

years. However, in reality, during the period of post-like recovery, the numbers may be higher and digitalization in the hospitality industry will cover the development of 10-15 years in a short time.

The COVID-19 pandemic has forced the tourism sector to shift its focus to resilience, a relationship between the various stakeholders in the sector. The UNWTO Strategic Guide for Responsible Tourism Sector Recovery identifies six areas for action: public health, social inclusion, biodiversity conservation, climate action, circular economy, governance and finance. The diversity of these themes illustrates a major trend in the sector: the recognition of the necessary coherence and cooperation between representatives of different social and economic sectors related to tourism.

The cross-cutting nature of the tourism sector means that sustainability trends present in any relevant industry can and should be applied to tourism.

For example, global trends in clean energy, green buildings and sustainable waste management are also reflected in tourism. At the same time, consumer demand for sustainable tourism practices is inevitably growing, prompting the sector to respond. However, research shows that consumer behavior is still difficult to predict when it comes to tourism, and the industry should definitely work to improve this situation in the coming years.

As mentioned earlier, the demand will be from those who have adapted and developed. Tourism related transport is a particularly important area for the tourism sector. This is not an easy task, but it can provide an excellent opportunity for those developing low-carbon tourism and green infrastructure practices.

There is no doubt that this pandemic has had many negative impacts on the hospitality sector. Ensuring the safety of employees and tourists is undoubtedly the highest priority. Making some timely changes to existing business policies is also vital, such as flexible cancellation policies, flexible rates for all services, enforcing a strict hygiene policy should be some of the key areas of concern. Email marketing practices, the use of digital resource platforms with social media profiles provide any individual or business user with knowledge sharing and collaboration with relevant local and global stakeholders.

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UDC 338.48

THE IMPACT OF PANDEMIC ON THE TOURISM INDUSTRY IN KAZAKHSTAN

Muratova Assem Erlankyzy

measssem@gmail.com

Second-year student of the specialty tourism, Faculty of Economics, L.N.Gumilyov Eurasian National University, Nur-Sultan, Kazakhstan
Scientific advisor: Ulbossyn Nurmanova

In the past decades, tourism has experienced continued growth and became one of the fastest growing economic sectors globally. The sector witnessed a 59% growth over the decade in international tourists' arrivals from 1.5 billion 2019 compared to 880 million in 2009. Tourism is also

a key driver for socio-economic progress, with tourism specific developments in an increasing number of national and international destinations.[1]

Globally, the tourism industry contributed to \$8.9 trillion to the global GDP in 2019 equaling a contribution of 10.3%. It is also to note that 1 in 10 jobs around the world is in tourism, equaling to 330 million jobs.[1]

However, the strong historical growth has been halted in 2020 amid the global Covid-19 pandemic. With airplanes on the ground, hotels closed and travel restrictions implemented, travel and tourism became one of the most affected sectors since the very start of the virus spread. The pandemic has cut international tourist arrivals in the first quarter of 2020 to a fraction of what they were a year ago.

In Kazakhstan, for three quarters of the "coronavirus" 2020, the number of tourists who entered the country immediately decreased by 3.6 times, to 1.8 million people, against 6.4 million people in the same period of the year earlier. The number of tourists who left Kazakhstan amounted to only 2.4 million people - 3.4 times less than in 2019. Domestic tourism is also in the red - by 60.3%, to 3.1 million people.[1]

The number of visitors served for three quarters by hotels, hotels and other places of accommodation in the Republic of Kazakhstan amounted to only 2.6 million people - almost half as much as a year earlier. At the same time, foreign tourists accounted for only 7.5% of the total number of visitors, against 15.5% in the same period a year ago. [2]

The number of hotels, hostels, sanatoriums and other accommodation facilities themselves decreased by 3.9% over the year, to 3.5 thousand at the end of the third quarter of 2020. Hotel occupancy fell to 16.7% due to lockdowns and other pandemic-related restrictions, up from almost 24% in 2019. [2]

In a situation of serious damage to the global tourism industry in Kazakhstan, the Kazakhstan Travel and Tourism Council resource center was created to support the industry.

The resource center is designed to accompany innovative programs in the field of tourism in accordance with the modern requirements of the economy of the regions of the Republic of Kazakhstan and the country as a whole. Centrally concentrated innovative technologies will facilitate interaction with other actors and stakeholders in the field of tourism development, which will maximize the impact while minimizing investment.

Goals and objectives of the center Qazakhstan Travel and Tourism Council:

- provision of services to representatives of the tourist business in the support and structuring of projects;
- lobbying and development of new projects from scratch;
- project management training, including original project management trainings etc.

It should be noted that tourism in Kazakhstan has a high potential. This can be seen both in the growth of indicators of the tourism industry before the pandemic, and in international rankings. So, in the "pre-quarantine" 2019 in the rating of competitiveness in travel and tourism, the country took 80th place, moving up one line in comparison with earlier indicators. The index of Kazakhstan increased by 2.2% to 3.7. [2]

For comparison: neighboring Kyrgyzstan occupied only 110th place, which, however, is also better than before. The best countries in the ranking are Spain, France and Germany, the worst are Yemen, Chad and Liberia.

The rating covers 140 countries and takes into account a number of factors that ensure the sustainable development of the travel and tourism sector, which contributes to the growth and competitiveness of the country's economy as a whole.

In the same pre-crisis 2019, Kazakhstan was one of the fastest growing national brands, according to the British consulting company Brand Finance. In the top 100, the country took 44th place - seven positions higher than a year earlier.

It is worth noting that the period of the pandemic has strengthened the interaction of the tourist market, NPP Atameken with JSC NC Kazakh Tourism. Roadmaps were signed, webinars and discussion of problematic issues were held on an ongoing basis, new approaches were developed, and

research expeditions were organized. In general, the results of 2020 show that the Government has successfully coped with the task of gradually recovering the tourism market. And here it is important to note the understanding and support of the Kazakhstani tourism business, which responsibly adhered to all regulations and restrictions, preventing the facts of infection of vacationers at their facilities.

The state register at the beginning of this year included 1484 tour operators and 4385 travel agents. At the same time, only about 20% of them were focused on domestic tourism. The pandemic has forced hundreds of companies to either freeze their activities or reorient to local tours - mainly to Alakol, the Caspian Sea and Burabay. [3]

According to the self-regulatory Association of Domestic Tourism Entities, created in February this year and actively involved in solving business problems, the market of tour operators in Almaty and the region has decreased to a critical minimum. Of the 87 licensed companies, only eight were still operating by mid-June. And out of 130 illegal firms, about 20 remained on the market.[3]

One of the leaders of the association, Mikhail Klimenko, also heads a company focused on domestic tours, Tourism Kazakhstan LLP. In an interview with Inbusiness.kz, he said that there was no "boom" in local areas during the pandemic. On the contrary, the firm's reports for January-June show a multiple decline in profits. If in the first half of 2019 they sold more than 6.5 thousand tickets for bus tours to Almaty residents and guests of the megalopolis, then this is only about 2.5 thousand. If their gross turnover in March-June (the season of bus tours starts in March) was 96 million tenge, then for the same period of this year the turnover fell to 7 million.[3]

While the demand for local tours has undoubtedly increased, the company, like other similar firms, is suffering losses due to widespread restrictions. Since the beginning of the TQ pandemic (Tourism of Kazakhstan LLP), it was forced to introduce the rule "One bus in one direction in one day". That is, for example, on Saturday not four buses set off to Charyn, as before, but only one. This is within the limits of mass group maintenance. Moreover, for the social station, the bus no longer accommodates 52 tourists, but a maximum of 39, observing all sanitary standards.[3] A passenger with a temperature is not allowed to the tour, by the way, without a refund for the trip. However, during the quarantine, companies were forbidden to collect even this number of people. While the new lockdown lasts, trips are only possible for groups of no more than three people. Which, of course, is not profitable for either carriers, operators or consumers - after all, the tour is three to four times more expensive at once.

National parks are often closed under the pretext of a pandemic. The restriction is usually introduced a few hours before the end of the working day before the weekend, despite the fact that almost all travel companies implement weekend tours today. Tour planning and deep sales have become impossible, business complains. And the main problem, according to the tourist community, is the fragmentation of decisions of local executive bodies. The regulations of the regional health officials make the business completely unpredictable. Officials of the tourism industry committee are aware of this, however.

For example, it was noted that the operation of hotels is allowed if the increase in the incidence of COVID-19 does not exceed no more than 7% during the week, for sanatorium-resort facilities and holiday homes - no more than 5% per week and for children's health camps - no more 2%. That is, based on their incidence rates, the regions set limits.[4]

Thus, in order for the domestic tourism industry to revive and companies can meet the growing demand of the population, the SRO "Association of Domestic Tourism Subjects" asks:

- to allow the transportation of more than three people to quarantine - up to 39 passengers;
- do not equate tourist buses with public ones: they do not have standing places, there are no stops along the route, at which the composition of passengers changes, and strict sanitary standards are observed when boarding and social distance when seating in the cabin;
- establish adequate bank financing;
- implement a unified system for notifying the business community about the planned restrictions at least four to five working days in advance.

The new trend of the season is hyperlocal tourism: when the population prefers not to travel outside their region. This trend is confirmed by the latest data from the statistics committee of the

Ministry of National Economy: passenger traffic in Kazakhstan decreased by 45% in the first half of the year. Considering that most beach destinations are closed or operate in limited conditions, the market has grown in demand for eco-tours and weekend tours. However, their varieties have been greatly reduced. For example, in February, 70 directions were developed for the upcoming season, more than half of which were completely new and seemed very promising. These are, for example, agro tours in the Almaty region. But later they had to be abandoned. Today the company carries tourists to only 12 destinations.[5]

Experts observe consumer interest in the direction of little-known routes, such as pink lake Kobeituz, Falcon Mountains in Buyratau, Seletinsky canyons Bestobe, lake. Saryoba (Akmola oblast), Kiin-Kerish tract (East Kazakhstan region), salt lake Inder (Atyrau oblast), Karyn-Zharyk depression (Mangistau oblast), etc. Most of the visits to such places are unorganized. Tourists as savages, that is, on their own, get there in their cars, while there are few or no services on site (food, equipment rental, bathrooms and trash cans) and control over the destination.

Government stimulation of targeted demand would be a significant support for the industry. We are talking, in particular, about the year-round loading of sanatoriums at the expense of the budget by doctors, police officers and members of their families. Market representatives suggest that everyone who is on the front line of the fight against Covid-19 can restore health under such a quota. At the same time, the sanatorium-resort segment will receive the necessary funding.

Moreover, the country managed to maintain the same position in 2020, despite all the problems associated with the coronavirus and economic stagnation around the world.

According to the report, a strong national brand, national image of the country actively contributes to the development of inbound tourism and is a driver of economic cooperation with other countries.

In order to restore the industry as soon as possible and increase its investment potential for the long term (for a five-year period - until 2025), additional measures to stimulate the development of the industry were developed within the framework of the bill, such as:

- reimbursement of up to 10% of the costs of private traders in the construction, reconstruction and equipping of tourist facilities;
- preferences for investment projects worth about 2.7 billion tenge for objects in the top 10 tourist destinations and about 540 million tenge in the rest of the republic, with the exception of the capital, cities of republican significance. That is, these projects may be exempt from customs duties, VAT, CIT, property tax, as well as the provision of in-kind grants and investment subsidies;
- reimbursement of 25% of business costs for the construction of roadside service facilities in accordance with national standards;
- subsidizing the costs of maintaining sanitary facilities in the amount of 30 MCI;
- reimbursement of 25% of the costs of tour operators and travel agencies for the purchase of tourist class vehicles, the purchase of ski equipment;
- subsidizing the costs of tour operators for each foreign tourist;
- reimbursement to airlines of 100% of the carriage charge for children on domestic routes.

Through the implementation of these measures, it is planned to obtain a multiplier effect in 5 years in the form of attracting 180 billion tenge of additional budget revenues to the economy, creating more than 170 thousand jobs and implementing at least 1000 projects.[6]

Leisure travel will lead the comeback in the tourism and travel sector. Business travel, a crucial source of revenue for hotels and airlines, could see a permanent shift or [may come back only in phases](#) based on proximity, reason for travel, and sector.

In conclusion, the return of tourism will likely hinge on what will be a deeply personal decision for many people as they weigh the risk of falling ill against the necessity of travel. The private sector backed by some tourism-dependent nations is developing [global protocols](#) for various travel industries, including a call for more rapid testing at airports to boost confidence in traveling.

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UDC 338.46

DIGITAL MARKETING AS A MEANS OF PROMOTION IN THE SERVICE SECTOR

Oryngazhiyeva Moldir Ruslankyzy

oringazhiyamoldir@gmail.com

1st year undergraduate student of the speciality «Tourism» at L.N.Gumilyov ENU,

Nur-Sultan, Kazakhstan

Scientific director – L.Mutaliev

Professor of the Department of "Tourism" L.N. Gumilyov ENU, Candidate of Economic Sciences,
Associate Professor

Internet marketing is the practice of using all aspects of traditional online marketing, affecting the basic elements of the marketing mix: price, product, place of sale and promotion. The translation of traditional marketing methods into the digital field provides a more effective use of market strategies for market segmentation, targeting client groups, differentiation and positioning of goods and services. The Internet environment allows the creation of an interface for the exchange of ideas, goods and services that strengthens the company's competitive advantages, enhances its efficiency and at the same time ensures the maximum degree of customer satisfaction. Digital technologies of Internet marketing provide a significant increase in the effectiveness of the implementation of traditional marketing tools due to their adaptation to digital form.

In essence, digital marketing for services and tourism can be defined as the process of building, maintaining and developing relationships with consumers of tourism services through the creation and implementation of online activities and strategies aimed at meeting consumer needs.

Nowadays, the Internet has become an integral part of our life. But Internet technologies have changed not only the everyday life of society, but also called into question the existence of both large enterprises and small and medium-sized businesses. Internet technologies have become the very locomotive according to J. Schumpeter, or radical technological innovations, which fundamentally over the past 40 years. Currently, the Internet has become an integral part of our life. Changes in technology inevitably lead to institutional changes, to which Karl Marx drew attention. Practically in all branches of industry, services, education, there have been innovative shifts caused by these changes. The competition became tougher, and those companies that were able to adapt to the new conditions received new qualitative changes, and those that could not adapt suffered heavy losses.