Organizational and Economic Problems in the Management of the Spiritual - Historical Development of Tourism in South Kazakhstan Region

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ABSTRACT

Nowadays the international market of tourist service is a great mechanism with many billion-dollar and fierce competition, so the priority is the definition of the tourist product, which is unique to Kazakhstan and features will be in demand. For the Republic of Kazakhstan the tourism industry is a top priority and here more attention to the development of inbound and domestic tourism was paid, development of exciting itineraries of cultural, environmental, equestrian and recreation areas. The new tourist brand of Kazakhstan was "at the crossroads of the worlds, in the center of Eurasia." 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 purpose of the research is the formation of spiritual-historical, patriotic consciousness. The development of spiritual and educational sphere, preservation and efficient using of cultural heritage has particular significance for the history and culture of the region.

Keywords: Management, Tourism, Inbound Tourism, Outbound Tourism, Domestic Tourism
JEL Classifications: O18, Z30, Z39

1. INTRODUCTION

In modern conditions of development of the world economy tourism is becoming one of the leading and fastest growing industries. According to UNWTO tourism ranks fourth in world exports of goods and services (7.4%), second only to the export of cars, chemical products and fuel. The yield of this industry ranks third in the world after the oil industry and the automotive industry. Kazakhstan, having a rich tourist potential, was characterized by insufficient level of development of tourism. Its share in gross domestic product (counted only services for accommodation and meals) is about 0.3%.

Nowadays in the sphere of attention of the Republic of Kazakhstan are several areas where you plan to create special economic zones of tourist-recreational type. Such territories are referred to South Kazakhstan region.

Kazakhstan's format in tourism as well as all other sectors of the economy functioned through the state. Typically, all these were large businesses, offering such services as accommodation, meals, excursions, etc. In the conditions of market economy such a scheme of management too cumbersome, inefficient and require significant financial investments was become. As in other industries and the service sectors, the preference was given to small and medium enterprises, because at present they are more mobile, agile, manageable and effective.

The important is the fact that in a market economy competition is the main driving force for the creation of high-quality and affordable goods and services. The company possesses a competitive advantage to other enterprises producing the same product, if it reduces their costs of production, effectively uses all available resources, uses the latest technologies and techniques was compared. The practice if the industry is a monopolist, it

dictates to the consumer and their conditions was showed. Such approach is characteristic for all sectors of the economy in market conditions. The tourism industry is no exception.

2. LITERATURE REVIEW

Considering that tourism too many other industries were linked, we can clearly see tremendous opportunities for business, especially for small and medium. According to statistical data the share of small enterprises in Kazakhstan in the total number of all enterprises is only 30% and in the EU - 90% of the total number of enterprises. National authorities generally attach great importance to the support of enterprises of small and average business. As a result, we show these countries steady economic development, solving problems of employment, production of quality products at minimum cost for its production.

In 2012, revenues from tourism activities amounted of 151.7 billion tenge, which is almost 2 times more than in 2008 (77.6 billion tenge). The number of employees in the industry amounted to 129 000 people. In 2012 the taxes paid to the budget of the Republic amounted to 24.2 billion tenge.

In 2012 there were 1 994 tourism organization, which was served 641,3 thousand people, which is 1.7% more than in the previous year (630,6 thousand people in 2011) and 32.1% more than in 2010 (485,6 thousand people). In the structure of tourism activity, domestic tourism accounted for 31.5%, inbound tourism is 4.7%, outbound tourism - by 63.8%.

In January-September 2013, there were 705 1 tourist organizations, which were served 424,7 thousand people, which is 16.3% lower than the corresponding period in 2012. In the structure of tourism activity, domestic tourism accounted for 44.4%, inbound tourism is 2.3%, outbound tourism - 53, 3%. If these figures are compared with the data for January-September 2012, in the total structure of tourists, a decrease in the share of outbound tourism by 8% and inbound by 2.3%, domestic tourism increased by 10.3%. Successful implementation of the State program will ensure a steady growth of tourists and tourism from 3.2 million in 2012 to 4.1 by the beginning of 2014 (Approved by the decree of the president of the Republic of Kazakhstan. 2010). In 2014 the volume of domestic and inbound tourism should amount to 9.5 million people and only at the expense of the guests that planned to provide employment in the tourist sector with 550 thousand people in 2012 to 750 thousand in 2014.

The average foreign tourist during his stay in Kazakhstan brings to the budget of 425 USD. Based on these figures, for the period from 2011 – 2014 budget revenues from tourism amounted to about 3.4 billion USD.

If we compare 2003 to 2010, the number of foreign tourists has increased in two. All this allows us to conclude that the performance of inbound tourism is growing at a rapid pace. Considering the rapid and constant growth of tourism and its powerful impact on the environment, on all sectors of the economy and the welfare of society, the Government of the Republic of Kazakhstan in the long-term program of development of Kazakhstan has identified tourism as a priority sector.

Since independence in Kazakhstan the basis for regulation of tourism activities and restoration of historical and cultural heritage of the people was laid. In Kazakhstan there are so many excellent places for active and cognitive rest. Geopolitical location and natural raw materials can expect to increase the number of tourists coming to Kazakhstan (The decree of the government of the Republic of Kazakhstan, 2014).

The tourism industry today is one of the most vibrant and promising sectors of the economy. 247 tourist routes, including such kinds of tourism as educational, ecological, recreational, and ethnographic and others were developed.

Tourism for rapid growth is recognized as the economic phenomenon of the century and the scale of its development testify to its belonging to strategic sectors of the economy that requires continuous improvement of state regulation in order to ensure proportional development of territorial economic complexes, explanation of employment policies, growth of budget revenues (Senin, 1993).

Practice of development of tourist services market of the most developed countries shows that all States are interested primarily in the development of inbound and domestic tourism, as the first kind provide the foreign exchange revenues of the state, and the second accumulating funds within the state and contributes to the development of market infrastructure and tourism services plays a crucial role in shaping gross domestic product, creation of additional workplaces and providing employment of population, activation of foreign trade balance (Senin, 2000).

Kazakhstan is a country possessing rich cultural heritage and unique natural sites, nature reserves, lakes, deserts, forests. Friendly people, open to dialogue and perception of new cultural values, stable political and economic situation, policies aimed at strengthening peace and accord between Nations and expanding international cooperation, developing infrastructure - all this allows Kazakhstan to develop domestic and international tourism. In this regard, a special role of this research to supporting development on the basis of the coordinated mechanism of planning, management, coordination and control (Approved by the decree of the President of the Republic of Kazakhstan, 2010).

Quite well planned, dynamic and professional development policies of tourism market leads, ultimately, to the competitiveness of Kazakhstan tourist product on the foreign market.

After analyzing the current state of development of the tourism industry we offer a range of government support measures aimed at the improvement and development of tourist activity in the Republic, the main of which are:
• The development of infrastructure of the market of tourist services;
• Preservation of cultural and historical monuments;
• The improvement of material and technical base;

- Improving the quality of tourist products and education in tourism;
- Improving the mechanism of legal regulation of the market of tourist services;
- Improvement of management of development of tourist business;
- The development of international cooperation.

The development of infrastructure of the market of tourist services, as well as limited funding, need identification of priorities for the priority construction of the network of small hotels, guest houses, campsites and motels, the rehabilitation and construction of new enterprises for the production of yurts, giving a national coloring travels along the route of stay of foreign tourists, which will promote revival of national crafts, to increase employment and reduce unemployment.

Especially it is necessary to develop infrastructure of tourist services market in the historical-cultural centers of Kazakhstan, small and medium of historical cities, which requires the inclusion of a section on development in the State program "Development of historical and cultural zones in Kazakhstan." In historical cities, promising to attract tourists, it is advisable the formation of cultural and tourist zones, which contain not only monuments of architecture, history and culture, but also objects, offering travelers a full range of services of accommodation, meals, entertainment, information services etc., which is especially important for socio-economic development of these areas. The creation of an infrastructure of the market of tourist services should be closely interconnected with the development needs of historical cities.

In order to further developed international cooperation of Kazakhstan and based on it, the tourist business we propose the development of tourism resources and infrastructure of international level, the practical using of historical, cultural and natural resources, development of tourism business in harmony with the environment, the expansion of the tourist infrastructure, building tourism networks and promotion of international relations, increase opportunities for the development of regional tourist business, increase tourist flow by maximizing existence tourist potential, the establishment of key tourist spots given the geographical location in the center of Eurasia, construction and improvement of regional tourist transport infrastructure connecting tourist centers, etc.

Increased interest of foreign tourists to new unexplored territories can match the offer of the tourist product in remote areas of Kazakhstan that require preparation of proposals for government support with the aim of attracting tourists.

The main reasons that hinder the accelerated development of tourism in the Republic include:
1. Insufficient development of engineering, transport and social infrastructure in the areas of tourism, inaccessibility of tourism facilities, low level of service in places of recreation of tourists, insufficient quantity and quality of roadside service infrastructure;
2. Lack of qualified personnel in tourism - including the academic nature of education, a certain isolation from the educational programs of labour market requirements, production needs, expectations of employers etc.;
3. Insufficient level of legal regulation of tourism industry and hotel business in terms of the lack of definition of places of accommodation and standards applied to certain types of locations, in the absence of legislation regulating the rules of social tourism, applicable to workers employers and (the lack of tourist certificates), the lack of tax incentives for the tourism industry;
4. Possible obstacles to the development of tourism business, including the availability of administrative barriers, availability of instruments of state support, which require further improvement.

3. METHODS OF RESEARCH

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).

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 (Asanova and Kadyrova, 2008).

For the purposes of the trips most often classifies on:
- Recreation, including trips for the purpose of rest and treatment;
- Sightseeing (cognitive) tourism, involving exploring the natural, historical and cultural sites;
- Business tourism – travel for business meetings;
- Scientific tourism
- Ethnic tourism

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.

Along with errors specification, there may be sampling errors that occur due to the variations in the source data in a statistical population that, as a rule, is in the study of economic processes. If the set is heterogeneous, the regression equation has no practical meaning. To obtain good results, it is usually excluded from the set of units with abnormal values of the studied traits. And in this case, the regression results represent sample characteristics.

The use of temporal information is also a sample of the entire set of chronological dates. Changing the time interval, one can obtain other results of the regression.

The greatest danger in the practical application of regression methods represents the measurement errors. If specification errors can be reduced by modifying the shape of the model and sampling errors - increasing the amount of source data, errors measurement almost nullify all the efforts to quantify the links between signs.

Especially the role of errors of measurements in the researching at the macro level. However, statistical measurement of income is fraught with difficulties and is not without possible errors, for example, due to the existence of hidden income.

Assuming that measurement errors are minimized, the focus of the econometric research is placed on the error model specifications.

In regression the choice of the type of mathematical function $\hat{y}_x = f(x)$ can be performed by three methods:
1. Graphic;
2. Analytical, based on the theory of the studied relationships;
3. Experimental.

4. RESULTS OF RESEARCH

In Kazakhstan there is a tendency of integration in the tourism sector. Especially intensified integration processes in aspects of tourism development in the framework of the Great silk road. In this regard, the Agency of the Republic of Kazakhstan was elaborated the State program "About the revival and preservation of historical centres of the Great silk road and development of cultural heritage of Turkish States, tourism infrastructure" (Approved by the decree of the President of the Republic of Kazakhstan, 2010). Under this program, work was carried out at 63 sites totaling 4 billion 280 million tenge. In addition, assessment was made of the development of this tourist complex.

Although maintaining the health of the population in the country is a strategic objective from the point of view of national security, according to the statistics Committee of the Ministry of national economy of the Republic of Kazakhstan, since 1993, the number of health centers in Kazakhstan decreased from 256 to 103. However, the number of citizens who have passed courses of improvement, in the period from 2007 to 2013 increased from 134 to 258 thousand In the current period during the holidays, as found sociologists, 65% of citizens do not have the ability to restore health (Agency of Kazakhstan of Statistics, 2014).

Even today, in Kazakhstan there is stable demand for tourism services, this trend is due to the increased interest of foreign businessmen to the economy of Kazakhstan, the emergence of the new state and its culture have become attractive to foreign tourists (Figures 1 and 2). Mostly foreign tourists are residents of China, Germany, United States, this is due to economic ties of Kazakhstan with the above States (Transport, Communications and Tourism in the south kazakhstan region, 2014).

South Kazakhstan region is the historical center of Kazakhstan.

In the area there is 1111 monuments of history and culture: 931 belong to the archaeological sites, 44 historic sites, 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 Yasawi 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%) 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%).

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).

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% (Figure 1)

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) This is illustrated Figure 3.

In the analyzed period in the CIS 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 CIS 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).

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.

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

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:

Figure 1: Dynamics of indicators of outbound tourism in Kazakhstan
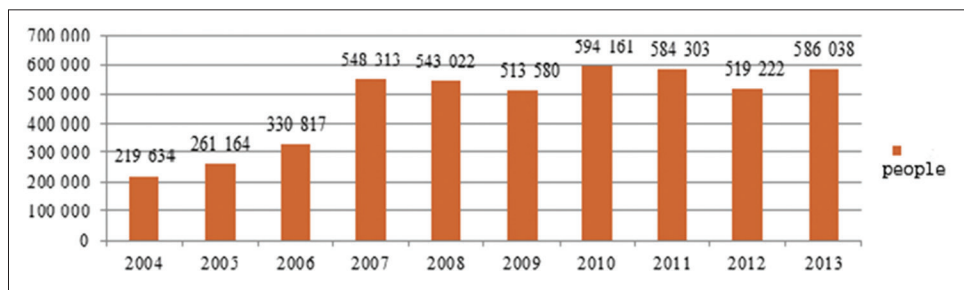
Note: Compiled by the author based on statistics of the Committee on statistics of MNE of RK

Figure 2: Dynamics of indicators of inbound tourism in Kazakhstan in 2004-2013
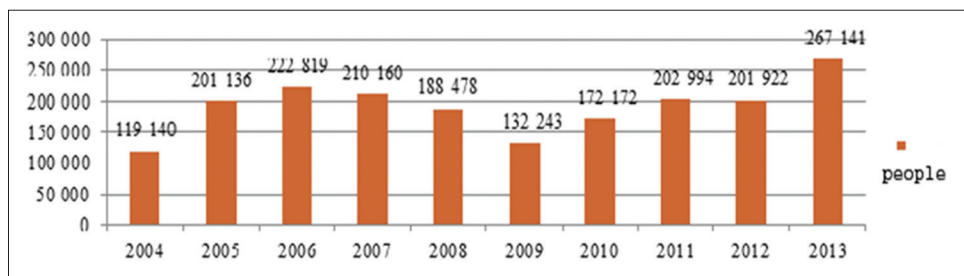
Note: Compiled by the author based on statistics of the Committee on statistics of MNE of RK

$$\overset{\alpha\,0}{Y}_t = 95.3 + 2\,t - 0{,}1t^2 \qquad (1)$$

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.

Figure 3: The structure of tourism by types, %

In 2013, an overall increase of tourists to 117% compared with the previous year, but still there is an increase in the number of incoming tourists. In 2013 in South Kazakhstan region has visited 244 foreign citizens from 28 countries, this is 129 more than in 2012.

In the structure of foreign citizens who visited South-Kazakhstan region, the largest proportion is represented: Turkey - 12.5%, China - 5.1% and etc. the share of these countries account for 60% of all trips. The rest of the country is a small percentage.

In the analyzed period from CIS countries moved in 7 tourists-non-residents. Of these, 43% came from Uzbekistan, 17% - from the Russian Federation, etc.

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

As we can see from Table 5 distribution of tourists-residents by purpose of travel-leisure, recreation and holidays has increased 1.6 times 2013 compared to 2012 and amounted to 129 people. On other purposes of travel there is only partial change.

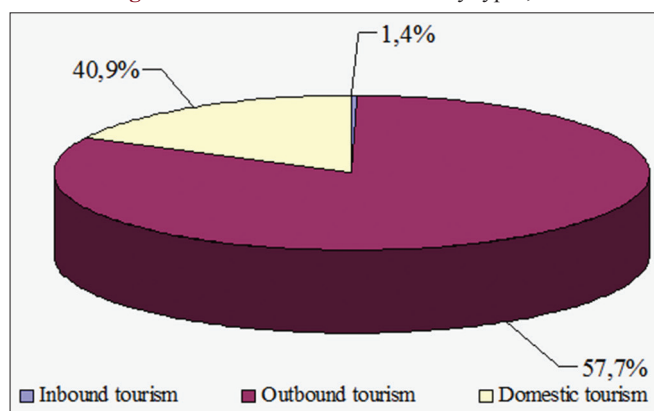From Table 6 we build a time series of outbound tourism in the form of a parabola of the second order.

To study the development trend of the data in this series were worked mathematical methods (Table 7). According to the results of visual data analysis time series (demand for tourism) can be

Table 1: Information about tourist services for 2009-2014 in South Kazakhstan region

Indicator names	2009	2010	2011	2012	2013
Total	5355	6103	8750	15205	17881
Inbound tourism	10	324	212	115	244
CIS	-	25	-	-	7
Outside the CIS	10	299	212	115	237
Outbound tourism	4409	4470	6903	9991	10322
CIS	190	174	353	952	1287
Outside the CIS	4219	4296	6550	9039	9035
Inbound tourism	936	1309	1635	5099	7315

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

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

Table 4: Building a dynamic number of outbound tourism in the form of a parabola of the second order, thousand people

Year	The number of tourists (y)	t	t^2	t^4	t*y	t^2*y	$\overset{\alpha\,0}{Y}_t$	$(y-\overset{\alpha\,0}{Y}_t)^2$
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

Table 5: The distribution of tourists-non-residents by purpose of travel

Objectives trips	2009	2010	2011	2012	2013
Leisure, recreation and rest	-	324	212	115	244
Visiting friends and relatives	-	-	-	-	-
Business and professional	10	-	-	-	-
Treatment	-	-	-	-	-
Religion-pilgrimage	-	-	-	-	-
Commercial (shopping tours)	-	-	-	-	-
Another	-	-	-	-	-

taken as a uniformly accelerated development. To calculate the trend was adopted by the parabola of 2nd order. The results of calculations have allowed us to construct an equation of the form:

$$\overset{\alpha\,0}{Y}_t = 3.5 + 4.5t + 1.3t^2$$

(2)

Approximation of the actual data to theoretical formula (2) 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 of demand for inbound tourism.

The calculation by this model shows that the expected number of outbound tourists by 2017 will be 226.4 thousand people.

Currently there is a trend of increasing the number of domestic tourists directions. Thus, the number of the served tourists in 2013 increased compared to 2012 by 1.2 times.

To explore trends in the development of this series were processed by mathematical methods (Table 8). According to the results of visual data analysis time series (demand for domestic tourism) can be taken as equal to accelerated development. To calculate the trend was adopted by the parabola of the 2nd row. The results of calculations have allowed us to construct an equation of the form:

$$\overset{\alpha\,0}{Y}_t = 74.2 + 6.8t + 0.6t^2$$

(3)

From Table 9 we build a time series of outbound tourism in the form of a parabola of the second order.

Approximation of the actual data to theoretical formula (2) 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 of demand for domestic tourism.

The calculation by this model shows that the expected number of outbound tourists by 2017 will be 180,8 thousand people.

Currently there is a trend of increasing the number of domestic tourist's directions. Thus, the number of the served tourists in 2013 increased compared to 2012 by 1.2 times.

Income South Kazakhstan region from the activities of tourism companies to organize outbound tourism in 2013 amounted to 4 million 328 thousand KZT 100.

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.

5. 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.

State support of tourism is essential for sustainable development of the industry. International experience shows that active policies aimed at creating conditions for development of tourist infrastructure, attracting private investors, the regulatory framework, providing favorable economic conditions for activity of subjects of tourist industry, allow the tourism industry to occupy an important place in the socio-economic development

Table 6: Dynamics of inbound tourism, thousand people

Title	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013
Served services	0.03	0.01	0.02	0.03	0.01	0.01	0.32	0.21	0.11	0.24

Table 7: Building a dynamic number of inbound tourism in the form of a parabola entered the order, thousand

Year	The number of tourists (y)	t	t^2	t^4	$t*y$	t^2*y	$\overset{\alpha\,0}{Y}_t$	$(y-\overset{\alpha\,0}{Y}_t)^2$
2004	0.03	−5	25	625	−0.15	0.75	−21.5	463.5409
2005	0.01	−4	16	256	−0.04	0.16	−16.1	259.5321
2006	0.02	−3	9	81	−0.06	0.18	−10.9	119.2464
2007	0.03	−2	4	16	−0.06	0.12	−5.9	35.1649
2008	0.01	−1	1	1	−0.01	0.01	−1.1	1.2321
2009	0.01	1	1	1	0.01	0.01	7.9	62.2521
2010	0.32	2	4	16	0.64	1.28	12.1	138.7684
2011	0.21	3	9	81	0.63	1.89	16.1	252.4921
2012	0.11	4	16	256	0.44	1.76	19.9	391.6441
2013	0.24	5	25	625	1.2	6	23.5	541.0276
всего	0.99	0	110	1958	2.6	12.16	24	2264.901

Table 8: Building a dynamic number of inbound tourism in the form of a parabola of the second order, thousand people

Year	The number of tourists (y)	t	t^2	t^4	$t*y$	t^2*y	$\overset{\alpha\,0}{Y}_t$	$(y-\overset{\alpha\,0}{Y}_t)^2$
2004	0.7	−5	25	625	−3.5	17.5	−21.5	492.84
2005	0.65	−4	16	256	−2.6	10.4	−16.1	280.5625
2006	0.5	−3	9	81	−1.5	4.5	−10.9	129.96
2007	0.7	−2	4	16	−1.4	2.8	−5.9	43.56
2008	0.89	−1	1	1	−0.89	0.89	−1.1	3.9601
2009	0.9	1	1	1	0.9	0.9	7.9	49
2010	1.3	2	4	16	2.6	5.2	12.1	116.64
2011	1.6	3	9	81	4.8	14.4	16.1	210.25
2012	5.1	4	16	256	20.4	81.6	19.9	219.04
2013	7.3	5	25	625	36.5	182.5	23.5	262.44
Total	19.64	0	110	1958	55.31	320.69	24	1808.253

Table 9: Dynamics of inbound tourism, thousand people

Title	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013
Served services	0,7	0,65	0,5	0,7	0,89	0,9	1,3	1,6	5,1	7,3

of the country. World experience also shows that countries that are actively developing tourism, direct considerable budgetary funds for the implementation of national projects and program, providing its citizens high-quality tourist services.

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