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Problems of formation country brand of Kazakhstan at the modern stage

Brand country – forms the country's image on the world stage and a positive opinion about the country of foreign nationals. Successfully created the country's brand improves the socio-economic situation in the country and contributes directly to the development of culture, sports and tourism of the country. To date, the formation of the country brand is of particular importance for improving the competitiveness of the Republic of Kazakhstan. In this regard, this article provides problems of the formation of country brand in Kazakhstan at the modern stage. The article deals with a political brand and image, an export brand, tourism brand, brand investment, brand culture, people as a national brand of Kazakhstan. Also the article analyzed the perspectives and directions of the development of the country brand in Kazakhstan.

Key words: brand, branding, the brand of the country, the country's image, economy, tourism, export, policies, investment, arts, sport.

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Заманауи кезеңде Қазақстанның ел брендінің құру мәселелері

Ел бренді – елдің әлемдік аренадағы имиджін, шетел азаматтарының ел туралы жағымды пікірін қалыптастырады. Сәтті құрылған ел бренді елдің әлеуметтік және экономикалық жағдайын арттырып, мәдени, спорт және туризм салаларының дамуына тікелей ықпал етеді. Қазіргі таңда Қазақстан Республикасының бәсекеге қабілеттілігін арттыру барысында ел брендінің құру ерекше өзектілікке ие болып отыр. Осыған байланысты бұл мақалада жаңа заман талаптарына сай Қазақстанның ел брендінің құру мәселелері қарастырылған. Мақалада Қазақстан имиджі және саяси бренді, экспорттық бренді, туристік бренді, инвестициялық бренді және мәдени бренді қарастырылған. Сонымен қатар, Қазақстанның ел брендінің даму бағыты мен болашағы талданады.

Түйін сөздер: бренд, брендинг, ел бренді, ел имиджі, экономика, туризм, экспорт, саясат, инвестиция, мәдениет, спорт.

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Проблемы формирования странового бренда Казахстана на современном этапе

Бренд страны формирует имидж страны на мировой арене и положительное мнение о стране иностранных граждан. Успешно созданный бренд страны улучшает социально-экономическую ситуацию в стране, а также напрямую способствует развитию культуры, спорта и туризма страны. На сегодняшний день формирование странового бренда представляет особую важность для повышения конкурентоспособности Республики Казахстан. В связи с этим в этой статье предусмотрены проблемы формирования странового бренда Казахстана на современном этапе. В статье рассмотрены политический бренд и имидж, экспортный бренд, туристический бренд, инвестиционный бренд, культурный бренд, население и люди как национальный бренд Казахстана. Также проанализированы перспективы и направления развития странового бренда Казахстана.

Ключевые слова: бренд, брендинг, бренд страны, имидж страны, экономика, туризм, экспорт, политика, инвестиция, искусство, спорт.

**PROBLEMS
OF FORMATION
COUNTRY BRAND OF
KAZAKHSTAN AT THE
MODERN STAGE**

Modern Kazakhstan – dynamically developing country with a huge potential in the long term become a significant developed country. However successfully to compete on the world scene with other subjects in questions political, social and economic, cultural and tourist, sports, etc. developments it is necessary to form a strong national brand. In this situation, the search for an answer to the next questions is interesting: What is a modern brand of Kazakhstan? What accounts for the problem of the formation of a successful national brand? What are its prospects?

Image are an important tool for the management of public sentiment, as the mass public consciousness of the image reinforces the status of «really existing.»

The main function of the image of the country is to develop a positive attitude towards the state and government (its domestic and foreign policy), the country's citizens and foreign public.

Current national external and internal policy of the Republic of Kazakhstan is the confidence of the country's population, which has a positive effect on its political image. Thus, according conducted by «M-Vector» among the population of Kazakhstan and Kyrgyzstan study, nearly 60% of Kazakhstan's population believe their country is politically stable. Kazakhstan President has full confidence in 69% of the population, while 65% of respondents appreciate his work. With regard to the trust of the population to various government bodies and civil society institutions, demonstrates the high confidence of the country the government of Kazakhstan [1].

Among political images, occupy a special place the integral image of the state as a political community of the country as a nation-state community, people (nation). These images are often ambiguous, does not always correspond to the actual state of affairs. You can select the «internal» image of the country as the nature of the representations of its people about themselves and their place in the world («About us») and «external» as the perception of the country abroad («they are about us»).

Modern Kazakhstan – one of the most multi-ethnic countries in the world. Therefore, the «internal» image of the country can have a big influence public perception of Kazakhstan's multi-ethnic country, its influence on the development of the country.

According to the study, the multi-ethnic composition of the people of Kazakhstan as a key to successful development takes a large part of the population (59.9% of respondents). However, one in three (32%) have not yet determined its position on this issue [2].

In the perception of the identity of the residents of Kazakhstan in the first place – citizenship (56% of respondents, or a large part of the population in the first place consider themselves people of Kazakhstan), while ethnicity noted in the first place every fourth respondent. Approximately 5.8% of the respondents have identified as a priority religious affiliation (see Figure 1). [2]

Consequently, nationality and poly-ethnicity can be laid in the foundation of formation of positive political brand of the country, because they are the basic elements of identification of the people of Kazakhstan. However, as evidenced by the world practice of branding the country, in most cases, the basis of national identity is the history, culture and spirituality.

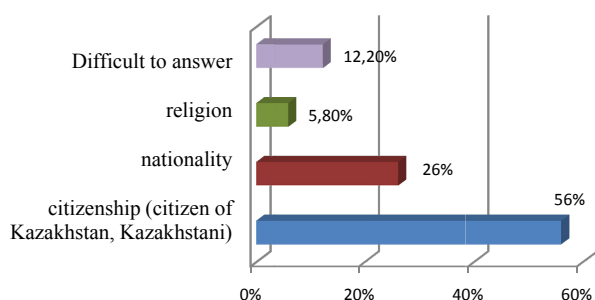


Figure 1 – Distribution of answers to the question: «If you talk about your affiliation, what is most important to you», in% [2]

Currently, attempts are being made to change the image of Kazakhstan as a «raw material» of the country in the direction of «industrialized» with widely diversified economies. In our opinion, it is the correct emphasis on the promotion of the food processing industry brands (share in the structure of Kazakhstan's exports of 3.5%). A huge plus of Kazakhstani goods – in a clean content, they do not contain GMOs, and on what should be built positioning of domestic goods.

To date, the National Agency for Export and Investment «KAZNEX INVEST» MINT RK jointly with industry associations of domestic producers developed and began work on the promotion of 4 brands to promote Kazakhstan products abroad.

In order to develop export food sector established brand «Eat ecological» («Eat clean»), the textile industry – the brand «Wear comfortable» («Put on comfortable»), pharmaceuticals – «Heal natural» («bit you natural») and machine-building complex – «Engineering Durable» («create reliable»). 3 million. Tenge was spent on the development of these brands agency. However, in our opinion, it would be logical to promote these brands under one national brand of similar brand Canada as the maple leaf, which would ensure a wider recognition of our country abroad. Thus, the Ministry of Agriculture and agricultural products in Canada is the initiator and executor of Canada Brand International programs aimed at strengthening the market position of Canada's agriculture products through the use of the country's brand (and, consequently, its current reputation).

This program seems relevant, because about 45% of the country's agricultural production is exported. Companies involved in cross-border trade can become members of the association and the Canada Brand International placed above branded designation, benefiting from the country brand.

According to estimates of Ukrainian experts, the share of exports of travel services in total exports of the Republic of Kazakhstan of goods and services amounted to 1.3% in 2011, which is comparable with the average for the EurAsEC countries (1.9%), but far behind the figure of Ukraine (4.8%), Italy (6.8%), Bulgaria (11.3%), and others. in general, the share of exports of travel services in the country's GDP was approximately 0.6% in 2011. For comparison, the share of exports in GDP of tourism in Estonia – 5.6%, the Czech Republic – 3.6%, Ukraine – 2.6%, Kyrgyzstan – 10.8% [3].

The number of inbound visitors in July 1, 2015 years for personal purposes amounted to 4176 people (82.3%) and business and professional purposes – 900 (17.7%). Most of the surveyed visitors to the travel entry enjoyed by railway transport (37.4% of the total), coaches (35.3%) and air transport (15.4%). 11.9% of visitors traveled by their own cars [4]. These figures indicate a relatively small contribution of this sector to the development of the national economy. Therefore, the problem of formation and unwinding of Kazakhstan tourist brand is relevant and useful.

Shaping the tourist brand of Kazakhstan, in our opinion, it should, first, examine the experience of foreign countries, and, secondly, to attract professionals branding that can identify the main idea and the concept of brand positioning and visualize it, and then present the user with well-

built communication. Thanks to this program, and plans to develop the tourism industry of Kazakhstan government implemented now will have a greater effect.

In addition, creating an easily recognizable brand of the country, the government helps its exporters to promote their tourism products, services and more. However, the government should work in this direction in close cooperation with the business adequately and effectively responding to the needs of the tourism sector. So, in many countries the tourist associations or the tourist's organizations aimed at advance and marketing of the state as the tourist direction function. Marketing and brand are engaged in professional tourism business associations, who know the needs and specificities of the market, methods of behavior in the market.

The positive image of the country – it is an investment, because the attractiveness of investment projects is determined by the attractiveness of the country itself (the territory). The existence and development of the investment brand of the country (country / territory, city) directly determine the level of loyalty of existing investors, their composition, and the degree of ease with which the country will be able to further expand and improve its investor base.

Currently, Kazakhstan, the most prosperous country in economic terms in the region of Central Asia, has attracted investors exclusively due to the presence of natural resources.

Another problem is the underdeveloped infrastructure system, because any business to easily develops where there is infrastructure. It was on such indicators as obtaining building permits, getting electricity, registering property, protecting investors' rights, according to the World Bank report, Kazakhstan has not made significant progress.

In addition, another omission associated with poor promotion area (regions / countries), ie need to raise awareness of the territory, to demonstrate the openness of government and regional authorities to cooperate and disseminate information on the region's ability to live, his potential projects, investment opportunities from various information channels.

Today, many governments recognize the need to demonstrate the achievements of the world nations in the field of culture, however, tend to fear that this sector costs are not paid back to the same effect, as, for example, to projects the cost of investment and the development of tourism. However, the place and authority of the state of the world are determined not only by its political weight and economic resources,

but also the cultural heritage of the nation, its spiritual and intellectual potential.

In the conditions of globalization the main task of the formation of the cultural brand of the country lies in the fact that, while maintaining the phenomenon of national identity, to interpret it in such a way that it remains recognizable to local audiences, and at the same time, potentially becoming denounced by and understandable to the listeners and viewers elsewhere in the world.

Thus, the implementation of cultural projects of various kinds, as well as the organization of events for the presentation of the achievements of the Kazakh art abroad, organization of theater festivals, foreign tours national cultural organizations, and others. Promotes the country into the world cultural space.

At the present time, in our opinion, we need a global cultural production concept, aimed at domestic and foreign markets. The main task of implementing cult products in the domestic market – the revival of spirituality, a return to national sources, the identification of the people of Kazakhstan through the rich history, traditions and customs of nomadic people. The main mission of the output of cultural products to the foreign market – integration into the world economy and culture through the dissemination of modern Kazakh culture by analogy «Korean wave.»

Today in Kazakhstan implemented a number of projects the domestic film industry, had a definite effect on the popularization of Kazakhstan abroad.

In addition, according to experts, over the past 20 years the country was not created by a special spiritual and moral brands. Currently, the West there is a process of spiritual hunger, and, in principle, the products of the Kazakh spiritual culture as the brand may well be competitive in this field, and the country – their supplier.

In modern conditions of development of the intellectual capital of the nation, human capital are the factors of economic growth. According to the report on the UNDP 2011 Human Development Report, Kazakhstan occupies 68 place in the ranking and is among the countries with high human development. Adult literacy rate is 99.7%, which indicates the high potential of the human capital in the country. Most of Kazakhstan's business executives agree that the domestic education system does not correspond to more than meet the needs of a competitive economy. In addition, the low quality of education has given rise to the trend of mass departure of young people in order to obtain a quality education abroad. In the border areas with Russia's departure is in this

country. A significant number of Kazakhstanis studying in Europe, Canada, USA, China.

If this trend persists, we can expect the situation in which our compatriots went abroad to study, and seated there, will raise the image of the State in which the received quality education and were able to realize their human capital in the future.

The ongoing work in this direction, the MES in recent years shows some progress, and shows an increase of more than 3 times the number of references to the work of Kazakhstan scientists in international scientific journals.

Nevertheless, Kazakhstan has not yet formed a strong national brand of science and education system. Enhancing the prestige of national education and science in the world educational space requires the adoption of measures to improve the quality of educational services, implemented research that will certainly lead to an increase in the image and attractiveness of Kazakhstan's education in the global education market and domestic science in the global scientific community.

This situation leads to the fact that the population of Kazakhstan and the outside world is formed identification blurred representation of the country / nation, and her / his role in the world community. In the context of globalization, national identity is essentially necessary, as it helps the nation to survive. On the other hand, poly-Kazakhstan requires more careful approach to the selection of indicators for identification. Properly selected indicators identification plus correct positioning generates the desired outlook of the average citizen, increases self-awareness and self-esteem of the nation / people. As these indicators, in our view, can act ethno consolidating ideas that are based should be based on the uniqueness of the nation / people, and positioning to build on the principle of «openness steppe nomadic people» (in terms of the perception of the diversity of our world) and «tolerance» to its environment. In many respects these qualities, as well as the President of Kazakhstan Nursultan Nazarbayev defined the policy of interethnic and interfaith harmony in the country. These ideas are at the heart of the national brand of Kazakhstan cause some interest in the outside world as a people / nation and the state. Around them you need to form and develop the other components of the country brand in Kazakhstan.

As can be seen from this analysis, the country's brand is based on individually created socio-cultural

and economic brands, united by a common concept. In this respect, the brand of the capital or other large city is a definite symbol of the state, able to enhance the communication link with both the outside world and within the country.

According to studies, Astana really became a national symbol of Kazakhstan – so says 87.8% of respondents and 72% of the experts. At the same time, it is believed that Astana did not become a national brand, expressed by almost every tenth respondent (9.8%) and every fourth expert (24%) [9]. This situation is due to the fact that there is still clearly presents the positioning of the capital. As a basis for positioning and further promote the brand of Astana within the country and abroad should choose special unique component of the capital.

The formation of a positive image of the country is influenced by a variety of event management. However, according to international experts, organization of mega-events increases the image and reputation of the country only for a short period of time. The positive effect of the mega event management bring in if they are part of a well-planned strategic plan. You can use the mega event management as a strategic tool to attract attention, create an agenda for the media. So, for example, take advantage of the mega event «KazExpo-2017» in line with the promotion of a new brand of Astana.

By analyzing and evaluating the modern country of Kazakhstan brand, it can be argued that it is not currently formed, blurred and does not have a single concept. To date, Kazakhstan belongs to a few recognizable country brand. The main reason is the lack of systematic work on the formation and development of country brand in Kazakhstan.

Piecemeal measures aimed at improving the image of Kazakhstan and increase its reputation in the eyes of the world, form a blurred, diverse representation and about our country, about the people of Kazakhstan in the external environment. Formed through the identification of the people of Kazakhstan the position of citizenship is a significant, but not as pronounced for the formation of the country brand.

At the present stage requires a unified concept of formation and promotion of country brand in Kazakhstan, which would be presented through the prism of various national brands as produced in Kazakhstan goods and services, areas, persons, events, etc.

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