Tourist Branch Development Dynamic in the Republic of Kazakhstan

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Abstract: The modern tourism industry is one of the largest, highly profitable and dynamically developing segments of international trade. In view of the rapid and constant growth of tourism, its powerful impact on environment, all economy sectors and society welfare, the Government of Kazakhstan has defined the tourism as priority in the long-term development program.

Key words: Tourism • Kazakhstan • Economy sectors

INTRODUCTION

The main objective of tourism development in Kazakhstan is the creation of a modern highly effective and competitive tourism complex, on which basis conditions will be created for its development as an important economy sector, for integration into the world tourist market system and for development of further international cooperation in the field of tourism. As the international tourism experts note, the condition of development of tourist branch in Kazakhstan in recent years is being characterized by its progressive and sustainable development. In the next years our country has the opportunity to become one of the largest economies of travel and tourism. Kazakhstan is starting to be considered as one of the most stable countries with unique tourism opportunities. Besides, the same foreign experts believe that it will be promoted also by characteristics of the republic as hospitality and goodwill of Kazakhstan citizens, natural sights of the country, its history and richness of a cultural and ethnic diversity and also developing tourist infrastructure [1].

Realization of the taken measures for development of the tourism allowed improving the dynamics of overall branch development. Economic influence of tourism on national economy is shown through indicators of the cash flows directed from the country and to the country, which are generated, by tourist export and import. The biggest part of the income from export of tourist services comes from foreign tourists and also from tickets sale for public transport and other services in the country of residence. Tourist import of the country is made by the money spent by citizens during foreign trips, payment of transportation costs and other services in countries of residence and also payment of dividends to foreign investors of the tourism industry. The difference between the income of the country from export of tourist services and the cost of import of tourist services submits the tourist balance of payments that can be positive and negative.

Let’s look at the dynamics of number of the served tourists by types of tourism in 2008 - 2012 (Table 1).

It is observed from data given in the table that the number of the inbound foreign tourists in 2012 decreased by 7697 in comparison with 2008. Also during the considered period, there was an increase in volume of outbound tourism. So in 2012 in comparison with the 2008 increase made 127038 persons, what in percentage makes 33%. In a tendency of indicators of volume of internal tourism we can observe insignificant growth, so in 2012 in comparison with 2008 the number of inbound tourists increased by 11411 people.

According to Figure 1 [2], outbound tourism is the most popular in Kazakhstan and in 2012 it made 64% whereas inbound tourism made only 5%. Percent of internal tourism – 31.

Nevertheless a forward characterizes the tourism sector and steady tendency of development and the quantitative indices of growth of the tourist industry prove that.

According to Table 2, for the end of 2012 there were 598 objects of placement, whereas in 2008 there were 562 and in 2008 – only 528 worked. In 2012 1252 domestic travel agencies served tourists, 604 699 persons in comparison with 2011 where the number of the served visitors made 601521 persons. The total amount of the rendered works and services in 2012 made 17674698.
Table 1: The number of the served tourists by types of tourism in 2008 - 2012

<table>
<thead>
<tr>
<th>Year</th>
<th>Internal tourism, plp</th>
<th>Outbound tourism, plp.</th>
<th>Inbound tourism, plp.</th>
</tr>
</thead>
<tbody>
<tr>
<td>2008</td>
<td>174 940</td>
<td>261 070</td>
<td>37 937</td>
</tr>
<tr>
<td>2009</td>
<td>122 216</td>
<td>193 951</td>
<td>31 246</td>
</tr>
<tr>
<td>2010</td>
<td>157 988</td>
<td>261 709</td>
<td>39 640</td>
</tr>
<tr>
<td>2011</td>
<td>189 502</td>
<td>375 923</td>
<td>36 096</td>
</tr>
<tr>
<td>2012</td>
<td>186 351</td>
<td>388 108</td>
<td>30 240</td>
</tr>
</tbody>
</table>

Note - the table is made by the author according to Ref. [2]

Table 2: Dynamics of tourism industry development during 2008 - 2012 years

<table>
<thead>
<tr>
<th>Indicators</th>
<th>2008</th>
<th>2009</th>
<th>2010</th>
<th>2011</th>
<th>2012</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of the served visitors in objects of placement, persons</td>
<td>1 801 087</td>
<td>1 544 506</td>
<td>2 548 868</td>
<td>2 845 832</td>
<td>3 026 227</td>
</tr>
<tr>
<td>Number of the served visitors by tourist firms, persons</td>
<td>473 947</td>
<td>347 413</td>
<td>459 337</td>
<td>601 521</td>
<td>604 699</td>
</tr>
<tr>
<td>Amount of completed work and services, thousand tenges</td>
<td>15 439 066</td>
<td>11 424 444</td>
<td>14 730 718</td>
<td>15 142 092</td>
<td>17 674 698</td>
</tr>
<tr>
<td>Quantity of objects of placement, units</td>
<td>528</td>
<td>562</td>
<td>677</td>
<td>692</td>
<td>598</td>
</tr>
</tbody>
</table>

Note - Table is made by the author according to Ref. [2]

Fig. 1: Number of the visitors served by tourist firms differed by types of tourism in 2012

Therefore, analyzing Table 2, it is possible to get a conclusion that in 2008-2012 stables growth of the development of tourist branch of Kazakhstan is observed and that favorably affects the development of tourist enterprises activity.

The new impulse to the development of the tourism industry was given by recognition of tourism branch as one of the priority sectors of economy among seven cluster initiatives. The priority directions of tourism development, such as business, ecological, cultural and informative and also extreme types of tourism were allocated within development of a tourism cluster in the republic.

Favorable tendencies in domestic economy and also the state support of branch connected with implementation of the luster development program, allow assuming that the tendency of tourists number growth will remain.

The total amount of the rendered services in the tourism sphere in comparison with the similar period of 2009 increased by 17.2% and made about 14 billion tenge. According to the data presented in Figure 2 it is possible to draw conclusions of rather forward and steady tendency of increase in the amount of completed work and rendered tourist services in the Republic of Kazakhstan from 2006 to 2012.

Data given in Figure 2 testifies the positive dynamics of amounts of completed work and services in the tourism branch of the republic. So, as for 2006 the amount of completed work made 3861401.3 thousand tenges, in 2007 the same indicator changed towards increase and made 13384704.4, in 2008 the growth to 15439066.0 thousand tenges, in 2009 small recession – 11424444.0 were observed and in 2010 the indicator of the amount of work made14730718.2 thousand tenges, so in 2012 the amount of completed work already made 17674698 thousand tenges.

Thus, if to compare indicators of the tourism industry of the 2012and previous years, positive dynamics is obvious. The tourism branch develops and figures prove that. According to the Statistics Agency of the Republic of Kazakhstan, the quantity and cost of the sold vouchers in Kazakhstan increase every year (Figure 3).

Main suppliers of tourist services are tourism organizations that are presented by tourist firms and individual entrepreneurs with licenses for tourism activity. In Figure 4 the data on number of tourist firms and individual entrepreneurs of Kazakhstan is submitted:
The existence of small firms specializing on direct delivery of various services to tourists and vacationers, or engaged in intermediary activities for the organization of circles between their consumers and suppliers is normal for the market of recreational and tourist services [3].

Still, internal tourism of Kazakhstan, which potential, by estimates of many experts, is extremely great, shows the lowest rates of development. The share of tourism in gross domestic product of the country makes about 1.7%, which is much lower than indicators of other countries.
The main limiting factors for functioning of internal and inbound tourism are:

Investments Attraction into Tourist Branch: Implementation of tourist investment projects in each region of the country has to assist achievement of the purpose on ensuring occurrence of Kazakhstan in a cohort of the most popular tourist centers of the world through creation of the competitive industry of tourism on the basis of closely interacting regional tourist clusters.

Today the work on attraction of investments into tourism is carried out in Mangistau, Almaty, Akmola, Karaganda, East Kazakhstan and Southern Kazakhstan areas. At the same time the due attention isn't paid to formation of investment base in Kostanay, Pavlodar, West Kazakhstan and North Kazakhstan areas, though regions possess rich tourist and recreational potential.

Insufficient Development of Tourist Infrastructure: For today development of tourist infrastructure in the republic is one of the main problems remaining unresolved, but being basic for development of branch of tourism.

Underdevelopment of Roadside Infrastructure in Regions along the International Transport Corridor "Western Europe - Western China": According to the plan on implementation of the Program on development of the perspective directions of the tourist industry of the Republic of Kazakhstan for 2010 - 2014, local executive bodies of 5 areas (Almaty, Aktyubinsk, Zhambyl, Southern Kazakhstan, Kyzylorda) have to carry out work on creation of a tourist cluster along a transport corridor with building of objects of 3 categories roadside infrastructure.

Construction of the Tourist Centers, Complexes: Within the tasks of the new directions of ensuring growth of economy formation and implementation of large-scale state support of development of tourism, the importance is given to further implementation of "breakthrough" projects: tourist entertainment complex in borders of SEZ "Burabay" of Akmola area; "Zhana Ile" international tourist center on the coast of the Kapshagay reservoir of Almaty area; "Kenderli" international resort in Mangistauarea [4].

Poor Development of Hotels: Improvement of quality of hotel service. In spite of the fact that the steady tendency of its growth is observed, generally places are located in the cities and large settlements and the material resources of many objects of placement, including hotels, boarding houses, houses and recreation facilities and also sanatorium establishments, are characterized by high degree of moral and physical wear. At the same time, it should be noted that there is insufficient development of level 1, 2 and 3 star hotels, which are important for development of internal and inbound tourism.

Backwardness of Transport Infrastructure: The increase in a foreign tourist stream in many respects depends on quality and volumes of the international transport services. It is necessary to take measures for updating all types of transport park, expansion of geography of passenger traffic, improvement of quality of provided services on all means of transport, to solve problems on construction or acquisition of the passenger liner for the organization of sea cruises across the Caspian Sea. One of the major factors influencing development of inbound and internal tourism is passenger air transportation. In order to increase the inflow of tourists to Kazakhstan it is extremely important to develop and strengthen the cross-border air transportation. Now the Kazakhstan operator (JSC Air-Astana) carries out flights to 4 countries being in the Eurozone (Germany, England, the Netherlands, Turkey). Along with it, 9 airlines of foreign countries (KLM, British Mediterranean, Lufthansa, Air Baltic, the Austrian and Turkish airlines, the International airlines of Ukraine, Aero Swift) carry out regular flights from 8 countries to Kazakhstan.

Popular vehicle, at the main part of the population of the republic, is the railway transport because of the most reasonable prices for tickets. In recent years motor transport is actively used in the tourist purposes [5].

The Insufficient Volume of the Financial Funds Allocated for Internal and Inbound Tourism: Despite recognition of tourism as priority branch of the economy, one of the factors constraining development of the tourism industry in regions still has insufficient attention from local executive bodies. The analysis shows insufficient level of financing in regions and lack of its growth - throughout several years it remains at former level. There is an extreme lack in allocated funds for ensuring the state support for development of tourist branch. For example, in the city of Astana, Almaty area and also in Almaty in 2011 the budget made respectively 53.7 million tenges; 27.7 million tenges and 19.5 million tenges and in 2012 made 54.3 million tenges; 29.8 million tenges and 19.5 million tenges. While in Atyrausky, Kyzylordinsky and North Kazakhstan areas in 2010 the budget on development of
tourism made respectively 2,8 million tenges, 3,1 million tenges and 3.9 million tenges and in 2011 respectively 2.8 million tenges; 3.3 million tenges and 4.2 million tenges [2].

**Poor Quality of Provided Services:** One of the main problems constraining development of tourism in the republic is the insufficient quantity of specialized shots in the field of tourism - as planning of human resources has special value in tourism – the activity connected with service and which success substantially depends on quality of the training, working in this branch. Despite tourism infrastructure development, service level on many tourist objects remains low. It means that the realization of measures for improvement of system of training is necessary for tourism branch.

**Promotion of the Kazakhstan Tourism Product:** Further implementation of actions for formation of attractive tourist image of the country is necessary for country promotion in the world tourist market. Fundamental factor of formation of the competitive tourist market is the effective advertising campaign on advance of the domestic tourist product, allowing making inbound and internal tourism of a profitable component of national economy. Because of lack of information on tourist opportunities in Kazakhstan, the republic annually loses potential tourists and, therefore, income to the budget from tourist activity.

**Development of Ecological Tourism:** One of the priority directions is also the development of ecological tourism. Natural capacity of the country represents huge opportunities for development of ecological tourism, as it possesses a big climatic variety, uniqueness and appeal of landscapes. 118 specially protected natural territories (SPNT), including 10 state national parks, in which the adjustable tourist use aimed at the development of ecotourism is allowed, are located on the territory of Kazakhstan.

**Development of the Children and Youth and Active Types of Tourism:** One of important questions is the development of children and youth tourism in the country which promotes education of civic consciousness and patriotism feelings, practical knowledge of the native land and also stimulation of a healthy lifestyle, reasonable leisure.

**Interaction with the Governmental and Local Executive Bodies:** The above-named negative phenomena in tourism branch existed earlier, however crisis aggravated them. According to experts, it has to give the chance to bring tourism branch to qualitatively new level, if it is possible to change approaches to tourism development in Kazakhstan.

According to the carried-out analysis of development of tourism in Kazakhstan at the present stage, it is possible to draw such conclusion that the tourism branch still has to pass many stages in our country before becoming one of leading branches of economy of Kazakhstan.

**REFERENCES**