

**Czech University of Life Sciences Prague**  
**Faculty of Economics and Management**  
**Department of Economics**



**Extended Abstract of Bachelor Thesis**

**Tourism in Kazakhstan: *Problems and Prospects of  
Development***

**Kamilla SMADYAROVA**

© 2018 CULS Prague

## **Summary**

The main aim in this bachelor thesis is to describe features and evaluate main problems, applying own ideas how to increase the level of tourism development in Kazakhstan. First part is dedicated to the definition of tourism and its classification. Also mentioned main regions and theirs' touristic potential on the territory of Kazakhstan. Second part is describing main problems Kazakhstan touristic industry's facing for now and possible prospects of development. Impact of worldwide Exhibition EXPO-2017 is detailed in the following part: highlighted main results of the Exhibition regarding attracting new tourists to the country. Trend and SWOT Analyses are also featured in the following part.

## **Keywords:**

Kazakhstan, tourism, development, problems, economic growth, Nazarbayev, Astana, EXPO-2017, WTO, SWOT Analysis

## **Objectives and Methodology:**

The main objective of the thesis is to consider the current situation of tourism development in Kazakhstan and identify existing problems the industry presently faces in its progression. Evaluate issues such as underdeveloped tourist infrastructure, weak provision of the industry, staff and customer service satisfaction, lack of a positive tourist image in worldwide markets to provide possible solutions for developing. For Theoretical part used methods such abstraction, inductive reasoning and descriptive methods. In Practical used quantitative (statistics, econometrics) and qualitative data description methods.

## **Theoretical part:**

First part is dedicated to the definition of tourism and its classification, how industry affects economy worldwide. Briefly described the current situation of the level of

tourism in the chosen country and also mentioned main regions and theirs' touristic potential on the territory of Kazakhstan.

### **Practical part:**

Second part is describing main problems Kazakhstan touristic industry's facing for now and possible prospects of development. Impact of worldwide Exhibition EXPO-2017 is detailed in the following part: highlighted main results of the Exhibition regarding attracting new tourists to the country. Trend and SWOT Analyses are also featured in the following part..

### **Conclusion:**

Certainly assessing the current state of the tourism industry in Kazakhstan, it is necessary to note the main trends of its development. Tourism in Kazakhstan is recognized as a promising direction for the development of the non-oil sector of the economy and is included among the seven national priority clusters. The current stage of tourism development is at a stage of rapid growth. But this rapid rise in the service sector of tourism will satisfy the needs of tourists only in the near future, while at present, the existing infrastructure does not ensure the satisfaction of all the requests of both domestic and foreign tourists. It is necessary to unite the efforts of the state and business structures in order to increase the efficiency of the implementation of the tasks planned in the programs and to take measures to activate public-private partnerships in the form of concessions, contracts, etc.

Anatoly Savichev, a member of the working group on tourism in the Almaty region, talking about future of tourism cluster was paying attention on concretizing the goals of tourism development and motivating people involved in the travel industry: "Everything needs to be translated into figures. We should not abstractly say "let's develop tourism!". The main message of his words is that it is necessary to realize what the meaning of this word and its profitability. In the development of tourism, the participation of an interested business part, as well as proper attention from the government side, is necessary. But if business requests from the state comfortable conditions for work, after when conditions are met and

fulfilled, it must be responsible for results and all consequences. It is an ideal structure. Both: in business and in the state people should be interested in development.

Formation and, most importantly, the maintenance of a positive tourist image is the main priority for Kazakhstan in the development of inbound tourism. Of course, the presence of a developed infrastructure, competent personnel and government support of tourism organizations are also important, but without worldwide recognition of the country, all these elements of a developed tourism industry are useless. Therefore, domestic tourism needs to use the rich world experience and its own enthusiasm to start creating an image of Kazakhstan as a new tourist destination. The expansion of tourism at the present stage in the Republic of Kazakhstan demonstrates positive dynamics. But despite this there are certain aspects that hamper more dynamic development. Problems of domestic tourism are characteristic of many developing countries with economies in transition and reflect a situation where little attention is paid to tourism.

#### **References:**

- Azar V. I., Tumanov S.Yu. Economy of the tourist market. Institute of International Tourism, 2015
- Arinova M.N. Problems and prospects of development of medical tourism in the Republic of Kazakhstan. Karaganda: Publishing house of the University of Karaganda, 2015
- Balabanov IT, Balabanov AI Tourism Economics. Tutorial. -M.: Finance and Statistics, 2010
- Bektimirova N.N. Aspects of attractiveness in the tourist product of Kazakhstan. Almaty, 2015
- Birzhakov, M.B. Introduction to tourism. Edition 9th, revised and enlarged. - St. Petersburg: "Gerda Publishing House". 6. Vukolov V.N. History and theory of international tourism. – Almaty, 2016
- 1. Vukolov V.N. History and theory of international tourism. – Almaty, 2014
- Tourism of Kazakhstan. Statistical collection of the Agency of Statistics of the Republic of Kazakhstan, 2007–2011, Astana, 2012

- Concept of tourism development in the Republic of Kazakhstan to Provision of Government of the Republic of Kazakhstan from February, 28, 2016, № 192.
- A. Mikos v. Rohrscheidt, *KulTour.pl, Poznań*, Religion as a subject of cognitive interest to tourists, 2013
- Committee on Statistics of the Republic of Kazakhstan. Ministry of National Economy of RK. <http://stat.gov.kz>
- World Tourism Organization <http://www2.unwto.org>