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MANAGEMENT FEATURES AND POTENTIALITY OF TOURISM INFRASTRUCTURE ADVANCEMENT IN THE REPUBLIC OF KAZAKHSTAN

The article deals with the major problem of the tourism management system in the Republic of Kazakhstan. The unusualness of management is that there is no specific strategy for the improvement of the management objects, just as there is no specific universal management model. Methods and models of industry management are described. The key spaces within which the management entity defines its goals are also studied. The position of the tourism infrastructure in the Republic of Kazakhstan is examined. Decisive elements of the tourism infrastructure are being formed: accommodation facilities, catering, training, and transport. Ways to solve the problems of forming the tourism infrastructure in terms of information and organizational support have been made. The problems of infrastructure development in the country are taken into account. The article deals with the Concept of tourism improvement in the Republic of Kazakhstan, the objective of which is to develop a competitive tourism industry in 5 years for the sake of providing employment to the population, sustainable growth in the profits of the population of Kazakhstan by increasing external and internal tourism, in conjunction with transformation of Kazakhstan into a tourist center of the Central Asian region.

Keywords: tourism economy; infrastructure; innovation; analysis; tourism management; tourist facilities; staff; recreation; competition; cluster.

Кілт сөздер: туризм экономикасы; инфрақұрылым; инновация; талдау; туризмді басқару; туристік объектілер; персонал; рекреация; бәсекелестік; кластер.

Ключевые слова: экономика туризма; инфраструктура; инновация; анализ; управление туризмом; туристские объекты; персонал; рекреация; конкуренция; кластер.

Introduction. One of the main requirements for the development of mass sustainable tourism, its enlargement and perpetuation of high quantity of demand is an increase in free time and an increase in the material well-being of society.

The increase in recess is a valuable aspect in the improvement of tourism. Also, «the need for rest is the top floor of the pyramid of human needs». «Human needs in tourism are the restoration and development of the physical and mental strength of a human, as well as his physical, intellectual and spiritual development». But for the sake of these needs to spread, society should reach a high level of well-being.

The tourist information concept is an important and significant part of the tourism infrastructure and in the Republic of Kazakhstan is portrayed by annual tourism events. Kazakhstan tourist fair

«Sarkylmas sayakhat», Friendship meeting of tourists of Kazakhstan and CIS countries «Irtys meridian» (Pavlodar region), Ile-Balkhash regatta (Almaty region), tourist rallies under the motto «Tourism against drugs».

But the specialized tourism information infrastructure is in its original state: there is no tourism register and cadastre. It is not known how many monuments of history, culture, natural heritage and tourist sites are in the republic, therefore, travel agencies and individual tourists cannot find out about them. The register of tourist routes and trails exists, but is maintained officially and cannot replace the tourist register and cadastre [1].

Another problem of the strategic development of tourism infrastructure is the personnel problem. There are 28 universities in Kazakhstan that train tourism managers; every year, 400 specialists with

Туризм

secondary education and 900 specialists with higher professional education graduate in Kazakhstan. This is not enough.

With a lack of qualified personnel, graduates of specialized higher educational institutions, as a result of the lack of abilities and knowledge in particular specialties, are still unclaimed. The circumstances of peculiarity service are not being settled not only in the structure of educating employees of a hotel and tourism industry, but also professionals in associated businesses serving travelers [2].

The transport infrastructure has an impact on the development of tourism. Transport links the specific elements of the tourism business and provides to its rapid development. Tourists arrive in Kazakhstan mainly on modern aircraft and maintenance technologies.

Most tourists prefer the service of foreign carriers, which entails a drop in passenger traffic on the flights of Kazakhstani carriers. Many interesting objects of the country have to be passed along country roads, and the most of the highways leave much to be desired [2].

Literature review. The organization and development of the tourism services market, including tourism management at the country and regional level, are devoted to the works of domestic and foreign authors: Thompson Jr.A., Strickland III A.J. [2], Kharkovskaya E.V., Efremova N.V. [3] and others.

Innovative aspects of activity in the environment of tourism are given attention in the works of Golovchenko V.A. [4], Grinko S.A.[5], Morozov M.A., Morozova N.S. [6], Pilyavsky V.P. [7] and others.

In addition, the republican programs and strategies in the environment of tourism development and other regulatory legal acts related to the advancement of tourism in the Republic of Kazakhstan, along with various statistical and other sources related to the development of tourism at the global, national and regional levels were analyzed.

Main part of the research. According to some estimates, income from international tourism in Kazakhstan is no more than 10% of the potential. Large initial investments are necessary to draw attention of tourists from abroad and develop government fund from international tourism. But in Kazakhstan, which possesses glorious tourist and competitive resources, there is no up-to-date tourist infrastructure - good hotels, all kinds of transport, telecommunications and a highly developed service sector have become the norm for Western tour-

ists. Investments in tourism infrastructure will pay off quickly. After all, it is not for nothing that the tourism industry is called abroad the «chicken that lays the golden eggs», but no one in the republic is seriously and purposefully engaged in solving this problem at the state level. Financing tourism, as before, is a leftover principle. In pursuit of today's ghostly petrodollars, the state is losing sight of the potential for boosting the national economy through tourism. This path has long been successfully followed by both the developed countries of the world and, to a certain extent, neighboring states: Kyrgyzstan and Uzbekistan.

Kazakhstan has good prospects for the development of domestic tourism. The development of a full-fledged tourism industry is associated with attracting foreign tourists. The international exhibition EXPO-2017 contributed to the advancement of tourism in Astana [8].

Results. Tourism in Kazakhstan has a high potential. This can be seen both in the raise of indicators of the tourism business before the pandemic, and in worldwide rankings. So, in the «pre-quarantine» 2019 in the rating of competitive ability in the field of travel and tourism, the country took 80th place, moving up one line in comparison with earlier indicators. The index of Kazakhstan increased by 2.2% to 3.7.

For comparison, neighboring Kyrgyzstan took only 110th place, which, however, is also better than before. The best countries in the ranking are Spain, France and Germany, the worst are Yemen, Chad and Liberia.

The rating covers 140 countries and takes into account a number of factors that ensure the continual advancement of the tourism business, which assists to the growth and competitiveness of the country's economy as a whole [9].

Domestic tourism in Kazakhstan showed a sharp increase in 2020. This happened against the background of a decline in outbound tourism. According to the results of 2020, there is a decrease in outbound tourism by 73% (2,865 thousand people) and in inbound tourism by 76% (2,034 thousand people). At the same time, despite the introduction of restrictions on holding mass events, there was an increase in demand and supply for recreation in resorts within the country. Despite the pandemic year, there was a positive trend in domestic tourism, a lot of work was done to attract private investment, etc. [10].

The number of accommodation places in the resort areas increased by almost 40%, and the number of rooms-by 1.8 times. The number of visitors served in the rest areas raised from 1.2 to

1.7 million people – an growth of 45%, and the volume of services provided by accommodation places from 17 billion to 24.5 billion tenge-by 1.5 times.

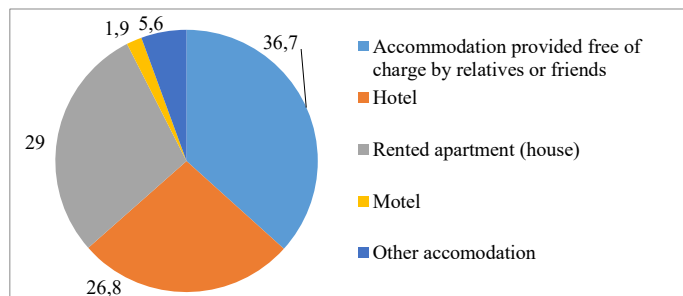


Figure 1. Distribution of inbound visitors in 2020 by type of accommodation, in percent [10].

The quantity of private investment in established resources in the tourism industry raised by 30% and made up to 614.7 billion tenge.

In accordance with the information of the Bureau

of National Statistics of the Agency for Strategic Planning and Reforms of the Republic of Kazakhstan, table 1 shows the indicators of visitors to Kazakhstan from near and far abroad countries in 2020.

Table 1

Number of visitors to the Republic of Kazakhstan in 2020 from near and far abroad countries, %*

Countries	Indicators
Russia	30,2
Uzbekistan	18
Kyrgyzstan	12,3
Ukraine	8,5
Turkey	11,3

* Compiled by the author according to the information of the Bureau of National Statistics of the Agency for Strategic Planning and Reforms of the Republic of Kazakhstan

The main group of visitors aged 35 to 44 years was 41.3%, 25 to 34 years – 25.3%. Most of the incoming visitors came for personal purposes – 68.4%, and the remaining 31.6% – for business and professional purposes.

The main item of visitors' expenses was transportation costs for international transportation – 65.8% and accommodation in places of accommodation – 12.7%. A small part of the expenses falls on the purchase of goods – 8.7% and food – 8.3% [11].

According to analysts, with regard to raise the capability of investment in tourism, it is required to apply the experience of developed countries and learn from their examples, as well as attract foreign management and investment. In particular, experts suggest stimulating eco-tourism – in Kazakhstan, according to them, it has a good potential.

By paying attention to social tourism, the state will be able, at the spending of state and non-state budget, charitable organizations, to actually support the least well-off part of the population in the accomplishment of their right to rest. This primarily concerns the creation of conditions for the travel of schoolchildren, young people, pensioners, disabled people, war and labor veterans and other groups of socially vulnerable citizens. It is advisable to restore the practice of providing social benefits, support for medium and small enterprises operating in the field of social tourism, and preferential lending.

At the regional level of tourism management, the goal of regulating the principles and rules of the tourism business should be to focus the interests of various groups of tourism business entities and government bodies, develop principles of tolerant behavior and propose common methods for coor-

dinating business interests (for example, a balanced representation of interest groups in government bodies in Europe, keiretsu system in Japan, etc.) [12].

Conclusion. Kazakhstan and its rich cultural, historical and natural resources face the problem of the establishment and advancement of a modern tourism industry capable to draw attention of foreign and domestic tourists. Kazakhstan is a country with a rich culture and history, where religious and cultural traditions of peoples have existed together for centuries. Kazakhstan also owns unique natural resources.; on its territory there are interesting protected natural areas of world importance [13].

Without solving the problem of moral and physical depreciation of the tourist infrastructure

(food facilities, hotel facilities, air, road, sea, river and rail transport), it is beyond the bounds of possibility to resolve the issue of advancing the tourism business [14].

Also, one of the problems was the pandemic, which changed the plans of many Kazakhstanis, especially travels. Foreign vacations for Kazakhstanis have become significantly expensive over the past year. The Alakol resort is especially demanded among Kazakhstanis thanks to its medical and recreational functions. Another place that is becoming popular among tourists this season is Turkestan. In the spring 2021, Turkestan has become a new trend, it drew attention after a certain infrastructure was built [15].

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**ҚАЗАҚСТАН РЕСПУБЛИКАСЫНДА ТУРИСТІК ИНФРАҚҰРЫЛЫМДЫ
БАСҚАРУ ЕРЕКШЕЛІКТЕРІ ЖӘНЕ ДАМУ АЛҒАҒЫ**

Аңдатпа

Мақалада Қазақстан Республикасындағы Туризмді басқару жүйесінің негізгі мәселелері қарастырылады. Басқарудың ерекшелігі барлық басқару объектілерін дамытудың бірыңғай стратегиясы жоқ, өйткені басқарудың бірыңғай әмбебап моделі жоқ. Саланы басқарудың әдістері мен модельдері сипатталған. Сондай-ақ, басқару субъектісі өз мақсаттарын анықтайтын негізгі салалар зерттелуде. Қазақстан Республикасындағы туристік инфрақұрылымның жай-күйіне талдау жасалды. Туристік инфрақұрылымның негізгі элементтерін дамыту көрсетілген: көлік, орналастыру, тамақтану, кадрларды даярлау. Туристік инфрақұрылымды дамытудың қазіргі проблемаларын, атап айтқанда ақпараттық және ұйымдастырушылық қамтамасыз ету саласындағы мәселелерді шешу жолдары тұжырымдалған. Жалпы елдегі инфрақұрылымды дамыту мәселелері қаралды. Туристік инфрақұрылымды дамытудың қазіргі проблемаларын, атап айтқанда ақпараттық және ұйымдастырушылық қамтамасыз ету саласындағы мәселелерді шешу жолдары тұжырымдалған. Сондай-ақ, мақалада Қазақстан Республикасында туризмді дамыту тұжырымдамасы қарастырылады, ол халықты жұмыспен қамту үшін 5 жыл ішінде бәсекеге қабілетті туризм индустриясын құруды, келу және ішкі туризм көлемін ұлғайту есебінен ел кірісінің тұрақты өсуін, сондай-ақ Қазақстанды Орталық Азия өңірінің туристік орталығына айналдыруды көздейді.

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**ОСОБЕННОСТИ УПРАВЛЕНИЯ И ПОТЕНЦИАЛ РАЗВИТИЯ
ТУРИСТИЧЕСКОЙ ИНФРАСТРУКТУРЫ В РЕСПУБЛИКЕ КАЗАХСТАН**

Аннотация

Данная статья рассматривает ключевые проблемы системы управления туристической инфраструктурой в Республике Казахстан. Особенность управления в том, что нет единой стратегии формирования всех предметов управления, как не существует единой системы управления. Описаны способы и модели управления отраслью. Также изучаются главные области, в рамках которых предмет управления определяет свои цели. Изучено положение туристической инфраструктуры в Республике Казахстан. Представлено формирование ключевых элементов туристической инфраструктуры: транспорта, средств размещения, общественного питания, подготовки кадров. Составлены пути решения имеющийся проблем формирования туристической инфраструктуры, в частности в области информационного и организационного обеспечения. Осмотрены проблемы формирования инфраструктуры в стране в целом. Составлены пути решения имеющийся проблем формирования туристической инфраструктуры, в частности в области информационного и организационного обеспечения. Также рассматривается Концепция развития туризма в Республике Казахстан, которая предусматривает создание конкурентоспособной индустрии туризма в течение 5 лет для обеспечения занятости населения, стабильного роста доходов страны за счет увеличения объемов въездного и внутреннего туризма, а также превращения Республики Казахстан в туристический центр Центральной Азии.

