

ҚАЗАҚСТАН РЕСПУБЛИКАСЫ БІЛІМ ЖӘНЕ ҒЫЛЫМ МИНИСТРЛІГІ
Л.Н. ГУМИЛЕВ АТЫНДАҒЫ ЕУРАЗИЯ 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
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«SCIENCE AND EDUCATION - 2016»

2016 жыл 14 сәуір
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and update the range of services need to be more effective and timely. Hotels that do not meet international standards will inevitably perish.

Much attention should be paid to personnel management, training, professional development of employees and their involvement in the overall maintenance process. Equally important for the reception of foreign tourists is training at a level corresponding to international standards. An important task of the responsible for the hotel is to create a company's reputation of high quality service. Any advertising, no matter how it may be sophisticated, cannot change that image, which is actually made up of the consumer as a result of communication with the hotel staff during the service. The increasing popularity of the company contributes to its high-quality work.

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POTENTIAL OF KAPSHAGAY CITY, AS A TOURIST-RECREATIONAL ZONE

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Annotation

This paper describe Kapshagay storage pool; the role of the Kapshagay storage pool in development of region; possibilities, strengths and weaknesses of Kapshagay as a tourist zone, are shown. The Kapshagay storage pool has very high potential for development of tourism in Kapshagay city.

Aim of work:

1. To show the role of tourism in the economy of region
2. To describe the tourist-recreational state of city Kapshagay
3. To study Kapshagay storage pool, as tourist resource
4. To consider the ways of further development

Today tourism is one of the fastest developing spheres not only in Kazakhstan, but also in the whole world. There are many surprising places in Kazakhstan, but this powerful potential is not almost highly sought by tourism business. Also, developing of international tourism in Kazkahstan has not very good results. A country disposes enormous potential, both for development of internal tourism and for the reception of foreign travelers. It has all necessity: enormous territory, rich historical and cultural heritage, and in separate regions is untouched, wild nature.

Kapshagay is a city of regional submission in the Almaty region. Located in the waterside of the Kapshagay storage pool, on the river 'Ile' near crossing it per rail, in 56 kilometers north of Alma-Ata. The population of city makes only 54,4 thousand persons. [1] Kapshagay, being the city of regional submission, has advantageous logistic and geographical location. Being situated in focus of connections of mountain zone with an exit through central and north Kazakhstan to Russia and in the European countries and through north part of the Almaty area to China. Kapshagay is a companion of Almaty with the developed industry, tourist and health complex, water and railway transport and wide service business.

Most developed is its north bank, where numerous seating areas are situated. According to monitoring de-facto on January, 1, 2014 on the north and south coast of Kapshagay storage pool 183 objects of infrastructure tourism are located. Development of tourism infrastructure in Kapshagay region directionally on providing of forming of the developed recreational services at the level of international standards and competition suggestions of world market. A main idea consists of that using geographical and historical territorial position of region, to develop internal tourism, convert a region into the major link of interregional connections on the ancient Silk way. Industry of tourism is one of leading industries of actively developing economy of Kapshagay region, by becoming component part of the complex program of development Kapshagay on 2013-2015. An analysis shows in the last few years, that on Kapshagay coast goes intensive development of industry of tourism. The volume of requiring payment tourist-health services in 2013 made is 420,0 million tenge, in 2011 is 395,0 million tenge, a height made 6,3%. Annually on the objects of reception the amount of holiday-makers increases: if in 2011 there was 280300 holiday-makers, then for a summer season 2013 year it was overcome by rest 309500 persons, a height is 10,4 %. a tendency was set to the height of visitors of inbound tourism, in 2013 the amount of visitors made 150 persons. 8 enterprises carrying out tourist activity were registered in 2013. Annually on the coast of Kapshagay storage pool no less than three large objects of tourism and rest are put into an operation. Wide-range state support of development of tourism in Kazakhstan gives an additional opportunities and stimulus to the local businessmen for it. In 2013 on the north coast of Kapshagay storage pool 2 new objects of tourism are put into an operation with investments to the amount of 500 million tenge: base of rest "Picnic park" and "Fresh". [2] [3][4]

In spite of it, habitants of our republic prefer to have a rest abroad. The most of Kazakhstan have a rest in Turkey and UAE. There is a question, why we spend money from our treasury in other country, when it is possible to develop home industry of tourism spending the same money in Kazakhstan. For description of Kapshagay storage pool, we built a next table.

<i>Name</i>	<i>Swimming zone</i>	<i>Ecological state</i>	<i>Infrastructure</i>	<i>Marketing</i>
Kapshagay storage pool	Whole north bank	Water is still, in composition water not found out toxic substances	A new highway is built Almaty-Oskemen, that drives through Kapshagay	Absence of advertisement

Table 1 - Description of Kapshagay storage pool

In a table it is possible to see the today's state of marketing. Every day on television, on radio, on billboards and tour operators we see and hear as advertise foreign tourist zones, and the home remain in a side. If to look in the system "Google" information about a tourist city Kapshagay, different photos go out, where no attractiveness.

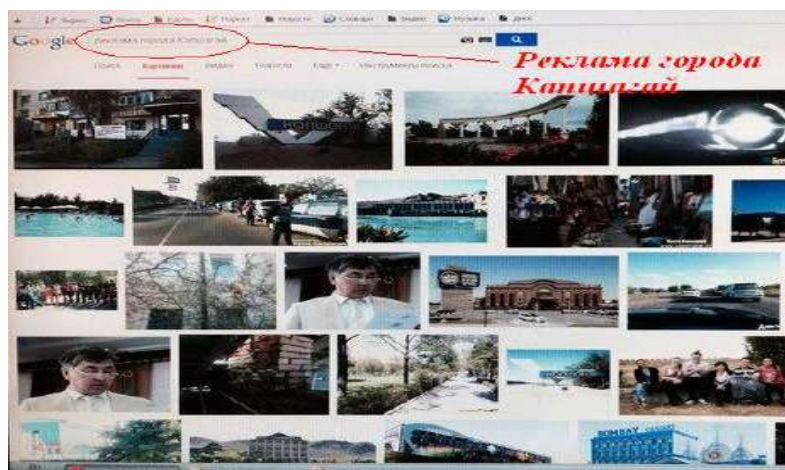


Table 1 - Advertisement of Kapshagay in the searching system "Google"

For decision of this problem government of city conducted on May, 12, 2015 a conference with participation the deputy of government of city, supervising the questions of tourism, where our problem came into question : "About placing of image-advertisement products of infrastructure of tourism".[5]

Straights	Weaknesses
<ul style="list-style-type: none"> -geographical location -climate -location on republican and international motorways and railways -development of fishing business -prevent from seismic threats 	<ul style="list-style-type: none"> -absence of ports -absence of advertisements -absence of meaningful tourist objects -absence of competitors -slow development of small and midsize businesses -absence of skilled specialists -low level of service -absence of new to technology
Opportunities	Threats
<ul style="list-style-type: none"> - development of zones for rest - development of gambling business - development of competitive tourism - increase level of service 	<ul style="list-style-type: none"> - no development of tourist objects -nonselection of investment - contamination of waters -rising prices -ecological threats

Table 3 - SWOT analysis to the recreational zone of city Kapshagay

In conclusion SWOT did an analysis, to show potential of city Kapshagay as tourist zone. A storage pool Kapshagay plays important role in development of city as a tourist center. To engage in things in blessing development of our motherland, development of economy of country, improvement of quality of life of habitants, the correct use of natural resources is all a deposit of growing generation.

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