It is by the number of tourist arrivals that tourist flows are estimated. From the internal nature of the concept of a tourist, it should follow that once a tourist has arrived, that means that he must also go away, that is, go back to his country or place of permanent residence.

There is also a definition of “domestic tourist”. This is a temporary overnight visitor, spending at least one night in a visited place, permanently residing in a certain area and traveling for tourism purposes to another area within his country, but outside his usual habitat for a period not exceeding 12 months, and not engaged in paid activities in a temporary residence (Babkin,2008).

The category of domestic tourists does not include and are not taken into account in the statistics of domestic tourism:

- Permanent residents who move to another place or locality within the country in order to organize their usual place of residence, for example, immigrants, people who for any reason change their place of residence;
- Person moving to another place within the country to engage in activities paid from a source in the visited place, for example, temporary or seasonal, shift workers;
- Person moving between places for paid work or study;
- Military personnel on duty or on maneuvers, as well as dependents, accompanying members of their families;
- Nomads and refugees, as well as internally displaced persons;
- Transit passengers;
- Participants in group trips on tourist trains, sleeping in train cars;
- Crew members of sea vessels, railway trains, spending the night on a ship or in a train carriage.

3.3 Classification of tourism

Classification in tourism means the identification of its individual forms and types depending on the main indicator - the criterion. Like any other classification, the classification of types of tourism helps to more thoroughly study the development of tourism, its modifications and the main trends (Senin,2005).

According to the world-wide assessment of the scale of tourist traffic, tourists "include all

persons who temporarily and voluntarily change their place of residence for any purpose other than activities that are rewarded in the place of temporary residence." Persons staying in their free time in any locality for less than 24 hours are considered sightseers. Traveling within one's country is united by the concept of "domestic tourism", and outside it - "foreign tourism". Tourism is diverse in form and content: walking, hiking, excursions, camps, rallies, etc. (Senin,2005).

Depending on the purpose of travel, tourism is divided into:

- informative (sightseeing) - visiting something attractive places, visiting cultural, historical, natural sights;
- sports tourism - participation in sports events;
- amateur - hunting, fishing, and more;
- suburban tourism - massive short-term trips of large groups, individual groups and people outside the city, including to special recreation areas;
- with social goals - participation in social events;
- business - visiting objects of professional interest;
- religious - visiting "saints".

In international statistics, tourist trips to resorts, summer cottages to relatives, acquaintances, fairs, and congresses are also considered tourist trips. A tourist, as a rule, has several goals (for example, a trip to a resort and sightseeing), in which the dominant goal determines the tourist route, time of year, duration of travel, mode of transportation, type of temporary accommodation (hotel, tourist base, tent), with a group or individually, with family, with their own tourist equipment, on the principles of self-service. The goals and conditions of the trip, in turn, are determined by the tourist's material capabilities, his state of health, age, profession, cultural level, etc., as well as the material and technical base of tourism and social support (payments and subsidies from public and private funds, various benefits tourists and tourist organizations) (Senin,2005).

It is customary to distinguish between organized tourism - a trip according to the program outlined by a tourist institution, with the provision of a range of services, and an unorganized, so-called amateur, travel according to a plan developed by the tourist himself, with a more or less significant share of self-service (Senin,2005).

3.3.1 Infrastructure of tourism

Infrastructure is a complex of branches of economic and social life having a subordinate and auxiliary character, serving production (infrastructure of production) and providing the living conditions of society (social infrastructure). Tourism - a trip of individuals lasting from twenty-four hours to one year, or less than twenty-four hours, but with an overnight stay for purposes not related to paid activity in the country (place) of temporary stay (Shahova,2014).

Tourism industry - a set of tourist accommodation facilities, transport, catering facilities, entertainment facilities and facilities, educational, recreational, business, sports and other facilities; organizations engaged in tourism activities, as well as organizations providing excursion services and guide services (guide-translators) (Shahova,2014).

Types of services in the tourism industry:

- 1) tour services;
- 2) services for the provision of places of residence;
- 3) catering services;
- 4) information, advertising services;
- 5) transport services;
- 6) entertainment;
- 7) other tourist services.

Export and import of services in the tourism industry:

1. The provision of tourist services related to the organization of inbound tourism to the territory of the Republic of Kazakhstan is the export of tourist services.
2. The provision of tourist services related to traveling to another country is the import of tourist services.

Subjects and objects of tourism related to tourism infrastructure.

1. The subjects of tourism include:

- 1) tour operators (tour operators);
- 2) travel agents (travel agents);
- 3) guides (translation guides), tourism instructors, guides;
- 4) tourists and their associations;
- 5) sightseers;
- 6) other associations in the field of tourism;

7) state bodies regulating social relations in the field of tourism.

2. Objects of tourist activity - natural objects and climatic zones, attractions, historical and socio-cultural objects of display and other objects that can satisfy the needs of a tourist during a trip.

Market infrastructure - organizations that ensure the functioning of the market. These include: exchanges, auctions, fairs, tenders, retail and wholesale companies, advertising and information agencies, insurance companies, trading and intermediary firms. Small business infrastructure in tourism is a complex of organizations created or used in tourism that provide general conditions for the functioning and development of small businesses, including assistance in organizing their own businesses, providing information in the field of marketing, engineering and management, support in providing small business, material and technical, financial and other resources on a commercial basis (Shahova,2014).

Distinguish between production and social infrastructure. The production infrastructure of the enterprise includes industries that do not directly participate in the creation of specialized products, but with their activity they create the conditions necessary for the operation of the main production workshops (Shahova,2014).

Social infrastructure - a group of service industries and activities designed to:

- meet the needs of people;
- guarantee the necessary level and quality of life;
- ensure the reproduction of human resources and professionally trained personnel for all areas of the national economy.

The social infrastructure consists of: housing and utilities, healthcare, physical education and sports, retail, catering, consumer services, the educational system, cultural institutions, science, etc. Tourism infrastructure is currently one of the fastest growing forms of international trade in services. Tourism infrastructure is an integrated complex of tourism and service and related enterprises. These include structures, engineering and communication networks, including telecommunications, roads, related tourism industry enterprises (processing, domestic, energy), which provide normal access for tourists to tourist resources and are suitable for use for tourism purposes, as well as providing vital activity of tourism industry enterprises (Shahova,2014).

The main objective of the tourism infrastructure is to get acquainted with the general trends in the development of the service sector in the tourism industry.

Tourism infrastructure has such constituent elements as:

- general characteristics of the material and technical base;
- accommodation facilities;
- food base;
- transport and communication base;
- the main types of transportation and problems of the development of tourist transport;
- telecommunication networks, household and engineering communications;
- related enterprises;
- production facilities of the tourism sector;
- public facilities.

3.4 Demand market research and identification of target consumer groups

Tourism has long become an essential necessity and an integral part of people's lives. Eventually every person feels the need to go on a trip. His desire for a diverse experience when he comes to the decision to spend his free time outside the house, counting on variable places, relieve nervous tension and fatigue generated by work. The motives that are guided by, and all who are in this country, have always been whole gamma-stimulating motives. However, this can affect the behavior of the consumer in the decision-making process on the journey and the choice of tourist product (Sharpley,2002).

Often the tourism program changes under the influence of not basic, but secondary motives. For example, a person who goes on vacation to a certain place visits other interesting places and sights, explains how such a motivational outcome comes in: "When will I still be here? We need to see everything." Motives determine the improvement, development and implementation of new tourism programs.

In the world there are over 300 types and types of travel, which are constantly updated with new varieties. A tourist trip is based on motivation, which is one of the most important decision-making factors. Motivation for the choice of tourist trips (time, duration, direction, costs, nature of activity) (Sharpley,2002).

Thus, the evidence and practical relevance of the motivational aspects in tourism are

obvious. Understanding, knowledge and use of tourist motives, influence on the choice of a tourist product and making travel decisions, which can become the key to comprehensive service of a tourist enterprise, promotion and popularization of tourist destinations. You can use both effective techniques and results, which, ultimately, can affect the nature and volume of demand (Sharpley,2002).

Types of recreation allow you to make a conditional classification of tourist motivation when choosing a trip:

1. Health care, cultural, recreational, therapeutic, recreational sports, as well as exotic tours.
2. Sports, tours, existing diverse sports.
3. The possibility of self-expression and self-affirmation of adventure tours: high-category hiking, safari, hunting, conquering mountain peaks, expeditions, etc.
4. The opportunity to do what you love (hobby) among like-minded people: special competitions for car enthusiasts, fans and sports fans in sports, championships and Olympiads; tours for pilgrims, collectors, gourmets.
5. Solving business problems, business, congress tours, etc.

There are also a number of factors that influence tourist motives, which must be taken into account when studying the demand for a tourist product and when creating service programs. It is customary to single out the dominant and secondary factors of tourist motivation, which have certain capabilities to enhance their influence on consumer behavior and the decision-making process on travel and the choice of tourist products.

Some of them:

- 1) Age. The motivation for choosing a travel largely depends on age and independence in making a decision or the ability to influence his choice.
- 2) Social affiliation. This factor has a significant impact on the motivation for choosing a vacation.
- 3) Income. This factor plays a significant role in tourism. A tourist chooses the level of tourist services and the type of travel based on their cost and their material capabilities. Wealthy people travel selectively. Low-income people make the least number of tourist trips. Improving living standards changes priorities. The profitability of various categories of the population that make up the potential contingent of tourists affects the formation of planned vacations.
- 4) Family status. This factor significantly affects the motivation for choosing a trip.

5) Geographical direction. The motive for choosing a geographical direction can be uncertain and largely depends on the remoteness and accessibility of the tourist destination. The choice of a geographic direction is influenced by the preparedness of a tourist (including information obtained from educational, popular and other literature, the media, which form the foundation of his geographical, regional and regional knowledge).

3.5 Kazakhstan

Kazakhstan is a state located in Central Asia and in Eastern Europe.

By area, the territory takes 9th place among the states of the world (2 million 724.9 thousand km²). Location: from the eastern edge of the Volga delta in the west to the Altai mountains in the east, from the West Siberian plain in the north to the Tien Shan mountain system in the south of the country (centralasia-travel).

It borders on the Russian Federation in the north and west - 7548.1 km, in the east - with China - 1782.8 km, in the south - with Kyrgyzstan - 1241.6 km, Uzbekistan - 2351.4 km and Turkmenistan - 426.0 km. The total length of land borders is 13,392.6 km. It is washed by the waters of the inland Caspian and Aral Seas. Kazakhstan is a country that does not have access to the oceans (centralasia-travel).

It is economically geographically divided into Central, Western, Eastern, Northern and Southern regions. The Republic of Kazakhstan is a unitary state with a presidential form of government. The President is the Head of State and Supreme Commander. Kazakhstan includes 14 cities, 86 cities, including 3 cities of republican subordination (Astana, Almaty and Baikonur), 168 districts (8 urban districts), 174 villages (centralasia-travel).

3.6 The origin (incipience) and development tourism in Kazakhstan

Due to the abundance of resources and locations in Kazakhstan, many types of tourism have been developed: entertaining, cultural, educational, environmental, sports, health- improving. Tourism in Kazakhstan involves a wide variety of routes. In the fertile oasis of the southern steppes, at the junction of nomadic and sedentary civilizations, the most ancient cities of the world existed. For centuries, a system of ancient caravan roads of the Great Silk Road, leading from China to the countries of the Middle East and

Europe, passed through this land. Today, the Silk Road heritage is the basis of tourism in Kazakhstan and annually attracts many tourists (Bogolyubov,2013).

The tourism potential of the country is determined by geographical, climatic, natural, fossil, mineral, agricultural, industrial, scientific, technological, labor and cultural- historical resources (Bogolyubov,2013).

The geopolitical position of Kazakhstan, located in the center of the continent of Eurasia, a complex ethnic composition, the desire to form an open market system in the economy necessitated a peaceful foreign policy. Kazakhstan announced to the world its positions as soon as it declared state independence. “The Republic of Kazakhstan is building its relations with other states on the basis of the principles of international law,” declared in the Constitution of the Republic of Kazakhstan. Tourism is the method and form of this relationship. Touching upon the complexity of relations between the CIS countries, the first president of the Republic of Kazakhstan N.A. Nazarbayev noted: “Of course, if some politicians of the CIS countries, having discarded political ambitions and fruitless games, managed to join forces, it would be much easier to get out of the crisis together. Indeed, our economies have literally “grown” into each other, are intimately intertwined, and it is extremely unreasonable to break them only on the basis that each member of the former Union has become a sovereign state, an independent entity in international relations, a full member of the UN and other international organizations. Most countries are guided by a healthy sense and often sacrificing part of their sovereignty seek integration. We, zealously keeping in our hearts the past, even just insults to the collapsed totalitarian center, stubbornly deepen the processes of disintegration. It does not do us honor” (akorda).

3.7 Development of international tourism in Kazakhstan

International tourism today is one of the most solidly emerging branches of foreign economic activity. The steady increase in the impact of tourism both on the world economy as a whole and on the economy of some countries and regions is one of the highest, stable and long-term trends that accompanies the development of the world economy. The transformation of tourism into a large independent branch of the national economy whose activities are aimed at meeting the characteristic needs of residents is becoming beyond doubt. The variety of these needs is satisfied not only by tourism

enterprises, but also by other industries which determines the importance of tourism as one of the factors of multiplicative influence on the formation of the economy. Tourism is one of the essential factors of world integration processes and the tourism business is now becoming an essential sector of the economy (Almakuchukov,2006).

The Republic of Kazakhstan possessing rare natural resources and the original culture of the nomadic people has a great unrealized opportunity for the formation of tourism in the international and regional markets. The tourist potential of recreational resources and historical and cultural heritage allows Kazakhstan to harmoniously integrate into the international tourism market and achieve an intensive formation of tourism in the country. This will ensure a constant increase in the workload and income of the population, stimulate the formation of industries related to tourism and an increase in the inflow of investments into the national economy. The Republic of Kazakhstan is becoming more seductive for athletes, businessmen, fans of extreme recreation, scientists, as well as for people interested in the history and present day of the countries located on the Great Silk Road. In addition to natural attractions Kazakhstan is rich in historical and cultural monuments located on the Great Silk Road which are of global importance. The organization of transit tours on the Great Silk Road is especially relevant as it will give Kazakhstan the potential to enter the area of attention of countries such as Malaysia, Japan, Korea, China, as well as states in Europe (Almakuchukov,2006).

The study of tourism from a scientific point of view has recently attracted the attention of scientists in many fields of knowledge. In this regard it became necessary to develop precise and consistent definitions and terms. This issue is annually dealt with by various organizations including the World Tourism Organization, the United Nations, the Organization for Economic Cooperation and Development.

The membership of the Republic of Kazakhstan in the World Tourism Organization also has an important meaning for the formation of international tourism. Kazakhstan entered the UNWTO in 1993 as a Full Member of the UN World Tourism Organization which includes 153 countries. Since 2007 the Republic of Kazakhstan has been a member of the Executive Council - a governing body provided by an authoritative international organization, actively participating in the development of world tourism policy in making key decisions on global problems of the industry. From October 2 to October 9, 2009 the XVIII General Assembly of the UN World Tourism Organization was held in Nur-Sultan which was attended by industry leaders from 146 states - Full members of the organization,

over 400 affiliated members as well as representatives of over 20 international associations and world MEDIA. Within the framework of the Assembly meetings of the UNWTO Regional Commissions for America, Europe, East Asia and the Pacific, South Asia and the Middle East, Africa, the Executive Council, Affiliate Members, Committees on Budget and Finance, on Reconstruction, 7 plenary meetings and meetings of the Interstate Council on tourism of the CIS countries and countries participating in the UNWTO project on the formation of tourism on the Great Silk Road. Within the framework of the UNWTO program for 2010-2013 supported measures to achieve three strategic goals: sustainability, competitiveness and partnership. The Action Program aims to advance in areas like innovation, standards and quality, the development of new tourism products and the management of tourism destinations in tourism. The priorities for the UNWTO are the intensification and expansion of activities in public policy, legislation and strengthening the global tourism potential.

One of the main issues analyzed at the Assembly was Kazakhstan's Silk Road Initiative. Based on the results of the discussion the Declaration was adopted in Nur-Sultan on the Silk Road supported by the leadership of the UNWTO, the countries participating in the project and all interested international structures. Also one of the main events of the General Assembly appeared a resolution to help the initiative of the first President of the Republic of Kazakhstan N.A. Nazarbayev to proclaim August 29 as the World Day of Renunciation of Nuclear Weapons in the UN format. For the first time in the history of UNWTO the General Assembly on Tourism was held using a new information and media strategy aimed at maximum coverage of this event in Kazakhstan, both locally and globally. The work involved journalists from popular TV companies in the world - BBC, France Press, CNN, Aljazeera, EFE (the main news agency in Latin America and Spain), Daily Travel News, Turbo. In gratitude for the high organization of the General Assembly, the delegates adopted Assembly Resolution No. 583 "On gratitude to the host country." The Assembly has become a bright international event, the participants of which unanimously defined Kazakhstan as a new tourist destination in the world.

The results and work of the General Assembly in Kazakhstan are covered in the authoritative world media and the worldwide Internet. More than 200 thousand links to information about this global event and Kazakhstan as a whole made an invaluable contribution to promoting the image of Kazakhstan helped to identify its tourism opportunities for the world community, provided maximum advertising for country as the

newest promising tourist destination. At the 48th World Tourism Exchange ITB-2014 from 5 to 9 March more than 180 countries showed about 11 thousand stands. The Kazakh delegation was headed by the Minister of Industry and New Technologies of the Republic of Kazakhstan. During the meeting of the tourism ministers of the Silk Road countries all those present agreed that for the most profound identification of the potential for the formation of tourism under the Silk Road Heritage Corridors project, it is necessary to use common diligence the purpose of which will be to establish a single Silk Road visa. Also during the negotiations of the Kazakh delegation with the leadership of UNWTO, UNESCO and the World Association of Guides and Tour Guides an agreement was concluded to conduct training on the preparation of guides and guides along the Silk Road in the city of Almaty. In addition it is planned to release a textbook for the training of specialized guides on the Silk Road. The Silk Road Heritage Corridors project provides Kazakhstan and other participating countries with the potential to implement tourism shaping in this way so that they can demonstrate and conserve their outstanding natural and cultural wealth. At this time work is underway to introduce this project into the UNESCO World Heritage List (Astana Declaration //Materials of the 18th session of the UNWTO General Assembly. Astana,2009).

3.8 Characteristic of main touristic places in Kazakhstan

The Medeo ice rink.

The Medeo ice rink is known throughout the world. The ice rink is located at an altitude of 1691.2 meters above sea level. It was erected in 1972. The ice surface occupies 10.5 thousand square meters, which allows for competitions in speed skating, hockey and figure skating. Medeo's wide popularity was ensured by the mild climate in the gorge, the optimal level of solar radiation, low atmospheric pressure, and light wind. Thanks to these factors, the new Medeo quickly became the most popular ice rink in the world. Various competitions were held here, including international ones, in speed skating, hockey and figure skating. Medeo was called the best skating rink in the world and held this title for almost 20 years. During this time, about 200 world records were set on his ice. At the same time, not only competitions were held at Medeo. For several years in a row, the ice rink turned into a huge concert venue where the popular music festival Voice of Asia was held. What ensured world-famous fame and the high-profile title of the “factory of

records” for the undeveloped natural skating rink Medeo? The answer is simple: unique environmental conditions with a rare combination of the most favorable factors for skaters to achieve high results. The mild climate in the gorge, the optimal level of solar radiation, low atmospheric pressure, gentle wind and clear glacial water - all this provided the alpine rink with wide popularity (Schreiber,2010).

Big Almaty Lake.

Big Almaty Lake or BAO for short, this mountain lake is located in the gorge of the Big Almaty River, at an altitude of 2511 m above sea level, 28.5 km south of Almaty. Big Almaty Lake is the largest mountain lake of Zailiysky Alatau. It is located in a hollow, like a sparkling mirror, surrounded on all sides by mountain peaks. The lake, fed with glacial water, is a bowl 1.6 km long, almost 1 km wide and 40 m deep. Depending on the time of year, the color of the lake changes from pale green to turquoise blue. The tectonic origin of BAO: 8,000 years ago there was a powerful earthquake that caused the slopes of the mountains to collapse, resulting in a dam from the wreckage, and subsequently a lake. Truly wild unusual beauty surrounds the lake: glacial deposits, slopes and slopes, rocks and pacifying fir-trees of the Tien Shan (Schreiber,2010).

Mausoleum of Khoja Akhmet Yassau.

The mausoleum of Khoja Akhmet Yassau is located in the south of Kazakhstan in the city of Turkestan. This is an amazing complex of palaces and temples, a masterpiece of architecture, built between 1385 and 1405. The mausoleum of Khoja Ahmet Yassawi is included in the UNESCO World Heritage List. The mausoleum of Akhmet Yassau is an architectural complex that combines the functions of a mausoleum, mosque, khanaki (premises for mass ritual ceremonies- kazandyka), premises for administrative and household purposes. This grandiose building was erected in honor of the ancient Turkic poet and preacher of Sufism, Ahmet Yassau, who was famous in the East in the 12th century (Schreiber,2010).

Baikonur cosmodrome.

Baikonur (translated from kazakh language as “rich valley”), Baikonur cosmodrome is the first and largest cosmodrome in the world, located on the territory of Kazakhstan. For many decades, the Baikonur cosmodrome has been and remains the most important platform in the world for launching spacecraft. At this place, the first man flew into space, the launch of the first artificial satellite, the famous manned spacecraft and orbital stations, as well as other spacecraft, to this day plowing the vastness of the solar system.

On April 12, 1961, the Vostok spacecraft was launched from the Baikonur Cosmodrome with the first cosmonaut Yuri Gagarin on board. The exciting words "For the first time in the world ..." - more than once sounded from here to the whole planet when Baikonur successfully carried out its unique launches and experiments (Schreiber,2010).

Astana-Baiterek

Astana-Baiterek is one of the main symbols of the country, personifying its prosperity and well-being. The structure is built of glass and concrete and vaguely resembles a "poplar": a metal "trunk", standing on five hundred piles, holds a huge ball weighing 300 tons of chameleon glass that changes color in the sun.

The idea of building the monument belongs to the first president of Kazakhstan Nursultan Nazarbayev who was a steelworker in the past. Baiterek's original plan came up to Nazarbayev during traveling on a presidential plane. The head of state drew a plan of a futuristic design on a plain paper napkin. The height of the Baiterek monument is also symbolic: 97 meters (without a ball) mark the transfer of the capital from Alma-Ata to Nur-Sultan in 1997 (Albo,2017).

The Charyn Canyon

The Charyn Canyon is located on the territory of the Charyn National Park and is composed of sedimentary rocks that are about 12 million years old. The length of the canyon is 154 km along the Charyn River and the height of the steep mountains reaches 150-300 meters. The Charyn Canyon is considered the fellow of the famous Grand Canyon in America. In the Charyn Canyon there is the rarest representative of the vegetation of the globe - Sogdian ash that survived the era of glaciation. Nature has created a unique landscape in the desert plain, which attracts not only domestic but also foreign tourists (Schreiber,2010).

3.9 Mountain tourism in Kazakhstan

Mountainous regions are one of the most attractive natural resources of Kazakhstan. All natural zones of Kazakhstan from deserts and forests to alpine meadows and glaciers, are located here at a short distance from each other. The most attractive for tourists is the variety of landscapes, where between the mountain valleys there are lakes surrounded by a coniferous forest and somewhere high up there are majestic snowy mountain peaks. Many tourists have been attracted by the highest mountain peaks for years. In Kazakhstan there is a peak with a height of 7010 m - Khan Tengri. Many travel agencies organize tours to this

area despite their high cost these tours are in demand. Thanks to our neighbors, the Republic of Kyrgyzstan, on the territory of which the resort area of Issyk-Kul is located in Soviet times many routes of various categories of difficulty from the city of Almaty were thought out. Tourists cross two ridges on the way to the lake - Zailisky Alatau and Kungey Alatau. The main flow of tourists is concentrated in the Almaty region. As with many types of tourism, the city of Almaty is the main center of mountain tourism (Molodavkin,2008).

Mountaineering is currently one of the most popular forms of extreme sports in the world. In Kazakhstan the Federation of Mountaineering and Climbing of the Republic of Kazakhstan was created in 1953. The purpose of its creation is to coordinate activities for the development of mountaineering and rock climbing in the Republic of Kazakhstan, to attract the general population to systematic mountaineering and rock climbing. Thanks to the work of the Federation, many issues of modern mountaineering in Kazakhstan have been resolved. Also several expeditions were organized to the eight-thousanders of the world. The program “Kazakhstani national team on the highest peaks of the world” has been developed. One of the strongest mountaineering schools in the world is located in Almaty-CSKAMORK (Molodavkin,2008).

The Republic of Kazakhstan has unique mountaineering resources, including the northern Tien Shan mountains. They are located in the Almaty region. Another name for this place is Zhetysu-Semirechye. Zhetysu is the pearl of Kazakhstan. This is a beautiful and unique place. In the distant past, amazing secrets, routes and historical destinies of many tribes and nations intersected here. The Zailiyskiy Alatau the northernmost range of the Tien Shan mountains, stretches about 400 km to the south, forming an arc. (Artukhin,2019).

In the Zailiyskiy Alatau the most popular among climbers are: the regions of the Malaya Almaty gorge and the Bogdanovich glacier. The glacier is located in the basin of the Left Talgar River but the most convenient route for climbing its peak is the Small Almaty Gorge. The most popular gorges among climbers are such gorges as Big Almaty, Aksai, Kargaly, Kaskelen, Chimolgan which have such peaks that no man has ever set on foot. Central Tien Shan is located in Central Asia, mainly in Kyrgyzstan (western part) and China (eastern part), partly in Kazakhstan and Uzbekistan. It stretches for approximately 2,500 kilometers from west to east and 300 kilometers from north to south. The highest points are Pobeda Peak (7439 m) and Khan Tengri Peak (7010 m). Alpine-type landscapes

are characteristic of the Central Tien Shan: steep ridges are covered with gray-turquoise colored glaciers and blinding white snow; colorful alpine meadows are close to the dark coniferous forests of the Tien Shan. Mountaineering tourism of Kazakhstan is mainly developed here. The ascent routes are varied: rocky, snowy and mixed. Ascents are carried out all year round, but the optimal period is June-August (Artukhin,2019).

3.10 Health tourism in Kazakhstan

Currently health tourism has taken one of the leading positions among other types of recreation. The idea of a healthy lifestyle is being actively promoted all over the world and more and more people strive for a harmonious state of mind and body. The modern tourism industry based on the unique natural and cultural potential of the Republic of Kazakhstan, the diversity of the landscape and nature is a way to satisfy any requests a natural backbone factor of the tourism industry's flexibility in the system of world economic relations as one of the most dynamic ecological industries in the system of world economic relations. Comprehensive implementation of the Kazakhstani tourism product based on the development of the tourism industry (transport and communication infrastructure, service, construction, insurance, etc.) and the stimulation of investment activity will ensure a stable growth in employment and incomes of the country and the population. In connection with reaching the limits of the recreational capacity of traditional areas of the world tourist market and the need to update and expand the list of visited territories Kazakhstan has a real opportunity to occupy its niche in the world tourist market (Drachova, 2010).

The first information about natural healing factors on the territory of Kazakhstan dates back to the middle of the 19th century. In the period from 1834 to 1880 in the press there were reports about the Rakhmanov springs, about the geology of the Arasan-Kapal springs, about the Borovoe lake, the Dzhusalinsky and Barlyk-Arasan springs, about the mud lakes. Kalkamanskoye Lake and Lake Kichkene-Tuz, 35 km from Pavlodar were first described from mud springs in 1980. Kazakhstan is rich in various natural healing factors - mud lakes, mineral springs, climatic-kumis-healing areas. However despite the presence of a large number of natural zones with mineral springs and curative mud, favorable climatic conditions and fabulous beauty of landscapes, until 1917 on the vast territory of the steppe region there were only two private sanatoriums for 30 places, each in the areas of Borovoe and Ber-Chogur . The first health resort of national importance "Borovoe" was opened in

1920, from 1922 to 1925 the resorts "Muyaldy", "Aul", "Sor", "Rakhmanovskie Kluchi", "Chimgan", "Zhana-Korgan" were built. In the thirties, scientists balneologists, climatologists, hydrogeologists, geophysicists, chemists, health resort specialists conducted a comprehensive survey of over 20 natural healing places to replenish information about them and substantiate the prospects for their development. On March 27, 1931 the Kazakh resort trust was established, renamed into the resort management. Kazkurort's sanatoriums are multidisciplinary with specialized departments equipped with modern equipment and medical equipment. Here much attention is paid to the use of new treatment methods, laboratory-functional and X-ray diagnostics. Their climate also depends on the area of the resorts and sanatoriums. For example the climate of the Zhana-Korgan resort is moderate, but continental and has typical features of a desert zone, the climate of the resorts Alma-Arasan and Kamenskoye plateau is characterized by features typical of the middle mountains of the southern regions of Kazakhstan, the climate of the Borovoe resort is characteristic of the low-mountain, forest-steppe zone and so on (Drachova, 2010).

4 Practical Part

4.1 Analysis of the tourism industry of the Republic of Kazakhstan

In 2019, the share of tourism in Kazakhstan's GDP was 5.6%, while by 2025 it is planned to increase the figure to 8%. For these purposes, an annual increase in investment flows and an increase in the expenses of domestic and foreign tourists by an average of 7-8% per year are required. In Kazakhstan, investment in tourism has reached a record in the history of the country - 153.7 billion tenge (= \$ 357.3 million).

The industry is developing at a moderate pace with little socio-economic impact on a national scale. In 2019, the cumulative contribution of tourism according to the WTTC methodology in the total GDP was 5.6%.

Thus, over the past ten years, the average annual growth of investments in fixed assets in the field of arts, entertainment and recreation was at the level of 10%, and at the end of 2019, the growth in investments reached 46.2% per year. In monetary terms, the volume of capital investments in 2019 amounted to 153.7 billion tenge, setting a new record in the history of the country. At the same time, the state's contribution to the

financing of the sphere was 40.2%, the share of equity capital was 46.2%, and the remaining 13.6% were bank loans and borrowed funds.

Number of visitors served by type of tourism (million people)

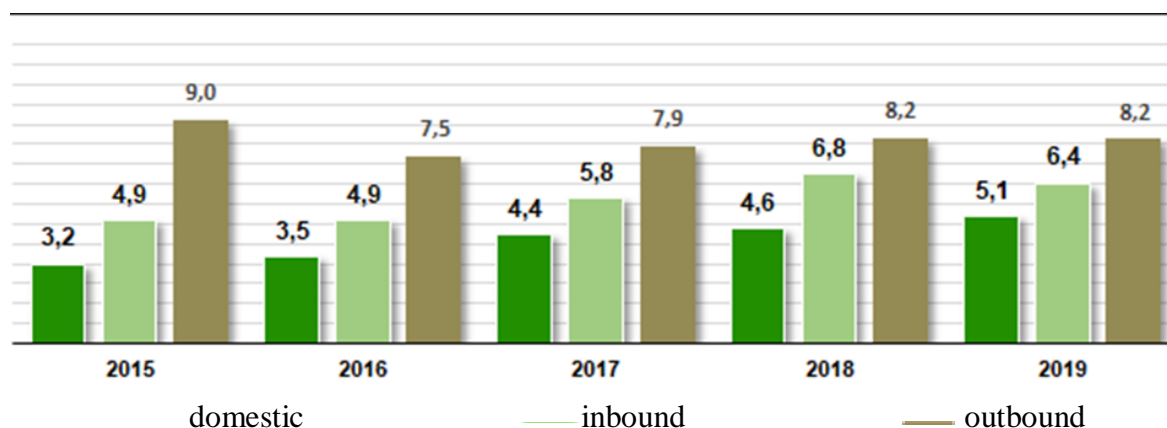


Table 1 Source: <https://www.worldbank.org> by own procedure

Following Table 1 every third Kazakhstani tourist chooses a vacation within the country. According to the results of nine months of 2019 8.2 million Kazakhstanis visited foreign countries as tourists. In comparison with the same period in 2018, the indicator slightly decreased - by 0.1%. Domestic tourism on the contrary immediately increased by 9.8% to 5.1 million people. That confirms the fact that every third kazakh tourist in 2019 rested inside the country. In turn, the tourist flow from abroad to Kazakhstan after the International Exhibition "EXPO-2017" crossed the limit of 6 million tourists per year. As a result, 6.4 million foreign tourists visited Kazakhstan in the first nine months of 2019. Compared to the same period in 2018, the indicator decreased by 5.4%, but, nevertheless, remained above the average annual value over the past five years by 650 thousand tourists.

Map of Kazakhstan (14 provinces)



Number of services provided by RK locations (million USD)

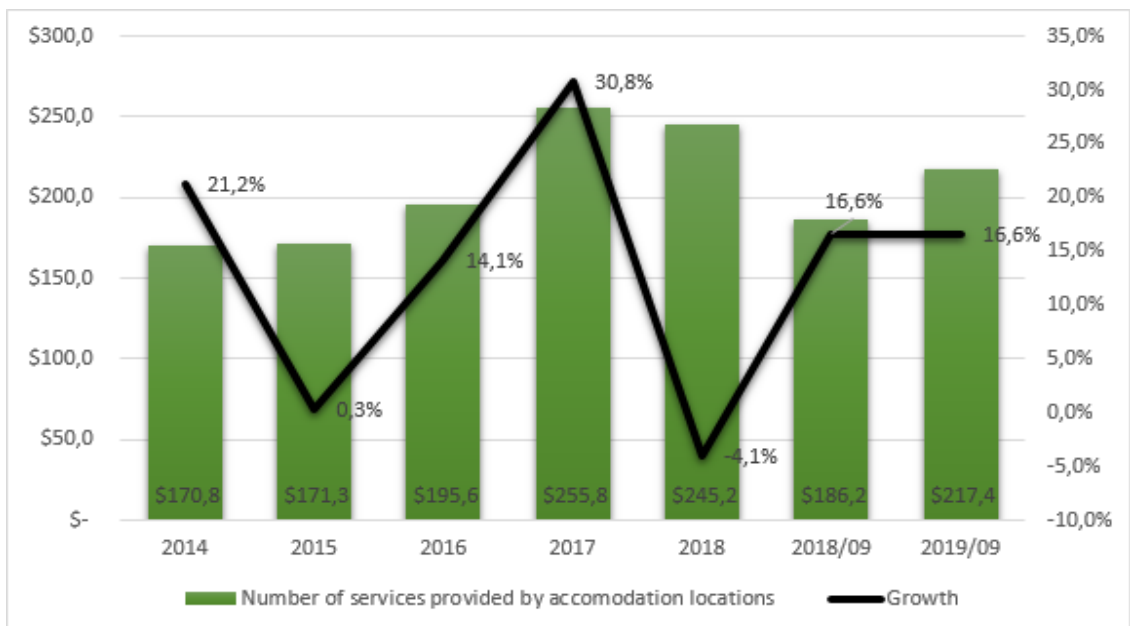


Table 2 source: <https://data.egov.kz/> by own procedure

According to Table 2 tourists spent 92.1 billion tenge (= \$ 217.4 million) on housing in Kazakhstan. There are 3,600 tourist accommodation facilities in Kazakhstan: hotels (2,100 units), small houses and apartments (1,100), children's camps (120), specialized rest homes (84), tourist centers (53) and other types of residence. Half of all placements are concentrated in East Kazakhstan (567 units), Almaty (540), Akmolá (407) regions and the

city of Almaty (341). According to the results of nine months of 2019, 4.9 million tourists, including Kazakhstani ones, used the services of accommodation facilities. At the same time, about 60% of tourists stopped in Almaty (984.7 thousand people), Almaty region (733.7 thousand), Nur-Sultan (654.1 thousand) and East Kazakhstan region (484.8 thousand) ... The volume of accommodation services provided to them in aggregate reached 92.1 billion tenge. In comparison with the same period in 2018, the indicator increased by 16.6%.

It is noteworthy that the average annual occupancy of placements has remained practically unchanged over the past five years and ranges from 22% to 25%. At the same time, the number of places of residence of tourists is growing annually with an intensity of 12.5%. That is, statistics show the intensive development of regional tourism in the country. However, the reason for the preservation of the occupancy rate of accommodations lies in another, namely, in their uneven distribution according to the tourist flow. So, in the resort zones of the East Kazakhstan region, which is the leader in the number of places of residence, each accommodation facility for the first nine months of 2019 served an average of 855 people. Similarly, in Akmola region: one accommodation facility served 762 people. In turn, in the city of Nur-Sultan, where 208 residences are concentrated, each facility served an average of 3.1 thousand people. In the city of Almaty - 2.9 thousand people, in the Mangistau region - 2 thousand people, in the Atyrau region - 1.9 thousand people. As a result, this leads to an increase in the deterioration of accommodation facilities, a decrease in competition in the regions and a deterioration in the quality of service.

Number of tourists in 2017

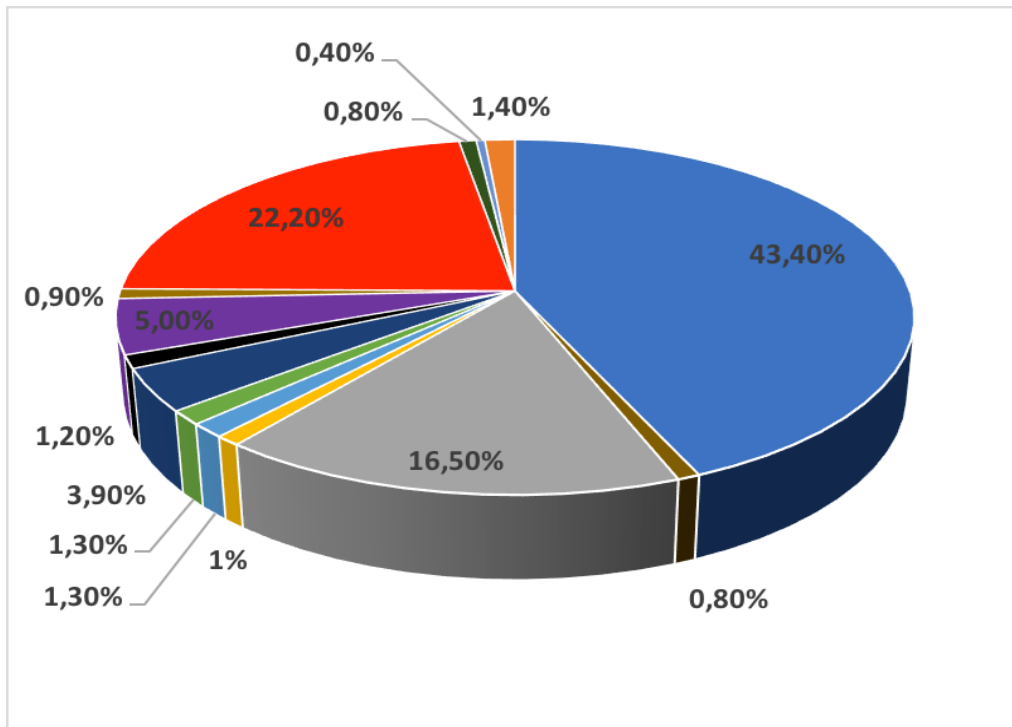


Figure 1 source: <https://informburo.kz/> by own procedure

- Russia --- Uzbekistan --- Kyrgyzstan --- Germany --- Ukraine
- Turkmenistan --- Azerbaijan --- Belarus --- China --- Other countries
- USA --- South Korea --- Turkey --- Tajikistan

According to Figure 1 in 2017 Astana hosted the international exhibition EXPO. Kazakhstan was visited by 7.7 million foreigners, but over the year the geography of citizenship of tourists has not changed. In 2017 more than 88% came from Uzbekistan, Russia, Kyrgyzstan, Tajikistan and China in descending order of the number of people. The remaining 12% are mainly citizens of Azerbaijan, Turkey, Germany, Belarus and Ukraine.

4.2 EXPO – 2017

4.2.1 General information

EXPO-2017 - An international specialized exhibition under the auspices of the

International Bureau of Exhibitions (BIE), held in the capital of Kazakhstan, Nur-Sultan, from June 10 to September 10, 2017. The theme of the exhibition is “Energy of the Future”. 115 states and 22 international organizations took part in EXPO-2017. At the 2017 exhibition, the participating countries demonstrated achievements and prospects in the use of renewable energy sources and their advantages such as environmental friendliness, low operating costs and environmental friendliness. For Kazakhstan, “EXPO-2017” was a landmark event: never before had an international exhibition of this magnitude been held in the countries of the Central Asian region and the CIS.

4.2.2 Why did Kazakhstan need EXPO?

Since the day of the official announcement about the holding in 2017 in the capital of Astana of the world exhibition EXPO, there have been many discussions about it. What will he give to Kazakhstan?

Let's see what EXPO is? This is an international exhibition, which is a symbol of industrialization and an open platform for demonstrating technical and technological achievements. The World Exhibition dates back to 1851. It was first held in London, in Hyde Park. The initiator was Prince Alberta.

And so, going over the history of the EXPO, you can make an analysis that this is one of the authoritative events, which gives, first of all, the prestige of the host country and the city. Many people ask the question: Why was Kazakhstan needed? There are many authoritative ratings in the world through which countries are determined by their current position in economic, social and technological development, the indicators of which influence. One of them is EXPO. Kazakhstan - the first held this prestigious and significant event from the post-Soviet countries. And since Kazakhstan was included in the rating, it means that it meets the best international standards. Of course, getting on the list is not the main goal. The main goal is to improve the quality of life of the country's population.

What did the EXPO give for Kazakhstan? It allowed attracting investments in many sectors, especially in the above. And the International Bureau of Exhibitions (BIE) contributes to this. This was confirmed by the general secretary of this organization, Vicente Lossertales: “We have a responsibility, and we share this responsibility with the Republic of Kazakhstan. We are responsible for ensuring that everything we invest in

EXPO should be used in the future. Not a single dollar of investment will be lost. If we position EXPO as a costly project, the image of EXPO will suffer and other countries will no longer be interested in holding the exhibition. We will promote innovations in the EXPO, we will also promote the country itself. In Kazakhstan, we are creating a city. A city that will be an example of sustainable development and we need to consider investments for the long term. And therefore, everything that will be done at the EXPO will have a positive impact on the quality of life of citizens”.

The first president of the Republic of Kazakhstan, Nursultan Nazarbayev, answered the question of what he expects from the international exhibition EXPO, and why the country needed it: “EXPO-2017, which we won among 166 countries for Kazakhstan, is very important, I will not hide it, with an image project. At the opening of the exhibition arrived 17 heads of state, government, corporation very much involved. 115 countries, 22 international organizations, they all brought their exceptional innovations to the pavilions of this exhibition, and in itself, the collection of such innovations should someday shoot and serve progress for Kazakhstan. Secondly, we built a huge object, I laid the first stone on the foundation of the EXPO in 2014, and for 3 years, we built colossal objects on 200 hectares, all this will serve the future of Kazakhstan. We have already made a decision, the relevant laws on the creation of the Astana International Financial Center, the corresponding buildings and structures that they will need, we will transfer from here. And here it is “green” energy, “green” technologies that will focus, this place will become such a hub that will spread this knowledge to everyone around”. EXPO is visited by millions of tourists, and therefore each country seeks to create a unique pavilion that can express the national identity of its culture and demonstrate to the whole world the level of its economic and technological development. International specialized exhibition EXPO-2017 gave a powerful impetus to the development of tourism in Nur- Sultan.

4.2.3 Exhibition results

The organizer of the exhibition, JSC National Company Astana EXPO-2017, reported that the total amount of expenses for holding was \$ 1.3 billion. The exhibition was attended by 115 countries and 22 international organizations. The exhibition was visited by almost 4 million people. This is twice as much as the organizers planned. 15% of all visitors were foreign tourists from 187 countries of the world.

4.2.4 Attendance rate of international specialized EXPO exhibition over the past 28 years

The ratio of the host country population to the number of visitors

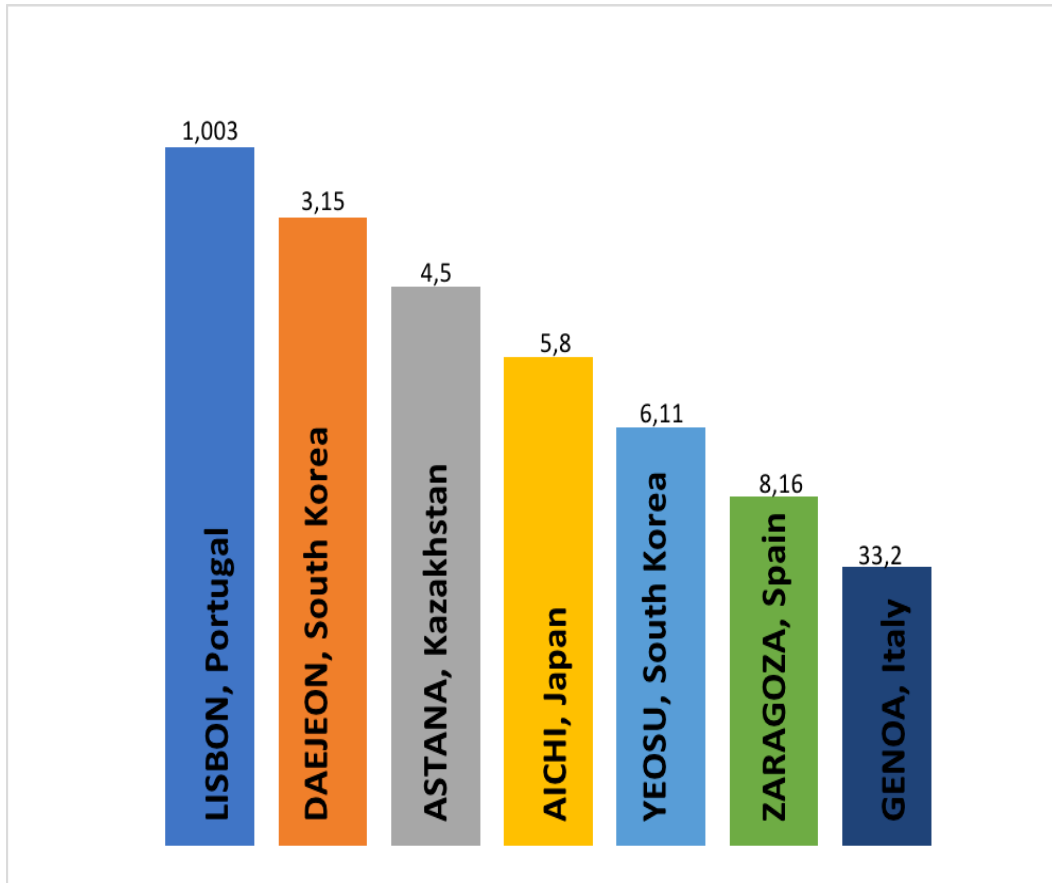


Figure 2 source: <http://expo.kargoo.gov.kz/> by own procedure

Exhibition	Population of the country	Number of visitors	Attendance rate
EXPO – 1998, Lissbon	10,16 million	10 128 204	1,003 people
EXPO – 1993, Daejeon	44,19 million	14 005 808	3,15 people
EXPO – 2017, Astana	18 million	3 997 545	4,5 people
EXPO – 2005, Aichi	127,8 million	22 049 544	5,8 people
EXPO – 2012, Yeosu	50.2 million	8 203 956	6,11 people
EXPO – 2008, Zaragoza	46,16 million	5 650 943	8,16 people
Expo – 1992, Genoa	56,8 million	1 706 148	33,2 people

Table 3 source: <http://expo.kargoo.gov.kz/> by own procedure

According to Table 3 we can see that the best indicator is in Lisbon, where the ratio of the population of the host country to visitors is 1.003 to 1.

In Kazakhstan, the ratio of the population of host country to visitors is 4,5 to 1 and this is also a very high indicator.

4.3 SWOT analysis

Strengths

- Advantageous geographical location;
- Stable political situation;
- Hospitality of the Kazakh people;
- Unique culture and history of Kazakhstan allowing the development of cultural and educational tourism;
- Variety of monuments of tangible and intangible cultural heritage;
- Fast growing gross domestic product;
- Stable market competition;
- Satisfactory performance;
- Wide and good contacts with foreign partners and counterparties.

Weaknesses

- Undeveloped tourism infrastructure for inbound tourism;
- Low level of service for the development of inbound tourism;
- High cost and low availability of external capital (high interest rates, unfavorable terms of their payment, etc.;
- High cost and low availability of insurance coverage for the risk of activities;
- Low research potential;
- Approaches and policies of ecotourism in Kazakhstan have not been formed;
- Low population density - possibly a negative impact on the development of domestic tourism, including through a low level of demand for tourist products within the country;
- Insufficient level of involvement of historical and cultural monuments in tourist routes - not fully utilizing their significant potential for cultural, patriotic education, as well as the development of the economy of a particular region, including a significant tourist load on the largest historical and cultural monuments of the country, weak promotion of little-known cultural monuments;
- Lack of external funding: insufficient amount of external (both public and private) investment in the tourism industry.

Opportunities

- Creation of new jobs, including in rural areas;
- High level of recognition of Kazakhstan in the international market of tourist services, which will provide an inflow of investments and income to the budget;
- Creation of a national tourist product;
- Increase in tourist flows for inbound and domestic tourism;
- Supporting the development of tourist regions;
- Supporting the development of medium and small enterprises;
- Continuous growth of the welfare of society will attract new, financially wealthy groups of clients;
- The tendency of preferential purchase of products of domestic firms will increase among customers.

Threats

- Low level of investment activity;
- Increase in the number of one-day routes;

- Shaping the image of Kazakhstan as a country not favorable for tourism, as well as reducing its investment attractiveness;
- Low barriers to entry into the market of new competitors and the inability to quickly develop a defensive reaction due to the lack of financial reserves, opportunities for obtaining cheap loans;
- Continuous and long-term decline in profitability can force travel agencies to abandon development strategies and adopt a survival strategy.

5 Results and Discussion

How to solve the problems of tourism in Kazakhstan

After analyzing the current state of development of the tourism industry, I can propose a number of government support measures aimed at improving and developing tourism activities in the Republic of Kazakhstan, the main of which include:

- development of infrastructure of the tourist services market;
- improving the quality of tourism products and education in tourism;
- improving the mechanism of legal regulation of the market of tourist services;
- preservation of cultural and historical monuments;
- Improving the management of tourism business development;
- improvement of material and technical base;
- development of international cooperation.

In the market of tourist services, it is necessary to improve the material and technical base, where special attention should be paid to:

- development of the material and technical base of tourism by attracting domestic and foreign investments for the reconstruction of existing and construction of new tourist facilities;
- increasing competitiveness in the market of air transportation services, the development of passenger transportation by road and rail;
- development of a scheme for the prospective placement of tourist facilities and the development of infrastructure of the tourist services market in the Republic of Kazakhstan;
- control over land use and application of building standards in the areas of tourism

business development;

- the creation of a hotel and service complex that meets international standards, as well as a network of tourist complexes, ethnographic museums and recreation areas;
- the development of related infrastructure in existing and potential tourist areas: telecommunications, water and electricity, sewage and solid waste management systems;
- the development of systemically important tourist facilities by attracting foreign investment;
- the development of projects and the construction of tourist facilities, including medium and small accommodation facilities, taking into account their year-round use.

6 Conclusion

The Republic of Kazakhstan has all the prerequisites for more active access to world tourism markets. The main tourism product of Kazakhstan is a variety of natural resources, historical and cultural heritage. The analysis of statistical and empirical data indicates a growing interest in tourism products in Kazakhstan and the positive trends in the development of tourism. The main directions in the development of international tourism are the expansion of international tourism relations and the implementation of intergovernmental agreements in the field of tourism.

The solution of the problems of the modern tourism market of Kazakhstan should be carried out in stages, together with representatives of the executive branch in the regions and in the regions, which will significantly simplify and accelerate the processes of formation of the tourist attractiveness of the republic in the world tourism market.

In conclusion, I would like to note that in order for the tourism industry to become highly profitable, as the world practice of tourism development shows, it is necessary to consolidate the efforts of all participants in the tourism market, public and private sectors. And here the role of the Government of the republic is to ensure coordination of development and planning policies in the tourism industry at the interstate, state and private levels.

With a comprehensive solution to all the tasks mentioned above undoubtedly in the coming years a competitive tourism industry will be created that is capable of business cooperation in the framework of international trade in tourism and leisure services.

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8 Appendix