

Technologies for Tourism Development in Russia and Kazakhstan

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Abstract: *The article aims to improve tourism development technologies in Russia and Kazakhstan. The theoretical and methodological basis of the research includes the abstract-logical method, methods of induction, deduction, analysis, synthesis and systematization used to justify the socio-economic aspects of tourism development, graphic methods – to study the level and trends of tourism development, as well as weighing methods – to determine the rating of tourism qualities. The results of the study have showed that it is necessary to use a real economic and industrial approach to tourism development in Russia and Kazakhstan, based on the use of competitive advantages, which are associated with unique culture, rich and diverse nature, and to develop the potential of increased business activity, which offers the opportunity to promote cultural, educational, ecological and business tourism to develop the industry of outdoor activities, such as sports and adventure tourism. It has been proved that in order to develop the tourism industry and its infrastructure that can ensure a steady flow of tourists, taking into account the specifics of the national tourism product in Russia and Kazakhstan, it is necessary to develop transport and road infrastructure for general use, to meet tourist needs, to create tourism complexes, ethnographic museums and recreation areas and to organize the restoration and museumification of historical, cultural and ethnographic monuments.*

Keywords: *technology, tourism, development, infrastructure, complex, industry, recreation, economy, sphere.*

I. INTRODUCTION

Today, we perceive tourism as the most widespread phenomenon of the 20th century and one of the most striking phenomena of our time, which penetrates all spheres of people's lives and changes the world and landscape. Tourism has become one of the most important factors of the economy, so we consider it not just as a trip or vacation. This concept is much broader and is a set of relationships and unity of connections and phenomena that accompany a person on a journey.

Tourism is considered to be one of the largest, most profitable and fastest-growing sectors of the economy, being an active source of foreign exchange earnings, which has an impact on a country's balance of payments. In Russia and

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Kazakhstan, the development of international tourism, which can become not only a powerful source of foreign exchange earnings in a country's economic system and a factor of stabilization of regional labor markets but also an instrument of inclusion in global processes, is now officially recognized as a strategic priority.

In addition to influencing the economies of many countries, international tourism affects their social, cultural and ecological environments. Therefore, it is no coincidence that the interest in this activity increases every year, involving almost all countries of the world, including Russia and Kazakhstan.

Every year the tourism market becomes more and more stable and balanced, forms of cooperation of tour operators with suppliers of tourism services – more various and perfect, the range of offers in the market – more wide and differentiated. The level of professionalism of tourism workers is also growing, which is caused by both the need to survive in the competition and the growing popularity of special education.

II. LITERATURE REVIEW

The study of the issues related to the prospects of tourism development is reflected in the works by T. B. Vladislavleva [1], O. V. Koroleva [2], Sh. B. Panahova, [3], E. Yu. Sadovskaya [4], M. A. Shumkina [5], etc. Analysis of the literature on the subject under study allows identifying the contradictions that prove the need for generalization of modern trends in the development of tourism in Russia and Kazakhstan.

Researchers [6-9] note that the assessment of the positive impact of inbound tourism is largely obvious, since the growing arrival of foreign citizens in the region undoubtedly causes positive economic phenomena associated with an increase in the production of the national tourism product and the attraction of personal savings of foreign tourists (usually in foreign currency), as well as the creation of an active consumer market in the tourism center and the growth of investment attractiveness of the local tourism industry.

The development of tourism is especially important for Russia and Kazakhstan, because this industry is a favorable environment for the functioning of small businesses that can develop without significant budgetary allocations and is promising for attracting foreign investment on a large scale and in a short time. Tourism business stimulates the development of other sectors of the economy: construction, trade, agriculture, production of consumer goods and communications.

III. PROPOSED METHODOLOGY

A. General description

The theoretical and methodological basis of the research includes the abstract-logical method, methods of induction, deduction, analysis, synthesis and systematization used to justify the socio-economic aspects of tourism development, graphic methods – to study the level and trends of tourism development, weighing methods – to determine the rating of tourism qualities. The information base of the article consists of the statistical data of state bodies, as well as legislative and regulatory documents regulating the socio-economic aspects of tourism development [10-12].

B. Algorithm

In the course of the study, it is planned to improve approaches to the development of tourism in Russia and Kazakhstan, to develop measures for coordinating activities between the main participants in the tourism process and to substantiate the situation on the formation of an integration system that ensures the development of tourism resources in the context of informatization of society.

C. Technological scheme

The study is planned to be carried out according to the following scheme, in which tourism is considered as a process arising from a set of environmental factors – cultural and group (Figure 1).

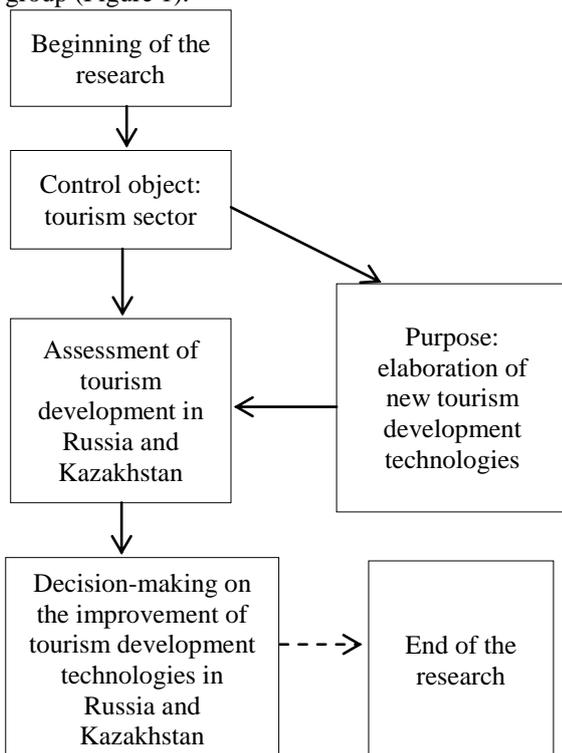


Fig. 1: Technological scheme of the research on tourism development technologies in Russia and Kazakhstan.

IV. RESULTS

The potential of Russian and Kazakh inbound tourism is explained, first, by the presence of numerous tourism resources in these countries, which, due to their uniqueness, exoticism and accessibility, are extremely in demand among potential foreign tourists. Second, the interest shown by foreign mass media and ordinary people in Russia and Kazakhstan and the events taking place in the countries

simplifies the promotion of the national tourism product of Russia and Kazakhstan in the world tourism market, ensuring the popularity of national tourism centers and tourist attractions.

At the same time, the cultures of the Russian and Kazakh nations, due to the world fame of their brightest representatives, historical triumphs and, last but not least, numerous migrants living in many countries of the world, are popular almost everywhere. Finally, the formation of competitive Russian and Kazakh products is quite possible due to the relatively high qualification of the labor force.

Analysis of the current state of tourism in Russia and Kazakhstan shows that this area as a whole has been developing steadily and dynamically in recent years. There is an annual increase in the domestic tourist flow. The rapidly growing demand for tourism services has caused a boom in the construction of small hotels, mainly in resort regions. The volume of investment proposals for hotel construction from both foreign and local investors has increased dramatically.

Moreover, the tourism business stimulates the development of other sectors of the economy: construction, trade, agriculture, production of consumer goods, communications, etc. However, despite the improvements in Russia and Kazakhstan in the development of inbound tourism, there are a number of problems: acute shortage of high-quality hotel infrastructure, lack of transport accessibility of tourism centers in many regions and low level of budgetary spending on the sector limit the promotion of tourism opportunities in these countries and their regions in the global market. There is a high deficit of qualified staff able to offer high-quality services to tourists and no efficient regulatory framework to attract private investment in the industry; the entrepreneurial environment that is necessary for the development of the tourism industry has not been created in many regions of Russia and Kazakhstan. The problems also include the high cost of tourism services (hotel accommodation, food, transportation, etc.) and insufficient state non-commercial advertising of tourist attractions in domestic and foreign markets.

It is obvious that the tourism potential of Russia and Kazakhstan is not used to a full extent and the creation of conditions for high-quality recreation in these countries requires a more active implementation of state policy in the field of tourism. One of the urgent problems is the problem of the transport component in ensuring the further development of tourism in Russia and Kazakhstan. This applies to air, rail, water and road communication, as well as the construction of roads. There is also a problem of insufficient development of the tourism area.

Studies show that tourism is one of the most promising sectors of the world economy, the potential of which in Russia and Kazakhstan is greatly underutilized. Tourism, being a profitable sector of the economy, can become the most important item of gross national income of Russia and Kazakhstan under appropriate conditions. In order to achieve a positive balance between money imported into the country (inbound tourism) and exported from the country

(outbound tourism), it is necessary to support and develop domestic tourism in every way so that the money is spent within the country and not outside of it. A well-planned national tourism policy can ultimately lead to benefits for these countries.

At the same time, if the tourism business as a whole demonstrates high rates of professional and qualitative growth and the increasing use of information technologies, the role of state bodies in the regulation of tourism activities

in Russia and Kazakhstan remains extremely inefficient. Most often, it is limited only to admission to the tourism market through the mechanism of licensing and accreditation and the development of laws and regulations.

Creating the necessary conditions for the development of tourism in Russia and Kazakhstan as a highly profitable sector of the economy will contribute not only to the development of the tourism industry but also to the more successful reform of the entire economic system (Figure 2).

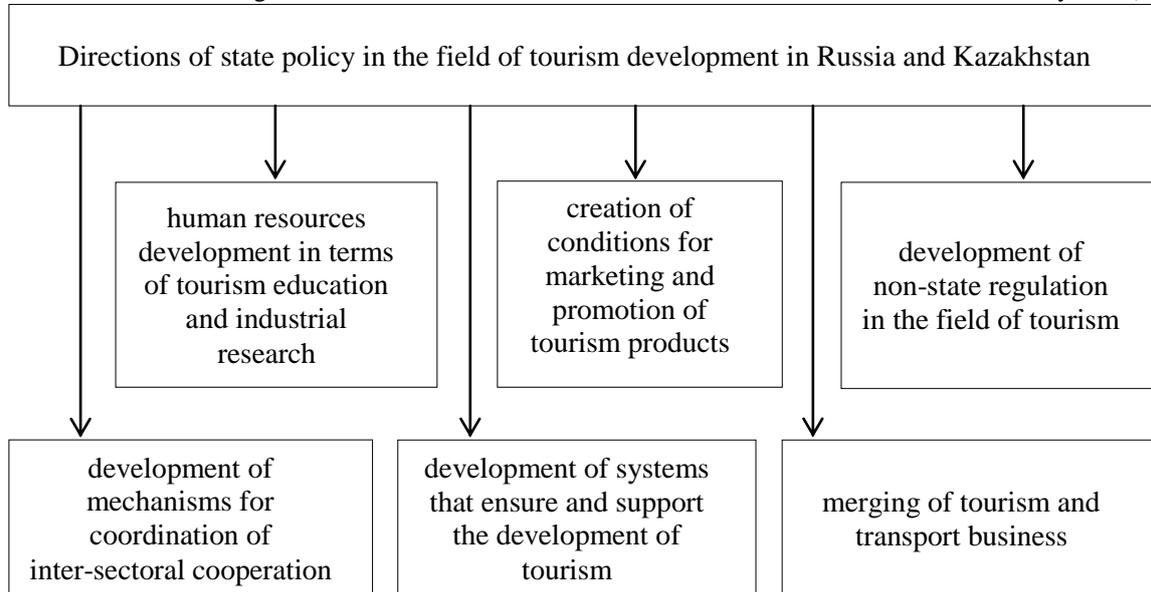


Fig. 2: Directions of state policy in the field of tourism development in Russia and Kazakhstan

A systemic problem also lies in the fact that if the current level of competitiveness of Russia and Kazakhstan in the world tourism market is maintained, the opportunities for the development of national tourism markets will be insufficient to raise the standard of living and increase employment, as well as meet the growing demand for high-quality tourism services.

The purpose of tourism development in Russia and Kazakhstan is the formation of a modern efficient competitive tourism market, providing ample opportunities to meet the needs of Russian and Kazakh citizens in tourism services, increasing employment and income levels. To achieve this goal, it is necessary to provide incentives for the successful development of domestic and inbound tourism as one of the elements of economic growth, strengthening the international authority of these countries and improving the quality of life of the population by solving the following problems: improvement of normative legal regulation in the tourism sphere; development and improvement of tourism infrastructure, including the accompanying areas (transport, catering, entertainment); creation of new priority tourism centers; advertising and information image promoting Russia and Kazakhstan as countries that are favorable for tourism in the domestic and world tourism market; improvement of the quality of tourism and related services; improvement of visa policy, including in the direction of facilitation of entry into these countries of tourists from countries that are safe in the migratory relation; provision of conditions for personal safety of tourists.

Tourism can be one of the key priorities of the economic development of Russia and Kazakhstan, as it is one of the most promising sectors of the world economy, the potential of which is greatly underutilized. It is necessary to change the

existing wrong approach to the development of the industry in the Russian and Kazakh regions to realize the tourism potential. Creating the necessary conditions for the development of tourism in Russia and Kazakhstan as a highly-profitable sector of the economy will contribute not only to the development of the tourism industry but also to the more successful reform of the entire economic systems of these countries.

However, in order to succeed in the tourism business, the organization of production and sale of tourism products based on the needs of the consumer of tourism services, good knowledge of international legal norms and rules, practice of tourism management and marketing, as well as the conjuncture of the tourism market are required. Therefore, the prospects for the development of the tourism complex in Russia and Kazakhstan largely depend on the strengthening of state regulation of the tourism sector at the national level, which should be combined with a modern strategy for the promotion of regional tourism products.

On this basis, an adequate tourism industry with a well-developed material and technical base is necessary for the successful development of tourism in Russia and Kazakhstan. In other words, it is the means of tourism service production and the industrial infrastructure necessary for them, as well as, of course, specially trained professional personnel and advanced technologies that provide

high-quality tourism services that meet international standards.

If we consider Kazakhstan, it is quite obvious that the

country does not have a holistic system of tourism. Separate industries are developing, almost unrelated to each other; each of them has its drawbacks, shortcomings and, at the same time, positive aspects. In order to overcome the existing shortcomings, in particular, the lack of necessary information, it is critical to ensure the presence of Kazakhstan at numerous international exhibitions, timely release of printed materials, as well as distribution of booklets and guides through the embassies of the country and other states.

Thus, it should be noted that a tourism information center has been opened in Almaty and two information platforms have been created. Significant potential for the development of tourism is associated with the EXPO exhibition, the main task of which is to attract a lot of guests to the country. The organization of this event requires large investments directed to the preparation of exhibition and hotel facilities, which will require the creation of at least a thousand jobs.

Obstacles that constrain significant potential in Kazakhstan include the following: 1) high price indicators for all types of services, including transport, hotel and restaurant ones; 2) low level of state control of travel agencies, which is accompanied by the uncontrollability of their activities; 3) insufficient development of transport and hotel infrastructure; 4) weakness of the research base for the study of this area; 5) lack of professional staff; 6) imperfection of legislative and economic incentives for domestic and inbound tourism at the state and local level; 7) small range of services offered; 8) territorial remoteness of the country; 9) unresolved visa problems, etc.

Probably, the further development of the already existing forms of domestic tourism aimed at serving small groups of the population will continue due to the ongoing modifications and transformations in the world economy, which does not exclude some changes in Russia and Kazakhstan. Russia and Kazakhstan are becoming more prominent and influential players in the world political scene, so it is not surprising that all sorts of regional and international symposia and summits are held in these countries. All this attracts a significant number of foreign business tourists to the countries.

V. CONCLUSION

Summing up, it can be noted that it is necessary to use a real economic and industrial approach to tourism development in Russia and Kazakhstan, based on the use of competitive advantages, which are associated with unique culture, rich and diverse nature, and to develop the potential of increased business activity, which offers the opportunity to promote cultural, educational, ecological and business tourism to develop the industry of outdoor activities, such as sports and adventure tourism.

In order to develop the tourism industry and its infrastructure that can ensure a steady flow of tourists, taking into account the specifics of the national tourism products in Russia and Kazakhstan, it is necessary to develop transport and road infrastructure for general use, to meet tourist needs, to create tourism complexes, ethnographic museums and recreation areas, to organize the restoration and museumification of historical, cultural and ethnographic monuments, to carry out the development of projects and the construction of tourist facilities, including medium and small accommodation facilities, taking into account the provision of year-round use.

Currently, it is necessary to work on increasing the investment attractiveness of Russia and Kazakhstan in the field of tourism and attracting investors to the tourism sector of the economy. In order to implement the state policy to attract investment in the tourism industry, the authorized body in the field of tourism should create a working committee for the evaluation and selection of the most relevant investment projects in the field of tourism. Undoubtedly, these steps will give some results in the development of domestic and inbound tourism, which, in turn, will provide some assistance in terms of finding the fastest way out of the financial crisis.

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