



3rd GLOBAL CONFERENCE on BUSINESS, ECONOMICS, MANAGEMENT and TOURISM,
26-28 November 2015, Rome, Italy

Place of Tourism in the Economy of Kazakhstan Republic

A.Abubakirova^{a*}, A.Syzdykova^a, D.Kelesbayev^a, B.Dandayeva^a, R.Ermankulova^a

^a*Akhmet Yassawi University, Turkestan, Kazakhstan.*

Abstract

Tourism sector stays in the limelight, especially because of the economic benefits that it provides to the state. Therefore, it is observed that an important part of the literature studies on tourism are related to the economic aspects of tourism. Kazakhstan, which has a very large potential for tourism, has tried to evaluate these values as much as possible and has given place to tourism in the development plans. In this study have been studied effects of tourism sector on the economy of Kazakhstan since independence in 1991. Share of tourism in total fixed capital, projects which are encouraged in the tourism sector, foreign investments in tourism, the ratio of tourism expenditures to expenditure on imports, contribution of tourism revenues to GDP, basic economic impact of tourism revenue and expenditure balance are considered under the scope of study.

Published by Elsevier B.V. This is an open access article under the CC BY-NC-ND license

(<http://creativecommons.org/licenses/by-nc-nd/4.0/>).

Peer-review under responsibility of the Organizing Committee of BEMTUR- 2015

Keywords: Tourism, Economy, Kazakhstan.

1. Introduction

Tourism is an industry growing in accordance with globalization and among the fastest together with automotive, petroleum and chemicals industries. On the other hand, because of positive effects of tourism such as supporting balance of payments by creating foreign currency inflow, creating employment, and supporting foreign trade, infrastructure and superstructure; its development is encouraged not only by developing countries but also developed countries.

* A.Abubakirova. Tel.: +7 701 436 54 19.

E-mail address: aktolkin.abubakirova@ayu.edu.kz

Like many other Central Asian countries that opened their doors to the world in accordance with political developments and changes in the world, Kazakhstan is trying to determine her economical choices and priorities through macro economical plans in order to meet her limitless needs with her limited resources (Dracheva, 2007).

Today, the exports of Kazakhstan are consisted mainly of raw materials and she has little control over export prices. Hence, Kazakhstan Government is recently trying to develop sectors other than energy with the aim of creating economic diversity and breaking her overdependence to petroleum and fluctuations in international petroleum prices. The economic development program prepared by Kazakhstan Government covers 7 sectors and tourism ranks high in the list (www.tugik.org.tr/.../kazakistan).

The data of World Trade Organization predicts that rich tourists will prefer Asian destinations to European ones (<http://www2.unwto.org/>).

Kazakhstan's position as economic and political leader of Central Asia is giving her an advantage to develop tourism.

2. Aim & Methodology

In order to exploit this quick growing sector, Kazakhstan should emphasize her regional advantages, and advertise her financial, cultural and scientific values. Tourism sector operates according to income, employment, investment, export and import assumptions. This article studies Kazakhstan's economic achievements in tourism based on planned periods.

Studies on economical evaluation of Kazakhstan's tourism sector usually analyses mostly cost/income ratio, its contribution to Gross National Product, balance of income and expenses, and mean expenses.

3. Helpful Hints

A. Factor Effecting the Development of Tourism in Kazakhstan

Recently one of the fastest growing sectors in Kazakhstan is tourism. In 2010, tourism investments increased 53.8% compared to the previous year (<http://www.stat.kz>). Kazakhstan's strategic object in tourism is to increase the competitive power of the sector and to become one of the most popular destinations. In this context, the aim is to improve tourism infrastructure, creating quality products and services, and increase her share in the international tourism market.

Kazakhstan has natural beauties that can be used as touristic destinations. The country has numerous national parks, more than 100 touristic health center, and more than 9 thousands historical and archeological monuments. Touristic facilities in Tengri Mountains, in still developing Sucinsk – Boroskoe touristic region (Akmola Province), and in historical cities such as Otrar, Turkistan and Sauran especially appeal tourists. Sucinsk – Boroskoe region acquired "special economic region" status and carries a huge potential for tourism investments. Approximate value of projects planned to be realized in this region in years to come is 3 billion dollars. Together with the projects in Eastern Kazakhstan, winter tourism facilities near Almaty and "Kenderli" touristic facilities in Mangistau region, the amount approximates up to 7 billion dollars. Touristic infrastructure in Kazakhstan mainly consists of business tourism, adventure tourism, sports tourism, culture tourism and health tourism. Big and modern hotel facilities are especially concentrated in two major cities, namely Astana and Almaty (www.tugik.org.tr/.../kazakistan).

The relation between Central Asian countries and Turkey rests on centuries old Silk Road, and historical, cultural and social bonds. According to a study analyzing 485 Class A tourism agency, which send tourists to Central Asia; the main reasons of travel are business (60.2%) and holiday (35.7%). Agencies reaches to their Turkish customers who want to travel to Central Asia through Internet (31%), fairs (23.3%) newspapers and journals (22.5%) and brochures (%20,9) and the most popular destination among five countries is Kazakhstan (58.3%) (Kantarç1, 2006).

Table 1. The Number of Foreign Tourists Coming to Kazakhstan and Cossack Tourists Going to Foreign Destinations.

	Column A (2008)	Column B (2009)	Column C (2010)	Column D (2011)
The number of foreign tourists coming to Kazakhstan	5,243,000	6,414,000	7,412,300	8.020.400

Download English Version:

<https://daneshyari.com/en/article/980481>

Download Persian Version:

<https://daneshyari.com/article/980481>

[Daneshyari.com](https://daneshyari.com)