



Студенттер мен жас ғалымдардың  
**«ҒЫЛЫМ ЖӘНЕ БІЛІМ - 2018»**  
XIII Халықаралық ғылыми конференциясы

**СБОРНИК МАТЕРИАЛОВ**

XIII Международная научная конференция  
студентов и молодых ученых  
**«НАУКА И ОБРАЗОВАНИЕ - 2018»**

The XIII International Scientific Conference  
for Students and Young Scientists  
**«SCIENCE AND EDUCATION - 2018»**

12<sup>th</sup> April 2018, Astana

**ҚАЗАҚСТАН РЕСПУБЛИКАСЫ БІЛІМ ЖӘНЕ ҒЫЛЫМ МИНИСТРЛІГІ  
Л.Н. ГУМИЛЕВ АТЫНДАҒЫ ЕУРАЗИЯ ҰЛТТЫҚ УНИВЕРСИТЕТІ**

**Студенттер мен жас ғалымдардың  
«Ғылым және білім - 2018»  
атты XIII Халықаралық ғылыми конференциясының  
БАЯНДАМАЛАР ЖИНАҒЫ**

**СБОРНИК МАТЕРИАЛОВ  
XIII Международной научной конференции  
студентов и молодых ученых  
«Наука и образование - 2018»**

**PROCEEDINGS  
of the XIII International Scientific Conference  
for students and young scholars  
«Science and education - 2018»**

**2018 жыл 12 сәуір**

**Астана**

**УДК 378**

**ББК 74.58**

**Ғ 96**

Ғ 96

«Ғылым және білім – 2018» атты студенттер мен жас ғалымдардың XIII Халықаралық ғылыми конференциясы = XIII Международная научная конференция студентов и молодых ученых «Наука и образование - 2018» = The XIII International Scientific Conference for students and young scholars «Science and education - 2018». – Астана: <http://www.enu.kz/ru/nauka/nauka-i-obrazovanie/>, 2018. – 7513 стр. (қазақша, орысша, ағылшынша).

**ISBN 978-9965-31-997-6**

Жинаққа студенттердің, магистранттардың, докторанттардың және жас ғалымдардың жаратылыстану-техникалық және гуманитарлық ғылымдардың өзекті мәселелері бойынша баяндамалары енгізілген.

The proceedings are the papers of students, undergraduates, doctoral students and young researchers on topical issues of natural and technical sciences and humanities.

В сборник вошли доклады студентов, магистрантов, докторантов и молодых ученых по актуальным вопросам естественно-технических и гуманитарных наук.

УДК 378

ББК 74.58

ISBN 978-9965-31-997-6

©Л.Н. Гумилев атындағы Еуразия  
ұлттық университеті, 2018

## **National priorities for the tourism industry development in Kazakhstan in conditions of economy digitalization**

**Olzhatayeva A.Kh.**

[olzhatayeva98@gmail.com](mailto:olzhatayeva98@gmail.com)

Student, L.N. Gumilyov Eurasian National University, Astana

Supervisor – N. Assemzhar

International tourism is currently one of the most dynamically developing sectors of foreign economic activity. The steady growth of the influence of tourism both 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 that accompanies the formation and development of the world economy. It becomes obvious that tourism has become a major independent branch of the national economy, whose activities are aimed at meeting the specific needs of the population. The diversity of these needs is met not only by tourism enterprises, but also by enterprises of other industries, which determines the importance of tourism as one of the factors of the multiplicative impact on the development of the economy. Tourism is one of the factors of world integration processes, and tourism business is now becoming a significant sector of the economy. The development of tourism in the world is influenced by scientific and technological progress, improving the quality of life of the population, increasing the duration of free time, vacations, economic and political stability and a number of other factors. Kazakhstan, possessing unique natural resources and original culture of the nomadic people, has a huge unrealized potential for the development of tourism in the international and regional markets. The tourist potential of recreational resources and historical and cultural heritage allows Kazakhstan to harmoniously integrate into the international tourism market and achieve intensive development of tourism in the country. This will ensure a steady increase in employment and incomes of the population, stimulate the development of related industries and increase the flow of investment in the national economy. The tourism industry in the Republic of Kazakhstan at the state level is recognized as one of the priority branches of the economy. In implementing the provisions of industrial-innovative development of Kazakhstan's economy, the leading role belongs to the system of domestic clusters.

A special place among them is the tourist cluster. Today's trends in the development of this industry are such that tourists who have studied well the most famous resorts of the world, are striving to countries where the tourist sector is just beginning to develop. Kazakhstan is among them. President N. Nazarbayev noted the need to develop a plan for the creation and development of at least 5-7 clusters in such segments of the market as tourism, oil and gas engineering, food and textile industry, transport and logistics services, metallurgy and building materials. "They will determine the long-term specialization of the country's economy in non-primary sectors," the message says.

The main purpose of the development of tourism in Kazakhstan is the creation of modern highly effective and competitive tourist complex, on the basis of which will be provided with conditions for development of the industry as a sector of the economy and integration into the global tourist market system and the development of further international cooperation in the field of tourism [1]. Revenues from tourism in Kazakhstan in January-September last year (2016) increased by 5.2%, to 82 billion tenge (\$ 554 million). The Ministry of Tourism and Sports of the Republic of Kazakhstan predicts that at the end of 2017 the income will cross the threshold of 100 billion tenge. For this, it is necessary to develop the tourist industry near the main priority recreational zones, cultural and historical business centers of the republic with a developed transport and communication infrastructure [2]. Within the framework of the State Program for Industrial and Innovative Development, the Sectoral Program for the Development of Prospective Directions for the Development of the Tourism Industry for 2012-2017 was adopted. During the first year of implementation of these Programs, according to the Agency for Statistics for 2016, the following

results were achieved. In 2016, there was an increase in tourist flows in all directions in Kazakhstan. Thus, the number of visitors to inbound tourism increased by 14.2%. In January-September 2011, compared to the same period of the previous year, the number of visitors on outbound and domestic tourism increased by 24.5%, this implies that tourism is gradually recovering after the crisis period. In January-September 2016, 13,569,000 people were studied: one for inbound tourism - 3.834 million (28.3%), for outbound tourism - 5.932 million (43.7%) on domestic tourism - 3801000 (28%). In Kazakhstan, tourists to a greater extent traveled with business purposes - 57.5%, 35.7% came to rest.

The Agency of the Republic of Kazakhstan on Statistics notes that in the republic there are 1,273 enterprises and individual entrepreneurs engaged in the placement of visitors, served 2,548.9 thousand people and provided services for 58,283.9 million tenge. The main objectives of the development of domestic tourism in Kazakhstan is the creation of a competitive tourism industry, which includes the development of infrastructure and the improvement of the quality of services provided. To date, there are 494 rest places in the republic, including: sanatoriums - 66, guest houses - 71, rest areas - 54, rest homes - 75, tourist centers - 190, hunting houses - 11, campsites and motels - 27. Also in the republic Tourism events are held annually for the development of domestic tourism, such as the Kazakhstan tourist fair "Sarkylmas Sayahat", the Republican meeting of friendship of tourists of Kazakhstan and the CIS countries "Irtys Meridian" (Pavlodar region), Ile-Balkhash regatta (Almaty region), republican tourist gatherings under the motto "Tourism against drugs" [5].

The Ministry of Culture and Sports of the Republic of Kazakhstan is actively working to promote the positive tourist image of Kazakhstan abroad by participating in the leading international exhibitions in Madrid, Berlin, Moscow, Seoul, Beijing, Paris, Tokyo, and London. At these exhibitions the exposition of the country invariably causes great interest and takes prizes. In particular, representatives of 188 countries took part in the largest International Tourism Exhibition ITB-2011 in Berlin. Following the results of the exhibition, the participants were awarded awards for the best stands in five categories - "Best stand of Europe", "America", "Middle East", "Asia, Pacific region and Australia" and "Africa". At the same time, after the independent experts' vote, Kazakhstan got the 1<sup>st</sup> place in the category of countries of Asia, the Pacific and Australia, becoming the best on the representation of the country and its tourism potential for the second consecutive year, thereby consolidating its success and position in the arena of world tourism business, ahead of the Republic of Korea. The Ministry of Tourism and Sports of the Republic of Kazakhstan together with the German consulting company "Compass" held a presentation of the tourist bureau of Kazakhstan opened in the city of Cologne and the corresponding website [kasakhstan-tourismus.de](http://kasakhstan-tourismus.de). This bureau in cooperation with the German media will deal with the promotion of the tourist brand of Kazakhstan on the Internet for a German-speaking audience.

Also, the Ministry has developed an official tourist site [visitkazakhstan.kz](http://visitkazakhstan.kz), fully in line with international standards and representing Kazakhstan as a new tourist destination. The site is full of attractions, tours, hotels with online booking, a constantly updated event and news feed of all regions of the country. Navigation on the site is conducted in three languages: state, Russian and English.

Kazakhstan has certain prospects in the segment of business tourism. First of all, these are the cities of Almaty, Astana, Atyrau. The geopolitical situation and natural resources allow us to count on an increase in the number of business tourists coming to Kazakhstan on business issues and participation in international conventions. The infrastructure of the above centers is basically in line with international standards. The city of Atyrau is the oil capital of Kazakhstan, and attracts business tourists from many countries of the world. The city of Astana becomes the same strategic zone. Increasing interest in the city as a young capital of Kazakhstan, which has a modern look and infrastructure, will serve as a rapid development of international and domestic tourism in the city. The city of Almaty is a strategic (air, automobile, railway) gate for the republic and the main migration occurs precisely through this city. In addition to convenient for holding various forums of

buildings and hotels, the city has everything you need for recreation and entertainment, in addition to the nearby city within a radius of 500 km there are wonderful recreational areas.

In addition, other most relevant investment projects and projects are being developed for the regions of Kazakhstan, under which the Ministry provides support and promotion to attract investment for the development of tourism infrastructure. Thus, the following investment projects were approved and recommended for further implementation: from the Akmola region Ethnographic complex "Sheber Ayuly" with the exhibition center "Palace of Masters" (Sheberler ayuly-2 LLP), SHARZHUM Rest Center (ARKA TOUR LLP), recreation area "Kunbai Sulu"; from the Almaty region the State Historical and Cultural Nature Reserve "Tamgaly", Tourist-Ethnographic Complex "Talhiz" (LLP "Zhibek Zholy Company"); from Atyrau Oblast Construction of a recreation center in the Sarytogai rural district of Makhambet district ("IP Ageleuov"); from the East Kazakhstan region Health and tourist complex "Katon-Karagai" (KH "Katon-Karagai reindeer park"), Health-improving complex "ANA" (NGO "Women of the East: caring for children"), tourist cluster "Altai Alps" (LLP "Center-C"), the tourist route "Altai - golden mountains" (LLP "Sayakhat-Vostok"); from the Zhambyl region Tourist center "Tau Samyly" (LLP "Tlebai Baba").

The implementation of these projects will lead to a significant diversification of the country's economy, increase its innovative and infrastructure components, create prerequisites for the successful development of non-primary sectors. Thus, all of the above will help to increase the competitiveness of the tourism industry and the attractiveness of Kazakhstan as a tourist destination. In addition, further development of the industry will be aimed at creating a competitive infrastructure for the tourism industry, the formation of new national tourism products, their promotion in the international and domestic markets.

#### **References:**

1. The concept of tourism development in the Republic of Kazakhstan / Resolution of the Government of the Republic of Kazakhstan No. 333 of March 6, 2001.
2. Strategic plan of the Department of Tourism, Physical Culture and Sports of Almaty region for 2011-2017.
3. State Program of Tourism Development in the Republic of Kazakhstan for 2007-2011. / Decree of the President of the Republic of Kazakhstan dated December 29, 2006N
4. The program of development of perspective directions of the tourist industry of the Republic of Kazakhstan for 2010-2016.
5. On the development of tourism in the Republic of Kazakhstan / Analytical review of the Ministry of Industry and New Technologies of RK, Astana, 2014.

UDC: 338.481.1

### **STUDENTS' PERSPECTIVES ON OVERSEAS TRAVEL AND ITS PROSPECTS**

**Juldez Sagatbek**

*[sagatbekzldyz@gmail.com](mailto:sagatbekzldyz@gmail.com)*

*Freshman student, L.N. Gumilyov Eurasian National University, Astana*

*Supervisor – A.G. Khamitova*

Studying abroad is a necessary condition for improving and complementing students' knowledge and developing their socio-cultural competence. In an increasingly globalised economy, opportunities to work and learn in international environments are not just a way to help students build their first CV, they also provide future graduates with the cultural, academic and experiential challenges that will help equip them with the life skills they need in order to thrive in the world beyond university [1]. It goes without saying that studying abroad has a positive impact on students' personal and professional development. Besides "travelling, living, working and studying abroad become a common life experience of people from democratic countries" [2].