

## **THE CURRENT STATE OF THE TOURISM INDUSTRY OF THE REPUBLIC OF KAZAKHSTAN**

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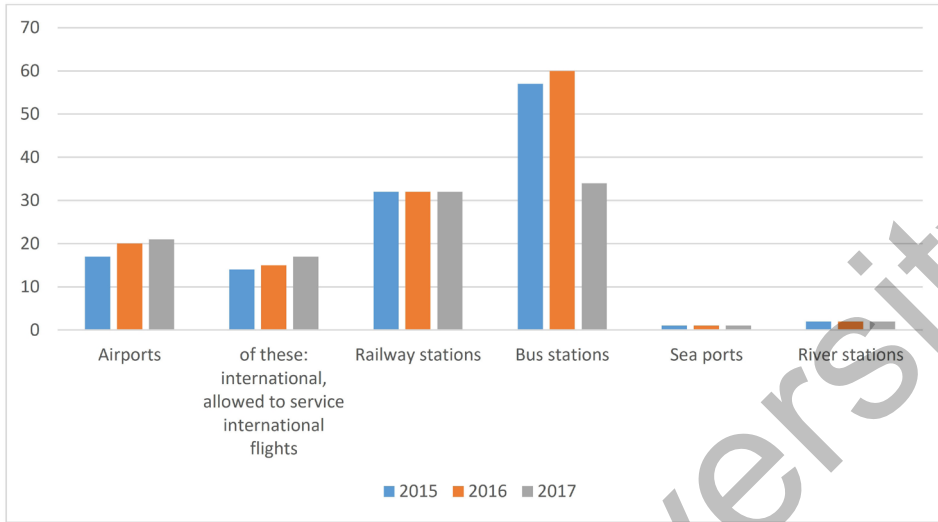
The tourism industry is multifaceted. Many enterprises, firms and organizations are involved in the service of tourists. The emergence of the tourist business is due to the intensive development of regional and international tourist exchanges and the strong disconnection of the consumer and the producer of tourist services (hotels, restaurants, etc.) both in time (advance acquisition and sale of tours) and in space (different countries, even continents of travel).

The development of tourism is greatly influenced by the transport infrastructure. Transport is a link between the individual elements of the tourism industry and contributes to its faster development. The transport infrastructure serves not only to ensure communication between tourist centers.

**Table 1 - Transport infrastructure of tourism of the Republic of Kazakhstan**

Infrastructure indicators	2015	2016	2017
Airports	17	20	21
of these: international, allowed to service international flights	14	15	17
Railway stations	32	32	32
Bus stations	57	60	34
Sea ports	1	1	1
River stations	2	2	2

It can also be used in everyday life by ordinary citizens without tourist purposes. The transport infrastructure in tourism in Kazakhstan is presented in Table 1 and Figure 1.



**Figure 1 - Transport infrastructure of tourism of the Republic of Kazakhstan**

Touching upon the problem of tourism infrastructure in Kazakhstan, it is impossible not to mention projects for the integrated development of infrastructure. These are such major breakthrough projects as the international tourist center “Zhana - Ile”, the tourist center in the free economic zone “Burbai”, the tourist center “Kenderli” in the Mangystau region. The Aktau City project is also under construction. At the moment, work has been completed on the construction of a road adjacent to the Aktau-Airport highway.

Active cooperation is underway with investors from Kuwait, Bahrain and the UAE, who express interest in this project. In the city of Turkestan, as the largest center of pilgrimage tourism, a historical and ethnographic park and a complex with a tourist service center, a historical and cultural museum complex, a souvenir production training center, a hotel with 60 seats, as well as an international trade and tourist center are being built.

The state of infrastructure at the present stage of tourism development in Kazakhstan can be assessed as satisfactory. There are the main elements of transport, communication infrastructure, accommodation facilities. But the existing infrastructure is not able to ensure the further development of tourism. It should also take into account the development of new tourist centers of international importance (Zhana-Ile, Kenderli, Aktau City, etc.), which do not have a tourism infrastructure at all. The creation of these tourist centers is actually happening from scratch. The level of infrastructure development

indicates the level of tourism development in general. Therefore, it is necessary to pay considerable attention to the development of infrastructure as an integrated basis of the tourism industry.

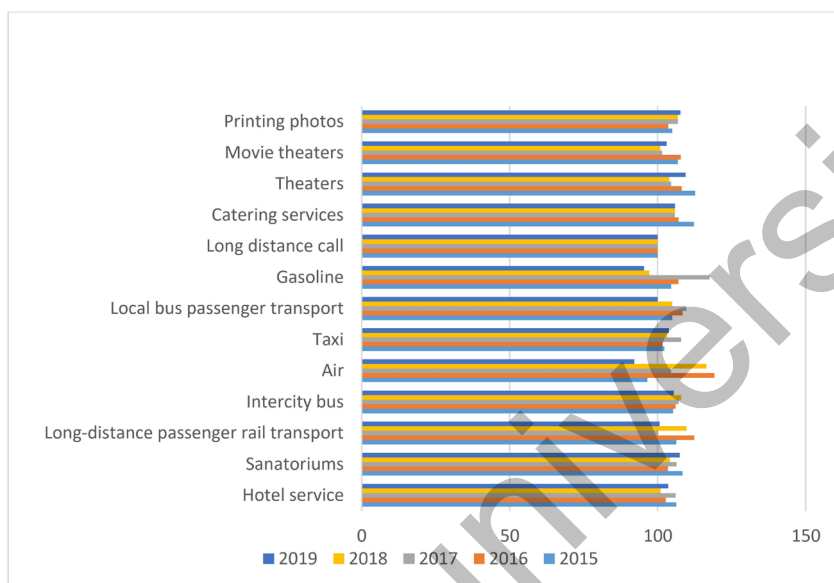
The dynamic and sustainable development of tourism can be evidenced by the growth rates of inbound and domestic tourism and the creation of a system of state regulation of tourism activities.

**Table 2 - Consumer price index (at the end of the period, as a percentage of December of the previous year)**

	2015	2016	2017	2018	2019
Hotel service	106,3	102,7	106,0	100,9	103,5
Sanatoriums	108,4	103,4	106,4	104,1	107,4
Long-distance passenger rail transport	106,3	112,4	100,2	109,8	100,7
Intercity bus	105,2	106,0	107,1	107,9	105,4
Air	96,5	119,1	104,6	116,4	92,1
Taxi	102,2	101,6	107,9	103,3	103,8
Local bus passenger transport	104,9	108,4	109,6	104,9	100,0
Gasoline	104,6	107,0	117,6	97,2	95,4
Long distance call	100,0	100,0	100,0	100,0	100,0
Catering services	112,2	107,1	105,8	105,8	105,9
Theaters	112,6	108,1	104,6	103,9	109,4
Movie theaters	106,8	107,8	101,5	100,8	103,0
Printing photos	104,9	103,5	106,8	106,8	107,7

According to the official statistics of the Bureau of National Statistics of the Agency for Strategic Development and Reforms of the Republic of Kazakhstan, a decrease in the consumer price index for the period 2019/2015 is observed for the following services: photo printing by 2.6%, in cinemas by 3.8%, in theaters by 3.8%, catering services by 6.3%, gasoline by 9.2%, local bus passenger transport by 4.9%, air transport by 4.4%, passenger rail transport over long distances by 5.6%, sanatorium by 1.0%, hotel services by 2.8%. The increase in this indicator takes place in these directions: by taxi by

1.6%, by intercity bus by 0.2%. For long-distance call services, the consumer price index remains absolutely stable. The consumer price index is presented in Table 2 and Figure 2.



**Figure 2 - Consumer price index (at the end of the period, as a percentage of December of the previous year)**

**Table 3 -Number of employees employed in the tourism sector, thousand people**

	2015	2016	2017	2018	2019
Activities of tour operators, travel agents and other organizations providing services in the field of tourism	7,3	7,2	7,3	7,4	7,4
Accommodation services	25,3	26,5	27,6	29,2	30,0
Activities of sanatorium-resort organizations	10,5	10,0	9,6	8,0	8,8
Activities for the organization of recreation, entertainment, culture and sports	68,2	70,2	71,8	74,9	75,4

Consider the change in the number of employees employed in the tourism sector, depending on the type of activity in the period from 2015 to 2019. The growth rate of the number of workers in organizations providing services in the field of tourism in the period from 2015 to 2019 amounted to 101.4%. The growth rate of employees providing accommodation is 118.5%. In the field of recreation, entertainment, culture and sports, this indicator is 110.5%. A decrease in the number of employees is observed in the activities of sanatorium-resort organizations. During this period, the decrease was 16.2% (Table 3).

In order to promote the country to the world tourism market, it is necessary to further implement measures to form an attractive tourist image of the country. A fundamental factor in the formation of a competitive tourist market is an effective advertising campaign to promote a domestic tourist product, which makes it possible to make inbound and domestic tourism a profitable component of the country's economy. Due to the lack of awareness of the tourist opportunities of Kazakhstan of the tourist-active population in many countries, the republic annually loses potential tourists and, consequently, budget revenues from tourism activities.

### **List of literature**

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