

## TOURIST RELATIONS KAZAKHSTAN WITH THE COUNTRIES OF THE COMMONWEALTH OF INDEPENDENT STATES AT THE MODERN STAGE

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**Abstract:** This article discusses the features of the formation of the tourist geo-economic space of Kazakhstan and the countries of the Commonwealth of Independent States (CIS), including the Russian Federation, Ukraine, Belarus, Republic of Moldova, Kyrgyzstan, Uzbekistan, Tajikistan, Turkmenistan. The article analyzes the features of the development of tourist relations between states, factors that both favor and hinder the development of tourism in the Commonwealth countries. The authors evaluated tourism relations using the calculation of the coefficient of intensity of tourist relations (CITR) according to the data of the Statistics committee of the Ministry of National Economy of the Republic of Kazakhstan. As a result of the analysis of the coefficients of intensity of tourist relations of the CIS countries for inbound tourism with the Republic of Kazakhstan, the group of countries with "high" connections includes the border States of Central Asia. Calculations of the coefficient of intensity of tourist relations for outbound tourism allowed us to identify the Russian Federation as a country with a "high" level of arrival of Kazakhstanis.

**Key words:** The Republic of Kazakhstan, countries of the Commonwealth of Independent States (CIS), international outbound tourism, inbound tourism, tourist relations

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### INTRODUCTION

During the existence of the Soviet Union, the country actively developed domestic tourism, an important part of which was tourist visits to the territories of the Union republics. After the collapse of the USSR, the formation of independent states and the economic crises that broke out in the post-Soviet countries, tourist relations between them were completely destroyed and, in fact, were not restored in the period from the 90s of the XX century until the beginning of the second decade of the XXI century.

With the tourist openness of the whole world, the tourist business in the countries of Commonwealth of Independent States operates in conditions of severe competition from the long-established tourist business of foreign countries. In other words, the tourism products of the former Soviet Union should be competitive. But in this struggle of interests, CIS countries' tourist products are often inferior to their stronger competitors (Mokaev, 2002; Skripnyuk et al., 2013; Krool et al., 2018).

Many Commonwealth States, especially Central Asian States, have low levels of socio-economic development and well-being of citizens, which always negatively affects tourist interest. The tourism infrastructure is outdated and does not meet international standards, does not differ in the variety of services provided, requires serious reconstruction and the creation of new infrastructure facilities. The tourist products of CIS countries are poorly represented on the tourist market, their advertising is ineffective, and the transport component is imperfect. These limiting factors seriously hinder the growth of tourist traffic among the Commonwealth countries, and only a few countries successfully offset their negative impact (Aymaletdinov et al., 2017; Vinokurov, 2017; Kotosinska et al., 2018).

Note that there are also factors that favor mutual visits by tourists to CIS countries. Geographical proximity, common historical past, absence of language barrier, visa regime, presence of relatives or friends in the visited countries, relatively inexpensive offered tourist product – these are the main so-called natural advantages of these destinations in attracting tourists (Kruzhalin et al., 2014).

Given the growing demand for tourist products of near abroad and the availability of generating collaboration factors in 2013 adopted a Strategy of cooperation development in the field of tourism, as 2014 was declared the year of Tourism in Commonwealth countries (Karnaukhova et al., 2015).

Since its formation, the Republic of Kazakhstan has considered tourism as one of the priority sectors of the economy, but it is still too early to talk about significant achievements in the tourism industry (Turekulova et al., 2015). The geo-economic tourism space of the CIS countries was practically not involved in the tourism business of Kazakhstan (Erdavletov, 1992; Baiburiev et al., 2018). It is not yet possible to talk about broad and large-scale tourist relations between Kazakhstan and the countries under consideration, but the study of the changing situation in the tourist interaction of states that have long been part of a single country, in the opinion of the authors, is interesting, relevant and timely, especially in the aspect of applying the methodology for assessing the intensity of tourist ties.

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## MATERIALS AND METHODS

The number of arrivals and departures is the main indicator that characterizes the tourist destination. Arrivals (departures) are counted in absolute terms as the number of trips over a given time period. However, absolute indicators of tourist flows do not allow us to judge the level of tourist activity, since they do not depend on the total population (Aleksandrova, 2014). The indicator used in this article takes into account the population of countries involved in tourism turnover and allows you to forecast the volume of tourist flows taking into account the total population of the country. To assess the intensity of tourist relations of the Republic of Kazakhstan with the CIS countries, the coefficient of intensity of tourist relations (CITR) is proposed. This method is borrowed from demography to determine the coefficient of intensity of inter-regional migration relationships (CIIMR). The indicator was developed and introduced into scientific circulation by the Russian scientist L.L. Rybakovsky (Rybakovsky, 1973).

CITR is used to determine the intensity of the influx or departure of tourists from one country to another, as well as to compare the number of incoming and outgoing tourists.

CITR for entry from country  $i$  to country  $j$  is calculated using the formula (Rybakovsky, 2003):

$$K_{ij} = \frac{V_{ij}}{d_i} = \frac{T_{ij}}{\sum_{i=1}^m T_{ij}} \div \frac{S_i}{\sum_{i=1}^m S_i} = \frac{T_{ij} \sum_{i=1}^m S_i}{S_i \sum_{i=1}^m T_{ij}}$$

where:  $K_{ij}$  is the coefficient of intensity of tourist relations of the  $i$ -th country of departure with the  $j$ -th country of entry;

$V_{ij}$  is the share of  $i$ -th country in the total number of tourists in  $j$ -th country of entry;

$d_i$  – is the specific weight of the  $i$ -th country in the total population ;

$S_i$  – the population of the country where tourists leave;

$T_{ij}$  – the number of tourists arriving from the  $i$ -th district to the  $j$ -th entry district;

$\sum_{i=1}^m T_{ij}$  – the total number of arrivals to country  $j$  from all countries with which country  $j$  maintains tourist relations;

$\sum_{i=1}^m S_i$  – the total population of the countries of departure with which country  $j$  maintains tourist relations;

$m$  – the number of all countries of departure.

This method of calculating the intensity of tourist connections can be used in regional studies in the state. To analyze and structure the identified tourist relations, we used the classification of Rybakovsky's CIIMR, which identifies the following groups: insignificant relations (<0.39), noticeable (0.40–0.79), medium (0.80–1.24), increased (1.25–2.50); high relations (2.51–10.00) and very high (>10.01).

To identify "zones of tourist attraction", only CITR values equal to 1.25 and higher were evaluated. Under the concept of "tourist attraction zone", the authors understand the territory that is characterized by a high intensity of tourist connections in relation to a certain center of attraction (for incoming tourist flows) or to the center of diffusion (for outgoing tourist flows).

The coefficients of intensity of tourist relations of the Republic of Kazakhstan are calculated with eight countries of the Commonwealth of independent States. The average annual population of the Commonwealth countries, as well as the total tourist flow to and from Kazakhstan for the period 2009–2013 and 2014 to 2018, are used to calculate the coefficient of intensity of tourist relations, which will allow you to track the dynamics over two periods. The coefficient was calculated by dividing the share of CIS countries in the tourist flow to Kazakhstan by the share of the analyzed Commonwealth country in the total population of all CIS countries.

The database of tourist flows is formed in accordance with the recommendations of the world tourism organization according to the information of the Border service of the Republic of Kazakhstan on entry and exit, including information on the purpose of their trips (UNWTO, 2019). These figures exclude people who have arrived for permanent residence and work, as well as drivers of transit vehicles. Statistics take into account border crossings, and not the number of citizens leaving, respectively, while there is no real tourist flow at all, the figures of this statistics are private trips to family and friends (Aidapkelov, 2018). Accordingly, the data do not show the recording of real tourists, but provide data on border crossings for various purposes, and it is problematic to conduct an economic and geographical analysis of the arrivals of Kazakhstanis and arrivals of tourists in accordance with them. It is necessary to specify once again that the main purpose of the article is to apply the methodology for calculating the coefficient of intensity of tourist relations.

## RESULTS AND DISCUSSION

Currently, the CIS countries have different levels of socio-economic development and well-being of citizens, conduct a multidirectional foreign policy, and are members of various international integrations. However, the prospects for cooperation between these geographically close countries are not in doubt, and one of the areas for cooperation is the tourism sector. The tourist geo-economic space of the CIS countries, which is extremely unevenly interrupted by crisis stages with changes in interstate, and therefore geographical priorities, begins to form only in the new Millennium. This space also does not represent a single economic "organism", the countries of this space are not in priority for each other, we can not talk about wide and large-scale tourist ties between these countries, but clearly, almost for all States the main partner in the development of tourism is Kazakhstan. This statement is related to the state policy of the Republic of Kazakhstan aimed at cooperation in the tourism sector. The analysis of extremely diverse, not always, in the author's opinion, reliable tourist sources of these countries themselves, still allowed us to present a certain picture of the functioning of tourism in the CIS countries. There is no doubt that the level of tourism development in these countries is extremely low in the world tourism market, they mostly occupy places in the second hundred countries particularly by index of touristic competitiveness. However, the situation in recent years shows the extreme interest of most States in the development of international tourism, in which tourists from Kazakhstan are given an exceptional place.

In modern Kazakhstan, the countries of the Commonwealth are interesting to the Kazakh tourist business as a host base for tourists from Kazakhstan. Thus, in the development of inbound tourism to Kazakhstan, residents of the Commonwealth States of Central Asia have many problems due to the low standard of living of the population and lack of financial opportunities to participate in tourism. For the CIS countries in the aspect of tourist interaction with Kazakhstan, on the contrary, the development of inbound tourism to their territories is especially important. Thus, the interests of Kazakhstan and the countries under consideration in the tourism business coincide. The main tourist partner for Kazakhstan is Russia, which until 2013 was actively growing outbound flow to foreign countries. But after the complicated geopolitical situation in the world, the crisis manifestations in the economy, the deterioration of the welfare of the population, Russian tour operators and tourists paid attention to Kazakhstan. Economic and geographical analysis of tourism relations between Kazakhstan and CIS countries is logical to start with the study of the features of international outbound tourism of Kazakhstanis on the territory of these countries. Official statistics show that in modern Kazakhstan outbound tourism by the number of participants significantly prevails over inbound tourism. The number of visitors who left Kazakhstan exceeds the number of visitors who entered the country by 1.5 times.

Analysis of the intensity of tourism relations between Kazakhstan and the countries of the Commonwealth of Independent States allows you to identify countries that are attractive for Kazakhstan's inbound and outbound tourism. The share of CIS countries for the period from 2009-2018 is 90.8% for inbound tourism and 89.5% for outbound tourism (Smailov, 2014; Aidapkelov, 2019).

According to the formula of Rybakovsky was calculated the coefficient of intensity of tourist relations for outbound tourism of Kazakhstan to the CIS countries which clearly indicate the presence of only two types of relations. Moreover, in accordance with proposed classification, "insignificant" relations have developed with the majority of countries (<0.39). Official statistics show that there are no tourist relations between Kazakhstan and the Republic of Moldova. The next country in the first macroregion, Ukraine, is also characterized by "insignificant" relationships, with a decrease in the coefficient from 0.51-0.54 in 2010-2011 to 0.04 in 2015 (figure 1, table 1). With Belarus, on the contrary, in the second period, the coefficient has a tendency to increase, although it refers to "insignificant" relations. In General, the three countries account for 1.18 % of the total number of people leaving Kazakhstan.

The Transcaucasian macroregion was visited by 0.27 % of the total number of Kazakhstanis traveling to the CIS countries from 2009-2018. Azerbaijan, which has "insignificant" tourist relations with Kazakhstan, is characterized by stable indicators of the intensity coefficient. The positive dynamics of the studied coefficient can be traced between Kazakhstan and Armenia.

"Insignificant" relations for the entire study period for outbound tourism were formed between Kazakhstan and two Central Asian republics: Turkmenistan and Tajikistan, which account for 0.2%. The CITR for Tajikistan did not undergo transformation and secured one of the lowest indicators among the CIS countries. Calculations of the coefficient of intensity of relations with Turkmenistan indicate a decrease in the number of Kazakhstanis traveling in this direction.

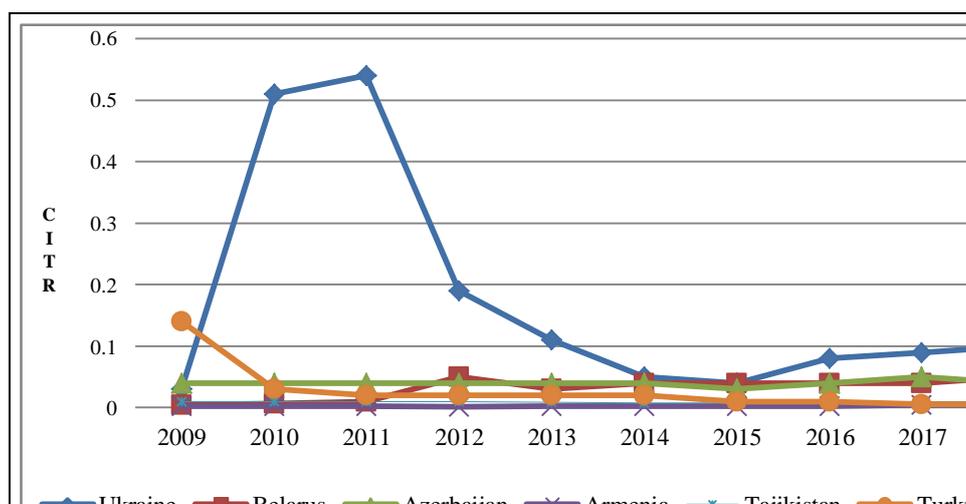


Figure 1. Dynamics of CITR of "insignificant" relations (<0.39) for outbound tourism from Kazakhstan to CIS countries, (2009-2018)

The group of countries with "high" relations for outbound tourism includes three countries identified by the authors as "tourist attraction zones" (figure 2, table 2). The lowest indicators of CITR in this group of countries were found between Kazakhstan and Uzbekistan, which is 16.29% of the total number of travelers to the CIS countries. Moreover, over the course of ten years, the annual coefficients differed, but the average for the two periods have almost the same values.

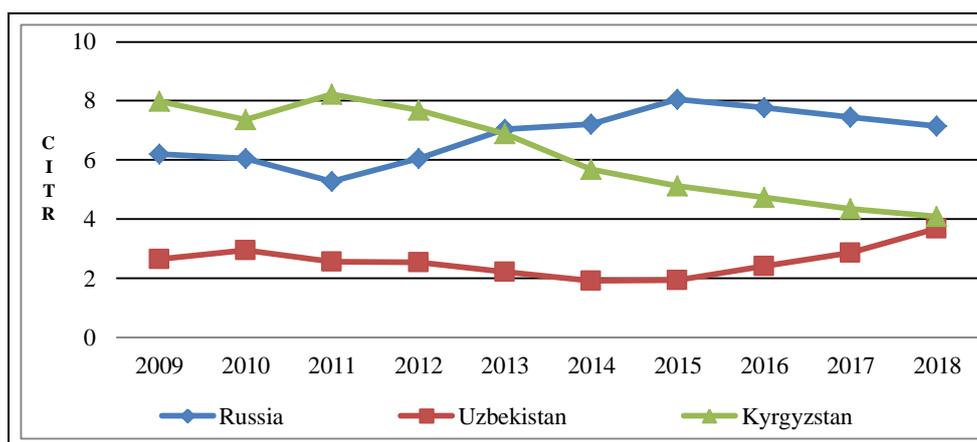


Figure 2. Dynamics CITR of "high" relations (2.51-10.00) for outbound tourism from Kazakhstan to the CIS countries (2009-2018)

The next Central Asian country with a "high" coefficient is Kyrgyzstan, where 37.60% of Kazakhstan's tourists go. Figure 2 of the CITR dynamics shows a gradual decrease of the coefficient by 1.5 times in 2014-2018 compared to 2009-2013.

The country with the "highest" coefficients of intensity of tourist relations is Russia, with a share of 44.44 % of the total number of travelers to the Commonwealth countries. The analysis of the dynamics of the CITR shows the undulating nature of changes in the coefficient, meaning the alternation of a slight increase with a slight decrease during the ten years under consideration.

The share of Belarus, Ukraine, Moldova and the Russian Federation, united by us in the first macroregion in the total tourist exchange of Kazakhstan with the CIS countries is 28.4% for inbound tourism and 45.62% for outbound. At the same time, the number of Kazakhstanis who left for this macroregion is 2.3 times higher than the number of visitors from these countries.

Table 1. Calculations of the coefficient of intensity of tourist relations of the Republic of Kazakhstan for outbound tourism

Type of relations	2009-2013	2014-2018
Insignificant relations (<0.39)	Moldova, Ukraine, Belarus, Azerbaijan, Armenia, Turkmenistan, Tajikistan	Moldova, Ukraine, Belarus, Azerbaijan, Armenia, Turkmenistan, Tajikistan
Notable (0.40–0.79)		
Medium (0.80-1.24)		
Increased (1.24-2.50)		
High relations (2.51-10.00)	Russia, Uzbekistan, Kyrgyzstan	Russia, Uzbekistan, Kyrgyzstan
Very high (>10.01)		

The leader in all periods in terms of the number of visitors in both directions is Russia, which accounts for 92.9 % of arrivals to Kazakhstan and 97.4 % of departures. With the Republic of Moldova, the minimum number of tourists entering from Kazakhstan and leaving for Kazakhstan was recorded. According to the calculations to identify coefficient of intensity of tourist relations of inbound tourism, directed at the Republic of Kazakhstan from countries of first macro-region, from Ukraine (0,07; 0,08), Moldova (0,16; 0,20) and Belarus (0,12; 0,28) formed irrelevant context for the entire study period (figure 3, table 2). The coefficient of intensity of tourist relations in these countries is characterized by a slight tendency to increase.

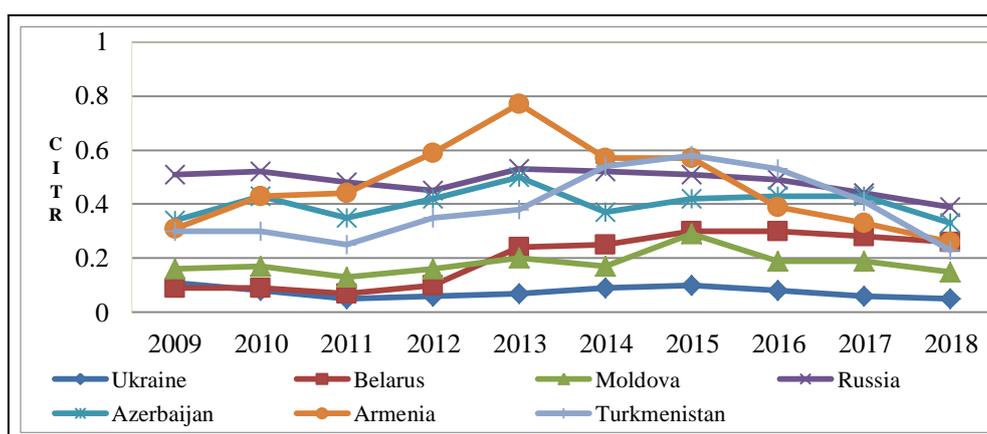


Figure 3. Dynamics of CINTR of "insignificant" relations (&lt;0.39), for inbound tourism from CIS countries to Kazakhstan (2009-2018)

Closer relations are noted with Russia, according to the classification of Rybakovsky, they are characterized as notable for the 2009-2013 (0.50), 2014-2018 (0.47).

The share of the Transcaucasian republics of Azerbaijan and Armenia in the total tourist exchange with Kazakhstan and near abroad was approximately equal in all periods and amounted to 2.23 %.

When calculating the CINTR indicators for inbound tourism, it follows that the Transcaucasian republics are characterized by "noticeable" relations. During the second period, the coefficient calculated for Armenia slightly decreased from 0.51 to 0.42. The CINTR for Azerbaijan has maintained its indicators for two periods and is equal to 0.41 and 0.40.

Table 2. Calculations of the coefficient of tourist relations of the Republic of Kazakhstan for inbound tourism

Type of relations	2009-2013	2014-2018
Insignificant relations (<0,39)	Ukraine, Moldova, Belarus, Turkmenistan	Ukraine, Moldova, Belarus, Azerbaijan
Notable (0.40–0.79)	Russia, Azerbaijan, Armenia	Russia, Armenia, Turkmenistan
Medium (0.80-1.24)		Tajikistan
Increased (1.24-2.50)	Tajikistan	
High relations (2.51-10.00)		
Very high (>10.01)	Uzbekistan, Kyrgyzstan	Uzbekistan, Kyrgyzstan

Kazakh tourists are mainly budget tourists who do not make special demands on the quality of tourism infrastructure and agree to what the CIS countries are still able to offer. At the same time, Kazakhstanis spend significant financial resources on vacation, which is beneficial for the host countries.

Inbound tourism to Kazakhstan from Central Asian countries (Kyrgyzstan, Tajikistan, Turkmenistan and Uzbekistan) was significantly higher than from other macroregions during the entire study period and amounted to 69.4 %. The total number of tourists who arrived in Kazakhstan from the Central Asian countries in the period 2009-2018 was more than 39 million people, that is 69.4% of the total number of tourists who entered from the CIS countries.

CINTR calculations for Central Asian countries indicate a predominance of relations of more than 0.80, which corresponds to "increased" and "very high" relations (figure 4, table 2). Only with Turkmenistan the connections are less significant, but with a tendency to increase the studied coefficient. While in the period 2009-2013, CINTR was characterized by "insignificant" relations, from 2014-2018 it was classified as "notable". A slight decrease in this coefficient from 1.42 to 1.17 was noted for Tajikistan.

The coefficients calculated for Kyrgyzstan are characterized by the highest values among the CIS countries, especially "very high", reaching values (13.88) observed in the period 2009-2013. Further, the CINTR indicators steadily and noticeably decline to (5.08) in 2017, but maintain a leading position.

The trend of increasing the coefficient of intensity of tourist relations from 3.25 in 2009 to 4.3 in 2018 is recorded for Uzbekistan.

Analysis of the coefficient of intensity of tourist relations for inbound tourism, that the border situation is a significant factor affecting the movement of population from the CIS countries to the Republic of Kazakhstan. Border countries of the 1st order, that is directly

bordering Kazakhstan, are leading in terms of CITER during the entire period under review. Among the neighbors of the 1st order, only Turkmenistan has "insignificant" relations according to the studied coefficient.

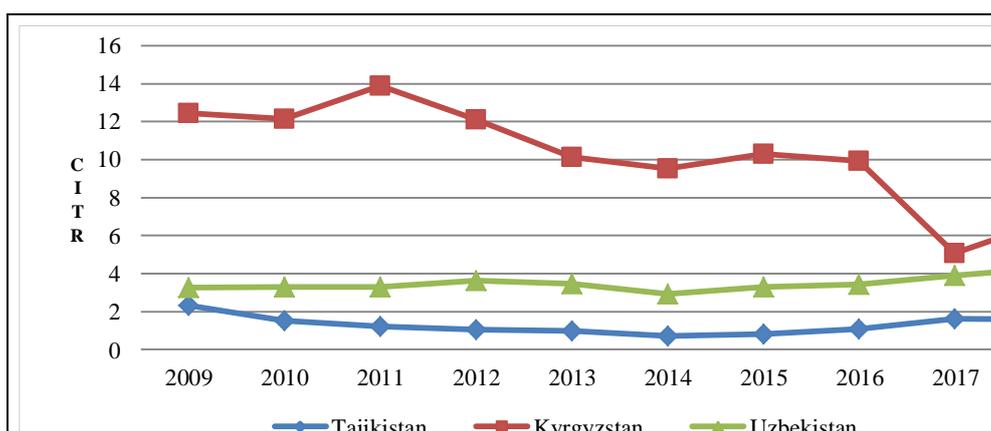


Figure 4. Dynamics of CITER of "increased" (1.24-2.50) and "high" (2.51-10.00) relations for inbound tourism from the CIS countries to Kazakhstan (2009-2018)

Based on the analysis of the coefficients of intensity of tourist relations and the study of previously published works on the development of border regions (Berdell et al., 2015; Cooper et al., 2013; Korneevets et al., 2019), it can be concluded that these regions are special types of territories, the specific development of which is determined by the functional dualism of the border, combining barrier and contact functions. In such cases, border areas can become "development corridors" (Klemeshev et al., 2004). Therefore, the border functionality is dynamic and can change either to increase the contact function or to strengthen the barrier function of the border.

The Kazakhstan border is not only one of the longest in the world, but also the most visited regions of Kazakhstan (Korneevets et al., 2019). Thus, the border area of Southern Kazakhstan is the host region of the population of Central Asia, with tourist territories belonging to the perspective and included in the TOP 10 priority objects of national significance. Among them are the mountain cluster of the Almaty region with a potential of 2,5 million tourists per year, the Sharyn Canyon with a potential of 1 million tourists (Gorbunov et al., 2013). Relict landscapes including piedmont plains, canyons and ash forests along the Sharyn River have great scientific, tourist and recreational potential. In combination with a variety of landscapes (canyons, small hills, deserts, wetlands, floodplain forests, etc.), a relic relief structure, the presence of historical and archeological monuments, this territory deserves special attention as an object with the potential for the development of international tourism (Kerimbay et al., 2020, p.78).

Here is the Tien Shan mountain system, which is one of the largest in the world with unique landscapes that have preserved their natural flora and fauna. On the Western Tien Shan is the oldest reserve in Kazakhstan, Aksu-Jabagly, which was included in the UNESCO's World Heritage List in 2016 to protect its biodiversity. On the territory of Aksu-Jabagly state nature reserve, there are currently three ecological paths and seven excursion routes, which are equipped with information boards, signposts, shelters aimed to study and observe the flora, fauna and landscape. Ecological paths created in natural areas conservation for development of ecotourism and environmental education for population and tourists are intended for general acquaintance with the nature of protected areas and for educational purposes (Akbar et al., 2020, p.40).

The next promising object for tourist activity is the Ile-Alatau national nature park, located close to Almaty, not only the largest city in Kazakhstan, but also one of the most popular tourist centers of the Republic. While the development of tourism is at the initial stage, it is necessary to take a course on sustainable development. As a tool for assessing and regulating the use of recreational facilities, the procedure for environmental monitoring of the territory should be recommended (Aliyeva et al., p. 470).

The Southern Altai border mountain system also has an undeniable tourist and recreational attractiveness with unique natural characteristics complemented by archaeological monuments (Zhensikbayeva et al., 2018; Dunets et al., 2019). Within this territory, it is planned to implement the border cluster "Greater Altai", which includes the territories of Russia, Kazakhstan, China and Mongolia (Rotanova et al., 2014; D'yachkov et al., 2009). The Northern and North-Eastern (Kostanay, North Kazakhstan, Pavlodar, Akmola) regions with the capital city of Nur-Sultan are most visited by Russians, among whom there are a high proportion of representatives of Kazakh nationality who live on the territory of border Russian regions and have relatives and friends in Kazakhstan. As a result of the long-standing migration from Russia to Kazakhstan, Russians constitute about 50 % of the population of Northern Kazakhstan and also maintain kinship and friendly ties with the neighboring state. Generally, migration has had a significant impact on the current ethnic part of the population of Northern Kazakhstan (Karatabanov et al., 2020). Here is the Shchuchinsk-Borovoe region that has acquired the status of a "special economic region", which has a huge potential for investment in tourism and where a large-scale project to create a resort area which is currently being implemented (Abubakirova et al., 2016).

A potential object for the development of eco-tourism is the Teniz-Korgalzhin Reserve with a wetland ecosystem, included in the Ramsar list in 1974 and in the international network "Living Lakes". The Korgalzhyn Nature Reserve has the greatest tourist and recreational potential in the whole central Kazakhstan, which is explained by the recreational attractiveness of the territory and the favorable position and socio-economic situation. (Sagatbayev et al., 2019, p.1055). In addition to this object, Northern Kazakhstan has a lake system with high potential, in particular for balneological tourism (Nazarova et al., 2019).

In addition to unique natural objects, Kazakhstan can boast an opportunity for the development of scientific and space tourism - the Baikonur Cosmodrome, the first and largest in the world. Scientific tourism will allow to attract trained enthusiasts to conduct various fundamental and applied research in various fields of science and technology, significantly expanding the boundaries of these studies in our Republic in all areas. And in this case, annual scientific competitions and conferences in Baikonur will be the basis for the development of space tourism, behind which the future stands (Koshim et al., 2019, p.237). Kazakhstan has established less close relations with its neighbors of the 2nd order: Ukraine, Belarus, Moldova and the Transcaucasian republics. There has not been a drastic transformation of tourist flows over time, but there is stability and even a tendency to increase the coefficient.

In General, the geography of the dominant tourist flows from the Republic of Kazakhstan has similarities with the geography of entry and is represented by the border Central Asian countries of Kyrgyzstan and Uzbekistan. However, the CITER indicators for outbound and

inbound tourism differ significantly. Thus, the departure of Kazakhstanis to Kyrgyzstan and Uzbekistan is about 1.5 times less than the entry from these countries. Especially in this group, it is necessary to highlight Turkmenistan, a country with minimal coefficients of intensity of tourist relations. The state remains quite closed to the world community.

Considering the participation of tourists from Kazakhstan in various types of tourism in the territories of the Commonwealth countries, we can draw the following conclusion. At the present stage, the Kazakh tourist in the CIS countries is primarily interested in the warm sea coast for the development of beach recreation – a type of tourism that most Kazakhstanis consider a priority for themselves. Here, the possibilities of CIS countries are not so great, and we should highlight the southern countries with more favorable climatic conditions. In recent years, the largest high-altitude lake in Central Asia, Issyk-Kul, has been gaining popularity among Kazakh and Russian tourists (Savvaitova et al., 1992). The rare combination of sea and mountain climates, as well as affordability, led to an increase in the number of visitors and the lake became the main source of income from tourism in Kyrgyzstan (Ter-Ghazaryan et al., 2006; Tukubaeva et al., 2014).

The Black Sea coast of Russia is gradually gaining popularity. The Eastern coast of the Caspian Sea is located on the territory of Kazakhstan and does not have a developed beach recreation. The development of this type of tourism in the Caspian Sea is possible on the territories of Azerbaijan and Turkmenistan. So far, only Azerbaijan is creating real conditions for attracting tourists to its beaches. With the declared priority of tourism development at the state level, the creation of a huge tourist complex Avaza on the Caspian Sea, Turkmenistan has a lot of barriers that prevent tourism: the presence of one of the most expensive visas, a long wait time for its receipt and many refusals to obtain it; strict rules of stay in the country – accompanying groups of tourists with special "guides", prohibition to leave the group, ban on photo and video shooting, high cost of air travel to the country, etc (Gareev, 2017). In addition, the problem is that in the minds of tourists, the Caspian Sea is associated with high oil pollution and is rarely considered as a place for summer beach holidays.

Excellent opportunities to attract Kazakhstanis have an excursion, business type of tourism, which can be developed in almost any country. Moreover, there is a visa-free system between the CIS countries, but the distance and high cost of travel and accommodation are serious obstacles for the majority of Kazakhstanis.

## CONCLUSIONS

Tourist relations between Kazakhstan and most of the countries of the Commonwealth of Independent States are in the process of formation, which is confirmed by calculations of the coefficient of intensity of tourist relations, with the predominance of "insignificant" and "noticeable" relations. It is not possible to expect a significant increase in the number of tourists from this group of countries in Kazakhstan, that is, in the near future the prospects for the development of international inbound tourism to Kazakhstan from the Commonwealth countries are insignificant. At the modern stage of formation of tourist space "Kazakhstan – CIS" goes at different rates and with different coverage areas – development of tourism business in the countries under consideration varies. So far, tourism in the Commonwealth countries is mainly amateur tourism. But amateur tourists contribute significantly less to the development of the tourist business than groups of organized tourists who buy a package tour. It is the development of organized tourism in this region that is still at the beginning of the road.

Citizens of the countries shown in table 2, which are classified as "high" group by the CTR, are very little involved in the tourism industry of the Republic of Kazakhstan, and the tourist business of Kazakhstan does not have to rely on any income from these "tourists". Many foreigners come to Kazakhstan to participate in scientific events, social projects, and business visits. With a certain stretch, we can classify these travelers as participating in guest, scientific, event, and business types of tourism. But the income of the Kazakh tourist business is minimal here. Real tours – tourist products provided and sold by Kazakhstani tour operators, are almost not bought by representatives of these countries.

Summarizing the results of calculating the coefficient of intensity of tourist relations, it is possible to divide these states into the following groups according to their prospects as territories for receiving tourists from Kazakhstan.

Most promising: Russian Federation, Kyrgyzstan, Uzbekistan. The leadership of these states is objectively explained by the border situation, mainly by the stable political and economic situation, the measures taken to develop tourism and the creation of a new tourism infrastructure. Less promising: Belarus, Ukraine, Transcaucasian republics (Azerbaijan and Armenia). Tourism infrastructure is being formed here, but interesting sightseeing facilities in these countries are located far from Kazakhstan, and the transport component restricts tourist opportunities. Unpromising: Moldova, Tajikistan and Turkmenistan have the low economic level of development of the countries, weak interest in the development of host tourism, as well as difficulties with transport infrastructure.

There is no doubt that the development of the situation in the tourist market "Kazakhstan – CIS countries" will be influenced by a variety of factors. In particular, the exchange rates of national currencies may reduce or increase the interest of the population of the Commonwealth countries to travel. The activities of the Kazakh government in the field of tourism are aimed at creating a favorable tourist climate, forming an effective system for promoting the country's tourism potential on the international market. The state program for the development of the tourism industry of the Republic of Kazakhstan for 2019-2025 is aimed at ensuring the share of tourism in the total GDP of the country of at least 8% by 2025 (Resolution Of The Government, 2019). One of the most effective ways to promote a tourist product at the international level was to hold a specialized exhibition "Expo-2017" in the capital of Kazakhstan, which was attended by 115 countries (Seitzhanova, 2018). At the same time, it should be borne in mind that today it is very easy to lose the position of an attractive country for tourists, and then it is very difficult to return to this stable position. In General, the state policy of Kazakhstan is aimed at close cooperation in the tourist geo-economic space of the Commonwealth.

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