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## TRENDS AND PROBLEMS IN TOURISM DEVELOPMENT ON THE TERRITORY OF EASTERN KAZAKHSTAN REGION

*The article considers the problems in the development of the tourism sector in the Eastern Kazakhstan within the framework of tourism & recreation complex of Kazakhstan in general. The necessity is grounded to form a theoretical and methodological basis for organizational and economic mechanisms of strategic management for the regional tourism sector. A new demand is formulated – to support the growth trend, despite the issues of unemployment, economic instability, tax load and other negative factors within the national economy, caused by the global economic crisis.*

*Keywords:* tourism; tourism infrastructure; unemployment; recreation; Kazakhstan.

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## ТЕНДЕНЦІЇ ТА ПРОБЛЕМИ РОЗВИТКУ ТУРИЗМУ НА ТЕРИТОРІЇ СХІДНОКАЗАХСТАНСЬКОЇ ОБЛАСТІ

*У статті розглянуто проблеми розвитку туристичної індустрії Східноказахстанської області, їх відображення у туристично-рекреаційному комплексі Казахстану. Обґрунтовано необхідність формування теоретичних та методичних засад організаційно-економічних механізмів комплексного стратегічного управління регіональною туристичною галуззю. Виокремлено таку вимогу, як забезпечення зростання, незважаючи на безробіття, економічну нестабільність, збільшення податків та інші негативні зміни в економіці, викликані глобальною економічною кризою.*

*Ключові слова:* туризм; туристична інфраструктура; безробіття; рекреація; Казахстан.  
*Табл. 1. Літ. 21.*

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## ТЕНДЕНЦИИ И ПРОБЛЕМЫ РАЗВИТИЯ ТУРИЗМА НА ТЕРРИТОРИИ ВОСТОЧНО-КАЗАХСТАНСКОЙ ОБЛАСТИ

*В статье рассмотрены проблемы развития туристической индустрии Восточно-Казахстанской области, их отражение в туристско-рекреационном комплексе Казахстана. Обоснована необходимость формирования теоретических и методических основ, организационно-экономических механизмов комплексного стратегического управления региональной туристической отраслью. Выделено такое требование, как обеспечение тенденции роста, несмотря на безработицу, экономическую нестабильность, рост налогов и другие негативные изменения в экономике, вызванные глобальным экономическим кризисом.*

*Ключевые слова:* туризм; туристическая инфраструктура; безработица; рекреация; Казахстан.

**Problem statement.** When observing the trends and regularities in the development of tourism as a sociocultural system, it is necessary to take into account specific features of tourists' lifestyle, the aims in the development of this system and its key components. In this framework interrelation and interconnection of social, cultural, cognitive and recreational components become important.

Studying the development of tourism in the Eastern Kazakhstan we can outline the following types of problems: economic, organizational, infrastructural, sociocul-

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tural and environmental. All these problems are interrelated and interdependent, and all of them to some extent demonstrate the general socioeconomic problems present in the Republic of Kazakhstan (Strategies..., 2003).

The economic problems of tourism development are the following: high costs on the construction and engineering of infrastructure objects for tourism & recreation complex being created (including power supply networks; water supply; transport organization, water treatment facilities); the overpriced costs for transport and hotel accommodation services, which is in contrast to the low quality of the services provided; the insufficiency of budget costs used for the promotion of national tourist products at internal and external markets (Tourism Development..., 2012).

The infrastructural problems of the tourism sector are mostly related to moral and physical depreciation of the existing tourist infrastructure (all subsectors related to hospitality, all types of transport, all objects of public catering; the objects of trade, entertainment, information support etc.).

Tourism development is always under the significant influence of transport infrastructure. Transport is that chain to connect separated elements of the tourism industry, thus enhancing its development in general. To Kazakhstan tourists come mostly via air, thus using the most advanced airliners and the most trendy services on them. For transport infrastructure the most touchy issue is the problem of increasing the volumes of the territories used. The best option is when transport infrastructure is using the land not suitable for agriculture or those territories that are recultivated after a period of heavy industrial use. However, there are cases when for tourism development matters (construction of new hotels, new ski chairlifts etc.) forests zones and croplands are destroyed or coastline is significantly damaged (Doshimolonov, 2013).

**Innovative aspects of tourism development** have been studied by T.M. Boitsova (2013), M.A. Gorenburgov (2010, 2013), C.V. Doshilomonov (2013), P.G. Ermishin (2005), S.O. Karpov (2013), I.V. Kononova (2012), A.D. Makarov (2010), M.A. Morozov et al. (2000, 2007), V.S. Novikov (2010), V.V. Rizzi (2012), N.A. Sedova (2004) and others. At the same time there is a range of aspects of theoretical, methodological nature within strategic forecasting and tourism development planning that are not sufficiently studied. Same may be said about certain issues of strategic management of national tourism entering international markets and its promotion there.

**The research objective** is the development of methodological framework for strategic management of tourism development in the Eastern Kazakhstan region based on innovative technologies, and the working out of practical recommendations on this basis.

**Key research findings.** Development of tourism & recreation activities is heavily impacting the development of such sectors as: transport, trade, public utilities, agriculture, information technologies, commodities production, communication technologies and services. Consequently, the enhancement of all these sectors and fields of activities positively influences the level of welfare in a region, since all the related markets are widening for local producers and service providers. Thus, the taxation base is also increasing along with the volumes of all tax payments to local and state budgets. The World Tourist Organization has a forecast, according to which, traveling demand is doubling every 11 years. Thus, tourism (along with education and

healthcare) is one of the key growth priorities for every state and every region. Both Kazakhstan and the global economy in general have the tendency present that tourism is creating the largest quantity of new working places, thus providing employment opportunities for youth (for very many tourism is the sector of the first working place), including those youth which are still current university students. For youth, tourism is the easiest employment market among all (Morozov et al., 2000).

Tourism is playing a vital role in both developed and developing economies. According to the data by the World Tourist Organization, the share of tourism within the global economy is equal to 9,4%, and there is a stable growing trend for it, despite the factors of unemployment, economic instability, taxes growth and other negative changes in the economy, caused by the global recession. All of the above lead to another negative trend – the increasing in the gap in spending between incoming and outgoing tourists, which can be explained statistically: much more tourists from Kazakhstan go abroad, rather than international tourists come to the country (Statistics of the market..., 1995). Kazakhstan has a significant cultural heritage along with rich natural resources, however, the country is still at the initial stage of developing its tourism industry which would be attractive for both domestic and international visitors. Due to its history and diverse cultural heritage, Kazakhstan has become the land on which for many centuries religious and cultural traditions of many ethnical groups have coexisted (Tourism in the Republic..., 2010). In the relation of particular interest may be the region of the Eastern Kazakhstan located at the very heart of Euroasia, bordering with China, Mongolia and Russia. This region has all the opportunities to develop its tourism potential. The interesting feature of the region is that it can present – on a relatively small scale territory – all types of landscapes and terrains available in Central Asia in general. Therefore, a tour to the Eastern Kazakhstan would provide a good overview of the whole region. Another key feature is the biological diversity of the Eastern Kazakhstan. There are 24 national parks here, comprising 6% of the territory of the Eastern Kazakhstan (Tourism of Eastern..., 2010). It is necessary to point out here that Eastern Kazakhstan is ranked second (after the city of Almaty) in the country by the quantity of operating tourism agencies and hospitality industry objects, leaving behind such rather developed regions as Karaganda and Almaty oblasts, and even Astana, the capital of the country (Development of tourism..., 2012). By the level of inbound tourism development the Eastern Kazakhstan is in the top-3, along with the cities of Astana and Almaty (Table 1). Internal tourism covers about 90% of the total quantity of tours sold in the region and about 50% of the profits from those tours (Kazakhstan Today, 2012).

**Table 1. The quantity of tourists by types of tourism**

Region (or city)	Tourists by types of tourism			
	total	Including:		
		incoming	outcoming	internal
Kazakhstan	1817402	304664	217961	1294777
Almaty region	152593	971	32080	119542
Eastern Kazakhstan region	168320	8434	3200	156686
Karaganda region	161477	14387	14164	132926
Astana (city)	251432	31900	31783	187749
Almaty (city)	510281	171133	95361	243787

Source: Constructed by the data of the Republic of Kazakhstan Agency for Statistics (2012).

On the prospects for further development of tourism in the region the state programme emphasizes the necessity to create conditions that would attract investments and private capital in general, especially for the development of eco-tourism. A good example here could be the construction of a tourism center in Rakhamanovskie Klyuchi ("klyuchi" stands for hot springs) near the Belukha mountain.

According to state statistics for the year 2012, on the territory of the region under study there were 15 health resorts and recreation centers. Also, there were registered 38 hotels, among which: 5 were with catering facilities, 16 – without them, and 17 – for short-term stay only. Interestingly, the latter type witnesses the most popularity and rather stable demand (Tourism development..., 2012). The hotels are mostly located near the major natural sites of the locality named Rudny Altai which is attracting quite many tourism not only from all the CIS countries, but also from overseas. The major attraction in the region is indeed the Belukha mountain (4506 m high). This is the highest mountain not only in Altai, but in the whole Siberia region. In 1998 this mountain was added to the complex "Golden Mountains of Altai" which is in the UNESCO World Heritage List.

Other tourism objects that are of interest for visitors are: Markakol national wildlife conservation area; Katonkaragai national park; and the Akbaur, the site of the ancient astronomical complex on the Korzhimбай mountain. The most well-known historical sites in the region are the Tomb of Kozy-Korpesha and Bayan-Sulu (the X–XIth centuries A.D.) (Tourism of Eastern Kazakhstan, 2010).

**Conclusions and prospects for further research.** Registry of tourism resources is a systematized and constantly updated collection of data, that includes both qualitative and quantitative description of such resources along with their ecological, social and economic evaluation. Such register would enable the following: determining the resource location in geographical space; describing its condition, the intensity of its use and how exactly it can be used, what interest it presents; ecological, social and economic evaluation of an object; ecological limitations in its usage, if any; recommendations on its optimal use.

To reduce the impact of the problems described in this article significant state support is needed for all the regions of Kazakhstan. Especially, in such fields as taxation, visa regimes, customs work and tariffs regulation. Some problems can be solved only on the state level, for example, transport provision for tourism business development. Besides, transport and other infrastructure related issues are important not only for tourism development but for social life in the country in general. It is also important to track the already started works on the creation of a hotel network within the most demanded price segment. We can already observe some improvements in such fields as service quality and protection of consumer rights, however, still much more can be done in these directions as well.

In general, Eastern Kazakhstan has a huge potential for tourism development, and its realization first of all depends on overcoming the problems described above.

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