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Problems and Perspectives of Development of Tourism in the Period of Market Economy (Case Republic of Kazakhstan)

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Abstract

Tourism is one of dynamic developing branches of economy. In many countries tourism plays an important role in formation of gross domestic product, activation of the foreign trade balance, creation a lot of workplaces and population employment. Training of human resources for tourism in the different countries is conducted differently and reflects influence of concrete historical, political, social and economic and other factors. As foreign practice shows that development of this branch will be possible in case if the state bodies allocate with the power, realize all importance of a role of tourist business in social and economic development of RK and will start pursuing protectionist policy concerning the tourist industry, as well as will pay a great attention to training of specialists in the tourist's industry.

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1. Introduction

Today tourism in Kazakhstan is recognized as the perspective direction of development of non-oil sector of

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economy and has included in number of seven national priority clusters. Now much attention is paid to tourism. The State program of development of tourism for 2010-2015 is developed.

Regional programs of development of tourism are accepted at regional level. For realization of tourist projects of the international value are allocated such programs: as Jan - Ile, with Aktau City, Kapshagay. For implementation of these projects Kazakhstan actively attracts private and foreign investors.

However in aspiration actively to develop tourism, our republic faces some problems. At the present stage for Kazakhstan the most serious obstacles in development of tourism are the training problem, undeveloped infrastructure and weak positioning in the international market. The solution of these problems will allow Kazakhstan to develop more dynamically sphere of tourism and to enter in the world market with the unique product.

The market of tourism of Kazakhstan develops with quickly rates. But, that it became civilized, it is necessary to have competent experts. In our country there are enough educational institutions and advanced training courses for preparation of tourist specialists. But whether level of knowledge of graduates does conform to the demands of the tourist's industry?

2. Method

There is used the method of the solution of problems and prospect of development of the tourist's industry by increase of level of training of specialists in higher educational institutions, carrying out scientific researches in education of the tourist industry. At the base of research lies the system approach, logic application of which is connected with need of the accounting of that development of travel business which is caused by the factors in various spheres of public life: social, economic, legal and cultural, civilization. To comprehensive investigation of a problem and performance of the purposes and tasks authors used - historical approach, a comparative method, the content analysis of materials on a research subject. The main criteria of the effective organization of vocational training of managers of the sphere of tourism are presented in table.

Table 1 - Criteria of effective training of specialists on tourism

Criteria of the effective organization of vocational training of managers in the tourism sphere	The main indicators
Appeal of the content of training taken into account specialization	Progress, frequency of a choice of term papers in the field of a natural recreation, attendance, manifestation of interest to additional literature
Efficiency of action of methods and forms of education on formation of professionally significant qualities of the personality	Motivation in a specialization choice, manifestation of behavioral aspects in the extreme environment, the independent management of campaigns, quality of knowledge
Adaptation in real professional activity	Independent development of tourist business in a natural recreation, career, executive activity in tourism organizations

Training of students for tourism in the different countries is conducted differently and reflects influence of concrete historical, political, social and economic and other factors. In realities of development of tourism in Kazakhstan it is expedient to apply the personnel scheme including two systems of preparation:

- Specialized professional training for the enterprises, which are directly taking part in production of a tourist product;

- Training of specialists of mass professions for allied industries of national economy (Kim, 2010, p.205).

Thus each of these systems has educational levels.

1. The highest (institutional and administrative) level. It assumes preparation of managers who define the directions and problems of work, strategy, tactics of the branch, the separate enterprise (the manager of tourism, the manager of hotel, the manager of marketing activity in tourism, etc.). Specialized preparation of the personnel of such level is carried out in leading educational institutions (universities, tourism schools, professional development establishments) according to programs of the master and the bachelor.

2. Average level (administrative and technological). Administrative and technological activity is characteristic for the personnel, which provides technological sequence of service, coordinates interaction with other technological links (the travel agent, the booking manager, the headwaiter of restaurant).

3. Initial or lowest level (technologically - executive). It is presented by the personnel who carries out concrete

tasks and provides satisfaction of separate needs of the tourist or realization of a separate type of service. This level is provided by educational institutions (the centers, schools, courses, and schools) a wide profile and specialization, which prepare workers of, mass professions: waiters, cooks, instructors, etc. (Saipov, 2003, p.235).

The provided scheme allows carrying out multiple training of specialists of tourist branch in the conditions of dynamic changes in the market of tourist services.

Also it emphasizes a distinctive feature of the modern educational situation which sign is transition from the state formation of the content of education to association of efforts of interested parties in the solution of multiple-factor problems of the education, providing to teachers, students, employers possibility of a choice of the contents, forms and methods of the organization of educational process and like educational institution. In these conditions the content of professional tourist education is provided with its corporations when already at a stage of training future corporate affairs (technological standards of hotel and tourist chains are put; franchisee relations; norms of licensing and certification and so on).

3. Problem

Branch of tourism - is priority sector. The main goal of growth of tourism in Kazakhstan - is creation of conditions for modern very effective and competitive tourist complex, which is aimed at industry development as the studied sector of economy, Integration in market of the world of tourism and elaboration of further international cooperation in the sphere of tourism. Our republic actively started showing development of tourism in Kazakhstan in 2003 when it projected and executed 2003-2005 programs of development of tourism. Successful introduction of the Program in 2005 was accompanied by adoption of the new program 2011.

With richness of natural resources and special culture of nomadic people, Kazakhstan began recently transfer great potential for tourism. Recreational resources, cultural and historical ability of Kazakhstan allows the country to find a niche in the market of the sphere of tourism and to reach rapid growth of business of travel in the country. This quickly growth of the market of tourism will increase employment and will increase the profits of the population are involved in travel business. Tourism was connected, industries also will grow, but however, the most important aspect - in which Kazakhstan will be able to attract investments into the country (Kusluvan, 2000, p. 251).

Understanding a tourism role in economy and welfare of the population, tourism is recognized as one of priority sectors of a national economy in the Republic of Kazakhstan. According to the Strategic Program of development of Kazakhstan, travel business considers as one of priorities of economic development, and has a priority.

Along with oil and gas development, food and textile industries, transport logistics, metallurgy and production of materials, business of travel is grouped by one of groups in system. These main sectors and therefore the Kazakh government hope to stop being the country of delivery of raw materials.

With the beginning of the state independence of the Republic of Kazakhstan the tourist office didn't transfer structural changes. There wasn't any attention to the forecasting of integration process, long-term planning and the territorial organization of tourism and not tourist structures. Besides, systematic reorganization of the state bodies which were responsible for tourism, had negative impact on a situation especially and reduced the financing intended for the industry. Local authorities didn't recognize a priority of actions of tourism in spite of the fact that the majority of the income to the local budget came from tourism.

The largest volume of arriving tourism, with prevailing business tourism is observed in the cities of Astana, Alma-Ata, Atyrau, Aktyubinsk and Karaganda. Tourism abroad is more developed in the mentioned cities along with Alma-Ata, Karaganda, Kazakhstan and Northwest Kazakhstan areas.

Internal tourism is mainly developed in the cities of Astana, Alma-Ata, East Kazakhstan, Karaganda, and Alma-Ata.

Accordingly, there have been signed Agreements on co-operation in the field of tourism with Turkey, Iran, Xingjian Uighur Autonomous Area of China, Moldova, Hungary, the State of Israel, Kyrgyzstan and Egypt. Currently at the stage of preparation are intergovernmental and interdepartmental agreements with Croatia, Pakistan, Singapore and China. If we want to create such a strong infrastructure in tourism sphere our government must take example from European countries and must give great opportunities for our students to develop skills in this sphere. Also they must go abroad for getting experience and then use it here for growth of our tourism (Saak, 2007, p. 320).

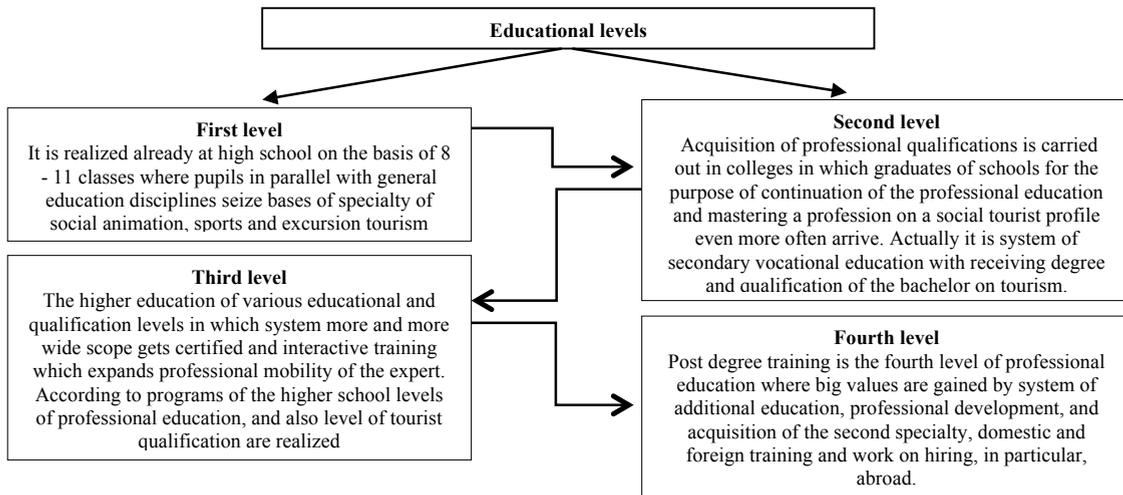
The important problem constraining development of tourism in Kazakhstan is insufficiently developed infrastructure in the country, low level of training in this sphere, need of inviting of foreign investments for

elaboration of tourism in the country. For the solving this task it is important to joint efforts of all interested parties:

- Government departments of management;
- Higher education institutions, which are engaged in training for the tourist industry;
- The enterprises working in tourism;
- Experts in psychology and pedagogies;
- The staff of the research institutes studying professional formation of the personality.

The personnel reserve must maintain rates of development of tourism in our country. Therefore for the forced development of quality of training in tourist branch of our republic it is necessary to introduce the principles of continuous education in training process. Continuous studying in the sphere of preparation of tourist shots includes some educational levels (fig. 1).

Figure 1 - Process of continuous education in the tourist's industry sphere



The principles of multilevel and continuous education concretize programs of stationary and post degree training: school - lyceum - college - higher education institution - retraining, professional development, acquisition of the second specialty, domestic and foreign training and work on hiring, in particular, abroad.

4. Result

Formation and further development of tourist system of continuous training naturally demand association of efforts and coordination, and in some cases - direct cooperation of the existing organizations, training centers, higher educational institutions, and professional development institutes as main educational and methodical centers, a network of courses on preparation and retraining of organizers and functionaries, schools, seminars, educational groups (Smykova, 2006, p.220).

In process there is a branch of integration of all types of tourist activity among themselves, and also to other types of economic activity. These complementary processes find reflection in the content of professional tourist education as lead to change of character and the content of work, vocational structure of tourism.

The modern condition of system of training for the tourism sphere in Kazakhstan doesn't allow providing fully with corresponding qualification and with necessary labor for the future branch. At the present stage when tourism grows with sure rates it is main problem to pay special attention to preparation of personnel with experience (Nazarbaev, 2009, N-3859).

Fast rates of development of world economy and demands of increase of efficiency of educational and methodical base of tourist education make also a problem of ensuring advancing rates and deepening of the maintenance of qualification structure of personnel potential. It demands from system of preparation and professional development to realize such functions:

- Determination of discrepancy between the actual qualification of shots and qualification requirements of

effective and high-quality implementation of activity on each workplace, stimulation of each performer to search ways of elimination of this discrepancy;

- Selection of shots for professional development in those forms of education which provide professional suitability and prospects;
- Ensuring economic interest of the organizations in timely preparation and retraining of personnel;
- Creation of necessary organizational conditions for effective coherence of actions of all parties which take part in professional development process (Karpov, 2002, p. 457).

5. Conclusion

Tourism develops in Kazakhstan quicker and quicker every day. It is one of the important economic branches of the future of Kazakhstan. The budget of certain countries relies on tourism 80-90% is from that sector (Nazarbaev, 2009, N-3476).

One of features of development of tourism in developed countries is that national (internal) tourism practically is absent, and the industry which was created here of tourism from the very beginning is directed on satisfaction of external demand. This feature is to some extent shown and in Kazakhstan. But we have the return process of satisfaction of external demand not on driving (foreign) tourists, and on leaving (residents). So in 1999 of 22% of tourists it was the share of nonresidents. All these facts, the analysis of position in the entrance market of tourist services of Kazakhstan testifies to insufficient coverage by the legislation of all problems of tourism, to the rigid taxation, the overestimated tariffs, weak tourist infrastructure, to lack of elementary advertising and promotion of tourism, natural beauty of our republic abroad (Duysen, 2002, p. 94).

The tourist industry in RK has to become mighty sector of national economy. As foreign practice shows that development of this branch will be possible in case if the state bodies allocate with the power, realize all importance of a role of tourist business in social and economic development of RK and will start pursuing protectionist policy concerning the tourist industry, as well as will pay a great attention to training of specialists in the tourist's industry.

State support is an essential factor for tourism development. Only the optimal combination of state stimulation and effective work of national tourism companies can advance Kazakhstan's tourism product to the foreign markets.

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