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Basic principles and general approaches of development of industry of tourism are in Republic of Kazakhstan: tourist projects and approaches

Formation of market economy in Kazakhstan increased interest in forms and methods of tourist services. The development of the industry at an accelerated pace and increase the negative effects of competition and commercialization of tourist activity has led to an understanding of the need for state regulation of tourist business. Within a few generations, a significant part of the population of Kazakhstan used a travel service, resulting in the need for them was the mass, ie, He came back to normal life, became part of the national culture. International tourism is currently one of the most dynamically developing branches of foreign economic activity. The steady growth of the impact of tourism on the world economy as a whole and on the economies of individual countries and regions is one of the most significant, permanent and long-term trends which accompanies the formation and development of the world economy. The tourism industry in the Republic of Kazakhstan on the state level is recognized as one of the priority sectors of the economy. The implementation of the industrial-innovative development of Kazakhstan's economy leading role belongs to the system of local clusters.

Key words: MICE – tourism, cultural tourism, farm tourism, the development of geoparks.

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Туризм индустриясын дамыту Қазақстан Республикасында негізгі қағидаттары мен жалпы тәсілдері: туристік жобалар мен тәсілдері

Қазақстандағы нарықтық экономиканы қалыптастыру нысандары мен әдістері туристік қызмет көрсету қызығушылығын күшейтті. Туристік бизнесті мемлекеттік реттеу туристік қызметті коммерциализациялау және бәсекелестік салдарының теріс түсінігінің өсуіне және осы саланың қарқынмен дамуына әкелді. Бірнеше ұрпақтар халықтың едәуір бөлігі Қазақстанның туристік қызметімен тұтынды, соның нәтижесінде оларға қажеттілік болатын бұқаралық, яғни өмір нормасына ұлттық мәдениет бөлігі болып енді. Халықаралық туризм қазіргі уақытта ең серпінді дамып келе жатқан сыртқы экономикалық қызмет салаларының бірі болып табылады. Туризмнің ұдайы өсуіне тұтастай алғанда әлемдік экономиканы, жекелеген елдер экономикасы мен аймақтарын, аса маңызды тұрақты және ұзақ мерзімді үрдістердің, әлемдік шаруашылықтың құрылуы және дамуына толықтай ықпал етеді. Қазақстан Республикасындағы туризм индустриясы мемлекеттік деңгейінде басым экономика саласының бірі болып танылды. Қазақстанның экономиканы дамытудағы индустриялық-инновациялық ережелерін іске асырудағы жетекші рөлі отандық кластерлер жүйесінде атқарылады.

Түйін сөздер: MICE- туризм, мәдени-танымдық туризм, агроэко-туризм, геопарктердің дамуы.

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Основные принципы и общие подходы развития индустрии туризма в Республике Казахстан: туристические проекты и подходы

Формирование рыночной экономики в Казахстане усилило интерес к формам и методам туристического обслуживания населения. Развитие данной отрасли ускоренными темпами и возрастание негативных последствий конкуренции и коммерциализации туристской деятельности привели к пониманию необходимости государственного регулирования туристского бизнеса. В течение нескольких поколений значительная часть населения Казахстана пользовалась туристскими услугами, в результате чего потребность в них была массовой, т.е. вошла в норму жизни, стала частью национальной культуры. Международный туризм в настоящее время является одной из наиболее динамично развивающихся отраслей внешнеэкономической деятельности. Неуклонный рост влияния туризма как на мировую экономику в целом, так и на экономику отдельных стран и регионов является одной из наиболее значительных, постоянных и долгосрочных тенденций, которая способствует формированию и развитию мирового хозяйства. Индустрия туризма в Республике Казахстан на государственном уровне признана одной из приоритетных отраслей экономики. В реализации положений индустриально-инновационного развития экономики Казахстана ведущая роль принадлежит системе отечественных кластеров.

Ключевые слова: MICE-туризм, культурно-познавательный туризм, агроэкотуризм, развитие геопарков.

**BASIC PRINCIPLES AND
GENERAL APPROACHES
OF DEVELOPMENT OF
INDUSTRY OF TOURISM
ARE IN REPUBLIC
OF KAZAKHSTAN:
TOURIST PROJECTS AND
APPROACHES**

Every tourist cluster should organize the development of several tourist products, but the choice of tourist products and priorities depend on the potential of each product in each cluster. In general, in the Republic of Kazakhstan needs to develop six major tourism products: «MICE- tourism», «Cultural tourism and touring», «Active and adventure holidays», «Holiday in the mountains and on the lakes», «Beach tourism» and «Short Rest».

MICE- tourism – is a type of organized trips related to business motives: business meetings, incentive tours, conferences, exhibitions, events, meetings of working groups, seminars and leisure during business trips. The main countries generating tourist arrivals in Kazakhstan on the tourism product are Europe, Kazakhstan, China and Russia.

Cultural tourism and tour – organized tours and tours unaccompanied guide to places of cultural monuments and heritage. The main countries generating tourist arrivals in Kazakhstan on this tour products include Kazakhstan, Europe, China, Russia, the Middle East, India and the countries of the region. Active and adventure tourism – activities in nature, including «soft» activities (camping, walking, biking, all-wheel drive car, the study of nature, horseback riding, bird watching, fishing and hunting) and «hard» activities (rowing canoeing, kayaking, caving, mountain biking, skiing, cross-country skiing, mountaineering, paragliding, rafting (rafting), climbing, and jeep safari). The main countries generating tourist arrivals in Kazakhstan on this tour products are Kazakhstan, Russia and Europe.

Beach tourism – stay in coastal areas with wellness and recreational purposes, as well as water sports, boating and yachts (marine leisure). Beach tourism – stay in coastal areas with wellness and recreational purposes, as well as water sports, boating and yachts (marine leisure). The main countries generating tourist arrivals in Kazakhstan on this tour products are Kazakhstan, Russia and countries in the region.

Short vacation – a trip that usually last from one to four days, such as weekend tours, sightseeing in the city and surrounding area, outdoor recreation, places of cultural monuments and heritage, as well as short breaks for special occasions (eg, honeymoon, on New Year's holidays, annual meetings, etc.). The main countries generating tourist arrivals in Kazakhstan on this tour products are Kazakhstan, the Russian Federation, Europe and the Middle East.

The first three tourist product (MICE- tourism, cultural tourism and tours, as well as active and adventure tourism) are among the «rapid effect», given that they are ready or can be relatively easily ready for commercialization within the next four to six years.

National tourism projects that are being developed – this resort area Burabay cluster Astana ski resort in Southern Kaskelen and Kok Zhaylau cluster Almaty Bukhatarma – Cato -Karagan in the cluster of East Kazakhstan and Kenderli cluster Western Kazakhstan.

Burabay resort area – the development of high-quality resorts in the territory of which there are several lakes, recreational facilities, receptions and meetings, recreational activities, spa, golf, horseback riding and other activities. This project is a development of five areas with 11 hotels (including Rixos Hotel) with a total of 5020 beds and 4552 residences.

The development of other facilities – rooms for conferences and events, wellness and spa centers, facilities for sporting events outdoors and indoors, a golf course, horse riding center, a marina on the lake, kiiz uy. The total project cost is estimated at about 1 624 million. US dollars that will be invested in stages during the period from 2014 to 2030. The project is a resort zone “Burabay” is described in the System Development Plan Borovsky resort area Akmola region.

South Kaskelen – is the design and development of a large international ski resort for winter and summer vacations and a variety of activities.

This project involves the development of tourist infrastructure including 3 areas with villages / hotels, apartments, townhouses, chalets with a total capacity of 28,600 beds. Also related facilities to serve the tourists – 148 kilometers of ski slopes for 31 600 skiers, 27 ski lifts and 4985 parking spaces.

The total project cost is estimated at about 2 205 million. US dollars that will be invested in phases over the next 20 years. The «Kaskelen South» is described in terms of the system of the ski area of

AlmatyKok Zhaylau – is the development and the development of year-round ski resort that meets international quality standards.

The project envisages the creation of an international ski resort in the suburbs of Almaty, including passenger chairliftandsummingofutilitiesto themainresortfacilities. The «Kok Zhaylau» is described in the system development plan ski area of Almaty. Bukhatarma – Cato – Karagan:

Resort «Gerbil» – the development of a resort destination with a high quality of services for relaxing on the shores of the reservoir Bukhturma. This project involves the development of several areas, including 9 hotels and guest houses, villas, cottages and townhouses total capacity of 8476 beds and marina, water park and sports facilities.

The total cost of the project – about 365 million. US dollars (excluding transport infrastructure and municipal services), including the amount of investment up to 2020 is 274 mln. US dollars (for 5152 beds and adjacent parking areas, roads and landscaping).

The «Gerbil» described in the master plan of the cluster program of tourism development of the East Kazakhstan region.

Resort «Shyngystau» – the development of the mountain resort for winter and summer recreation and activities on the territory of Katon-Karagai State National Park.

This project involves the creation of 22 hotels and 16 400 residences with a total capacity of 60 000 beds (of which 40 000 seats – for tourists and 20 000 seats – for employees and their families), and other infrastructure to serve visitors – urban retail centers, facilities for sports outdoors and indoors, 3 golf courses, a marina, a variety of facilities for public use for the local community. The total project cost is estimated at about 3.3 billion. US dollars, including the amount of investment to 2020 is 1.96 million. US dollars (for 36,382 beds). The «Kenderli» system described in terms of tourism development zone Kenderli.

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