

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



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Студенттер мен жас ғалымдардың  
**«ҒЫЛЫМ ЖӘНЕ БІЛІМ - 2016»** атты  
XI Халықаралық ғылыми конференциясының  
БАЯНДАМАЛАР ЖИНАҒЫ

СБОРНИК МАТЕРИАЛОВ  
XI Международной научной конференции  
студентов и молодых ученых  
**«НАУКА И ОБРАЗОВАНИЕ - 2016»**

PROCEEDINGS  
of the XI International Scientific Conference  
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**«SCIENCE AND EDUCATION - 2016»**

2016 жыл 14 сәуір  
Астана

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7. Іргелес әкімшіл-территориялық бірлік (облыс, аудан, қала және ауыл) трансаймақтық үдерістер қызығушылықтарын бағыттау құралдарының жоқтығы.

Осы және басқа да бірқатар сұрақтарды шешу жергілікті ресурстарды тиімді қолдану, тұтыну нарығын қалыптастырумен байланысты әлеуметтік-экономикалық мәселелерді шешу бойынша аймақтық саясатты тиімді пайдалануға мүмкіндік береді.

Мемлекет басшысының жаңа «Қазақстан -2050» Стратегиясын қабылдау себебі, «Қазақстан-2030» бағдарламасындағы бірқатар міндеттердің уақытынан бұрын орындалғандығы. Ұлт көшбасшысы Н.Ә.Назарбаевтың «Қазақстан-2050» стратегиясы қалыптасқан мемлекеттің жаңа саяси бағыты» атты Қазақстан халқына Жолдауында «Қазақстан-2030» Стратегиясын қорытындылай отырып, «Экономикалық өсу ашық нарықтық экономикаға шетелдік инвестициялар мен ішкі жинақтардың жоғары деңгейіне негізделген»[5]

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#### **Подсекция 8.4 Индустрия туризма: возможности, приоритеты, проблемы и перспективы**

УДК 338.22.021

#### **TOURISM AS A PERSPECTIVE DIRECTION OF THE REPUBLIC OF KAZAKHSTAN'S ECONOMY**

**Alizakova Aigerim A**

*aigerimniji@mail.ru*

student 4 courses of the specialty "Tourism" of the  
Euroasian national university of L.N. Gumilev, Astana, Kazakhstan  
The research supervisor - Baimbetova Assel Batyrhanovna

Tourism is one of the leading and most dynamic sectors of the economy. International experts include modern tourism industry in the world economy that knows no recessions. In many countries, tourism plays a significant role in the formation of gross domestic product, the creation of jobs and ensuring employment of the population, as well as increased foreign trade balance. The pace of development of tourism has been steadily growing.

In recent years, tourism has become one of the most profitable businesses in the world. Constantly growing importance of tourism as a source of foreign exchange earnings and the expansion of international relations. Sale of raw materials depletes the energy of the country, and the tourism industry is working on renewable resources. Tourism has a strong multiplier effect than most other economic sectors. It directly or indirectly affects the 32 sectors of the economy (this

travel agency, all types of transportation, hotels, power systems, rest homes, sanatoriums, national crafts, national parks and much more). Besides - it is every ninth job in the world production [1].

The tourism industry brings direct profits, while tourism spending permeate many levels of the economy, creating not only direct but also indirect employment. It also provides foreign exchange earnings and by replenishing the state budget, assists small and medium businesses, stimulates the development of handicraft and cottage industry, expanding consumer market of goods and services; that contributes to the economic development of the regions, without providing for any other commercial or industrial base. Developing countries are more appropriate to develop the service sector as well as the restoration of production requires a significant investment of funds. In this respect, tourism can serve as the non-productive sphere. The value of tourism to the socio-economic development of society is characterized by the following data: the total cost of internal and international tourism accounts for 12% of global gross domestic product annually registered over 1.5 billion domestic and international trips, which involved one-third of the world's population.. On the international tourism accounts annually accounts for 7% of total world exports and 25-30% of world trade in services; the annual international tourism growth rate of 4.0%, and in the future it will become the leading export industry in the world [2].

The development of the tourism industry due to several factors:

1. The presence in any country, including in Kazakhstan, tourist and recreational resources;
2. The development of all enterprises and sectors directly or indirectly related to tourism;
3. The involvement of foreign currency from abroad, the development of tourism;
4. Profit at no great expense;
5. The absence of costs for the purchase of the primary factors of production;
6. The development of small and medium-sized businesses, which provides people with jobs;
7. The increase in the scope of the services sector;
8. The formation of the image and reputation of the country to the world community.

Kazakhstan - a vast country in the heart of Eurasia, where the infinite blue sky merged in a unique harmony of East and West. Kazakhstan is a unique nature, which paradoxically combines deep rivers, lakes with hot deserts and singing sands, the proud tops of mountain ranges to the divine green oasis, an ancient culture dating back to pagan times immemorial.

The tourism potential of recreational resources and historical and cultural heritage allows country integrate into the international tourism market and achieve rapid development of tourism in the country. This will ensure a steady growth of employment and income, stimulating the development of the tourism-related industries and increase investment in the national economy [3].

The tourism industry in the Republic of Kazakhstan on the state level is recognized as one of the priority sectors of the economy. For example, in the implementation of the industrial-innovative development of the economy leading role belongs to the cluster system, in particular the tourism cluster. Modern trends in the development of this industry is such that tourists are well explore the famous resorts of the world, tend to countries where the tourism sector is just beginning to develop. From this position, the attractiveness of Kazakhstan is growing.

The total contribution of the tourism industry in the GDP of Kazakhstan was 5.8% in 2014. According to this indicator Kazakhstan takes 17 place out of 20 countries in Europe. At the same time it should be noted the dynamics of development of tourist positive branch Kazakhstan. For four years, revenues from tourism increased by 43.6% and by the end of 2014 direct contribution to the tourism industry in GDP Kazakhstan total 516.79 billion Tenge.

The number of people employed in the industry was 217 500 people. This includes the number of hotel personnel, travel agencies, transport services (excluding commuter) restaurants, leisure industry, ie directly involved in servicing tourists. Analysis entrance tourist flows Kazakhstan shows that the country is not sufficiently attractive for foreign tourists. On the export of tourist services Kazakhstan occupies 78 place in the world and the 8th place among the European countries with the exception of the EU [4].

With the aim of reforming and development of the tourist industry of Kazakhstan Government developed and approved the Program of development of tourism until 2020. The main objective of this program was the creation of a competitive tourism industry for employment, stable growth of state income and by increasing the volume of inbound and domestic tourism.

Head of State Nursultan Nazarbayev noted the need to develop a plan for the creation and development of the tourism cluster. Within the framework of cluster initiatives of particular importance is the ability to attract investment for the development of tourist infrastructure.

- Conditions will be created for the construction of a chain of hotels, caravanserais on the segment of the Silk Road and other important tourist routes.

- On the basis of the proposals for investment projects formed the base in the regional context. At the initial stage it was collected and analyzed 90 investment projects. Of these, 11 were selected for the most urgent on the total amount of 386 million. US dollars, which aim to provide state support for the Sustainable Development Fund «Kazyna».

- The Concept of creation of modern multifunctional tourist centers of world-class Almaty, Akmola and Mangistau regions, which was endorsed by Heads of State and Government. The planned amount of attraction of investments for these projects more than 30 billion. US dollars.

- During the first 9 months of 2013:

Inbound tourism was 4 mln.219 600 people;

Outbound tourism was 732 mln. 6 700 people [5].

At the present stage of development of tourism Kazakhstan is becoming more attractive for businessmen, athletes, scientists, lovers of extreme tourism, as well as for people interested in history and the present day countries located on the Great Silk Road.

As shown by the last few years, tourism in Kazakhstan is developing quite successfully. It allows you to achieve high and sustainable rates of economic growth, the integration of national tourism industry in the world economy, contributes to increasing employment and living standards, and increase revenues to budgets of all levels. Currently, these issues are identified priority activities of the Government of the Republic of Kazakhstan, as well as state policy in the sphere of tourism.

The solution of modern problems of the tourism market of Kazakhstan shall be carried out in stages, together with representatives of the executive authorities in the field, in the regions, which will greatly simplify and speed up the processes of formation of the tourist attractiveness of the republic on the world tourist market.

Thus, tourism in general has three positive effect on the economy of the state:

- the inflow of foreign currency
- has a positive impact on the economic indicators such as the balance of payments and total exports
- helps to increase employment.

In conclusion, it should be noted - for the tourism industry has become highly profitable, as the world practice shows the development of tourism, it is necessary to consolidate the efforts of all participants of the tourist market, the public and private sectors. And here the role of the Government is to ensure the coordination of policy development and planning in the tourism industry at the international, public and private levels.

When the complex decision of all the tasks outlined above, no doubt, in the coming years will be provided to create a competitive tourism industry, capable of pragmatic cooperation in the framework of international trade in services in the field of tourism and recreation.

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## **ANALYSIS OF DEVELOPMENT OF HOTEL BUSINESS AND QUALITY OF SERVICES IN KAZAKHSTAN**

**Assylkhanova A.Zh.**

*aigerim.assylkhanova@gmail.com*

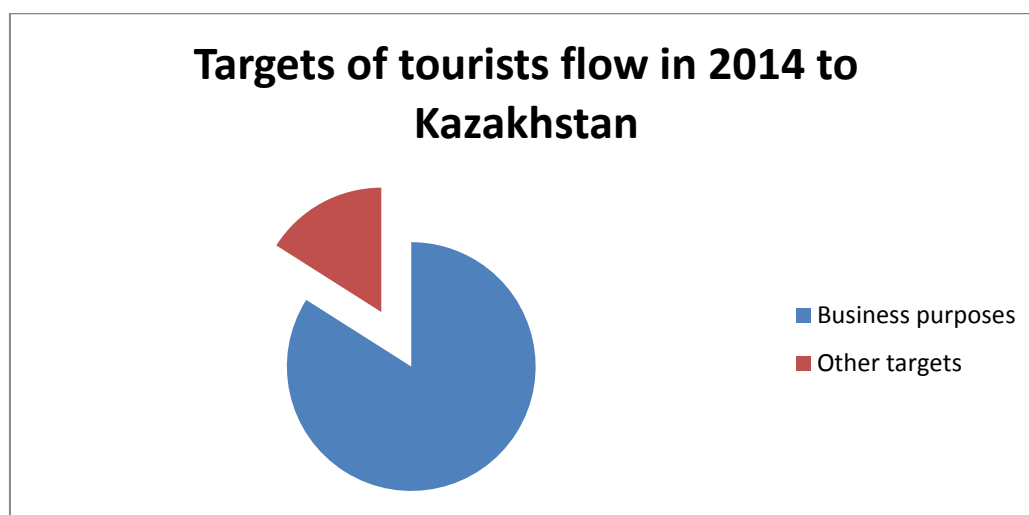
Student of L.N.Gumilyov Eurasian National University, Astana

Supervisor – Kuzar Zh.N.

In present days, the hotel business is the fastest growing sector of the economy and brings millions of revenue around the world. The number of hotels in our country increases from year to year. Increase in number of hotels intensifying competition and improving the quality of services provided.

The production and consumption of hotel services play a critical role among quality issues. Without quality service, the company is not able to achieve its main objectives. The history of the development of various hotel companies and chains tend to show that the profit is the result of quality. Purposes of the hotel are providing and maintaining the quality of service at the appropriate level, the timely elimination of deficiencies in the provision of services, the development of strategies to improve service. Studies show that the main reason, if the customer honors his visit to the company once the service or not, is provided service good or bad. For the first time, you can attract visitor by good advertising, rich interior and varied menu, but the second time he comes if the work of the professional staff and high quality service obtained earlier were suitable.

The hotel sector is stated on the next level after office and retail sectors of commercial real estate. [1] Business hotel investors and developers are not interested in the project and justification of the cost of a long period of time specifics. But in the last few years, the flow of foreigners to the country has increased. In this regard, a modern hotel complex in Kazakhstan sector is developing. Foreign and domestic investors started to invest finances into the development of the hospitality of the country. Most of the tourists come to Kazakhstan for congresses and business tourism. According to this fact, government focusing on the development of the business and administrative centers in Kazakhstan.[2] 80% of the total number of tourists visiting Kazakhstan accounted for a business guests. Following diagram shows the percentage of tourists from came to the country in 2014, according to statistics of statistic agency of Kazakhstan. (Figure 1)



*Figure 1 - The purposes of tourists visited Kazakhstan in 2014.*