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TOURISM IN THE SOCIO-POLITICAL STRUCTURE OF KAZAKHSTAN SOCIETY

Abstract

This article is devoted to the problems of tourism development in the socio-political structure of Kazakhstani society. The tourism industry at modern stage is not inferior to any sphere of the world economy in terms of the potential of jobs, tax revenues, growth rates and other indicators, that state the significant contribution of the tourism sector to the stability of the cultural, social and economic life of the country. The effective development of tourism in Kazakhstan is largely hindered by the lack of clear state regulation of tourism development, underdevelopment of infrastructure, as well as the insufficient study of tourism from a scientific point of view. The analysis of domestic scientific literature and practice showed the undeveloped conceptual apparatus, the lack of a systematic approach and a scientific methodology to substantiate the nature and degree of state regulation of tourism.

Keywords: tourism, territory, landscapes, government policy, business tourism market, internal and external tourism market.

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ТУРИЗМ В СОЦИАЛЬНО-ПОЛИТИЧЕСКОЙ СТРУКТУРЕ КАЗАХСТАНСКОГО ОБЩЕСТВА

Аннотация

Статья посвящена проблемам развития туризма в социально-политической структуре казахстанского общества. Туристская индустрия на современном этапе не уступает ни одной сфере мировой экономики в отношении потенциала рабочих мест, налоговых поступлений, темпов роста и других показателей, констатирующих весомый вклад туристского сектора в устойчивость культурной, социальной, экономической жизни страны. Эффективному развитию туризма в Казахстане во многом мешает отсутствие четкого государственного регулирования развития туризма, неразвитость инфраструктуры, а также недостаточность изучения туризма с научной точки зрения. Анализ отечественной научной литературы и практики показал неразработанность понятийного аппарата, отсутствие системного подхода и научной методологии обоснования характера и степени государственного регулирования туризма.

Ключевые слова: туризм, территория, ландшафты, государственная политика, рынок делового туризма, внутренний и внешний туристский рынок.

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ҚАЗАҚСТАН ҚОҒАМЫНЫҢ ӘЛЕУМЕТТІК-САЯСИ ҚҰРЫЛЫМЫНДАҒЫ ТУРИЗМ

Аңдатпа

Мақала қазақстандық қоғамның әлеуметтік-саяси құрылымындағы туризмді дамыту мәселе-леріне арналған. Туризм индустриясы қазіргі кезеңде жұмыс орындарының әлеуетіне, салық түсімдеріне, өсу қарқынына және туристік сектордың елдің мәдени, әлеуметтік,

экономикалық өмірінің тұрақтылығына елеулі үлесін көрсететін басқа да көрсеткіштерге қатысты әлемдік экономиканың бірде-бір саласынан кем түспейді. Қазақстандағы туризмнің тиімді дамуына көбіне туризмнің дамуын нақты мемлекеттік реттеудің болмауы, инфрақұрылымның дамымауы, сондай-ақ туризмді ғылыми тұрғыдан жеткіліксіз зерттелмеуі әсер етеді. Отандық ғылыми әдебиет пен практиканы талдау тұжырымдамалық аппараттың дамымағандығын, туризмді мемлекеттік реттеудің сипаты мен дәрежесін негіздеудің жүйелі тәсілі мен ғылыми әдіснамасының жоқтығын көрсетті.

Түйінді сөздер: туризм, аумақ, ландшафттар, мемлекеттік саясат, іскерлік туризм нарығы, ішкі және сыртқы туристік нарықтар.

From a historical point of view, most of the tourist activity, even on an international scale, is a relatively young sphere, which is only recently began to be considered worthy of serious attention and scientific research. Therefore nowadays, despite the intensive growth of tourism as an activity and industry and the recognition of the importance of its impact on the economy, there is an acute deficiency of fundamental theoretical developments in this area.

It should be noted that "Tourism" as a concept itself, reflects many aspects. Currently, the scientific literature does not have a single universal definition of tourism. Tourism is considered as an economic phenomenon, as means of getting to know the cultural and historical heritage, as a form of recreation, as well as mobility tool of people. However, each concept of tourism characterizes a separate side of this complex phenomenon.

The importance of tourism for society consists of two aspects:

- First of all, socio-psychological, as it allows to realize the objectively growing need for active recreation. Also, it is aimed to satisfy the spiritual and physical needs of people, contributes to the development of personality, because it is an effective tool to gather knowledge.

- Secondly, economic, since it is a highly efficient and profitable sector of the economics, which is an active stimulator of the development of many sectors of the national economy, which allows to solve major social and economic issues [1].

Note that tourism in different countries is considered to be the lever, the use of which made it possible to improve the entire national economy of the country. Tourism in many countries plays a significant role in shaping the gross domestic product, creating additional work places, providing employment for the population and enhancing the foreign trade balance. Tourism has a great influence on such key sectors of the economy as transport and communications, construction, agriculture, production of consumer goods, etc., and also acts as a kind of catalyst for socio-economic development.

Tourism has become one of the most profitable businesses in the world. It is known that tourism forms about 10% of the global total product, 30% of world exports of services, 7% of world investments, 10% of jobs and 5% of all tax revenues [2]. Taking into account the rapid and continuous growth of tourism, which has continued in recent years, as well as its significant impact on the economy and the well-being of society, developed and developing countries identify the tourism industry as one of their economic priorities.

It should be noted that the regulation of tourism development is a multi-level system, which includes:

- 1) coordination and promotion of tourism development on a global scale which is carried out through the World Tourism Organization with the participation of international financial organizations;

- 2) the consistency of tourism policy at the interstate level that is achieved through regional tourism organizations and special agencies of interstate associations;

- 3) regulation at the national and regional levels which is also carried out through specially created agencies and public associations of tourism organizations.

Thus, the subjects of tourism regulation are specially authorized state agencies, as well as public tourism organizations [3]. The process of forming a state policy for the development of tourism should be created based on their active interaction.

At present, the government of the Republic of Kazakhstan pays rather serious attention to the development of the tourism industry in the country.

It should be noted that the Republic of Kazakhstan has all the prerequisites for the development of

tourism. It has a vast territory and various landscapes, rich cultural and historical heritage, living traditions, warm hospitality, excellent gastronomy and relatively low cost of labor resources.

Therefore, tourism was included in the list of seven foreground non-resource sectors of the economy of Kazakhstan as the most important economic cluster. In 2019, the share of tourism in Kazakhstan's GDP was 5.6%, while it is planned to increase the figure to 8% by 2025. 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. To date, only 5.8% of the total number of employed citizens of the Republic of Kazakhstan work in the tourist service sector [4].

It should be noted that the prospects for the development of the tourist complex of Kazakhstan largely depend on the strengthening of state regulation of the tourism sector at the national level, which should be combined with a modern strategy for promoting regional tourism products.

The goal of state policy on regulating tourism development should be, first of all, a competitive tourism industry that meets the needs of domestic and foreign citizens in tourist services and contributes to the development of the country's economy by increasing the number of work places, inflow of foreign exchange, and preserving cultural and natural heritage.

It should be noted that the problems of tourism development and the creation of a modern tourism industry can be positively resolved if they are included in medium and long-term programs of socio-economic development of Kazakhstan, as well as considered in the broad context of programs, reforms of state policy.

It should be noted that the state planning of tourism development should be built on the basis of the methodology of strategic planning, which includes the following positions:

1. Policy based on the analysis and forecast of environmental factors, forecast and analysis of the country's tourism potential with taking into account the social and economic policy of the state.
2. Assessment of performance criteria, as well as the formation of a system of target indicators.
3. Basic principles of state tourism policy.
4. Analysis of the choice of priority directions of tourism policy.
5. A set of measures to create favorable conditions for the development of tourism.
6. Development and implementation of targeted programs for individual territories and directions.
7. Development of specific event plans for the implementation of targeted programs.
8. Monitoring of changes in the internal and external environment, as well as analysis and strategic control [5].

In Kazakhstan, there are significant disparities in the development of various types of tourism.

The development of outbound tourism predominates, which leads to invisible capital import.

It should be noted that inbound tourism in our country is constrained by many factors: political and economic instability, growth of social tension, exacerbation of the criminogenic situation, interethnic conflicts, lack of the necessary material and technical base and a system of scientific and info-advertising support for the promotion of national tourism products in the foreign market.

According to many researchers, the collapse of the Soviet Union into a number of independent states caused serious damage to both inbound tourism and domestic tourism, which caused a disturbance in the common tourist space. The structure of foreign demand for tourist trips to the CIS countries and Kazakhstan indicates a predominant growth in the arrivals of middle-aged and young people and a decline in the growth of arrivals of elderly people. There has been a tendency to expand the demand for tours with an individual set of services while providing the opportunity to choose a variety of spots based on quality and types of services [6].

Unfortunately, the quality of Kazakhstani tourist services is significantly inferior to foreign ones. The quality of services, accommodation, transportation and catering is also low. Outbound tourism accounts for the largest percentage of serviced tourists - 41.3%, while inbound tourism accounts for only 19.6%. Outbound tourism continues to be dominated by resident tourists traveling to non-CIS countries (89.3%), most of whom are engaged in "shop tourism" [7].

A number of researchers, based on the observations of tour operators, identify following shortcomings in the organization of the reception of foreign citizens:

- 1) lack of information on the availability of tourist services and language problems;
- 2) difficulties in accessing services not specified in the standard voucher;

- 3) poor quality of sightseeing buses;
- 4) inefficiency in the work of customs and border services;
- 5) unsatisfactory quality of food in hotels of lower categories.

In order to attract more tourists to Kazakhstan, material and technical, informational, advertising and staffing provision is needed. Therefore, a limited number of firms are working on inbound tourism, but the tourism development strategy in Kazakhstan is aimed exactly at the development of inbound tourism.

One of the main principles of regional policy is the uniformity of the development of regions, both in terms of the standard of living of the population and the level of development of the productive forces. The ratio of the number of travel agencies in different regions of Kazakhstan shows, that in most of them tourism is poorly developed and, under conditions of its successful development, the republic has a huge potential for the development of both internal and external tourism markets.

In Kazakhstan, there are over 100 tourist sites that can become so-called "tourist magnets" and "points of tourist growth". The development of their tourism infrastructure requires significant investment. However, due to limited financial resources, 10 republican destinations and 50 regional ones were selected, which were included in the Tourist Map of Kazakhstan.

So, the TOP-10 priority tourist areas of Kazakhstan, representing a high potential for tourism development, include: Lake Alakol (potential of 2.5 million tourists per year); mountain cluster of the Almaty region (potential of 2.5 million tourists per year); Shchuchinsko-Borovsk resort area (potential of 2 million tourists per year); Bayanaul resort area (potential of 450 thousand tourists per year); Imantau- Shalkar resort area (potential of 400 thousand tourists per year); Lake Balkhash (potential of 400 thousand tourists in year); the historical and cultural center of Turkestan (potential of 1.5 million tourists per year); beach resort in Mangistau (potential of 750 thousand tourists per year); MICE tourism in the city of Nur-Sultan (potential of 1 million tourists per year), tourist zone "Baikonur" (potential ranging from 250 thousand to 500 thousand tourists per year). Therefore, it is expected that the annual flow of tourists, including Kazakhstani, will increase by more than 6 million people and will reach 15 million tourists. [8]

It should be noted that despite the positive trends in the development of tourism in Kazakhstan, the huge tourist potential of our country is not yet in demand, since there are many problems left in Kazakhstani tourism.

One of the reasons for the low development of tourism in the country is the lack of a well-formed tourism policy and unified approaches to the development of the industry, including the improvement of legislation.

Due to weak infrastructure, high prices, lack of comfortable hotels, citizens of Kazakhstan prefer foreign tourist products as priority directions, with an annual outflow of the national currency equivalent to an average of \$ 2.7 billion.

However, Kazakhstan is more and more interested in terms of rest, and not arrival for business purposes. More and more tourists are interested in the recreational resources of the Republic of Kazakhstan, its cultural and historical heritage, customs and traditions of the Kazakh people.

The business tourism market of Kazakhstan is characterized by active, but at the same time spontaneous development. The lack of reliable statistical information makes it impossible to conduct a qualitative analysis of the leading business tourism markets in Kazakhstan.

To use the potential of business tourism in Kazakhstan, it is necessary to create an appropriate infrastructure, effective government support, reliable statistical information, training of professional personnel, as well as the formation of a favorable image of the country and governmental support for business tourism.

In conclusion, it should be said that it is important for Kazakhstan to develop inbound and domestic tourism: the inbound one provides foreign exchange receipts to the country's economy, the internal one allows the population of the state to recuperate, direct money receipts from tourism to domestic recreational facilities, and develop internal infrastructure of economy. Domestic tourism also has an educational purpose, contributes to the growth of patriotism and pride of citizens for their country.

Also, in our opinion, the priority directions of the state policy of regulation of tourism development should be:

- protection of the travelers' rights;
 - opposition to the criminalization of this area;
 - support for the development of targeted social tourism;
 - support for the development of inbound and domestic tourism;
 - preservation of the country's natural and cultural resources;
 - consideration of recommendations for trusting cross-border cooperation in the field of tourism with neighboring states;
 - development of an effective management system and implementation of the system plan.
- Especially the State support is important in creating an attractive image of Kazakhstan and training qualified personnel for the tourism sphere in accordance with international standards.

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