

**NEWS**

**OF THE NATIONAL ACADEMY OF SCIENCES OF THE REPUBLIC OF KAZAKHSTAN**

**SERIES OF SOCIAL AND HUMAN SCIENCES**

ISSN 2224-5294

<https://doi.org/10.32014/2019.2224-5294.187>

Volume 5, Number 327 (2019), 186 – 198

MRNTY 06.71.57

UDC 338.486

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**THE INTERNATIONAL TOURISM MARKET AND ITS ROLE  
IN THE DEVELOPMENT OF THE NATIONAL ECONOMY**

**Abstract.** In the modern economy, tourism plays an important role, as the services market offers different types of travel to different countries, regions and continents. For many countries, international tourism is one of the main sources of income. Thus, the purpose of this study can be defined as the disclosure of the essence and role of international tourism in economic development. This goal determines the relevance of the research topic.

The main idea of this research is to analyze the international tourism market and its impact on the development of the economy of the country and the region.

The scientific significance of the study is based on the importance of tourism and services as sources of income and replenishing the country's budget based on the study of publications and official information on international tourism.

The practical significance of the study is to reveal the role of tourism, including international, for use in the activities of tourist organizations and service enterprises.

The study used official data of international and state bodies, as well as publications in leading economic journals.

The main methods that were used in the study are statistical and factor analysis, empirical calculations and drawing conclusions that reflect the state of international tourism in terms of the development of the national economy.

The results of the study are reflected in the conclusions and recommendations.

**Keywords:** international tourism, national economy, market, recreational tourism, tourism organization.

**Introduction.** The purpose of the study is to reveal the essence and role of international tourism in the development of the country's economy, since tourism is one of the important areas of the economy and covers inbound and outbound tourism, the service sector, restaurant and hotel business, as well as other related areas of activity.

The relevance of the research topic is due to modern trends in the development of tourism, as one of the sectors of the country's economy, the possibility of generating income, increasing employment, enhancing the country's competitiveness and improving the welfare of the population.

A research object are the government programs and activity of companies in the field of tourism and services.

The article of research are international tourism and his influence on development of economy of Republic of Kazakhstan.

Scientific meaningfulness of research consists in the study of modern materials on questions of organization of international tourism, government control and illumination of basic progress of industry trends.

Practical meaningfulness of research consists in consideration of current status and search of new possibilities of development of international and home tourism in modern terms at strengthening of competition in the field of tourism and services.

Research was conducted from official data international, state and local bodies, and also publications in scientific and news editions. The special role the questions of international tourism are played by the World council of trips and tourism (The World Travel & Tourism Council, WTTC) and Worldwide tourist (tourist) organization

As informative resources during research the home and foreign materials given on NT in the field of tourism, ranging of objects of tourism, were used on countries and regions.

Basic attention at research of results of implementation of the programs was spared to development of tourism in different countries and in Kazakhstan, direct and indirect influence of tourism on a population, state and on international relations. During research the economic was examined, recreational and social aspects of tourism, and also data of balance of payments of country. At research of types of tourism attention was accented on the features of tourism in Kazakhstan, including sacral tourism.

A research hypothesis consists of supposition, that tourism can become the factor of socio-economic development of country, if the decision of problems and tasks of tourism will come true in accordance with scientifically-reasonable strategy and at cooperation of public organs and population.

**Review of literature.** Tourism, as phenomenon, is known from ancient times, when people moved families in search of new place for a residence, subsistence and safety. Separate people traveled in other regions with the purpose of cognition of unexplored places, search of adventures or values, for example Argonauts, crusaders, commands of Columbus, Cook, Amerigo Vespucci, Ganzian merchants and many other. Was there, as a rule, mercantile interest in such trips. Besides such expeditions required substantial investments, that carried out rulers, states or patrons of art.

The British, French and Dutch nationals became the first organized travelers, because these countries possessed vast colonies, as a result:

- people had much to move on work (road-shows);
- to visit relatives (marine cruises and surface turns);
- to drive out on treatment (medical tourism);
- to accept marine and air baths (beach and mountain turns)
- to worship shrines (religious, sacral, pilgrim and esoteric tourism) and so on.

In the 17th-19th centuries there were agencies and companies for the organization of tourism in European, American and Asian countries, which were engaged in professional organization of travel, construction and tours. Each country had its own travel preferences, but some combined to organize joint tours. Mainly, tourism companies were combined on geographical or linguistic grounds, such as American and British, Franco-Swiss, and so on.

After World War I, the League of the Nation was established, founded between 1919 and 1920, which included 58 countries. Under the auspices of the League of Nations, the International Congress of Official Tourist Associations was convened in 1925. The League of Nations was a precursor to the United Nations (UN) and ceased to function in 1946

After World War II, the International Congress of Official Tourist Associations was renamed the International Union of Official Tourist Organizations, which was transformed in 1967 into a UN organization (Tichy, 1997:39). The organization has acquired the status of a specialized agency of the United Nations and since 1974 it has become the World Tourism Organization (WTO - UNWTO), which includes 155 countries.

Besides the WTO the World council for tourism and travel (World Travel & Tourism Council, WTTC) which represents the international non-governmental public association of participants of the industry of tourism and travel.

Tourism, as a separate branch of the national economy, is present in the economies of various regions and countries, although not all popular tourist centers are among the developed countries. Modern authors emphasize the importance of tourism for the economy of the country, as they supplement the country's budget, provide employment and contribute to the competitiveness of States (Bhatia, 2006:14).

The theoretical base of economic development of the countries is presented in many researches, at the same time practically all authors emphasize importance of the strategic development aimed at improving competitiveness of the country, employment and appeal to investments. Works of J.M. Keynes who created the whole direction in macroeconomic (Schumpeter, 2011 are most known: 355-400).

The author of cluster model M. Porter also represented developments on tourism clusters in regions in which, besides natural sights, related services, among which hotel business, a dining, souvenir products, cultural and entertaining actions and others (Porter, have to develop 2017: 54).

Modern writers emphasize importance of tourism as industry which has to develop strategically, including within projects, in education and business planning (Paraskevas, 2016: 67). The sphere of researches and education have to promote training on hotel and restaurant business, tourism and related services in the sphere of hospitality and tourism. In process of increase in interest in the sphere of tourism, in education such disciplines as "Tourism economy", "Tourism business economics", "Hotel and restaurant business" and the corresponding educational and methodical literature began to appear. In it also the social aspect of tourism which provides employment to many fields of activity, including small and medium business (Hunter, 2016 is shown: 221-229).

Much attention is paid to questions formation and development of tourism in Kazakhstan as tourism is an alternative of raw production as mineral resources aren't boundless

In researches of the last time much attention is paid to issues of digitalization and information which give new opportunities for appeal of tourism in the countries and regions.

At the same time, along with appeal of tourism, authors show risks in the sphere of tourism (Holm, 2017: 115-122) and also negative points of travel, among which kidnapping for the purpose of use in labor and sexual slavery (Paraskevas, 2018:147-156). Travel business facilitates movement and accommodation of dealers in people and their victims and, thus, is the potential factor promoting human trafficking (Carolin, 2015: 166-171). As a result of joint efforts of UNICEF (The international extraordinary United Nations Children's Fund – the United Nations International Children's Emergency Fund, UNICEF) and the WTO (UNWTO) in 1998 drafted the Code of behavior on protection of children from sexual exploitation on travel and tourism which works as the independent organization with the headquarters in Thailand.

The General Assembly of the World Tourism Organization, as a specialized agency of the United Nations, adopted in 1999 the Code of Ethics for Tourism (Official Internet resource UNWTO: 2019). Although not legally binding, the Code is a mechanism for voluntary compliance and recognition of the role of the World Committee on Tourism Ethics (WCTE).

In Kazakhstan, the development of tourism and services is carried out purposefully, including at the governmental level, including for the development of regions, the increase of entry tourism, the expansion of services and the attraction of investments. In accordance with these priorities, Government Decision No. 406 of 30 June 2017 approved the Concept for the Development of the Tourism Industry of the Republic of Kazakhstan until 2023.

**Methodology.** The aim of the study is to characterize international tourism and its role in the development of the country 's economy and its competitiveness. The study hypothesis suggests that tourism can become a factor in the socio-economic development of the country with a science-based strategy and interaction between state bodies and the population.

International tourism is carried out in accordance with the instruments of international tourism organizations, related organizations, and local and regional tourism organizations.

The study collected and analyzed information on the topic of the study, studied tourism issues in Kazakhstan, which resulted in conclusions and presented some statements of a recommended nature.

The main method of research was analysis of data on the state of the market of international and Kazakh tourism on the basis of official statistical materials, as well as benchmarking by countries and types of tourism. The study used data of scientific and educational literature, statistical information, publications in open press and on the Internet of leading international tourism organizations.

Benchmarking in tourism includes ranking countries by popularity among tourists, by tourist visits, by hotel ratings, restaurants and other indicators.

The Travel and Tourism Competitiveness Index study is conducted by the World Economic Forum (WEF) in collaboration with partner Booz & Company according to data presented by leading global companies, including

- International Air Transport Association (IATA),
- The international union on preservation of the nature (IUCN),
- World organization for tourism (UNWTO),
- World council for travel and tourism (WTTC),

- VISA,
- Deloitte,
- Hilton,
- Marriott and others.

The latest version of the 136 Countries Tourism and Travel Development Ranking was released in 2017, according to which 6 countries in Europe, 2 countries in America (USA and Canada) and 1 countries in Asia (Japan) and Australia (Table 1) are the most popular in the Top 10 tourism countries. The Top 5 leading tourism countries included 4 European countries and Japan (Table 1).

Table 1 - Top 10 countries with the highest tourism popularity index in 2017

№	The country	The index in 2017
1	Spain	5.43
2	France	5.32
3	Germany	5.28
4	Japan	5.26
5	Great Britain	5.20
6	USA	5.12
7	Australia	5.10
8	Italy	4.99
9	Canada	4.97
10	Switzerland	4.94

Note – compiled by the authors on the source Official Internet resource Travel and Tourism Competitiveness Index Report 2018. - 387 p. // [http://www3.weforum.org/docs/WEF\\_TTCR\\_2017\\_web\\_0401.pdf](http://www3.weforum.org/docs/WEF_TTCR_2017_web_0401.pdf)

Of the CIS countries, the Baltic countries and Russia have the highest index, although even they did not enter the twenty and thirty popular countries on the index of entry tourism (table 2). Data for Belarus, Turkmenistan and Uzbekistan were not provided from the countries of the former USSR. Kazakhstan took 81 positions with a rating of 3.59, which among 136 countries of the world is a good, but insufficient position.

Table 2 - CIS countries from 136 countries with tourism data

№	The rating	The country	The index
1.	37	Estonia	4.23
2.	43	Russia	4.15
3.	54	Latvia	3.97
4.	56	Lithuania	3.91
5.	70	Georgia	3.70
6.	71	Azerbaijan	3.70
7.	81	Kazakhstan	3.59
8.	84	Armenia	3.53
9.	88	Ukraine	3.50
10.	107	Tajikistan	3.18
11.	115	Kyrgyzstan	3.10
12.	117	Moldova	3.09

Note – compiled by the authors on the source Official Internet resource Travel and Tourism Competitiveness Index Report 2018. - 387 p. // [http://www3.weforum.org/docs/WEF\\_TTCR\\_2017\\_web\\_0401.pdf](http://www3.weforum.org/docs/WEF_TTCR_2017_web_0401.pdf)

The World Tourism Organization (WTO-UNWTO) accounts for the most visited countries and places each year, including the World Tourism Barometer. This publication presents data on the number of foreign tourists arriving, income from entry tourism and travel expenses abroad.

According to the life cycle model of the tourist center R.W. Butler, one of the main indicators in the spatial model of tourism development is the number of tourists. Destination. As the destination of a tourist journey or visit, consistently goes through the stages of exploration, engagement, development, consolidation, stagnation and decline (renewal, stabilization). At the same time, the main indicator of transition from stage to other is the number of tourists.



In 2018 the latest version of the rating of popular countries for rest for 2017 was presented. Data for the previous few years from past reports were also used, resulting in a table of the most popular countries for tourism (table 3). Since the data for the years changed unevenly, the popularity rating was set according to the latest data for 2017.

Table 3 - Number of tourists visiting the world, million people











The rating	The country	2013	2014	2015	2016	2017
1	France	83.6	83.7	84.5	82.6	86.9
2	Spain	60.7	65.0	77.5	75.6	81.7
3	USA	70.0	74.8	68.5	75.6	75.9
4	China	55.7	55.6	59.3	56.9	60.7
5	Italy	47.7	48.6	50.7	52.4	58.2
6	Mexico	24.2	29.1	32.1	35.0	39.0
7	Great Britain	31.1	32.6	34.4	35.8	37.6
8	Turkey	37.8	39.8	39.5	40.0	37.6
9	Germany	31.5	33.0	35.0	35.6	37.4
10	Thailand			29.9	32.6	35.3

Note – compiled by the authors on the source Official Internet resource UNWTO // [https://nonews.co/wp-content/uploads/2018/09/UNWTO\\_2018.pdf](https://nonews.co/wp-content/uploads/2018/09/UNWTO_2018.pdf)

From the data of Table 3 it follows that the most popular in the Top 10 tourist countries are the 5 of European, 3 Asian and 2 American states. The Top 5 leading tourism countries included 3 European states, as well as the United States and China (Table 3).

Thus, it follows from these tables 1 and 3 that Europe is the leader of entry tourism, despite the new exotic and cheaper tourist centers in Asia and America.

Table 4 - Countries that increased growth in the tourism industry and tourism in 2016

No	The country	Growth rate
1	 Azerbaijan	46,1 %
2	 Mongolia	24,4 %
3	 Iceland	20,1 %
4	 Cyprus	15,4 %
5	 Kazakhstan	15,2 %
6	 Moldova	14,2 %
7	 Costa Rica	12,1 %
8	 Georgia	11,2 %
9	 Sri Lanka	10,7 %
10	 Thailand	10,7 %

Note – compiled by the authors on the source Official Internet resource: World Tourism and Travel Council // [https://ru.wikipedia.org/wiki/World\\_Tourism\\_Travel\\_Travel\\_Tips](https://ru.wikipedia.org/wiki/World_Tourism_Travel_Travel_Tips)

Among the countries that have achieved success in the tourism industry and tourism according to the World Travel and Tourism Council, Kazakhstan is in the 5 place in the Top 10 countries, which in 2016 have achieved the best success in the tourism industry. The popularity of CIS countries in terms of tourism increased when many borders began to open up to foreign tourists after the fall of the Iron Curtain in 1991 (table 4).

It should be added that international tourism expands the boundaries of tourist places and facilities every year, as well as new types of tourism. The main types of tourism, their purpose and division are presented in table 5.

For development of tourism in the different countries and regions the World council for tourism and travel submitted the list of factors which can negatively affect demand for tourist services.

Thus, the longest negative impact on tourist demand has political unrest, after which the tourist market can recover in 24-27 months.

The second place is natural disasters, which take 21-22 months to recover from.

Terrorist attacks on this list take the third place and require 13-14 months to restore the tourism market.

Table 5 - Classification of tourism by type and destination

Purpose of tourism	Types of tourism	Division and explanations
On degree of the organization	Bekpeking	Amateur (unorganized)
	Organized	Through travel companies or tour operators
	Inturizm (international)	On intergovernmental agreements
By mode of transport and movement	Automobile	With the car or self-locking device
	Cycle tourism	Mountain, urban, forest, steppe, desert
	Water	River, sea, lake, ocean, waterfall
	railway	Rail travel to long or close distances
	horse	Horse excursions or long-distance crossings
	space	Space flights for an additional fee or to a launch site
	pedestrian	By urban area, mountains, forests, tundra or steppes
sports	Mountaineering	Climbing glaciers or rocks
	Mountain	Hiking in the mountains on foot or using transport
	Diving	Scuba diving with equipment
	Ski	Ski, plain, forest
	Rafting	Boating or kayaking on rivers
Scientific and educational	Extreme	Hang gliding, surfing, climbing skyscrapers, parkour
	Archaeological	Excavation or digging yourself
	Historical	By places of historical events or memorials
Wellness	Speleological	Visiting caves and grottoes
	Social	Tourism for people with disabilities
	Medical	Treatment at leading medical centers
According to the method of implementation	Health-improving	Preventive clinics, sanatoriums, hospitals, mineral waters, mud
	Virtual Real	Online tourism
		Real travel
Historical Adventure	Treasure hunt	Treasure hunting and digging Search and solving tasks Participation in the reproduction of the adventures of literary heroes
	Quest	Treasure hunting and digging Search and solving tasks Participation in the reproduction of the adventures of literary heroes
	Tolkien tourism	Treasure hunting and digging Search and solving tasks Participation in the reproduction of the adventures of literary heroes
Cultural and educational	Cultural	Visiting cultural and historical monuments, galleries, museums
	Ethnographic	Visits to ethnic festivals, entities and villages
Religious	Pilgrimage	Visiting Religious Centers (Mecca, Jerusalem)
	Sacral	Visiting places of otherworldly, irrational, mystical
	Esoteric	philosophical search during the journey
By purpose of travel and places of visit	Agritourism	Work on the harvest, planting
	Ecotourism	Visits to nature reserves, ecological zones, debris removal
	Charitable	Volunteering, assistance to affected cities and people
By type of activity	Fishing or Fishing Tourism	summer and winter, sea and lake; freshwater and not freshwater; fishing for a fishing rod, spinning, for a whip, zirlitsu sbirulino
	Hunting	summer and winter; on a bird, on a large or small animal; with hunting birds or bait; with a firearm or cold steel
	Safari	on a large or small beast; with or without weapons;
Exotic	Alcoholic; Drug tourism; Gay tourism; Sex tourism; Suicidal; Shopping	Event tourism for the wine festival, the collection of cannabis (hemp), grapes, gay pride parades and so on

Note – compiled by the authors according to the source Official Internet resource Special economic zones of tourist-recreational type // [https://bstudy.net/602710/turizm/osoby\\_e\\_ekonomicheskie\\_zony\\_turistsko\\_rekreatsionnogo\\_tipa#874](https://bstudy.net/602710/turizm/osoby_e_ekonomicheskie_zony_turistsko_rekreatsionnogo_tipa#874)

Thus, the importance of tourism as an economic sector regulated by international organizations and Governments of Member States of the United Nations, the World Tourism Organization and the World Tourism and Travel Council should be noted.

The main results of the study of tourism development in Kazakhstan are presented in the results and discussion, and the conclusions of the research work are announced in the conclusion.

**Results and discussion.** Summarizing the materials of the study of the international tourism market, it should be noted that Kazakhstan has not yet achieved the set goals on certain indicators of tourism development, although some work is being carried out in this direction.

Approved by the Government of the Republic of Kazakhstan Resolution No. 406 of 30 June 2017, the Concept for the Development of the Tourism Industry of the Republic of Kazakhstan until 2023 implies the use of international experience in the development of tourism, especially entry tourism, without forgetting the peculiarities of Kazakh nature and infrastructure.

Table 6 - Balance of international services of the Republic of Kazakhstan - export, million dollars USA

	2014	2015	2016	2017	2018
Balance of international services, total	-6 843,46	-4 720,31	-3 762,42	-3 577,77	-4 595,72
Export Services	7 002,48	6 177,43	6 084,53	6 504,88	7 274,94
Other material processing services	8,88	14,35	6,52	8,73	15,70
Repair and maintenance services not elsewhere classified	31,48	50,39	38,41	61,38	72,74
Transport services	3 928,75	3 516,88	3 275,59	3 458,40	3 980,73
Postal and courier services	11,79	8,00	8,15	9,82	9,12
Trips	2 000,47	1 631,97	1 858,48	2 135,42	2 254,58
Business	355,51	335,21	399,24	368,29	329,49
Personal	1 644,96	1 296,76	1 459,24	1 767,13	1 925,09
In connection with the treatment	0,66	0,46	0,85	0,47	0,60
In connection with training	1,82	4,06	4,10	6,30	15,58
Other	1 642,47	1 292,23	1 454,29	1 760,37	1 908,91
Construction	18,91	36,01	9,74	7,47	22,49
Construction abroad	0,00	0,00	0,00	0,00	0,00
Construction in Kazakhstan	18,91	36,01	9,74	7,47	22,49
Insurance and pension services	64,80	79,27	56,75	84,16	77,95
Financial services	23,68	24,31	20,09	19,71	15,18
Payment for the use of intellectual property not elsewhere classified	1,78	0,89	1,09	0,69	0,91
Telecommunication, computer and information services	146,56	142,80	124,36	116,15	122,46
Other business services	512,60	411,33	476,18	368,72	461,89
Research and Development	6,55	5,62	6,33	5,68	5,48
Professional and management consulting services: legal, accounting, auditing, business consulting, etc.	140,38	108,12	99,39	109,52	117,98
Technical, trade-related and other business services: architectural, engineering and other technical services. operating leasing	365,68	297,59	370,46	253,53	338,44
Services to individuals and services in the field of culture and leisure	1,53	1,23	0,24	0,43	0,88
Audiovisual and related services	1,40	1,04	0,17	0,29	0,17
Other services to individuals and cultural and recreational services	0,13	0,20	0,07	0,14	0,71
Government goods and services not elsewhere classified	263,05	268,01	217,08	243,61	249,43
Note – compiled by the authors on the source Official Internet resource. National Bank of the Republic of Kazakhstan // <a href="https://nationalbank.kz/?docid=343&amp;switch=russian">https://nationalbank.kz/?docid=343&amp;switch=russian</a>					



In general, Kazakhstan, according to the World Travel & Tourism Council (WTTC), has seen a dynamic development of tourism. Thus, "Domestic tourism expenses" amounted to 3.0 billion dollars in 2016 The US, in 2017 US \$3.4 billion, grew by 13%. The next important indicator is "Expenses of foreign visitors," characterizing consumption related to entry tourism, which amounted to 1.7 billion dollars in 2016 US \$2017 billion in 1.94 USA. Direct contribution of tourism to Kazakhstan 's GDP amounted to 2.4 billion dollars in 2016 US \$2017 billion in 2.8 The total contribution of tourism to GDP was 7.9 billion dollars in 2016 US \$2017 billion in 9.0 USA.

Tourism in the Balance of Payments of Kazakhstan is reflected in the section "International services," mainly in the indicators "Travel," which are shown as business, personal, in connection with treatment, in connection with training and others (table 6). In exports of travel services accounted for 28.6% in 2014, 26.4% in 2015, 30.5% in 2016, 32.8% in 2017 and 31.0% in 2018, that is, the dynamics are observed, but uneven. Some decline in travel was observed in 2015-2016, but 2017-2018 there is an increase.

In the balance sheet of international services of the Republic of Kazakhstan as a whole imports exceed exports, although net imports since 2014 tend to decrease (Table 7).

In the category of travel there is also a marked excess of imports over exports, although this figure also decreased from 3,514,59 million dollar US \$2014 million in 2,686,90 United States in 2018.

Table 7 - Balance of international services of the Republic of Kazakhstan - imports, *million dollars USA*

	2014	2015	2016	2017	2018
Balance of international services, total	-6 843,46	-4 720,31	-3 762,42	-3 577,77	-4 595,72
Service import	13 845,95	10 897,74	9 846,95	10 082,65	11 870,66
Other material processing services	19,64	56,53	125,80	160,58	187,95
Repair and maintenance services not elsewhere classified	163,83	248,61	264,19	342,11	471,27
Transport services	2 428,91	1 840,85	1 569,69	1 735,37	2 020,48
Postal and courier services	13,70	21,19	20,35	10,49	10,39
Trips	3 514,59	2 867,28	2 446,50	2 559,84	2 686,90
Business	153,14	174,53	174,36	153,67	137,71
Personal	3 361,45	2 692,75	2 272,13	2 406,17	2 549,19
In connection with the treatment	10,66	35,32	17,15	13,39	13,52
In connection with training	73,37	140,87	139,34	137,26	154,11
Other	3 277,42	2 516,56	2 115,64	2 255,52	2 381,56
Construction	1 292,66	571,88	506,33	318,90	444,45
Construction abroad	0,00	0,00	0,00	0,00	0,00
Construction in Kazakhstan	1 292,66	571,88	506,33	318,90	444,45
Insurance and pension services	51,16	48,77	46,52	44,53	43,55
Financial services	134,44	138,18	383,08	225,63	246,10
Payment for the use of intellectual property not elsewhere classified	93,68	149,09	126,87	117,05	167,68
Telecommunication, computer and information services	337,93	341,69	280,98	294,81	396,34
Other business services	5 575,68	4 368,44	3 878,81	4 008,97	5 022,12
Research and Development	15,16	9,31	12,66	10,09	12,04
Professional and management consulting services: legal, accounting, auditing, business consulting, etc.	2 087,76	1 514,47	1 396,25	841,27	1 513,46
Technical, trade-related and other business services: architectural, engineering and other technical services. operating leasing	3 472,76	2 844,65	2 469,90	3 157,62	3 496,62
Services to individuals and services in the field of culture and leisure	81,46	68,14	57,22	141,28	51,99
Audiovisual and related services	76,22	59,96	49,59	40,16	41,20
Other services to individuals and cultural and recreational services	5,24	8,18	7,63	101,12	10,79
Government goods and services not elsewhere classified	151,97	198,28	160,94	133,56	131,82
Note –compiled by the authors on the source Official Internet resource. National Bank of the Republic of Kazakhstan // <a href="https://nationalbank.kz/?docid=343&amp;switch=russian">https://nationalbank.kz/?docid=343&amp;switch=russian</a>					



The geographical structure of foreign trade in services, presented in table 8, shows a decrease in the share of exports and imports with the countries of the Eurasian Economic Union (EAEU) and an increase in the share of exports and imports with other countries. A slight increase in exports can be noted for European, Asian and American countries, as well as for imports.

The proportion of African and Pacific countries (Australia, New Zealand and island countries) is small and is shown in the category "other countries" (table 8).

Table 8 - Geographical structure of external trade in services,  
millions of US dollars

	2017				2018			
	export	%	import	%	export	%	import	%
TOTAL	6504,9	100,0	10082,6	100,0	7274,9	100,0	11870,7	100,0
EURASIAN ECONOMIC UNION, including	2587,4	39,8	2615,7	25,9	2432,0	33,4	2534,8	21,4
Armenia	3,5	0,1	1,7	0,0	5,4	0,1	2,8	0,0
Belarus	18,0	0,3	34,8	0,3	32,2	0,4	52,4	0,4
Kyrgyzstan	203,7	3,1	259,7	2,6	170,9	2,3	556,6	4,7
the Russian Federation	1560,5	24,0	2020,0	20,0	1494,0	20,5	1504,7	12,7
Tajikistan	86,9	1,3	18,8	0,2	90,1	1,2	35,0	0,3
Ukraine	52,2	0,8	67,5	0,7	70,4	1,0	63,1	0,5
Uzbekistan	662,6	10,2	213,4	2,1	569,0	7,8	320,2	2,7
The rest of the world	3917,5	60,2	7466,9	74,1	4843,0	66,6	9335,8	78,6
EUROPE	1425,2	21,9	4195,7	41,6	1728,8	23,8	4515,8	38,0
Eurozone, including	372,9	5,7	1792,5	17,8	512,1	7,0	2078,8	17,5
Austria	12,4	0,2	19,5	0,2	11,3	0,2	33,9	0,3
Germany	127,1	2,0	356,1	3,5	126,1	1,7	364,5	3,1
Italy	48,3	0,7	626,7	6,2	19,6	0,3	524,8	4,4
The netherlands	146,9	2,3	556,7	5,5	69,4	1,0	432,0	3,6
France	38,4	0,6	74,4	0,7	35,1	0,5	298,4	2,5
Countries outside the eurozone, including	1052,3	16,2	2403,2	23,8	1216,7	16,7	2437,0	20,5
United Kingdom	76,5	1,2	1163,3	11,5	81,1	1,1	1744,4	14,7
Poland	19,1	0,3	11,1	0,1	55,5	0,8	35,1	0,3
Switzerland	38,8	0,6	270,1	2,7	93,2	1,3	89,9	0,8
Czech	8,5	0,1	11,7	0,1	10,2	0,1	32,9	0,3
ASIA, including	2159,0	33,2	1071,7	10,6	2613,5	35,9	2041,1	17,2
China	2130,5	32,8	433,8	4,3	2390,8	32,9	793,5	6,7
Republic of Korea (South)	38,7	0,6	339,2	3,4	61,3	0,8	1 190,2	10,0
Turkey	109,2	1,7	530,9	5,3	85,9	1,2	389,3	3,3
Japan	20,7	0,3	17,0	0,2	19,5	0,3	49,0	0,4
OTHER COUNTRIES	333,3	5,1	1331,5	13,2	500,7	6,9	2778,9	23,4
Note – compiled by the authors on the source Official Internet resource. National Bank of the Republic of Kazakhstan // <a href="https://nationalbank.kz/?docid=343&amp;switch=russian">https://nationalbank.kz/?docid=343&amp;switch=russian</a>								

It should be noted the interest of foreign tourists in the Central Asian countries, adjacent with Kazakhstan, mainly, to Kyrgyzstan and Uzbekistan. Kyrgyzstan is well-known for the unique Lake Issyk

Kul, and Uzbekistan attracts interest architectural monuments in the cities of Samarkand, Bukhara, Khwarezm and sights of Tashkent.

In modern the world informatization and digitalization, including in tourism thanks to which tourists can make on the Internet a set of operations, among which ticket booking, the places of residence and placements, definition of a route of the movement and logistics of movement is of great importance. The matters in Kazakhstan are resolved at the state level and regulated by authorized bodies with assistance of the active population.

Kazakhstan has several clusters for tourism development from which it is possible to distinguish several regions and the large cities of Nur-Sultan, Almaty, Shymkent and others.

Regionally and geographically Kazakhstan can be subdivided into East, Central, Northern, Southern, Southeast and Western regions some of which have the areas of the same name.

The southeast region includes in itself unique tourist routes in which there are mountains, the rivers, steppes, the woods, lakes, among which well-loved by tourists of Mount Ala Tau, the Charynsky canyon, the Big Almaty lake, Kolsay, Kainda, Alakol and nature reserves. The Charynsky canyon is interesting also by the Charyn River near which the place of growth of a relic ash-tree and also mystical places like Valley of locks, Vedmino the gorge remained.

In the central part of Kazakhstan there are lakes, the best-known of which Pine-forest is compared to Switzerland. The capital of Kazakhstan also has a set of unique architectural sights and places of visit.

The southern Kazakhstan is the sacral place of a pilgrimage to shrines as Hodge Ahmet's Mausoleum of Yassau in Turkestan, built by Tamerlan on a grave of the poet, the Sanctuary Merk in the Jambyl region, the Mosque Beket-ata, several centuries ago.

East Kazakhstan is famous for forests, the massif of Altai and the rivers. One of unusual places of this region Katon-Karagay it is located on border of Kazakhstan, Russia, Mongolia and China. It is not made by hand natural park and the reserve, with Rakhmanovsky keys.

Also feature of Kazakhstan is existence of the Sacral places with space power connected with burials of the famous people and allowing to find spirituality and health. For these purposes in Kazakhstan the catalog of sacral places in which area development of tourism with the corresponding attributes and infrastructure is planned is created.

Space tourism as in the territory of Kazakhstan there is the well-known spaceport Baikonur (Baikonur) in the territory of which tourists can watch take-off of spaceships became one of new, but already rather demanded. In the presence of sufficient financial means and health, tourists can even depart to space for the short-term period.

Kazakhstan has almost all types of tourism, presented and classified in table 5, as well as many positive points and advantages, including terrorist safety of tourists, loyalty to tourists, lack of language barrier for Russian-speaking and even English-speaking tourists.

Modern technology allows tourists to come together in community groups and communities, for example, through Couchsurfing, Airbnb, Facebook, Instagram and other applications where tourists and volunteers help each other travel, city accommodation, route planning and transportation.

Shortcomings of Kazakhstan tourism are insufficient infrastructure development, shortage of qualified personnel for the tourism industry with knowledge of foreign languages, restrictions in the use of modern technologies in the field of tourism and service, as well as lack of promoted brands to attract tourists. Such brands are holy and sacred places, the original musical ethnofestival The Spirit of Tengri, Dimash Kudaibergen, Gennady Golovkin (GGG), a complex of ЭКСПО-2017 in Nur Sultan, Medeo and Shymbulak in Almaty. The main task at the moment is to promote well-known brands with the help of new technologies, social networks, mass media and other available means.

A recognizable brand was multinational cuisine in restaurants and cafes, which includes Kazakh, Uzbek, Uighur, Tatar and Dungan dishes on its menu, along with famous Italian, Thai, Chinese, French, American and dishes from other countries and continents.

Also, the shortcomings of tourism in Kazakhstan include insufficient quality ratio and price for service, especially in remote resorts, fees from employees of various departments and private carriers.

However, despite some shortcomings and shortcomings in the organization of tourism, Kazakhstan has quite attractive places and friendly people, which allows to expect an increase in the inflow of foreign tourists to the country.

**Conclusion.** The research objective defined as disclosure of essence and a role of the international tourism in development of national economy was executed during the analysis of data on the international and Kazakhstan tourism with benchmarking application. Results of the conducted research allow to draw a number of conclusions and recommendations on the course of implementation of government programs.

Progress in development of tourism in Kazakhstan at the state level and in the sphere of businesses, adjacent to tourism, as in the republic there is a boundless potential for opening of the places and sights which aren't experienced or not untwisted for tourism yet is noted.

Tourist clusters not in all regions develop sufficiently effectively as the solution of problems of regional development of the country demands participation of the state, business and the public. Without active participation of the population tourist business can't develop, employment won't be provided and outflow of the population to the large developed cities and regions will continue.

On some indicators the trend of decrease in data on entrance and internal tourism proceeds while the quantity occupied in services sector annually increases.

According to the Balance of payments increase in import of services therefore «clean import» on services in balance of the country is noted continues.

The concept of development of tourism is the program document according to which it is necessary to eliminate the available defects of the sphere of tourism and to combine efforts on creation of positive image of the country.

Possibilities of use of results of the presented research are perspective when studying trends of development of tourism and its influence on national economy and also on development of the adjacent and accompanying types of activity. The hypothesis of a research raises new questions which can be investigated in other aspects of tourism in Kazakhstan, the region and internationally.

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### **ХАЛЫҚАРАЛЫҚ ТУРИЗМ НАРЫҒЫ ЖӘНЕ ОНЫҢ ҰЛТТЫҚ ЭКОНОМИКАНЫ ДАМУДАҒЫ РӨЛІ**

**Аннотация.** Қазіргі заманғы экономикада туризм маңызды рөл атқарады, себебі қызметтер нарығы әртүрлі елдерге, өңірлер мен континенттерге әр түрлі саяхат түрлерін ұсынады. Көптеген елдер үшін халықаралық туризм кіріс көздерінің бірі болып табылады. Осылайша, зерттеудің мақсаты экономикалық дамудағы халықаралық туризмнің мәні мен рөлін ашу ретінде айқындалуы мүмкін. Бұл мақсат зерттеу тақырыбының өзектілігін анықтайды.

Бұл зерттеудің негізгі идеясы - халықаралық туризм нарығын және оның елдің және аймақтың экономикасын дамытуға әсерін талдау.

Зерттеудің ғылыми маңызы туризм мен қызметтердің маңыздылығын халықаралық туризм бойынша жарияланымдарды және ресми ақпараттарды зерттеу негізінде табыстың көзі ретінде және елдің бюджетін толықтыру.

Зерттеудің практикалық маңызы туристік ұйымдардың және сервистік кәсіпорындардың қызметінде туризмді, оның ішінде халықаралық туризмнің рөлін анықтау болып табылады.

Зерттеу барысында халықаралық және мемлекеттік органдардың ресми деректері, сондай-ақ жетекші экономикалық журналдарда жарияланымдар пайдаланылды.

Зерттеу барысында пайдаланылған негізгі әдістер - ұлттық экономиканы дамыту тұрғысынан халықаралық туризмнің жай-күйін көрсететін статистикалық және факторлық талдау, эмпирикалық есептер және қорытындылар жасау.

Зерттеу нәтижелері қорытындылар мен ұсынымдарда көрсетілген.

**Түйін сөздер:** халықаралық туризм, ұлттық экономика, нарық, рекреациялық туризм, туристік ұйымдар.

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## РЫНОК МЕЖДУНАРОДНОГО ТУРИЗМА И ЕГО РОЛЬ В РАЗВИТИИ НАЦИОНАЛЬНОЙ ЭКОНОМИКИ

**Аннотация.** В современной экономике туризм играет важную роль, так как рынок услуг предлагает различные виды путешествий в разные страны, регионы и континенты. Для многих стран международный туризм является одним из основных источников получения дохода. Таким образом, цель данного исследования можно определить как раскрытие сущности и роли международного туризма в развитии экономики. Указанная цель определяет актуальность темы исследования.

Основная идея данного научного исследования заключается в анализе рынка международного туризма и его влияния на развитие экономики страны и региона. Научная значимость исследования исходит из важности туризма и услуг как источников получения дохода и пополнения бюджета страны на основе изучения публикаций и официальной информации по вопросам международного туризма. Практическая значимость исследования заключается в раскрытии роли туризма, в том числе международного, для использования в деятельности туристских организаций и предприятий сферы услуг.

В ходе исследования использовались официальные данные международных и государственных органов, а также публикации в ведущих экономических журналах. Основные методы, которые использовались в проведении исследования, представляют собой статистический и факторный анализ, эмпирические расчеты и построение выводов, отображающих состояние международного туризма в плане развития национальной экономики. Результаты исследования отражены в выводах и рекомендациях.

**Ключевые слова:** международный туризм, национальная экономика, рынок, рекреационный туризм, туристские организации.

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