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Economical Indicators Contribution of Tourism Industry to the Economy of the South Kazakhstan Region¹

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Abstract

The actuality of research by the fact that in the economy of Kazakhstan tourism is one of the most powerful factors that allow economies to develop, to introduce new technologies, to solve social problems is determined. That is why we often hear such features of tourism as "phenomenon of the twentieth century, the explosion of tourism", "tourism revolution". The article deals with the significance of tourism for regional economic and the possible prospects of its development. Also existing infrastructure and facilities natural and cultural heritage, taking into account the division into the traditional tourist centers was assessed. As a phenomenon of the national economy, tourism cannot be realized through central structures, as associated with a specific resource, natural geographic factor of regional characteristics. It requires broad decentralized organization and primarily at the regional level.

Keywords: Management, tourism, inbound tourism, regional tourism

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Introduction

Modern tourism is an independent and powerful sector of the economy and holds a leading position among the world's largest industries. World practice that tourism in profitability and dynamic development is second only to the extraction and processing of oil was showed. According to the UNWTO, it provides 10 % of the turnover in the services sector, it accounts for 6 % of global gross national product, 7 % of global investment, 5 % of tax revenue (Kvartalnov, 1998).

In addition to the economic effect tourism has significant social value, which is expressed in the rationalization of the use of free time, filling it with activities aimed at the restoration and expanded reproduction of spiritual and physical powers of man. Its development enhances the orientation of the economy towards human needs.

The current stage of development of Kazakhstan sets special demands and new approaches to the formation of the economic potential of a particular region. By UNWTO estimates that by 2020 Kazakhstan may take 6th place among the most popular tourist destination of the Eastern European countries, second only to Armenia, Azerbaijan, Belarus, Bulgaria, Czech Republic, Estonia, Georgia and Hungary (today is 9th place) (UNWTO, 2015).

In modern conditions of economic and cultural prosperity of a number of countries and regions is largely determined by the level of tourism development. Increase attention to regional aspects of economic and social development at the present time has led to a significant extension of the theoretical research in this area.

Literature Review

The impact of tourism on the region is through economic functions of tourism: recreation, employment, creation of income leveling the balance of payments. Economic activity in tourism to the creation of income was contributed. The tourism multiplier is defined as the ratio of changes in key economic indicators (production, employment or income) to changes in tourist spending:

- the income multiplier shows the additional income (wages, fees, rents, profits etc.) resulting from the growth in tourist spending;
- a sales multiplier measures the additional turnover (gross revenue) of tourism enterprises due to the increase in tourist spending;
- the multiplier output determines the amount of additional products or services produced by increasing tourist spending.

The principal difference of the multiplier and sales multiplier output is that the multiplier output determines the change of the amount released, but not necessarily sales. When calculating the multiplier of sales is necessary to consider that the majority of sales may be "inventory". Therefore, the size of the multiplier output can be more (part of the production remains in the reporting period on the "warehouses") or less (reduce stocks) multiplier sales;

- the employment multiplier is defined as the total number of additional jobs created due to the increase of tourist spending or the ratio of the number of jobs created additional costs, to the total number of jobs in the tourism industry. The calculation of this multiplier is the most complex because of the wide spread of temporal (seasonal) and part-time employment in tourism;



– the investment multiplier is defined as the impact of capital on total income. Increased investment in tourism influences the economy of the region, as consistently affected many sectors of the regional economy (Kvartalnov, 2002).

Thus, the multiplier effect is reflected in the fact that the income obtained in one industry contributes to the emergence of new income from another business entity.

The effect of increasing income in tourism is primarily of regional importance. The significant increase of income occurs when the primary revenue from tourism goes into the regional trade, industry, agriculture, etc. The meaning of multiplier is different depending on the nature of the regional economy and the degree of interrelatedness of different sectors of its economy.

In the framework of a regional approach an important role by a smoothing function, which is manifested in the fact that tourism, under certain conditions, can contribute to the economic development of depressed, structurally weak regions was played. The establishment of tourism enterprises in remote, sparsely populated or underdeveloped industrial regions partially neutralizes some negative effects. In this case, tourism performs a leveling function, as many in attractive natural or cultural regions are capable of using tourism to provide economic growth, exceeding average performance, which means creating additional income and jobs.

The impact of tourism on the stabilization of the balance of payments of the region is carried out through the function of leveling the balance of payments, which included the costs of local tourists travelling beyond the region opposed to the income received from consumption of goods and services arriving into the region by tourists.

The region, in turn, also has an impact on tourism through the following factors:

- Natural geographic (nature, climate, terrain, etc.);
- Cultural and historical (monuments of architecture, history, etc.);
- Demographic (age of the population of the region, increasing number of working women, the growing proportion of single people);
- Socio-economical (increase of the level of education, culture, the aesthetic needs of the population, changing patterns of free time);
- Material and technical (infrastructure – transport, accommodation, catering, recreational areas, retail, etc.);
- Political (regional stability, economic and financial situation, the level of safety of travel in the region). For example in 1992-1993 Egypt had experienced a significant downturn in the flow of Western tourists (17 %) because of widespread terrorist attacks of the Islamic activists. In order to convince tourists to return, the government had decided about a 14-fold increase in the tourism budget (Roemheld, 1990).

Thus, tourism and the territory on which it develops, mutual influent on each other, interdependent and complementary (Figure 1).

Possibilities of tourism development and the fullness of the exercise of its functions connected with the concept of "tourism resources", which include natural and built features that create interest and motivation for the journey. Theoretically any object can be interesting or another to tourists and is able to use to meet their diverse objectives and therefore can be considered

as a tourism resource. Each region as a potential area for tourism development has real features and differences in tourist resources and infrastructure, economic development and foreign trade activities, the mentality and the needs of the population, demographic and migration processes, etc. Therefore, the basis of the regional policy of tourism should be based on the specific regions in nationwide structure, level of development of local self-government, problems of protection and restoration of natural, historical and cultural tourism resources.

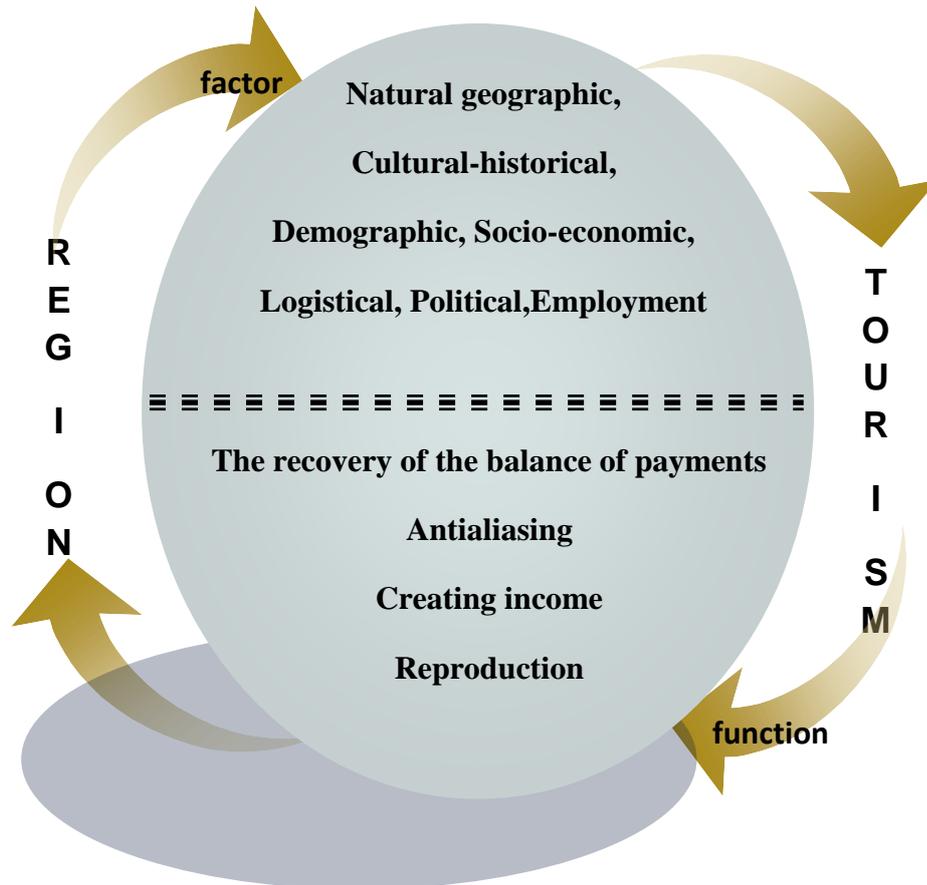


Figure 1. The mutual influence of the functions of tourism and regional development factors (Roemheld, 1990)

The region represents a unit of communication processes of development and reproduction, the unit in which the process of historical development activity should "lock" on stable structures of reproduction of human life, cultural forms, natural and labor resources, material life and production and so on (Hunter, 1992). In the framework of the European school region is interpreted as "over the term" with his characteristic, according to L. Remheld, such basic features as: shared (defined) territory; a defined population; a common history of natural conditions and solve problems (Henry, 1989). Based on the above, it is possible to define a tourist region as a separate territorial unit in unity with nature, with physical-geographical, ecological-economic, ethnic-historical, politico-administrative and legal properties that ensure its functioning. The tourism as a set of industries was an integral, a constitutive form of influence on the development of other sectors of the regional economy. This is manifested in the fact that tourism using in performing its functions the fixed assets related sectors of the



regional economy, which gives the opportunity to improve qualitative and quantitative indicators in activity of tourist enterprises and promotes a more efficient use of fixed assets and related industries, increases the efficiency of management without additional investment.

Being a multi-complex tourism is directly linked with a large number of sectors of the regional economy, therefore, from our point of view, the concept of "regional tourism" should be considered in three aspects: geographical, socio-economic and environmental. Geographical aspect reflects the spatial distribution of recreational resources recreational needs of the local population and the degree of satisfaction in their specific region, but also opportunities for attracting foreign tourist flows on the territory. Socio-economic dimension the level of recreational development of the region, contributing to its place on the domestic and global tourism market, as well as factors promoting or hindering the development of tourism was showed. UNWTO definition, "tourist region is the territory of having a large network of facilities and services required for recreation or rehabilitation" (Zorin, Kaverina, Kwartalnov, 2001). It follows that tourist region, in order to be considered independent, must have a broad infrastructure for staying of tourists, i.e. the tourist region there is a place that has tourist facilities and services, which selects and acquires the tourist. Any tourist region in the process of the formation runs a cycle of development (Mescon, Albert, Khedouri) (Figure 2). Initially the main reasons for coming to the region of people are visiting relatives and friends and business trips. Then there is the interest in natural and cultural attractions visited in the region. These needs are easily satisfied with existing services, and visitors leave with a good impression. At this stage of development of tourism is only a small part of the existing infrastructure depends on the number coming and the dates of their stay. But gradually information about quality services and attractions apply, contributing to the increasing flow of tourists. Immediately react to that tourist enterprise, developing specialized services for visitors.



Figure 2. The cycle of development of tourism in the region (Mescon, Albert, Khedouri)



Thus, the region begins to acquire the characteristic features of tourism: there are new accommodation facilities, catering, entertainment, etc. Investment brings big profit, and, of course, there are new additional opportunities to attract tourists and their maintenance. In turn, newcomers are changing the way of life of local residents, bringing their traditions and culture.

The implementation of these requirements is largely due to the tourism development program (Figure 2, step 1). As a phenomenon of national economies, tourism cannot be implemented through the central structures, as associated with a specific resource, natural geographic factor of regional characteristics. It requires broad decentralized organization and primarily at the regional level. Exploring new ways and models of tourism development currently leaks mainly in the definition of general economic conditions, and partly improving the work of grass roots – tourism enterprises and organizations. But very limited study of the theoretical and practical foundations of tourism management individual regions, therefore, the following section examines the features of tourism as an object of management.

Method

Tourism is the activities of people in their free time, but will be represented as a sphere of employment, that is, every sixth person on the globe, operates in the travel industry.

The following types of tourism:

- domestic tourism involves residents of any country traveling only within the country;
- exit tourism includes residents of any country traveling to another country;
- inbound tourism involves non-residents traveling in the country (Titkov. 2005).

To explore trends in the development of data in our study region were used statistical and mathematical methods building a dynamic series of outbound tourism and inbound tourism in regression-correlation analysis.

Findings and Discussion

The territory of Kazakhstan is divided into regions: Southern, Northern, Western, Eastern and Central, and each of them has great tourism potential, which is the presence of historic sites, attractive landscapes, mud, nature reserves, lakes and unique statues of his contemporaries. Southern Kazakhstan includes the Almaty, Zhambyl, South Kazakhstan and Kyzylorda region. The climate of the southern region is very good for relaxation, treatment, and mountaineering, skiing and hunting. In addition, this region of ancient culture. It is the largest city of the middle ages Shymkent, where is the "Holy place" in Sairam district and "Arystanbab" - a place of worship for the saints, in the ancient city of Turkistan famous mausoleum of Khoja Ahmed Yasawi. Taraz - one of the centers of the Great Silk Road, whose main attractions are the mausoleums Aisha-Bibi, Karakhan, Tekturmas, etc. In the seven rivers are unique Scythian burial mound. Also in southern Kazakhstan is well-known Baikonur cosmodrome. With regard to unique natural resources, the region shows a great diversity. This is one of the most beautiful mountain peaks of the world - Khan-Tengri Peak. The popularity due to the ideal peak with a pointed top, which at the time of sunrise and sunset is painted in bright red color. One of the most beautiful resort area of the region is complex. Medeo is located 15 km from Almaty. In the foothills of the Zaili Alatau at a height



of 1700 m. Medeo is famous for its mild climate, beautiful mountains and sports facilities. Here is the big rink for speed skating. The area of ice field - 10,5 thousand m², it is repeatedly established world records in speed skating. Chimbulak is the second most popular ski resort located at an altitude of 2200 m in the vicinity of Almaty. Considered one of the best places in Central Asia.

In the region there are picturesque turquoise Big Almaty Lake, a famous mineral water of Sary-Agash, Kyzylorda region - mud Yana-Kurgan Aksu-Dzhabagly. We studied inbound tourism of South Kazakhstan region southern region because in this region the attendance of tourists on pilgrimage type of tourism is very high.

South Kazakhstan region is the historical center of Kazakhstan. In the area there are 1.111 monuments of history and culture: 931 belong to the archaeological sites, 44 historic sites and 136 monuments of architecture.

In the regions territory is the mausoleum of Khoja Ahmed Yassawi mausoleum of Arystanbab, Domalak Ana, as well as the ancient settlement of "Otyrar", "Sauran" and many other historical objects (Extend the list of world heritage UNESCO. 2013).

In turn, the mausoleum of Khoja Ahmed Yasawi mausoleum on the grave of poet and preacher Khoja Ahmed Yassawi located in the town of Turkestan in South Kazakhstan region of Kazakhstan. Is the Central object in the historical and cultural Museum-reserve "Azret-Sultan" (The Mausoleum of Khoja Ahmed Yasawi. 2015).

Also the region has a beautiful gorge "Aksu-Zhabagly", "Sairam-su", "Ugem", "Burgulyuk", "Kyrykkyz".

Annually, current and capital repair of roads in the region, which is important for the development of tourism.

Priority directions of tourist activity in the area are:

- pilgrimage tourism;
- ecological tourism;
- medical -wellness tourism;
- fishing - hunting tourism.

In 2013, in the area functioned 94 tourism organizations and 8 individual entrepreneur providing tourism services. During the year they served 17.9 million tourists, including tourist firms - 17,6 thousand persons, individual entrepreneurs - 0,3 thousand people. Compared with 2012 the number of tourist companies increased by 24.1% and of tourists served – by 15.6%. The total volume of services provided by tourism enterprises and individual business with consumers in 2013 amounted to 89444,5 thousand tenge, including the amount of visa and travel services accounted respectively 781,8 thousand tenge and 2008,0 thousand tenge, the volume of the book – 86586,5 thousand tenge, other – 68,2 thousand tenge. The amount of services provided to the level of 2012, decreased by 25.8%.

Tourists were accommodated in 41 hotels owned by legal persons number of all rooms in which 1,074 with a simultaneous capacity - 2563-bed. Additionally, there is the hotel stock owned 61 individual entrepreneurs, characterized by small hotels, which served 34,9 thousand people. The total number of the served tourists in the hotels of the region for 2013 compared with 2012 increased by 9.8%. The largest share in servicing tourists (97.1 per cent) occupies



private accommodation. The amount of services provided by hotels in 2013 amounted to 1398196,2 thousand tenge and in comparison with 2012 increased by 28.8%. The greatest proportion of services provided falls on the share of legal entities – 61,9% and individual entrepreneurs – 38.1 per cent).

On 1 January 2012, the main tourist resources of the region: 7 theaters, 6 movie theaters, 3 concert organizations, 21 museums, libraries, 416, 278 clubs, 18 theme parks, a zoo and 10 specially protected natural territories.

In order to organize marketing and promotion of the tourist product of South Kazakhstan region released a documentary film "South Kazakhstan" and the film "the medieval architecture of southern Kazakhstan". Electronic media, 500 copies movie released in english and russian languages.

Developed and trained 4 of the standard advertising and information leaflets in South Kazakhstan region: "Medieval architecture", "Mountain-ecological tourism", "Shymkent", "Ethnical tourism".

Analysis of the distribution of tourists by types of tourism show that South Kazakhstan region, the tourist business was developed with the primary focus on the departure (Table 1)

Table 1. Information about tourist services for 2009-2013 in South Kazakhstan region

Indicator names	2009	2010	2011	2012	2013
Commonwealth of Independent States	-	25	-	-	7
Outside the Commonwealth of Independent States	10	299	212	115	237
inbound tourism	936	1309	1635	5099	7315
Total incoming tourism	946	1633	1847	5224	7559
Commonwealth of Independent States	190	174	353	952	1287
Outside the Commonwealth of Independent States	4219	4296	6550	9039	9035
Total outgoing tourism	4409	4470	6903	9991	10322

As we can see from Table 1, the total number of served 2013 tourists naibolshie proportion is 57.7% outbound tourism, while the share of travel in the region amounted to 40,9%, inbound tourism is only 1.4%.

The number of tourists that have booked their trip abroad through a travel company in 2013 amounted to 95.7% (10566). Out of the total number of traveling to 87.5% (9035 tourists) visited foreign countries. The most visited countries remain Turkey – 72,3% (6535 man), United Arab Emirates – of 11,3% (1020 people), China was 3,4% (310 people), Thailand - 3% (274 people). The share of these countries accounted for 87% of all trips. The rest of the country is a small percentage among travel tours: Egypt 0,9% (90 people), Czech Republic 0,87% (79 persons), Lithuania 0,74% (67 people), Italy 0,61% (56 people) etc. (Transport, Communications and Tourism in the South Kazakhstan Region. 2014).

In the analyzed period in the Commonwealth of Independent States countries went 1287 citizens of Kazakhstan, is on 335 more than in 2012. The majority 1077 people (83.7 %) went



to the Russian Federation and other countries is not significant per cent among those who left to the Commonwealth of Independent States countries. In General, tourists-residents visited 67 countries worldwide.

As you know, any trip has certain motives. In a number of works taken attempt to identifying tourism by types depending on the motives and purpose of traveling (Kurbanov. 2003). For the purposes of tourism trips are often classified into:

- recreation, including trips for the purpose of rest and treatment;
- sightseeing (cognitive) tourism, involving exploring the natural, historical and cultural attractions;
- business tourism
- travel for business meetings;
- scientific tourism – exploring the achievements of science and technology, participation in congresses and conferences;
- ethnical tourism – a visit to the homeland of their ancestors and relatives.

Trip commercial (shopping tours) target (50%), leisure and recreation (34%) and visiting friends and relatives (7,8%) remain dominant in the travel of residents (Table 2).

Table 2. The distribution of tourists-residents by purpose of travel

The reason of travels	2009	2010	2011	2012	2013
Leisure, recreation and rest	3391	3241	4427	5333	8355
Visiting friends and relatives	297	414	170	397	410
Business and professional	138	152	409	632	663
Treatment	10	19	20	38	48
Religion-pilgrimage	220	362	330	80	-
Commercial (shopping tours)	353	279	1541	3511	-
Another	-	3	6	-	846

As we can see from Table 2 distribution of tourists-residents by purpose of travel-leisure, recreation and holidays has increased 1.2 times 2013. Compared to 2012 amounted to 3022 people. On other purposes of travel there is only partial change.



Table 3. Dynamics of outbound tourism, thousand people

Name	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013
Served services	3,3	4,1	4,0	9,6	6,1	4,4	4,4	6,9	9,9	10,3

From Table 3 we build a time series of outbound tourism in the form of a parabola of the second order.

Table 4. Building a dynamic number of outbound tourism in the form of a parabola of the second order

Year	the number of tourists (y), thousand people	t	t ²	t ⁴	t*y	t ² *y	$Y_t^{\alpha^0}$	$(y - Y_t^{\alpha^0})^2$
2004	3,3	-5	25	625	-16,5	82,5	82,8	6320,25
2005	4,1	-4	16	256	-16,4	65,6	85,7	6658,56
2006	4	-3	9	81	-12	36	88,4	7123,36
2007	9,6	-2	4	16	-19,2	38,4	90,9	6609,69
2008	6,1	-1	1	1	-6,1	6,1	93,2	7586,41
2009	4,4	1	1	1	4,4	4,4	97,2	8611,84
2010	4,4	2	4	16	8,8	17,6	98,9	8930,25
2011	6,9	3	9	81	20,7	62,1	100,4	8742,25
2012	9,9	4	16	256	39,6	158,4	101,7	8427,24
2013	10,3	5	25	625	51,5	257,5	102,8	8556,25
total	63	0	110	1958	54,8	728,6	942	77566,1

To explore tendency in the development of this series were processed by mathematical methods. According to the results of visual data analysis time series (demand and exit of tourists) can be taken as equal to accelerated development. To calculate the tendency was adopted by the parabola of the 2nd row. The results of calculations have allowed us to construct an equation of the form:

$$Y_t^{\alpha^0} = 95,3 + 2t - 0,1t^2 \quad (1)$$

Approximation of the actual data to the theoretical formula (1) shows that the approximation ratio is in the range – of 0.11, with a tolerance of 0.2, that is, the theoretical formula rather well represents the actual development of this indicator – the demand for outbound tourism.

Our results as shown in Table 4 show that the expected number of outbound tourists by 2017 will amount to 77.5 thousand people.

Income South Kazakhstan region from the activities of tourism companies to organize outbound tourism in 2013 amounted to 85 million 116 thousand 400 tenge.

Thus, the analysis of the distribution of tourists by types of tourism showed that in southern Kazakhstan, the tourist business was developed with the primary focus on the exit, but for the economy of the country is a preferred inbound and domestic tourism, as it contributes to the budget of the region's imported home currency.



Conclusion

Analyzing the change in major economic indicators of tourism development, it can be concluded that the tourism potential of Kazakhstan is not implemented fully because the development of tourism industry depends on creation of modern competitive tourist complex that includes the necessary infrastructure transport and logistics system, including the reconstruction of checkpoints across the State border of the Republic of Kazakhstan (road, air, rail), providing ample opportunities for satisfaction of requirements of Kazakhstan and foreign citizens in tourist services. The creation of a tourist complex will greatly contribute to the development of the country's economy through tax revenues, foreign exchange, increase employment, and provide control over the preservation and rational use of cultural and natural heritage.

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