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Pre-conditions of forming and development of municipal tourism in Kazakhstan

Abstract. Today, urban tourism is the most dynamically developing sector of the global economy, which determines the interest in this industry, both from a scientific and from a practical point of view. At the same time, the tourism market is constantly developing and expanding, which contributes to increased competition and issues of increasing the competitiveness of urban tourism. The city, of course, is the base of any tourist product, since accommodation, food and transport are always included in the package of services. Therefore, one of the promising and highly profitable types of tourism is urban tourism.

The relevance of this article lies in the development of urban tourism in modern conditions of the search for the best managerial decisions, improving the infrastructure of the city.

Keywords: MICE, competitiveness, urban tourism, medical tourism.

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City tourism has been recognized as a complex phenomenon for 10-15 years ago in Europe. The reason is that large cities, with a culture of intellectual potential and well-developed infrastructure, have become a complex tourist product for potential tourists. At present, city tourism is shifting to Western Europe from East Europe to the needs of all new destinations.

The urban tourism phenomenon is not just a city's tourist destination, it is used as a new quality of integrated tourist product. The consumer is under «city atmosphere» influence, that is, modern design themes, gastronomy, architecture, street movements and culture, thematic and designer hotels, etc. Today, Nur-Sultan is one of the largest and economically developed cities in the country.

According to many researchers, urban tourism is able to combine with other types of tourism. like congress, business, cultural, educational, entertainment and educational tourism. The tourism industry in the country is clearly characterized by the direction of outbound, from the years of independence of the Republic of Kazakhstan, the main products are sold out through a network of tourists. In all the program documents of the country - the Concept of development of tourism in the Republic of Kazakhstan till 2020, in the law of tourist activity the main task is an internal and inbound tourism should be the priority directions of the industry. It is important to consider that the investor is a major subject in developing city tourism but does not invest money into business or property that the investor does not profit. Of course, in this case, it's necessary to create a prestigious image of the city by promoting the city's geography, by selecting a region that will provide a favorable atmosphere for tourists and demand.

The main issue in the development of city tourism is to create a state-of-the-art system of public, tourist, and tourism business so that society cannot be actively involved and competitive in the market as it is abroad. The main purpose of the tourism policy in the country is to attract tourists, to organize their leisure time and to ensure maximum demand.

The country is full of vast, rich and touristy sites. However, the ways of development of these places according to the needs of tourists have not yet been fully implemented. Here are some of the key issues of tourist destinations that have been blocked or undeveloped:

- high prices, despite the low level of tourist infrastructure;
- disintegration of participants in the tourist market;
- insufficient development of legal and regulatory framework;

- unprecedented consumer interest, taste and behavior without public food, location, entertainment, location of historical and cultural sites.

Tourism as a basis for the economy is a major catalyst for the socio-economic and spiritual development of the state from a local point of view as a whole (Figure 1).

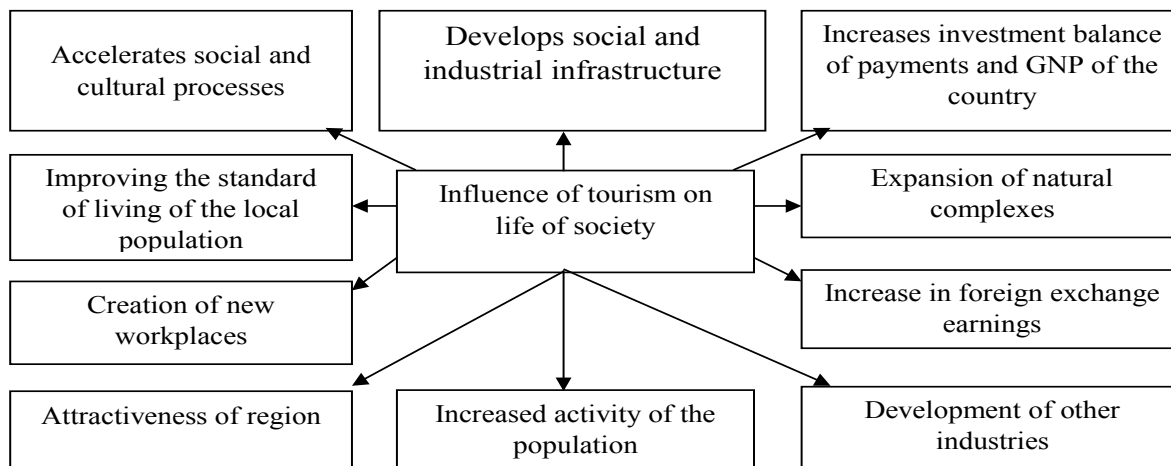


Figure 1. The role of tourism in the economy

The main goal of the country’s tourism industry development is to achieve its share in GDP by about 8% by 2025 [1].

Tourist potential of Nur-Sultan located in the heart of Eurasia has considerably increased due to cultural and political events of recent years on the international scale.

In Nur-Sultan, MICE tourism, health and business tourism are developing well. Especially, the level of organization of business meetings is higher than others. For example, there are more than 130 institutions that meet the demanding nature of the event.

- City tourism – attracts great attention of domestic and foreign tourists as the capital of our country; for example, in 2017 because of EXPO-2017, more than two million tourists visited Nur-Sultan;

- There is also a great potential for the development of medical tourism in Nur-Sultan with the help of qualified trained abroad specialists and new medical equipment. At present, each medical center works to attract tourists who are in demand in the field of medicine.

- Incidental tourism – our capital focus on this since the international exhibition that took place in summer 2017. The capital was recognized as the «Best City of Business and Tourism in the CIS» after the international exhibition EXPO [2].

The picture below shows that the first 10 countries of the world, which are frequented by Nur-Sultan from other parts of the world, are the leading countries, such as Russia, Uzbekistan and Kyrgyzstan. And economically developed countries of the United States, Germany, and South Korea have been in the top ten for business trips to our capital (Figure 2).

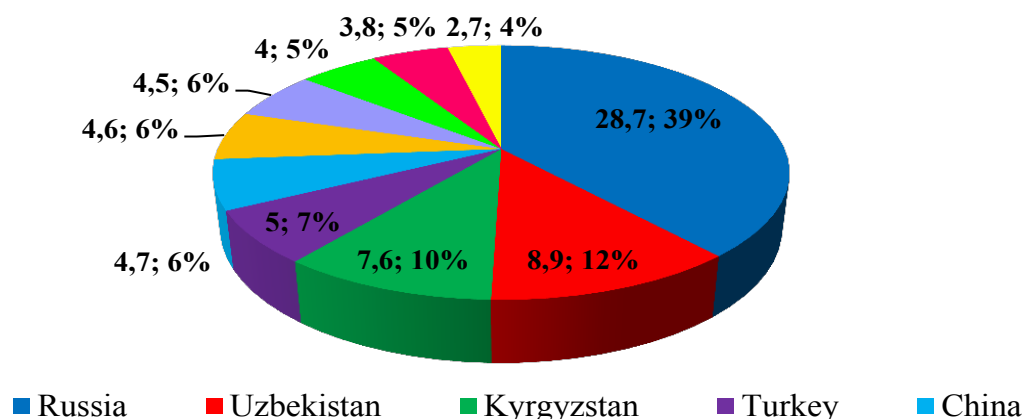


Figure 2. Tourists from ten countries travelled to the city of Nur-Sultan, thousand tourists (2018)

Residents of the capital are traveling to the UAE, Turkey and Thailand, which are well-known in the tourism market, with the quality and price of service (Figure 3). The main reason for the choice is beach tourism in Turkey and Thailand, a favorable climate, a centralized infrastructure, a variety of activities that attract the visitors to the country. In the UAE safari is embracing millions of tourists around the world. Germany, Spain, Italy are taking tourists around the world by organizing large-scale events involving historical and cultural sites and international issues.

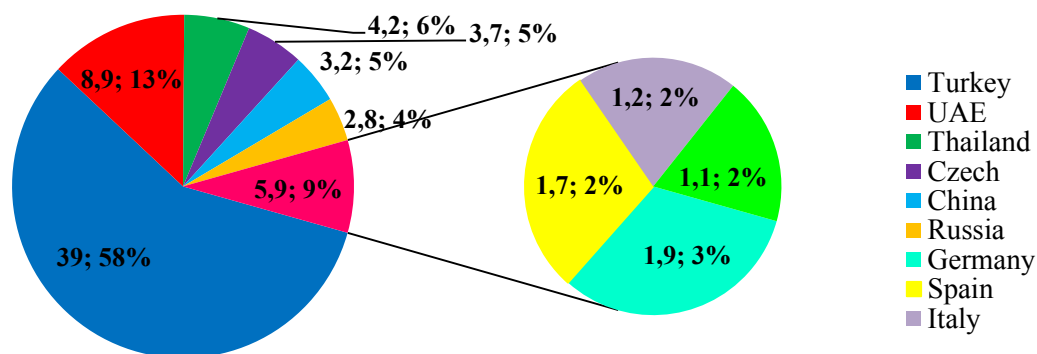


Figure 3. Ten countries, where tourists from the city of Nur-Sultan travelled, thousand tourists (2018)

As of the beginning of 2018, 360 tourist agents and 81 tour operators were officially registered in Nur-Sultan. Most of them are engaged in outbound tourism, while only 10% inbound tourism and internal tourism. Compared to 2017, the number of tourists has increased from 297 to 360 in 2018, and the number of tour operators has dropped to two [3]. Currently, the number of tour operators is increasing.

In 2018, Nur-Sultan has not been successful for the hotel industry. This is due to the fact that by 2017, the number of tourists visiting the EXPO international exhibition has been significantly higher.

For example, the number of visitors to domestic tourism (residents) in 2017 reached 695048, and by 2018 it was 575906, means the number decreased to 119142. In 2018, according to inbound tourism, 191681 tourists arrived and dropped from 294157 in 2017 to 102476 (Figure 4).

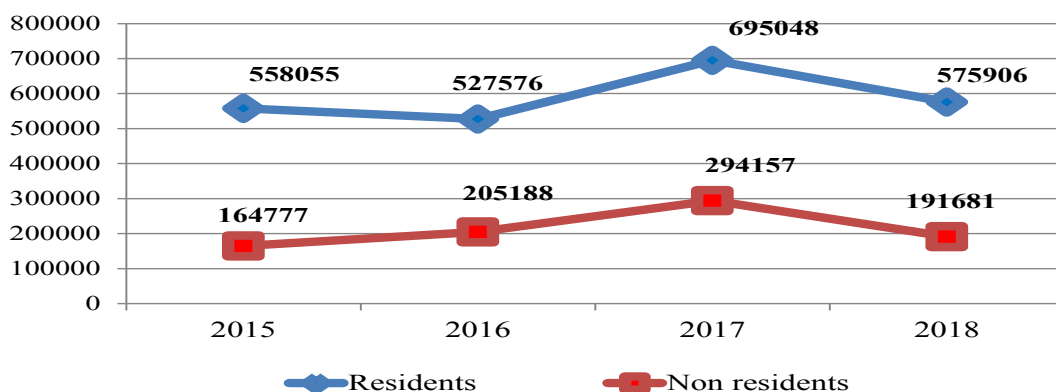


Figure 4. The number of inbound and domestic visitors who used accommodation service

The truth is that domestic tourists stayed a lot in nigh hotels. In other words, it is necessary to make some work for the rest of the foreign guests (to pay attention to the location of each building in the city, its elegance and history).

As shown in the diagram, the difference between 2017 and 2018 is also evident in hotels (Figure 5).

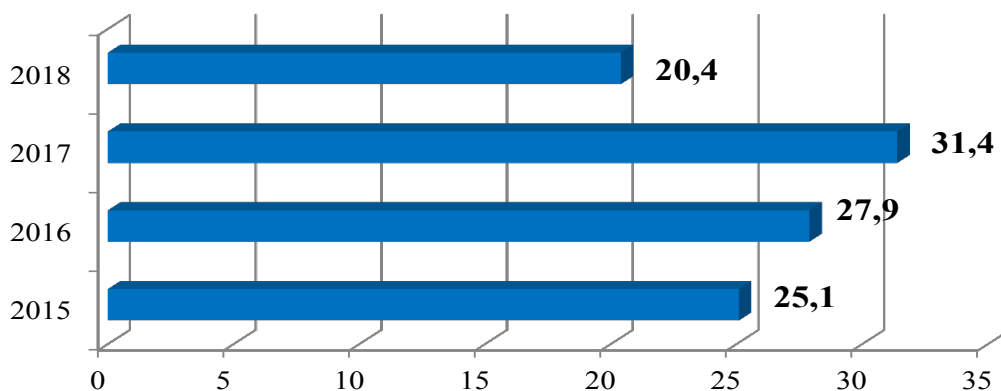


Figure 5. Filling rate of hotels (beds per day),%

As shown in the diagram, the number of hotels per day has fallen by 2018, as compared to previous years, the highest figure for this indicator is observed in 2017. So, the number of tourists visiting the city and hotel complexes are not well. It is appropriate to examine how the number of hotels in our city changes. It's noticeable in the picture below (Figure 6).

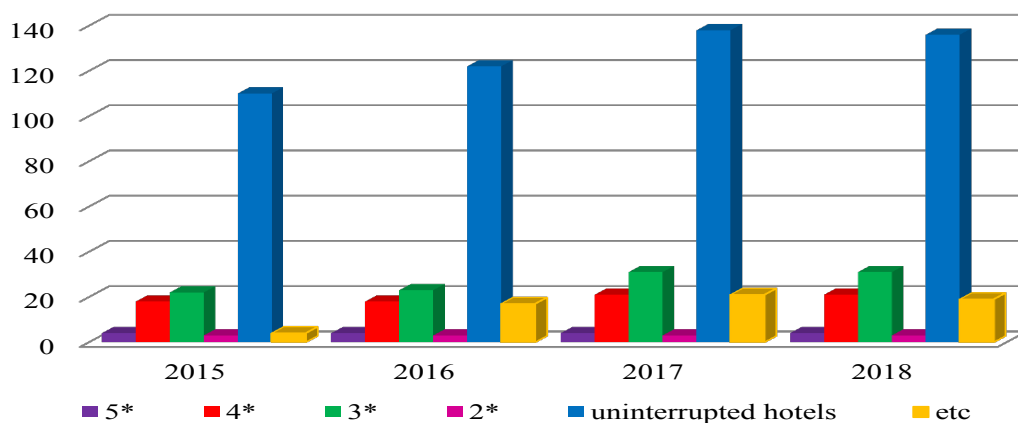


Figure 6. The number accommodation according to the categories

Changes in the categories of accommodation between 2015-2018 are quite high. For example, the number of uninterrupted hotels in the city increases every year. The number of 5-star hotels in the highest category has not changed since then, and the number is small. Only 4- and 3-star hotels are observed to have an annual increase [4].

The main tourist products of the touristic cluster «Astana – the Heart of Eurasia» – MICE and the short-term vacation included the Nur-Sultan city's «Top Ten» project of the national tourist card.

In the cluster many activities have been implemented:

- From 2006 to 2016, Nur-Sultan hosted 36 international events meeting international requirements. Budget of Nur-Sultan is 15.2 mln. 14814 international delegates were registered in US dollars.

- In 2018, in the capital there were conducted about 140 business activities with a wide range of participants from 200 to 5000 different directions.

MICE or business and SMART tourism development will enable foreign delegates to meet their needs and benefit from the organization by participating in the event, attracting investment in further growth and development of the country's market segments.

The potential of the cities to be smart and stable, and the opportunity will increase over time. In many cities around the world, regardless of their size and size of their population, the number of innovation initiatives of resident firms is rising. In recent years, cloud computing, open source software, social networks and global payment platforms have made it easier for physical resources and staff to create fewer startups.

Since its foundation as the capital of Kazakhstan in 1998, Nur-Sultan is considered as a modern, innovative city. In the revision of the sustainable development plan, the Government has also adopted a reform of promoting sustainable urban principles.

SMART is advertised as a Nur-Sultan brand, striving for smart and stable development of the capital. This is the first President of the Republic of Kazakhstan - the Leader of the Nation. Nazarbayev's order became an official political initiative after the creation of a Roadmap (Order No. 01-7.6 dated April 22, 2013 «On the necessity of elaborating an action plan for Nur-Sultan inclusion in the list of 50 SMART cities of the world») [5].

The goal is to improve the quality of life and accelerate the modernization of the Nur-Sultan infrastructure and increase the level of public safety.

It is necessary to consider the logic system called «SMART economy, SMART management, SMART life, SMART mobility, improving intelligent people and SMART environment, integrated urban modernization» in the development of city tourism and the formation of a centralized infrastructure. Development of city tourism does not only revitalize the city, but also increases the culture of the social environment, improves the quality of life, increases the number of places of employment.

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Қазақстанда қала туризмін қалыптастыру мен дамытудың алғышарттары

Андатпа. Бүгінде қала туризмі әлемдік экономиканың неғұрлым қарқынды дамып келе жатқан салаларының бірі. Бұл салаға ғылыми пайымдау мен тәжірибелік көқарастан да қызығушылық бар. Қазірде туризм нарығы үнемі дамуда және кеңеюде, бұл қала туризмінің бәсекеге қабілеттілігін арттыру сұрақтарын өзектендіріледі және бәсекеге қабілетті қақтығысты күшейтеді.

Өнім пакетіне: орналастыру орындары, тамақтандыру және көлік кіретіндіктендіктен қала кез келген туристік өнімнің негізі болып табылады. Сондықтан, перспективті және жоғары табысты туризм түрлерінің бірі – қала туризмі.

Қала инфрақұрылымын жетілдіру, заманауи жағдайда мықты басқару шешімдерін іздестіруде қала туризмін дамыту мақаланың өзектілігі болып табылады.

Түйін сөздер: МІСЕ, бәсекеге қабілетті, қала туризмі, медициналық туризм.

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Предпосылки формирования и развития городского туризма в Казахстане

Аннотация. Сегодня городской туризм является наиболее динамично развивающейся отраслью мировой экономики, что предопределяет интерес к данной отрасли как с научной, так и с практической точки зрения. В то же время туристский рынок постоянно развивается и расширяется, что способствует усилению конкурентной борьбы и актуализации вопросов повышения конкурентоспособности городского туризма. Город, безусловно, является базой любого туристского продукта, так как в пакет услуг всегда входят размещение, питание и транспорт. Поэтому одним из перспективных и высокодоходных видов туризма является городской туризм.

Актуальность темы заключается в необходимости развития городского туризма в современных условиях, поиска лучших управленческих решений, совершенствования инфраструктуры города.

Ключевые слова: МІСЕ, конкурентоспособность, городской туризм, медицинский туризм.

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