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Z. Nurgalieva*, PhD student¹

A. Orazgaliyeva, PhD, assoc. professor²

A. Karipova, c.e.s.³

G. Amrenova, master³

Alikhan Bokeikhan university,

Semey, Kazakhstan¹

Shakarim university of Semey,

Semey, Kazakhstan²

L.N. Gumilyov Eurasian National university,

Astana, Kazakhstan³

* – main author (author for correspondence)

e-mail: zaure_nurgalieva@mail.ru

ORGANIZATION OF TOURISM INFRASTRUCTURE OF THE REPUBLIC OF KAZAKHSTAN

The tourist infrastructure is an indicator of the development of the state, reflecting the development of the state. Changes in tourism policy get going. The uniqueness of this phase lies in the overhaul of the regulatory framework and the formulation of a growth strategy. Foreign and domestic investments have been attracted to the development of tourism.

The article examines the present condition of the tourism infrastructure. International experts assert that the tourism sector's progress is characterized by steady growth. Over time, the country could emerge as a major tourist destination. At home, Kazakhstan is viewed as a stable place with plenty of tourist attractions. The investigation led to the advancement of global cooperation in the field of tourism. The results obtained can be used to prepare lectures on disciplines that contribute to the development of the theory of tourist infrastructure. The results obtained can be used to prepare lectures on disciplines that contribute to the development of the theory of tourist infrastructure.

Keywords: *tourism, economy, tourism industry, field tourism, domestic tourism, tourist complex, raw materials, competition, tourist infrastructure.*

Кілт сөздер: *туризм, экономика, туристік индустрия, көшпелі туризм, ішкі туризм, туристік кешен, шикізат, бәсеке, туристік инфрақұрылым.*

Ключевые слова: *туризм, экономика, туристская индустрия, выездной туризм, внутренний туризм, туристский комплекс, сырье, конкуренция, туристская инфраструктура.*

Introduction. The hospitality and friendliness of the people of Kazakhstan, the country's natural attractions, its rich history, cultural and ethnic diversity, as well as its tourism infrastructure, contribute to tourist interest [1].

The President of Kazakhstan has identified tourism as one of the key clusters for developing the non-oil sector of the economy, aiming to propel the country into the top 50 most competitive nations globally. Today, it's evident that Kazakhstan's tourism complex can serve as a powerful tool for accelerating the pace of economic growth and modernization of the country.

The implementation of programs aimed at enhancing the tourism sector has positively impacted the dynamics of the industry. The economic influence of tourism, on the nation is clearly seen in the transactions resulting from tourism exports and imports. A significant portion of revenue from tourism exports is derived from visitors coming in and local transport ticket sales and other services within the country. On the hand tourism imports consist of expenses made by citizens on travel payments for services abroad and dividends paid to foreign investors in the tourism field. The disparity between what a country earns from tourism exports and what it spends on imports is reflected in its tourism balance sheet.

Assessing the importance of tourism infrastructure and exploring Kazakhstan's potential in the tourism sector remains a topic, within this context.

The article aims to analyze the current trend of infrastructure development in the tourism sector of the Republic of Kazakhstan, identify key issues, and formulate recommendations for addressing them.

Research methods. The study's methodology relies on numerous approaches and techniques that are widely used in contemporary science. The main type of research, which is the literature review, was conducted to identify important information on the research topic. The collection of primary statistical information about the state of the tourism industry in Kazakhstan enabled the determination of its current level of development. Employing a comprehensive approach and compiling data on general trends allowed for the identification of patterns in the decline of tourism infrastructure volumes and, consequently,

revenues in the tourism industry in light of the changing economic climate in Kazakhstan. By comparing official statistical data with market trends and indicators of foreign trade turnover, the dependence of transportation on foreign economic import-export operations was clearly demonstrated. Methods of data processing based on the analysis of data from the National Statistics Bureau of the Republic of Kazakhstan were utilized to analyze the level of development of tourism infrastructure.

Literature review. Tourist infrastructure provision is a topic of great interest for researchers and practitioners alike. Objective factors, such as the development of productive forces and the growing economic significance of tourist infrastructure, play a crucial role in this discussion.

In the study of issues related to tourism development in the Republic of Kazakhstan, the following economists have participated: Mazbayev O.A. in the textbook «Fundamentals of Tourism and Local Studies» [11]. Tsvetkov N.A. emphasizes the importance of a positive regional image for attracting tourists and investments for further development of domestic tourism in his works. Other domestic researchers such as Erdavletov S.R., Dosmukhanbetov T., Mukanov B.O., Kamshibekov T.K. predominantly utilized comparative methods in their research, initially aimed at describing and comparing territories from a tourism perspective. Additionally, information on the discussed topic was gathered based on the works of scholars in the field of tourism development.

In particular, Gibson, Heather J., Active Sport Tourism: Who Participates? [7], Gammon, Sean; Robinson, Tom (2003), Sport and Tourism: A Conceptual Framework [8], Kuskov A.S., Dzhalyadyan Yu.A. Fundamentals of tourism [6].

Main part. Kazakhstan holds promise in developing its tourism industry and drawing in visitors from, around the world. The country’s vast land rooted cultural significance and unspoiled natural beauty make it an appealing destination.

In emerging economies tourism plays a role in boosting GDP and driving overall economic growth. Effectively managing this sector leads to government revenue and job creation, which positively impacts the economy.

Within Kazakhstan both domestic and international tourism offer a range of options. Ecotourism, adventure travel, extreme experiences, exploration and educational trips are all seeing growth. Additionally, there is an increase in business travel. Specifically looking at tourism the number of visitors from CIS countries has steadily risen from 2018, to 2022 (refer to Table 1).

Table 1

Arrival of foreign citizens in the Republic of Kazakhstan, 2018-2022*

Types of routes	Served nonresident visitors, people				
	2018	2019	2020	2021	2022
Inbound tourism	4 706 742	5 310 582	4 721 456	4 329 848	4 712 657
Commonwealth Of Independent States	4 217 987	4 686 885	4 105 510	3 782 254	4 183 259
Countries that are not part of the Commonwealth of Independent States	488 755	623 697	615 946	547 594	529 398

* Compiled by the authors based on the source [14]

In 2022, the total number of services provided to visitors increased by 45.9% compared to the period in 2011, reaching 9,729.8 thousand people. The majority of tourists traveled for work (64% There was 29.0% leisure.

The total number of services in the tourism sector grew by 5.1% to reach 15,142,092.8 tenge (compared to 14,730,718.1 tenge in 2021) Business travel was the main reason for tourist activity (64.1%), followed by leisure travel (29%

Positive trends were observed across sectors of tourism during the reporting period, across sectors of tourism. Positive trends were observed across sectors of tourism during the reporting period. Positive trends were observed across sectors of tourism during the reporting period.

1) 39.6 thousand people were reached by the number of visitors, up from 31.2 thousand people in 2022.

2) There was an increase of 74.1% in nomadic tourism with a total of 261.7 thousand people (up from 194 thousand people in 2022)

3) Domestic tourism also showed growth with a rise of 77.3%, reaching about 158 thousand people

(from 122.2 thousand visitors in 2022) The tourism sector's objectives for 2023 are listed below.

4) To boost industry growth, improving the framework within the tourism sector ensures the safety and quality of tourism services and provides government assistance to players in the local tourism sector. Industry bodies and other groups are involved in conducting national and local tourism gatherings.

Table 2

Indicators of domestic and outbound tourism in Kazakhstan, 2018-2022*

Types of Tourism	Tourists and tourists (persons) are served				
	2018	2019	2020	2021	2022
Domestic tourism	541.930	473,947	347, 413	459, 337	601.521
Outbound tourism	3 687 849	4 544 440	5 242 643	6 413 943	7 412 300
Commonwealth Of Independent States	3 179 915	3 749 996	4 557 146	5 797 478	6 649 642
Countries that are not part of the Commonwealth of Independent States	507 934	794 444	685 497	616 46	762 658

* Compiled by the authors based on the source [14]

Nomadic tourism, in the Republic of Kazakhstan exceeds both inbound and domestic tourism significantly. However, there is a trend towards an increase in this aspect. While inbound tourism holds a share it remains relatively stable without fluctuations. Looking at tourism development trends countries typically prioritize boosting arrivals and domestic tourism. The former contributes currency to the state treasury while the latter helps circulate funds within the country.

According to the Kazakhstan Statistics Agency, there were 1,515 tourism organizations engaged in tourism endeavors in 2022, serving 601,521 visitors. There is a growth in tourist numbers served by travel agencies compared to figures from 2010 and 2021.

The decrease in tourist numbers in 2020 can be attributed mainly to a 40% decrease in arrivals and a 10% decline in departures compared to the year. The decrease in the number of visitors was beneficial. All tourist categories saw a decrease due to the global crisis that impacted the tourism sector, including Kazakhstan.

Furthermore, there has been an increase in visitors from nations who accounted for 89.7% of all visitors in 2022. Furthermore, there has been an increase in visitors from nations who constituted 89.7% of all visitors in 2022.

The country had a majority of visitors from Germany, China, the United States, Turkey, and the United Kingdom. There is an increase in travel compared to 2018, totaling 3,724,451 travelers. In 2012, there were 7,412,300 outbound tourists, but by 2018, that number had decreased to 3,687,849. China and Turkey have seen an influx of tourists in recent times (Figure 1).

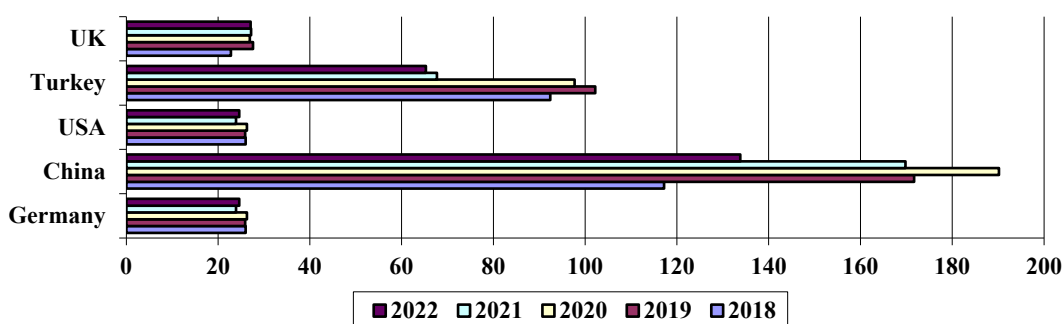


Figure 1. Number of nonresident visitors served by Travel Agencies, people, 2018-2022*

* Compiled by the authors based on the source [14]

Outbound travel plays a role, in the operations of tourism agencies worldwide. In 2022 the average length of trips to countries outside the CIS region ranged from 5 to 6 days. The popular destinations among travelers, from Kazakhstan included China (292,456 individuals or 3.9%) Turkey (201,612 individuals or 2.7%) the UAE (58,299 individuals or 0.8%) Thailand (18,803 individuals or 0.3%) and Egypt (6,674 individuals or 0.2%).

China and Turkey have attracted the number of visitors in years as shown in Figure 2.

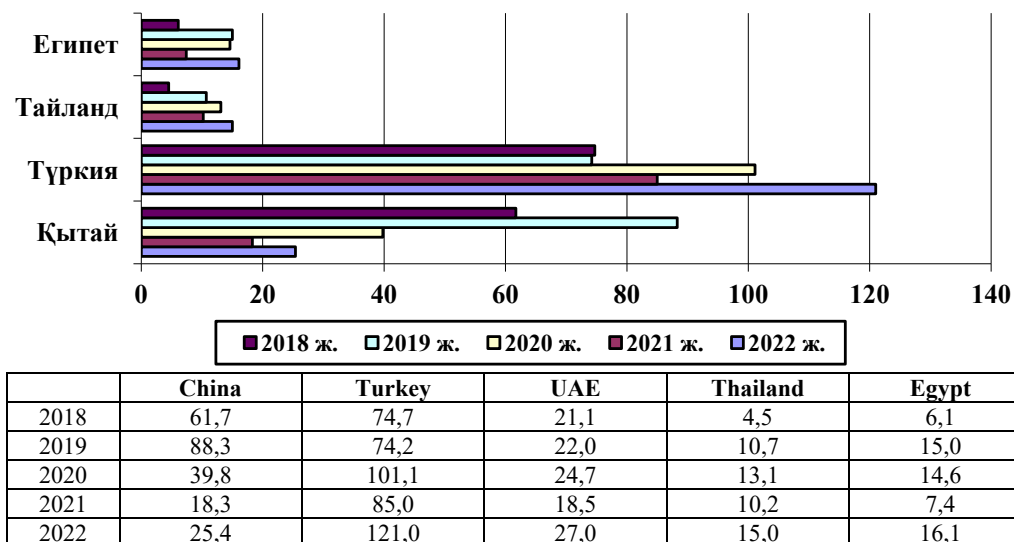


Figure 2. Number of tourists served by travel agencies, thousand people, 2018-2022*

* Compiled by the authors based on the source [14]

The number of travelers rose to 4.4737 million in 2022 up, from 4.0557 million in 2011. Most areas experienced an increase in tourism Eastern Kazakhstan and the Akmola region (refer to Figures 1 and 2). However, there was a decrease in tourism activity in the Aktobe region; while 417 tourists visited destinations in 2021 this number dropped to 366 tourists in 2022.

Despite the economic conditions nomadic tourism has only seen a minor slowdown in its growth. Predicting the trajectory of tourism development in Kazakhstan remains challenging.

Encouraging tourism without promoting travel is not practical as it is the convenient and budget friendly option available. In times domestic travel patterns have shifted towards short weekend trips and brief outings. The government of Kazakhstan is currently emphasizing the advancement of tourism within the country by creating an identity for travel and establishing a national tourism brand. Tourism is considered a sector with growth potential globally offering promising prospects for future development.

The benefits of developing tourism are acknowledged worldwide contributing revenue through currency, for the country.

Kazakhstan's focus on developing a tourism industry that attracts tourists has the potential to boost growth. Prioritizing travel possibilities can result in employment opportunities, broaden the market for exporting merchandise and keepsakes, and significantly enhance foreign exchange earnings (Table 3).

Table 3

Dynamics of tourism indicators in the Republic of Kazakhstan, 2018-2022*

Indications	Years				
	2018	2019	2020	2021	2022
Total number of tourists served, people	520 972	541 930	473 947	541 930	473 947
Sent tourists, people	255 626	286 691	261 070	286 691	261 070
Accepted tourists, people	31 367	39 872	56 203	62 117	37 937
Volume of tours sold	143 548	125 533	134 694	229 251	187 723

* Compiled by the authors based on the source [14]

Our nation boasts a wealth of tourism resources. The natural beauty and recreational offerings of Kazakhstan combined with its traditions, characteristics, mindset and customs captivate foreign visitors.

These aspects are further enriched by tourist services from Asian markets. Kazakhstan's tourism development has yet to reach standards, however. The tourism sector focuses heavily on travel, with particular attention being paid to outbound and domestic tourism.

Promoting tourism yields financial rewards for our nation.

- 1) Selling tours and purchasing local services and goods are ways to regulate the flow of foreign currency.
- 2) Support the growth of the hotel industry by supporting the growth of the hotel industry.
- 3) A solid foundation for tourism infrastructure is important.
- 4) Promoting growth in related sectors.
- 5) Creating fresh employment opportunities.
- 6) Conducting extensive anthropological and promotional studies to develop appealing tourist offerings.

Financial resources and inadequate infrastructure are the main reasons behind the reluctance of tour operators to engage in tourism. Tourism growth in Kazakhstan is hindered by the scarcity of entertainment activities.

Since there is a lack of expertise in this area, it's crucial to provide education to experts from other countries.

Mountain ranges, untouched landscapes, ponds and sightseeing spots are some of the things to see and do in Kazakhstan. The development of the tourism industry relies on these resources. This base should support the promotion of tourism activities.

Despite its potential for growth, the tourism industry has had a negative impact on Kazakhstan's economy. There are misconceptions about Kazakhstan being a high-risk destination and inadequate tourism infrastructure that contribute to its status.

Kazakhstan ranks among the lowest in terms of tourist mobility, ranking among the lowest in terms of tourist mobility. Most travel agencies prefer sending their citizens to Kazakhstan, with only a few focusing on attracting tourists to Kazakhstan. Almaty and Astana are the main destinations for visitors.

Tourism is not bringing foreign exchange earnings into our country as it stands now. A substantial outflow of foreign currency is what happens. Kazakhstan's attractiveness of holiday packages is partly due to the quality services offered at prices. Traveling abroad can often be cheaper than staying in the country.

Conclusion. When looking at the tourism situation, in Kazakhstan it's important to note the direction its heading in. Despite facing some challenges because of the downturn tourism in Kazakhstan is still growing steadily.

Specifically nomadic tourism is seeing growth compared to local and international tourism. This could be due to the country's standard of living and a lack of travel options that offer both affordability and quality.

Local and international tourism are money making areas for the country since their development brings in revenue that boosts the national budget.

Therefore, it's crucial to stress the importance of investing in international tourism. Looking at the state of tourism in Kazakhstan highlights how these sectors play a significant role, in driving economic progress and sustainability.

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Нургалиева З.Х., Оразгалиева А.К., Карипова А.Т., Амренова Г.К.

ҚАЗАҚСТАН РЕСПУБЛИКАСЫНЫҢ ТУРИСТІК ҚЫЗМЕТІНІҢ ИНФРАҚҰРЫЛЫМЫН ҰЙЫМДАСТЫРУ

Аңдатпа

Дамыған туристік инфрақұрылым – мемлекеттің дамуын көрсететін көрсеткіштің бірі болып табылады. Қазіргі заманда біздің елімізде жүргізіліп жатқан туризм саясаты прогрессивті өзгерістерге серпін беруде. Сондықтан да бұл кезеңнің ерекшелігі туризм саласындағы заңнамалық базаны реформалау және отандық туризмді дамытудың жаңа тұжырымдамасын әзірлеу болып табылады. Қазіргі уақытта еліміздің туристік инфрақұрылымын дамытуға шетелдік және ішкі инвестициялар ағынын тартудың барлық мүмкіндіктері жан жақты жасалған.

Осы мақалада Қазақстан Республикасындағы туризм инфрақұрылымының қазіргі жағдайына толықтай талдау жүргізілген. Туризм саласындағы халықаралық сарапшылардың пікірінше, Қазақстан Республикасындағы туризм индустриясының соңғы жылдардағы даму жағдайы оның прогрессивті және тұрақты дамуымен сипатталады. Таяу жылдары біздің еліміз ең ірі туристік елге айналып, туризмнің экономиканың басты тетіктерінің біріне айналу мүмкіндігі бар. Бүгінгі күні шетелде Қазақстан Республикасы бірегей туристік мүмкіндіктері бар ең тұрақты елдердің бірі ретінде қарастырыла бастады. Жүргізілген зерттеу нәтижесінде еліміздің туризм саласындағы халықаралық ынтымақтастықты дамыту ұсынылды. Зерттеу нәтижелері туристік инфрақұрылымы теориясын дамытуда белгілі бір үлес қосады және тиісті пәндер бойынша дәрістер дайындау үшін қолданылуы мүмкін.

Нургалиева З.Х., Оразгалиева А.К., Карипова А.Т., Амренова Г.К.

ОРГАНИЗАЦИЯ ИНФРАСТРУКТУРЫ ТУРИСТСКОЙ ДЕЯТЕЛЬНОСТИ РЕСПУБЛИКИ КАЗАХСТАН

Аннотация

Развитая туристская инфраструктура является одним из показателей, отражающих развитие государства. В наше время проводимая в нашей стране политика туризма дает толчок к прогрессивным изменениям. Особенностью данного этапа является реформирование законодательной базы в сфере туризма, разработка новой концепции развития отечественного туризма. В стране всесторонне созданы все возможности привлечения притока иностранных и внутренних инвестиций в развитие туристской инфраструктуры.

В статье проведен анализ современного состояния туристской инфраструктуры. По мнению международных экспертов в области туризма, состояние развития индустрии туризма в стране в последние годы характеризуется ее прогрессивным, устойчивым развитием. В ближайшие годы наша страна может стать крупнейшей туристической страной и туризм может стать одним из главных механизмов экономики. На сегодняшний день за рубежом Казахстан стал рассматриваться как одна из самых стабильных стран с уникальными туристскими возможностями. В результате проведенного исследования было предложено развитие международного сотрудничества в сфере туризма страны. Результаты исследования вносят определенный вклад в развитие теории туристской инфраструктуры и могут быть использованы для подготовки лекций.

