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Some problems of formation of the tourism industry at the Kazakh sectors of the Silk Routes

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Abstract

The aim of this study is to review some problems of formation of the tourism industry at the Kazakh sectors of the Silk Routes. The study conducted a literature review method. The conclusion has appeared that among the most promising projects of the XXI century the international program for the revival of the Silk Road on the right holds a special place in its historical and universal scale. Mausoleum of Khoja Ahmed Yasawi, in the city of Turkestan, and Tamgaly petroglyphs (Almaty region) are included in the list of World Cultural Heritage by UNESCO. This is a clear proof that our ancestors left a rich heritage and recognised worldwide. We have a unique of its kind, the only post-Soviet state program 'Cultural Heritage' in the country. Thanks to her, we have restored dozens of landmarks. Kazakhstan is rich in historical monuments of the country and some objects of archeology are a thousand year old. Not surprisingly, we go to the historians from many countries.

Keywords: Tourism, industry, study, research, formation.

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1. Introduction

Significant changes have occurred in the hotel services market. Poland is not affected in recent years (Druzhinin, Pesina & Rahimi, 2017; Yurtseven & Muluk, 2016). One of the most influential is the rapid development of offers for business travellers (Astaniin, 2019; Behroozi & Emami, 2017; Ignatjeva & Musayeva, 2017). As we know, training for the tourism business pays great attention to all over the world. As the tourism product offered to the consumer is not a commodity, it is a service, and in this case qualified personnel for the tourist business is a problem, which takes the first place to be discussed. The concept of business tourism has several and often ambiguous interpretations. It is collected by professionals and extensive material on the characteristics of the ancient urban beautification (Alexandrova, 2002). Providing the quality of touristic services is directly related to professional specialists providing these services, knowledge of touristic resources and their quality (Ottaviano, Gentile, Grande, Guardia & Allegra, 2017; Paun, 2018).

The Great Silk Road (GSR) has long attracted the attention of researchers such as historians, anthropologists, archaeologists and scientists from other scientific fields. Today, international tourism Silk Road (GSR) and its route passing through Kazakhstan is not only a unique historical monument of human civilisation but also the future reference frame centres, facilities industry and national tourism infrastructure, which requires attention of tour operators, administrations, road and structures public works, landscape design professionals, etc. The transformation of the Kazakh section of the Silk Road in the tourist and recreational complex is a primary task of development of the national tourism (Ascension, 2007).

Analysis of the theory and practice of tourism development in the Kazakh part of the GSR studies shows that to meet the challenges of its dormant there are certain scientific and economic backgrounds. The materials of the World Tourism Organisation and other international organisations as well as by a number of foreign authors reflect the main problems and prospects of the development of the industry in this sector. In the domestic literature (mostly specialised), the question of the application of this experience in relation to the development of tourism on the GSR almost poorly developed, there are only works on general issues of its history and current values. Such a provision is necessary to radically change the way to scientific and practical working capacity of each route segment of GSR and to attract administrative resource areas through which it passes.

Silk Road has had a huge impact on the formation of political, economic and cultural order of the countries through which he passed. Along the route, there were all his large and small market towns and villages. Most spotted by caravan routes was Central Asia and, in particular, the territory of the nomadic civilisation and urban culture of modern Kazakhstan. This region is crossed dozens of trade routes as in 'South-North' and in the direction of 'East-West'.

The purpose of this study is to review some problems of formation of the tourism industry at the Kazakh sectors of the Silk Routes. The study conducted a literature review method. Many sources have been read and notes have been taken for the purpose of the study, and the results have been drawn.

The major limitation of this study is the lack of sufficient resources in this field. In this study, it is thought that it will make a significant contribution to this field.

2. Results

Modern features and trends shaping the tourism industry in Kazakhstan have their own characteristics, in contrast to other regions, namely the presence of the historical main road IDT and, accordingly, a significant potential tourist site of historical and cultural heritage, a high degree of urbanisation and the dynamics of population growth as a culture medium. They are also determined by the geographical location, climatic conditions, transport and hydrographic network and proximity to the borders of neighbouring countries.

Tourism and its regional system such as Kazakhstan region is challenging in terms of methodological studies and methodological support of the study object, we need an integrated approach, which includes work on the following interrelated factors, such as natural and geographical, socio-cultural, socio-economic, demographic, geo-environmental and geopolitical. The analysis of cartographic model of GSR runs in the Kazakh section shows that they and the modern way of transportation run along the arid zones. Water pool character is in arid conditions of the region's main highway Kazakhstan Silk Road, along which formed the historical centres of the city and nomadic cultures. Moreover, economic and demographic 'capacity' of the territory defined geographical factors such as the value of water resources and the hydrographic regime of rivers. Of the eight water basins of Kazakhstan, three located in southern Kazakhstan such as Aral-Syr Darya, Balkhash-Alakol and Shu-Talas. Here, the most dense network of routes is the Silk Road.

The density of the river network is reflected in the formation of the main routes of GSR system and settlement system and reflected in the population density both developed and potential tourist centres along with its sites. As the cartographic analysis, the main nodal elements of the reference framework of tourism in Kazakhstan form large cities and metropolitan areas – tourist centres. One of the features of placing cities of Kazakhstan due to the natural conditions of all tourist centres is shifted to the south. This is from a management point of view of certain difficulties because the bulk of the territory is in the north. Therefore, we must highlight the region as a single tourist and recreational complex in the composition of the nationwide territorial recreational system with unified management powers of a regional nature (Behroozi & Emami, 2017).

Therefore, the priority appears to further development of major regional tourist centres (sub-centres) and the main strip of settlement as the reference frame of the tourist economy – Almaty, Taraz, Shymkent, Kyzyl hordes. The government of Kazakhstan made a decision together with the US company to start a tourist cluster. Within the framework of the national project, 'Kazakhstan cluster initiative' has developed the concept of the formation of tourist cluster, based on a balanced and mutually beneficial partnership between the state and private structures. Based on the definition, the term 'cluster' is centred on a geographical basis of the group of interconnected companies, specialised suppliers, service providers, companies in their respective industries, as well as related activities of their organisations. In other words, the cluster is a group of closely spaced and interconnected companies and associated organisations working in a particular industry, the combined and complementary. The cluster can cover the area, region or even a single city with the capture of the nearby town or in neighbouring countries. Among the required conditions for cluster development, science, entrepreneurship in young and small firms, openness to new ideas on the part of the organisation's management, intellectual capacity or intangible assets of companies and venture capital should be allocated for further progress.

Today, the organisational structure of the cluster can be represented as the interaction between companies, government agencies and research institutes, which create a working group with the appropriate strategic initiative. An analysis of the provisions for the implementation of cluster initiatives, the most difficult aspect in this way for the regions in the near future will be the problem of the redistribution of the role of business and government. At this stage, we need equal cooperation between business and government. The new role of government should be to provide the conditions to assist businesses in identifying issues and investment opportunities in getting the right skills, qualifications, technology, infrastructure, regulation and adjustment of industrial innovation and the formation of tourism policy and more.

The state should actively encourage the initiative of enterprises belonging to the cluster through the tax, financial, credit and human resources policy. One of the stages of implementation of the cluster approach, based on the geographical principle of its formation, is to develop a visual mapping model zoning of the region to determine the internal and inter-regional, international clusters (Paun, 2018). It is necessary to allocate support for the development of the tourist cluster area, capable of generating the development of domestic tourism and implement development initiatives entrance.

Mountain ridges system Alatau comfortable and attractive for year-round recreational recreation of all ages, for sports and recreation, and hiking trips, a ski holiday in the winter season, for the development of sanatorium-resort complex and treatment of lung and other diseases, for the improvement of children. The mineral waters of the region are known far beyond the country.

Experience in many countries and regions indicates that the clusters do contribute to higher efficiency and thus improve the welfare of the nation. Thus, the role of the executive authority of local administrations in the cluster development of the tourism economy is to create a favourable business climate for private entrepreneurs as the axis of the project participants and the economy in general, which will provide better performance and efficiency in the sector. It is necessary to form the structure of the full staffing of the department of tourism in the regions on a functional basis of work performed and to allocate a maximum of staff units. Based on these promises, we can identify specific and practical problems of realisation of a tourist cluster:

1. Development of visual mapping model zoning of the region to determine the internal and inter-regional, international (with Kyrgyzstan, Uzbekistan) clusters.
2. On the basis of the analysis and cartographic information obtained during field studies to assess the tourist and recreational resources for tourism purposes, we need to create an inventory of natural areas and facilities for the forecast development of the historical, cultural, educational, environmental, recreational and sports, medical and recreational species tourism.
3. It is necessary to allocate territory for the development of children's health recreation, training and educational types of tourism.
4. Select the reference for the development of tourist cluster area, capable of generating the development of domestic tourism and implement development initiatives entrance.
5. Initiate on the routes of the Silk Road Construction transit points – camping for a short rest and the administration of natural needs of tourists.

With regard to the regional development of tourism, it is possible that the reference frame line settlement in the future will undergo changes, the main axis of Baikonyr develop – in the west of Turkistan – in the south to Taldykorgan is in the east. This is evidenced by the growing economic importance and investment attractiveness of the aforementioned cities, population growth in these and rural areas and in the zone of influence. Of course, it will increase the importance of the line Almaty – Astana, there will be small towns – local points of tourist service on this route. All these indicate that in the future tourist objects will thicken the southern part of the region, where the most intense 'growth corridor' is likely to remain the axis of Almaty – Taraz – Shymkent.

Given the geopolitical situation in the region, it is appropriate to the creation of new elements of the reference framework for tourism development on the basis of settlement trends in the external transport, which is beyond the borders of Kazakhstan, in particular, transport, customs and technical complexes. The development of external transport and retail outlets needs to be combined with the formation of free economic zones (Dostyk Horgos, Zhibek Zholy, Akzhol).

We can highlight the following factors that significantly affect the formation of the support frame of the tourist centres of the segment of GSR and realisation of potential tourism opportunities, or closely associated with it: strengthening the integration trends in the development and formation of territorial recreation systems and tourist and recreational facilities; focus on the final goal of social-economic development of the tourism, consistent overcoming social and territorial disparities between the territorial recreation systems in the region; the greening of development and rational distribution of productive forces, focused on alternative activities, tourism and recreation areas, as opposed to the traditional (subsistence farming, animal husbandry, etc.); improving the effectiveness of regional tourism policy, the role of local government structures in addressing the complex economic and social development of the tourism industry.

Instruments of state regulation should ensure the population for decent work and the formation of the labour market. Special arrangements include a group of factors that require the development of a

single industry, in this case tourism. Therefore, for the development of outbound tourism, an important development is based on factors such as urban settlement system, a high level of incomes, the lack of a state monopoly on this type of activity and low barriers to market entry for firms. For inbound tourism, it is important to ensure the factors stimulating tourist demand, which include natural beauty, diversity sightseeing, the presence of objects of tourist infrastructure (accommodation facilities, canteens, etc.), certain level of advertising media and other factors.

An important factor in strengthening the special position of tourism is a sustainable development of tourism resources. We can select a combination of the concept of territorial touristic resources (TSTR), under which it is understood natural, economic, historical, socio-cultural and other facilities to satisfy the spiritual needs of tourists contribute to the reconstruction and development of physical and moral forces, if they are in virtue of descent or otherwise compactly housed in the same area and have perspectives joint operation.

Essential conditions for the introduction of innovative technologies in tourism are to provide the status of sustainable development of the tourism industry and to create a favourable investment climate. Innovative Technologies International travel can be represented as improvement of tourism infrastructure as an element of innovation policy, diversification of the types of tourism to meet human needs evolves modern in a variety of recreation and leisure activities and the development of new directions of travel.

An important element of innovation policy in the field of tourism is to improve international tourist infrastructure. Abroad in large numbers are specialised organisation in the field of tourism that promotes tourism resources of certain areas and regions taking into account the rapidly changing demand.

Tourist information centres are usually located in the regional centres of a tourist micro district and provide information about its tourist resources. This information can serve as a free spread booklet, terrain maps showing sightseeing, etc. Every tourist site within the region can express themselves and leaving in the tourist centre of information brochure or business card invitation. We can get the necessary help and contact with the right people through the tourist information centres.

Local authorities sponsored content regional museums and open-air museums. Their function concluded to familiarise visitors with the traditions, historical past and the peculiarities of life of the local population. The formation of ecological museums in the new Museum practice is due to the pressing problems of the conservation of ecological and cultural environment. Widespread overseas in resort areas have received beauty centres, medical physiotherapy centres and resort and recreation centres. Beauty centres often offer the necessary services for face and body care, whereas medical physiotherapy centres used for the diagnosis and prevention of the body with the use of oriental medicine techniques.

3. Discussion

Cultural tourism is positive as contributing to their conservation and protection. The difference historical-cultural tourism from all other known forms of recreation is that in this case the attainment of historical and cultural complex in a given region occurs in maximum possible immersion in the environment. One way to achieve this goal is a tourist hotel, located directly in the historical site or in specially designed according to the cultural characteristics of the building in the region, which inscribed in the surrounding landscape. A prerequisite in this and in the other case is an observance of the principle of environmental approach, i.e., harmony with the surrounding historic monuments, architecture and archeology as well as preservation of the ecological balance. The use of local materials in the construction and traditional technologies can significantly reduce the capital cost of construction. An interesting option for Kazakhstan can be a yurt with refrigerators and televisions.

Thus, we can formulate the concept of the historic hotel and its main features when entering a circuit: these hotels are located in historic buildings or places with a rich history in the unique natural complexes; architecture, interiors, gastronomy and souvenirs are typical just for this region, and not the product of a surrogate; medium or small size of the hotel that can provide a true hospitality and personal service; power of the hotel is designed for short-term stay as a developed hotel chain allows us to organise travel routes that are an interesting ring.

The idea of a national hotel chain on the basis of historical and cultural sites is of particular importance, taken into account the fact of violation of cultural tradition, which has had the most profound impact on all aspects of daily culture. The project to create a national hotel chain on the basis of historical and cultural monuments is the main goal and preservation of national cultural tradition through its adaptation to modern socio-economic conditions (Druzhinin et al. 2017).

Highlighted features are closely linked and interdependent changes in the forms of tourist facilities and the structure of its management of regional development. And the tourist economy of the region as a territorial complex socio-economic system that acts as both the result and the factor of further development of the productive forces, i.e., it is an integral part of the territorial organisation of society is inextricably linked with socio-economic and socio-cultural changes in all spheres future tourism economic complex.

We believe that the beginning of the creation of the world experience corresponding to the legal framework for tourism development was the adoption of the Law on Tourism. However, the specifics of the tourism market development in the Republic of Kazakhstan adopted the law has not been adequately reflected. In our view, insufficiently developed sections of the legislation that directly or indirectly affect the interests of customers, society and enterprises in the tourism sector. The absence of a regional arms control leads to tourism development and mechanisms of interaction between public authorities and entities of the Republic of Kazakhstan.

Disadvantages of hindering the development of inbound and domestic tourism Kazakh are non-compliance of road transport infrastructure with international standards; inconsistency hotel base with international standards, in particular types; hotels and the level of service to them, imperfection of legislative and economic incentives Kazakh; inbound and outbound tourism in the state and local levels; imperfection of the financial system of Kazakhstan's tourism; and insufficient qualification organisation of tourist services.

To date, in the fields of tourism, regional development programs have been developed. In turn, the development of most regional tourism development programs, priority setting and resource potential of tourism development at the regional and interregional levels is not carried out, due to the lack of interregional relations and the necessary state resources assessment methods.

Tourism Development Program in a particular region must necessarily include a preliminary study of its existing state. First of all, the selected region must be able to determine the status of the potential tourism resources, which may be the purpose of travel of natural, ethnographic, historical complexes, monuments, etc. Problems of definition and selection of tourist areas related to carrying out time-consuming and resource-intensive research, development and application of the necessary procedures for the creation of an information base of tourism.

Organisation of spa services for the population requires regulation of the use of natural medicinal resources, the decision to develop independent of Tourism and Resorts of programs that should be closely linked and mutually reinforcing. Likewise, necessary is a close linkage between tourism programs with the development of roads, public transport, culture, science, education, conservation and development of the country.

It should be noted that due to the mismatch of material base of tourism of the Republic of Kazakhstan to international standards, the solution of the global attraction of the problem to the tourists depends on public funding – direct investment in the hotel construction, development of tourist infra-

structure (transport and energy components), the creation of environmental systems, for the restoration of monuments of culture and history. Established as a result of these investments the state ownership can often provide the subsequent return of budget expenditures by currency inflows from international tourism, the growth of which, in turn, could help to attract private investment in the construction of restaurants, the development of the gambling industry, the entertainment industry companies.

No information found for the Kazakhstan tourist supply and demand. Now, for a complete picture of the available material base, the dynamics and structure of fixed assets, the formation of investment projects and their promotion on the world market, the sharpest way the question arose of creating an information system, but the quality of statistical data does not allow a clear picture of the situation taking place in the tourist offer. The absence of a coherent and comprehensive information based on the fact that Kazakhstan does not apply UN statistical standards and do not work the standard for developed countries, data collection methods on tourism issues not established organisation in the country, which would accumulate information about the opportunities and challenges of the tourist offer. Therefore, to date, there is no complete picture of available resources and capacity for cultural tourism: information about the monuments of history and culture, the state of the historic environment, folk crafts, especially valuable objects of cultural heritage of Kazakhstan, etc. There was no assessment of the environmental situation in terms of prospects for the development of certain types of tourism.

Without such information it is impossible to determine the status and prospects of socio-economic development of the cities, regions of the country, including the employment of the population, it is impossible to assess the condition of the existing material base of tourism and recreation. The need to collect information on tourism supply and demand not only feel the tourism administrations and tourist enterprises – airlines, hotels, owners of tourism facilities, travel agencies, tour operators but also other organisations and individuals interested in the prediction of the economic impact of tourism activities.

4. Conclusions

It should be noted that at the present stage of the market need objective information about the segment of inbound tourism market with the help of which it would be possible to develop effective programs to promote tourism abroad. It will provide baseline data for monitoring trends and changes in demand for evaluating the effectiveness of advertising and public information programs.

Study entry of visitors flow trends is necessary to determine the dynamics of their costs, which will assess the economic impact of tourism on the national and local levels. It must be emphasised that one of the problems today is not a regulated system for collecting information on the amount of incoming tourists spending.

Objective analysis leads to the conclusion that the natural development of the business in the country not only bring benefit to anyone other than entrepreneurs but also harms society – currency ‘leaves’ abroad. Not implemented not only target the tourism function – social reproduction of human potential but also the economic functions of tourism in the national and regional scales.

In our opinion, it required a total revision of tourism management concept during the development of the market, since at present weak market there are levers that ensure the ongoing development of tourism, no state policy of support of market relations in a balanced state.

Features period of market formation requires the state protectionist policies in a number of socially important industries and tourism activities as well as the regulation of the relations of entrepreneurs in the tourism sector as a source of replenishment of the budget only at the expense of outbound tourism. It is necessary to provide conditions for the priority development of domestic tourism with a

view to the revival and development of traditional tourist centres, development of new tourist areas with vast natural, historical and cultural potential.

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