

Influence of Economic Factors on Domestic and Outbound Tourism's Main Priorities

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Abstract. This study examines inbound and domestic tourism as one of the most significant aspects of the socio-economic spheres shaping the country's reputation and hospitality, as well as creating employment in this area. The article carries out a thorough analysis over several years, which covers the number of outbound/inbound visitors, the number of visitors accepted at categorized accommodations, number of resident and nonresident foreign visitors accepted at categorized accommodations. The article provides the indicators of resident and nonresident visitors' distribution according to their purpose of travel, where the increasing dynamics in a number of positions is clearly visible. This growth was influenced by the annual Astana Economic Forum, the International specialized exhibition "Astana EXPO-2017", the 38th UEFA Congress, the World Economic Youth Forum, the Congress of the Leaders of World and Traditional Religions, the Winter Universiade and by many other events.

1. Introduction

The number of foreigners visiting Kazakhstan is currently growing. The main goal should be to increase the availability and the safety of recreation in the Republic of Kazakhstan, as well as the attractiveness of travel for resident and foreign visitors. In 2017, the government has adopted the Concept for the Development of the Tourism Industry of the Republic of Kazakhstan until 2023. Among the main objectives of the Concept are to develop domestic and inbound tourism, as well as regional cultural and tourism clusters, to increase the contribution of tourism industry to the state economy and to stimulate investments, a single national tourism brand, etc.

The number of hotels and other accommodations has much more increased over the past eight years than over the same period in 2010. Most of them were hotels without restaurants – 1260. Another 1000 places were one-storeyed bungalows, houses and cottages for tourists, and 703 hotels with restaurants.

According to the current Concept for the Development of the Tourism Industry of the Republic of Kazakhstan (3, 2017), the following main types of tourism are underlined: cultural, educational and ethnographic tourism; sacred or spiritual tourism; social tourism; children and youth tourism; sports

tourism; medical tourism; business tourism (MICE tourism); coastal tourism; hunting and fishing tourism; agritourism; camping; caravanning and others. The number of resort areas increased by almost 12%, comprising 970 units in September 2018. The indicators of inbound tourism have grown over the past eight years.

2. Methodology

There the following scientific methods were applied: deduction and the methodology for assessing its presence; analysis methods were used to evaluate outbound and inbound tourism, factors and causes of its changes; synthesis method was designed to obtain generalized research results; method of comparison was aimed to assess the factors affecting the level of tourism development in Kazakhstan.

3. Results and discussion

Tourism in Kazakhstan develops in the following directions: outbound tourism (which has grown), inbound tourism, domestic tourism. More than 75 percent of domestic tourists used the accommodation services – hotels, motels, holiday homes and other tourist facilities. A number of scientists suppose that nowadays the most relevant types of tourism are inbound and outbound. Among these authors are A. Kerimkhanova (2, 2019) [2], A. Tleuberdinova, Zh. Shayekina, D. Salauatova, S. Pratt (1,2019) [1]. These two types of tourism attract new tourists and give impetus to the development of many sectors of the national economy.

About a million tourists visited nature reserves and other specially protected natural areas. According to “ENEGRYPROM.KZ” (9, 2019), about 5 percent of tourists preferred balneological resorts. The Kazakh head of state in his Message to the people dated the 5th September 2018 encouraged to develop a separate state sectoral program for tourism development.

The president identified key tourism priorities in order to increase the effectiveness of marketing communications and emphasized the necessity of their promotion. These priorities are the Almaty mountain cluster, Astana and resort areas of Shchuchinsko-Borovsk, Turkestan, Alakol, Mangistau, Bayanaul, Balkhash and Shalkar-Imantau. Therefore, the tourism industry has comprised such transformations as the development of a state sectoral program and new legislation. The Almaty mountain tourism is supposed to get 1 billion US dollars for its development. The masterplan for location of the mountain regions of the Almaty agglomeration was developed in cooperation with Austrian and French experts.

Its implementation will help to attract 1 billion US dollars of private investments, create 200 kilometers of ski tracks and about 30 000 new jobs at the facilities, as well as about 45 000 jobs in related industries. The share of tourism and related services in Almaty is to increase in gross regional product to 6 percent by 2025.

Table 1. demonstrates the number of outbound /inbound tourists in the Republic of Kazakhstan for 2010-2017.

Years	2010	2011	2012	2013	2014	2015	2016	2017
Number of nonresident inbound tourists in Kazakhstan	4 097 387	5 685 132	6 163 204	6 841 085	6 332 731	643015 8	650939 0	7701196
Number of resident outbound tourists leaving Kazakhstan	6 019 171	8 020 400	9 065 579	10 143 710	10 449 972	113024 56	975559 3	1026081 3

Source: Statistics Committee of the Ministry of National Economy of the Republic of Kazakhstan

The data of the Table 1 indicate that, according to the Committee on Statistics of the Ministry of National Economy of the Republic of Kazakhstan, the number of inbound tourists increased by 35% from 4.1 million people in 2010 to 7.7 million people in 2014. The number of outbound tourists increased from 6 million people in 2010 to 10.2 million people in 2017.

Table 2. The number of visitors accepted at categorized accommodations in the Republic of Kazakhstan for 2010-2017.

Years	2010	2011	2012	2013	2014	2015	2016	2017
Total	2548868	2845832	3026227	3307752	3 808 894	3 802 225	4 217 782	5 279 406
including:								
5*	245 378	305 189	349 173	451 642	520 149	514726	613 808	702 172
4*	270 882	393 752	407 685	330 808	424 379	394 621	491 944	589 148
3*	443 488	415 973	422 668	479 542	524 237	552 834	562 304	601 667
2*	150 479	131 494	156 705	77 806	70 484	75 833	76 538	67 473
1*	37 340	55 874	65 740	54 348	52 765	48 360	38 005	63 618
uncategorized hotels	1 058 992	1 204 394	1 283 262	1 464 509	1 713 842	1 665 553	1 638 957	2 084 017
other accommodations	342 309	339 156	340 994	449 097	503 038	550 298	796 226	1 171 311

Source: Statistics Committee of the Ministry of National Economy of the Republic of Kazakhstan

Considering the trends in the number of nonresident visitors, it should be noted that foreign guests mainly stay in five-star and three-star hotels, while domestic tourists stay in uncategorized hotels [2], [6], [9],[10].

Table 3. shows the number of nonresident tourists accepted at categorized accommodations in the Republic of Kazakhstan for 2010 - 2017.

Years	2010	2011	2012	2013	2014	2015	2016	2017
Total	594 161	584 303	519 222	586 038	679 018	692 213	722 515	891 911
including:								
5*	168 603	185 791	173 955	223 228	251 424	263 372	293 101	365 131
4*	112 684	169 486	157 154	115 075	134 641	140 571	149 831	174 584
3*	177 189	125 865	95 227	143 504	157 965	149 955	131 078	158 233
2*	12 922	14 756	14 952	8 569	4 145	9 333	3 864	2 911
1*	3 344	3 715	4 242	2 872	2 540	3 448	2 048	2 000
uncategorized hotels	114 625	80 691	70 301	86 861	123 891	119 669	131 909	171 432
other accommodations	4 794	3 999	3 391	5 929	4 412	5 865	10 684	17 620

Source: Statistics Committee of the Ministry of National Economy of the Republic of Kazakhstan

Table 4. demonstrates the number of resident tourists accepted at categorized accommodations in the Republic of Kazakhstan for 2010-2017.

Years	2010	2011	2012	2013	2014	2015	2016	2017
Total	1 954 707	2 261 529	2 507 005	2 721 714	3 129 876	3 110 012	3 495 267	4 387 495
including:								
5*	76 775	119 398	175 218	228 414	268 725	251 354	320 707	337 041
4*	158 198	224 266	250 531	215 733	289 738	254 050	342 113	414 564
3*	266 299	290 108	327 441	336 038	366 272	402 879	431 226	443 434
2*	137 557	116 738	141 753	69 237	66 339	66 500	72 674	64 562
1*	33 996	52 159	61 498	51 476	50 225	44 912	35 957	61 618
uncategorized hotels	994 367	1 123 703	1 212 961	1 377 648	1 589 951	1 545 884	1 507 048	1 912 585
other accommodations	337 515	335 157	337 603	443 168	498 626	544 433	785 542	1 153 691

Source: Statistics Committee of the Ministry of National Economy of the Republic of Kazakhstan

Moreover, the analysis of the number of accepted visitors according to their purpose of travel over the past eight years indicates, that tourism in Kazakhstan is mainly based on the local population, as well as business and professional trips of foreign citizens [8], [9], [10], [11].

Table 5. Distribution of resident tourists by purpose of travel in the Republic of Kazakhstan for 2010-2017.

Years	2010	2011	2012	2013	2014	2015	2016	2017
Total	1 954 707	2 261 529	2 507 005	2 721 714	3 125 429	3 110 012	3 495 267	4 387 495
including:								
Personal goals	836968	824831	1028932	1 249 484	1 574 649	1 610 467	1 859 736	2 515 495
Business and professional goals	1 117 739	1 436 698	1 478 073	1 472 230	1 550 780	1 499 545	1 635 531	1 872 000

Source: Statistics Committee of the Ministry of National Economy of the Republic of Kazakhstan

It is noteworthy that the predominant goals of resident tourists were vacations and leisure, visiting friends and relatives, while foreign tourists arrived in Kazakhstan exclusively for business and professional purposes (more than 80%) [1], [4], [5], [6].

According to experts, the policy of promoting the potential of the national tourism and attracting investments in the industry led to the growth in the number of visitors from such countries as the United Arab Emirates (50%), India (49%), Malaysia (44%), Hong Kong (22%), Poland (16%), South Korea (15%) and the USA (5.8%). The overall amount of tourists from Germany, Great Britain and several other countries remained at the same level (2,2019) [5], [9], [12], [14].

Table 6. the indicators of nonresident visitors` distribution according to their purpose of travel in the Republic of Kazakhstan for 2010-2017.

Years	2010	2011	2012	2013	2014	2015	2016	2017
Total	594 161	584 30	519 222	586 038	679 018	692 213	722 515	891 911
including:								
Personal goals	53599	39913	61539	73 949	109 085	126 602	112 926	150 701
Business and professional goals	540 562	544 390	457 683	512 089	569 933	565 611	609 589	741 210

Source: Statistics Committee of the Ministry of National Economy of the Republic of Kazakhstan

State tourism administration is a practice aimed at the efficient management of the tourism sector at different levels through coordination and/or effective and transparent cooperation that helps to achieve the collective interests by elaborating agreements based on recognition of interdependence and shared responsibility (A. Tleuberdinova, Zh. Shayekina, D. Salauatova, S. Pratt, 2019) [7], [17], [13].

4. Conclusions

The countries, which focus on inbound tourism, usually neglect the effects of outbound and domestic tourism. While the ones oriented on those two types of tourism, tend to ignore the rules and infrastructure of international tourism. The countries, which do not prioritize the tourism, overlook rules and necessity of integration, cultural exchange and development. It should be noted that the key point should be the development and the easing of restrictions.

Thus, in general, methods and approaches to the development of the tourism industry in the Republic of Kazakhstan cover the infrastructure of inbound, outbound and domestic tourism.

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