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 | 5 685 | 6 163 | 6 841 | 6 332 | 643015 | 650939 | 7701196 |
| Number of resident outbound tourists leaving Kazakhstan | 387 | 132 | 204 | 085 | 731 | 8 | 0 |

| Years | 2010 | 2011 | 2012 | 2013 | 2014 | 2015 | 2016 | 2017 |
|-------|------|------|------|------|------|------|------|------|
| Number of nonresident inbound tourists in Kazakhstan | 4 097 | 5 685 | 6 163 | 6 841 | 6 332 | 643015 | 650939 | 7701196 |
| Number of resident outbound tourists leaving Kazakhstan | 387 | 132 | 204 | 085 | 731 | 8 | 0 |

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 | 254868 | 284583 | 302622 | 330752 | 3808   | 802225 | 217782 | 279406 |
| including: | | | | | | | | |
| 5*    | 245378 | 305189 | 349173 | 451642 | 520    | 514726 | 613808 | 702172 |
| 4*    | 270882 | 393752 | 407685 | 330808 | 424    | 394621 | 491944 | 589148 |
| 3*    | 443488 | 415973 | 422668 | 479542 | 524    | 552834 | 562304 | 601667 |
| 2*    | 150479 | 131494 | 156705 | 77806  | 70     | 75833  | 76538  | 67473  |
| 1*    | 37340  | 55874  | 65740  | 54348  | 52     | 48360  | 38005  | 63618  |
| uncategorized hotels | 1058   | 992    | 1204   | 394    | 509    | 713    | 553    | 957    |
| other accommodations | 342309 | 339156 | 340994 | 449097 | 503    | 550298 | 796226 | 171038 |

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 | 594161 | 584303 | 519222 | 586038 | 679018 | 692213 | 722515 | 891911 |
| including: | | | | | | | | |
| 5*    | 168603 | 185791 | 173955 | 223228 | 251424 | 263372 | 293101 | 365131 |
| 4*    | 112684 | 169486 | 157154 | 115075 | 134641 | 140571 | 149831 | 174584 |
| 3*    | 177189 | 125865 | 95227  | 143504 | 157965 | 149955 | 130178 | 158233 |
| 2*    | 12922  | 14756  | 14952  | 8569   | 4145   | 9333   | 3864   | 2911   |
| 1*    | 3344   | 3715   | 4242   | 2872   | 2540   | 3448   | 2048   | 2000   |
| uncategorized hotels | 114625 | 80691  | 70301  | 86861  | 123891 | 119669 | 131909 | 171432 |
| other accommodations | 4794   | 3999   | 3391   | 5929   | 4412   | 5865   | 10684  | 17620  |

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 | 2,261 | 2,507 | 2,721 | 3,129 | 3     | 3     | 4     |
| 7     |       |       | 9     |       |       |       |       |       |
| including: |  | | | | | | | |
| 5*    | 76775 | 119398| 17521 | 228414| 268725| 251354| 320707| 337041|
| 4*    | 158198| 224266| 25053 | 215733| 289738| 254050| 342113| 414564|
| 3*    | 266299| 290108| 32744 | 336038| 366272| 402879| 431226| 443434|
| 2*    | 137557| 116738| 14175 | 69237 | 66339 | 66500 | 72674 | 64562 |
| 1*    | 33996 | 52159 | 61498 | 51476 | 50225 | 44912 | 35957 | 61618 |
| uncategorized hotels | 994367 | 1,12370 | 1,2129 | 1,3776 | 1,58995 | 1,545 | 1,507 | 1,912 |
| 3     | 61    | 48    | 1     | 884   | 048   | 085   |       |       |
| other accommodations | 337515 | 335157 | 33760 | 443168 | 498626 | 544433 | 785542 | 1,153 |
| 3     |       |       |       |       |       |       |       | 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 | 2,261 | 2,507 | 2,721 | 3,129 | 3     | 3     | 4     |
| 9     |       |       | 9     |       |       |       |       |       |
| including: |  | | | | | | | |
| Personal goals | 836968 | 824831 | 10289 | 1,249 | 1,574649 | 1,610 | 1,859 | 2,515 |
| 32    | 484   |       |       |       |       |       |       |       |
| Business and professional goals | 1,117739 | 1,436 | 1,478 | 1,472 | 1,550780 | 1,499 | 1,635 | 1,872 |
| 698   | 073   | 230   |       |       |       |       |       |       |

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 | 679 018 | 692 | 722 | 891 911 |
| including: | | | | | | | | |
| Personal goals | 53599 | 39913 | 61539 | 73 949 | 109 085 | 126 | 112 | 150 701 |
| Business and professional goals | 540 562 | 544 | 457 683 | 512 | 569 933 | 565 | 609 | 741 210 |
| | 390 | 089 | 611 | 589 | | | | |

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.

5. Acknowledgments

We would like to thank the wonderful translator Boychenko Alexandra for helping with the article, as well as for providing us with the sources useful for our work. We are very grateful to our parents and colleagues who supported us for several months, while we were working at the research.

We are grateful to our motivator and Vice-Rector for Science, Doctor of Technical Sciences, Professor Parfenova M.Ya.

We want to pay tribute to the researches of various authors in the field of inbound and outbound tourism, analytical reports and materials that helped us enrich our ideas and subject knowledge.

Finally, we want to express our gratitude and appreciation to all those, who helped us directly and indirectly in completing this study.

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