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PROBLEMS AND PROSPECTS OF DEVELOPMENT OF TOURISM INFRASTRUCTURE IN THE REPUBLIC OF KAZAKHSTAN

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Abstract

Analyzed the state of tourism infrastructure in the Republic of Kazakhstan. Displaying poor development of the basic elements of tourism infrastructure: transport, accommodation, catering, training. There were formulated the ways of solving the existing problems of development of tourism infrastructure, particularly in the information and organizational support.

Key words

international tourism, tourism infrastructure, accommodation facilities, tourist activities, foreign investors, public-private partnership, Kazakhstan.

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1. Introduction

Kazakhstan is unique on a condition of natural landscapes which differ in an amazing variety and inexhaustible opportunities for active holiday. It has all necessary – the huge territory, rich historical and cultural heritage, and in certain regions – the untouched, wild nature.

We can offer tourists different types of tourism and we have everything to develop ecological,

active, extreme, historical and informative types of tourism. Kazakhstan promptly develops in the conditions of market economy, but develop mainly oil-extracting and the metallurgical industries, as for tourism, it at a stage of prolonged origin (Keneeva, 2016).

The international tourism at us has not the best times. Backwardness of tourist infrastructure, low quality of service, the steady myth about Kazakhstan as about the country of the increased risk led to the

fact that now less than 1% of a world tourist stream are the share of our country (Vahitova, 2008).

According to the growing importance of the development of tourism, this activity has increasing importance in the modern economy (Berdenov..., 2016). The relevance of development of a national tourist brand is that tourism in Kazakhstan is one of the priority industries of development of the non-oil sector of economy.

So, during the 27th meeting of Council of foreign investors at the President of Kazakhstan the head of state declared unilateral establishment of a visa-free regime for citizens of 10 states which showed the highest investment activity in Kazakhstan. In this list the USA, the Netherlands, Great Britain, France, Germany, Italy, Malaysia, the UAE, the Republic of Korea and Japan (Esembekova, 2015).

In view of actions taken within implementation of the Concept of development of the tourist industry of RK till 2020 and also potential of a number of actions of the international scale (EHRO-2017, nomination of candidate of Kazakhstan for holding the Winter Olympic Games of 2022, etc.), it is possible to speak about discovery of ample opportunities for increase in degree of recognition of Kazakhstan in the world market of tourism and attraction to the country of foreign guests.

The joint-stock company „National agency on export and investments of „KAZNEX INVEST“ is engaged in attraction of investments into construction of infrastructure including in the tourism industry. Primary activity of KAZNEX INVEST is attraction of direct foreign investments, and our tourism industry can have a big future when begin to make investments in it, including, foreign investors. Now in the Ministry for Investments and Development (WORLD) the department of the industry of tourism which deals with this issue works, KAZNEX INVEST closely cooperates with it (Ministry...). „After all, it is necessary to develop the tourist industry – to pave ways, to build hotel complexes that is impossible without the corresponding investments“ (Keneeva, 2016).

2. Materials and methods

Creation of the developed competitive tourist industry with competitive tourist's products will provide jobs (Nikolaev, 2003), stable growth in incomes of the state due to increase in volumes of entrance and internal tourism. Development of a tourist cluster will define positioning of the territory and will influence forming of positive image of the state.

The main work consists in search of the investors ready to invest in tourism infrastructure. Meanwhile

this beginning of a way. Projects which actively keeps are created and even already attracts tourists. Also work with the national companies, in particular, is conducted with Astana Expo 2017, Air Astana.

For example, recently in Tokyo signed the memorandum with the Japanese company on attraction of investments and tourists to Kazakhstan, meetings with representatives of national carrier were organized. In Korea documents were also signed with the companies in the field of attraction of investments, contacts in Spain are come. During different holding actions abroad we see the interest of other countries wishing to cooperate (Sovmestnoe..., 2016).

Also there is an analysis of the existing problems, there are barriers in development of tourism and a way of their decision. In general, tourism needs to be considered the important industry, the second after oil which can bring income in economy of Kazakhstan.

Development of tourism will also significantly affect investment attractiveness of the country (The strategic plan..., 2011). First of all, investors come to Kazakhstan as ordinary tourists – so there is their acquaintance to Kazakhstan.

In many states it is developed by country „promotion“ – focus of the companies on tourism. For example, in Finland it is FinPro. KAZNEX INVEST conducts work in the same direction and selected the separate Kaznex Tourism Invest project. Within this project, first, work on formation of favorable investment image of Kazakhstan in the international community will be carried out. Secondly, work on attraction of financial resources on creation of modern resorts for mass internal tourism will be conducted. Thirdly, work with the companies on export of the Kazakhstan tourist's product is planned.

The memorandum was signed with the German company on development of tourist capacity of Mangystau Region. The company will build several hotels on the bank of the Caspian Sea. Ahead there is a lot of work – creation of the road map, signing of intergovernmental agreement (Baktiyarova, 2018).

Also the Republic of Kazakhstan at a stage of negotiations with many other foreign companies. For example, inovnik, investors. Also interesting projects on construction of hotel complexes are offered. Decided to set the object – development of beach tourism in Kazakhstan. So far were focused on Mangystau Region to create the resort area on the Caspian Sea.

The beach season in Kazakhstan very short also lasts two – at most three months. Many hotel complexes will belong to individuals or the companies, and they need to get profit all the year round.

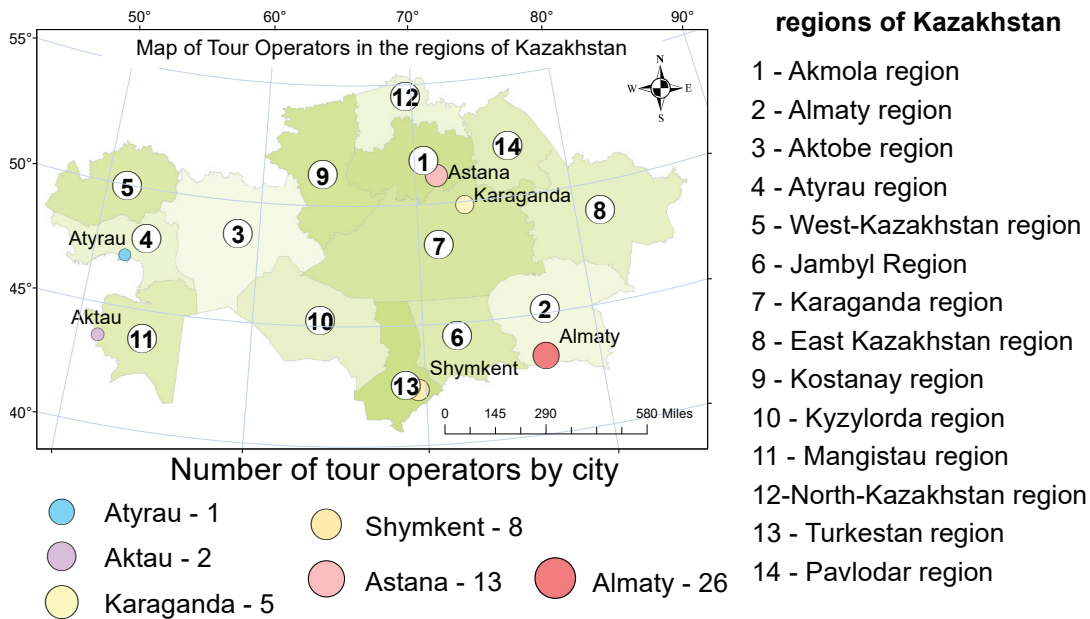


Fig. 1. Card of a Sosredocheniye Kazakhstan tour of operators
Source: own study.

Therefore it is necessary to develop them as year-round health resorts that they functioned also in the winter.

There is a set of problems: infrastructure, transport, visa, insurance, service. Today in Kazakhstan the set of travel agencies most of which part literally survives works or even is on the verge of bankruptcy. Many of them are focused on outbound tourism (fig. 1).

3. Analysis and discussion

The problem at us exists with national tourist brands. For example, if we are invited to Japan, we know that there – an Oriental cherry, a kimono, geishas, a tea ceremony. With Kazakhstan at foreigners such association is not present.

Therefore to accounts necessary to begin work with creation of a tourist brand - a logo which has to be bright, substantial, positive, transfer an image of Kazakhstan, our hospitality. Further it is necessary to create anchor brands which have to be associated with the country. And it is necessary to approach it from the scientific point of view.

One of big problems is an absence of tourist experts in the market (Kvartalnov, Romanov, 2008). Though, training in tourism in higher education institutions of Kazakhstan is conducted, among them there are no experts, understanding tourism as the industry. The problem still exists that there are no professional guides. It is also required to begin work on training of specialists, the receiving guests at the

airport, in hotels. Experts in management of the industry are necessary. Pay attention: all participants of the tourist market say about same that we lack infrastructure, roads and toilets. Nobody speaks about tourism, as about the system industry which demands an integrated approach.

Many foreign tourists already come to the East Kazakhstan region of the Republic of Kazakhstan, the ecotourism when the traveler gets to the virgin nature is interesting to them, there can take place treatment. Constant guests to Mangystau Region come to see underground mosques and surprising landscapes of the ancient sea.

For creation of positive image of Kazakhstan in the international tourist community cluster approach should be applicable. In recent years in huge attention it is given to problems of hospitality and tourism and also the sharp growth of attention to clusters and cluster policy is noted. Their essential value for creation of long-term competitive benefits of the territories aimed at successful involvement of wide group of tourists is emphasized.

In general the Concept provides development of five tourist clusters of the country: Astana, Almaty, East, Southern and Western Kazakhstan (fig. 2).

The northern (Astana city) and southern (Almaty city) capitals are positioned as the centers of business tourism, Almaty also as the center of the international mountaineering (fig. 2).

Cluster East Kazakhstan – the center of development of ecological tourism.

Cluster the Southern Kazakhstan – cultural tourism.

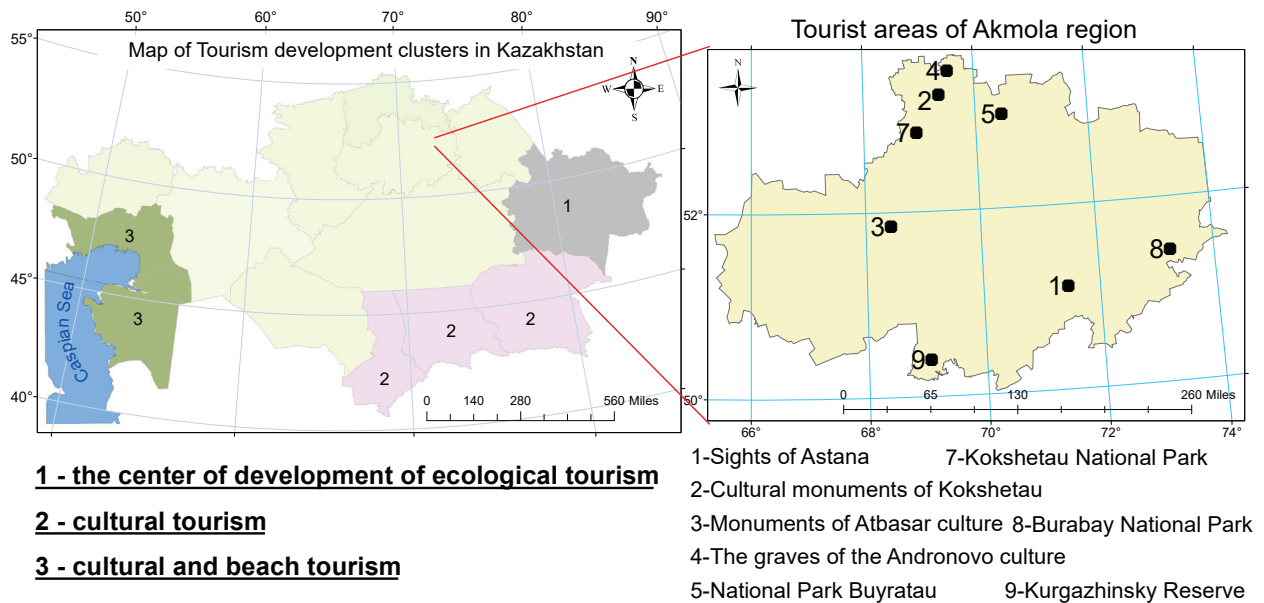


Fig. 2. Five tourist clusters of Kazakhstan

Source: own study.

Cluster the Western Kazakhstan – cultural and beach tourism.

4. Outputs

Three clusters envisage the implementation of national projects: Burabai in the Astana cluster, the ski resort Southern Kaskelen and Kuk Zhailau in the Almaty cluster, Bukhtarma and Katon-Karagai in the East Kazakhstan cluster, Kenderli in the West Kazakhstan cluster.

Creation of the resort area assumes three elements of capital expenditure – external trunk infrastructure, internal engineering and tourist infrastructure and commercial objects.

Considering that today the public-private partnership (PPP) is at the peak of activity of discussion, it is possible to assume that its mechanisms are basic construction of attraction of off-budget investments into development of tourism in Kazakhstan.

Effective development of the principles of PPP in the field of tourism assumes „distribution of obligations” between the state and private partners. A main objective of PPP is development of infrastructure for the benefit of society by a joint path of resources and experience of the state and business, implementation of socially significant projects with the smallest expenses and to risks on condition of providing high-quality services to economic subjects.

Besides, within the new law „About PPP” the private initiative within which the private partner can initiate implementation of the project on the

mechanism of PPP concerning the object which is at it on the property rights or long-term rent is possible. It agrees, statistics of tourism of Kazakhstan for 2015 – 97% of the tourist organizations are in a private property, in state only 3% of the tourist organizations (Esembekova, 2015).

In other words, the world practice of use of the mechanism of PPP in the sphere of tourism answers the main objectives of development of the industry:

- formation of positive image of Kazakhstan for growth of popularity of the country in the international tourist community;
- increase in cultural and educational level of Kazakhstan citizens and also familiarizing of foreign citizens with knowledge of history, culture and life of the people of our country;
- attraction of the foreign capital to the country.

Indicator of tourist mobility of the population of Kazakhstan – one of the lowest in the world. On export of tourist services Kazakhstan takes the 78th place in the world. On availability, the price and level of service, tourist services of Kazakhstan are not competitive in the world market and much more concede to foreign analogs. Limited opportunities of citizens, insufficiently developed tourist infrastructure, inconsistency of interests of the state and the private sector are deterrents for development of the tourist industry of Kazakhstan. In Kazakhstan more than 2000 travel agencies, from them function, only 30% are engaged in the organization of entrance tourism, the others work for outbound tourism, especially for commercial shop tourism.

Entrance tourism in Kazakhstan is generally business tourism: the international conferences, exhibitions, seminars, by the way, of 90% of tourists visit Kazakhstan only once (Isabekov et al., 2016).

Income gained from rendering tourist services is distributed between tourism organizations (domestic and foreign) and the state (taxes and fees). The greatest income connected with tourist activity has to create entrance tourism (Belyk, 2012), and today Kazakhstan gains the greatest income (72%) from activity of the tourism organizations working at the exit direction, entrance tourism yields 13% of revenue, internal tourism – 15%.

Internal tourism in the majority of the developed „tourist” countries gives from 30% to 50% of all receipts in the budget. In Kazakhstan, for today, internal tourism is spontaneous and unorganized and has only 3% of all receipts from tourism (90% turistov...).

Proceeding from the above and the analysis of the current state of development of the branch of tourism, in Kazakhstan the measures of the state support directed to improvement and development of tourist activity are extremely necessary.

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