

ISSN 2413-4953



В НОМЕРЕ:

4
2018

ECONOMIC GROWTH AND ENTERPRISE ACTIVITY OF
AGROINDUSTRIAL COMPLEX

ЗЕЙНЕТАҚЫ ЖҮЙЕСІН МЕМЛЕКЕТ ТАРАПЫНАН РЕТТЕУ

ПУТИ ПОВЫШЕНИЯ КОНКУРЕНТОСПОСОБНОСТИ АПК
КАЗАХСТАНА В РАМКАХ ЕВРАЗИЙСКОГО ЭКОНОМИЧЕСКОГО СОЮЗА

ISSN 2413-4953

Научно-практический
журнал
«Транзитная экономика»

Издаётся с июля
1997 года

Учредитель:
ИП «Ханшайым»

Главный редактор
Айжан Асилова

Редакционная коллегия:
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Журнал
зарегистрирован
в Министерстве
связи и информации
Республики Казахстан
Свидетельство
№ 14503-Ж

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Подписной индекс
75781

Формат 70×108 1/16.
Бумага офсетная
Печать Riso
Тираж 500 экз.
Цена договорная

050050, г. Алматы,
ул. Сатпаева, д. 30а,
офис 62

Тел.: 8 (747) 373 93 26,
8 (701) 373 93 26

www.tranzek.kz
tranzit_ek@mail.ru,
aajan1910@mail.ru

Отпечатано в
издательском
центре журнала
«Транзитная экономика»

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2018

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МРНТИ 06.71.57

¹ N. Abassi, Bachelor 2 course student

² L. Kuanova, PhD 1 course student

^{1, 2} al Farabi Kazakh National University, Almaty, Kazakhstan

DIGITAL TOURISM IN KAZAKHSTAN

Abstract. It is well known fact that the problem and prospects for the development of digitalization tourism is a new phenomenon in the industry of tourism and there could be found numerous types of researches in this field which each of them has their own results and outcomes, and in each country the type and the outcome is more different than other one. This article studies countries and regions tourism and the new view of tourism which is already developing all around the world and named as Digital Tourism. Furthermore, there is described the effect of digital tourism sector in economy of countries and causes of increasing effectiveness, economical parameters to the national economy of countries. The second part of this article analyses Kazakhstan and there is given the general facts of tourism and the most attractive reasons of interest for visiting Kazakhstan, and main research of the article is based on digitalization and condition of this sector.

Keywords: Tourism in Kazakhstan, development, digitalization, digital Tourism, economic sector, opportunity creator.

Introduction. Tourism, which includes sightseeing, camping and traveling is one of the modern world's industries and this industry plays a vital role in economy of countries and more important in relations among countries. In last decades this industry has experienced huge growth and improvement in order to become one of the most important sectors of recent economic, all over the world.

This industry is highly involved with today's business, the sector creates jobs, drives exports, and generates prosperity across the world. This sector creates job opportunities for more than 100s of people in each touristic site. For instance, in 2017 the sector is shown to account for 10.4% of global GDP (Gross Domestic Product) and 313 million jobs, or 9.9% of total employment, and also its one of the few economic sectors which produced goods and services are consumed in the site of production which can easily effect on GDP (Gross Domestic Product) of countries [1].

Kazakhstan is located in central Asia which is a very good geographical location for tourists, due to its wonderful weather and culture and almost in every season it's attractive for tourists. On the other hand, it is the world's 9th largest country and it is the largest landlocked country in the world, there is always the interest of visiting and traveling to the country. If we look at the numbers and statics of tourism here during the last two decade we can see significant changes on the number of tourists who visited here. For instance, in 2000 total 1.47 million international tourists visited Kazakhstan and this number increased to 4.81 million in 2012 which this number is three times more than the one on 2000, but this number had a little decrease in 2017 is 3 million 600 thousand international tourists or visitors. If we consider on this numbers we can easily find that tourism in Kazakhstan is not stable and still needs Long term and short-term plans in order to reach to the peak [2].

Experimental part. According to the national researches based in the development of tourism sector and also due to this instability which was obvious year by year and in order to make improvement in this sector the government of Kazakhstan decided to make a plan in order to empower this sector and change it to a useful sector for economic of state. Therefor after researches the Republic of Kazakhstan found the major problems which made the development of tourism in Kazakhstan thwart, and these problems are listed as follow:

1. The disunity of tourism market participants;
2. Poor development of legal and regulatory framework;
3. The extremely high prices for accommodation along with the quite low tourism infrastructure development.

After explaining and analyzing problems the authorities of country decided to make a policy in order to remove this errors and bags, and a policy was made, this policy is named "State Policy of Tourism Industry Development in the Republic of Kazakhstan". The main goal for the country was to double visitor numbers by 2020 and make it even more and more for the future. After considering on many researches and many reports, we can finalize the most attractive reasons for tourists in Kazakhstan.

Geographical location. As I mentioned above that there is always interest of traveling for tourists to visit Kazakhstan due to 1st its geographical location, which contains both the high points (highest: Khan Tengri, with 7,010 meters high) and low points (lowest: Karagiye depression at 132 meters, below sea level) and this is one of the reasons why tourists are interested in. mountaineers always wants to conquer the peaks and mostly peaks above 6000 meters are what they want to challenge their selves with. The other reason is that most of the photographers are interested in mountain photographs specially the snow-full mountains.

Weather: The territory of Kazakhstan stretches for more than 3000 km from west to east and almost 2000 km from north to south. Climatic peculiarities are due to the amplitude of the country. Whereas temperature can hit 50 degrees below zero in the north in winter, in summer in the south melons ripen and cotton grow (+40 degrees above zero). In winter period fans of winter sports are willing to visit here sports like Ice skating, Ice hockey skating, Curling, Nordic Skiing, Biathlon, Bandy and so on. So this sports have been one of the main tourist attractive reasons for Kazakhstan and it will be if the state invest on it more than the past and make advertisements and also hosting international games of winter sports would be more beneficial in case of increasing number of tourists, however in the summer hiking, swimming, fishing or horseback riding and almost all types of summer vocations are available here and tourists can visit cities like Astana City, Aktau City, Almaty City or places like Burabay, Bukhtarma Reservoir, Kapshagai Reservoir, Bayanaul National Park, Lake Alakol, The Charyn Canyon, Chundzha Hot Springs [4].

The culture: Different countries has different cultures and its very interesting to know about other cultures specially the central Asian countries which have world-known culture and its very different for European and American culture at the same time European and American people are always interested in Asian culture and they want to discover more and more about it. Kazakhstan is among those central Asian countries which the tourists shown more interests to it. The Patriarchal and Hierarchical Society which contains banding together in extended family groups to battle the hardships of the environment and to protect their cattle and their families. This was officially called "ata-balasy", which means the joining of a grandfather's sons into one tribe of extended family. The husband plays the primary role in family life and is ultimately responsible for the family's survival, or formal greetings due to hierarchical form the society, the hospitality which is very well-known. Communication Styles of Kazakhs are very special in its kind. Or the subject of "minority in their own land" is very attractive for world in order and will be a good reason for tourists to come for visiting this minority with the land which is the world 9th largest country.

Results and discussions. According to data from the graph bellow, the expenditures for traveling had been increasing for last 10 years before 2015. There was rapid growth for 262 per sent for 10 years, one of the main factor of developing of tourism is digitalization.

The international tourism expenditures from 2006 to 2016 are shown in the figure 1.

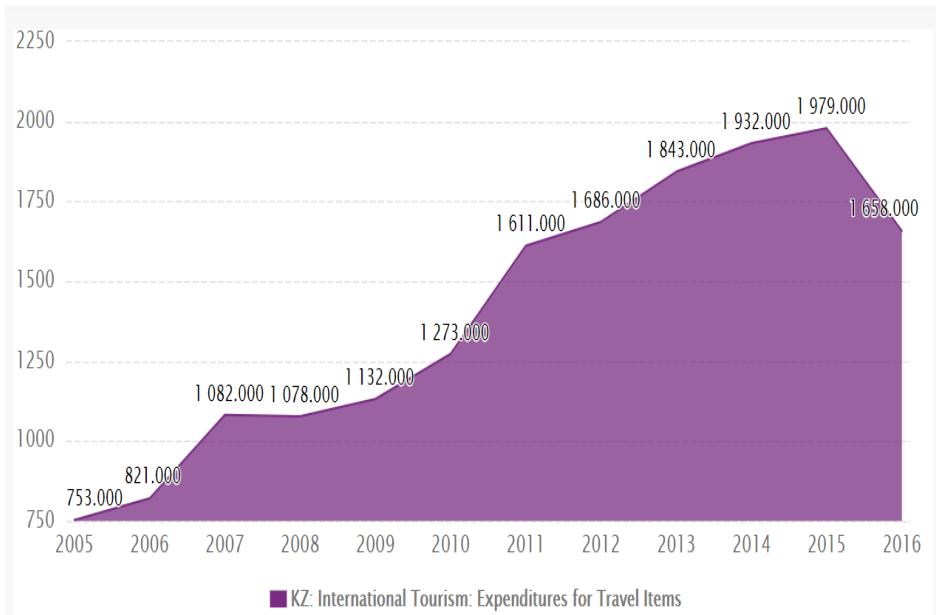


Figure 1 – Expenditures for travel items, International tourism [3]

Digitalization: Digitalization, is the process of converting information into a computer-readable format, in which the information is organized into bits. The result is the representation of an object, image, sound, document or analog signal by generating a series of numbers that describe a discrete set of its points or samples. The result is called digital representation or, more specifically, a digital image, for the object, and digital form, for the signal. In modern practice, the digitized data is in the form of binary numbers, which facilitate computer processing and other operations, but, strictly speaking, digitizing simply means the conversion of analog source material into a numerical format; the decimal or any other number system that can be used instead.

Digitization is of crucial importance to data processing, storage and transmission, because it "allows information of all kinds in all formats to be carried with the same efficiency and also intermingled", Unlike analog data, which typically suffers some loss of quality each time it is copied or transmitted, digital data can, in theory, be propagated indefinitely with absolutely no degradation. This is why it is a favored way of preserving information for many organizations around the world.

Digitalization process. The term digitization is often used when diverse forms of information, such as an object, text, sound, image or voice, are converted into a single binary code. The core of the process is the compromise between the capturing device and the player device so that the rendered result represents the original source with the most possible fidelity, and the advantage of digitization is the speed and accuracy

in which this form of information can be transmitted with no degradation compared with analog information.

The process of digitalization in tourism is to provide all the facilities for someone who wants to travel somewhere in the country this may be a residential or a non-residential person which in most cases they are called international tourists and to connect every corner of the city with information based technologies for the purpose of fast and easy accessing.

Digital Tourism. Digital Tourism can be defined as the digital support of the tourist experience before, during and after the tourist activity. This might be a recommendation system to help someone find suitable accommodation during holiday Planning, a mobile tour-guide application on their smartphone while or the ability to easily explore holiday photos around a table once at home .The concept of Digital tourism is not new and permeates many of the online activities people engage in today with trip planning using Expedia and TripAdvisor, travel management with airline frequent flyer websites and Tripit, mobile tour-guide applications on smartphones and photo management including Facebook, Instagram, Flickr, iPhoto or Picasa. However, what is new is the concept of digitally enhanced tourism. Through the use of technology, the aim is to further improve the quality or extent of a tourist experience. Instead of making travel bookings easier, or replacing a printed guide with a multimedia one or supporting better photo management, new technologies can appreciably intensify the tourist experience. This includes allowing people to immerse themselves in remote and inaccessible sites in a manner that moves beyond a simple multimedia experience. In practice, research can include novel interfaces, the collection, management and processing of context data, middleware required to enable the dynamic composition of devices and services, navigation, search, recommendation, mobile interaction, augmented reality and ubiquitous human computer interaction.

Digital Tourism in Kazakhstan. Digital tourism focuses on a wide variety of destinations and contexts, e.g., museums, rallies, country sides, zoos and theme parks .Designers and researchers have been employing a number of different tools and solutions to accommodate the tourist, e.g., interactive maps, tourism assistants, identification of interest points and souvenir generation .These tools and approaches are a handful of design techniques in the digital tourism domain which is hopefully we had a hug improvement in this case during last decade in Kazakhstan we can see that today all the places like museums, rallies, country sides, zoos and theme parks are well connected to the modern information technologies and residential and non-residential people are using this information in order get benefit of them. These benefits are considered on many forms like time saving, money saving and so on. For instance there are too many options among the mobile applications for a person who wants to travel inside a city it can be a global application like Google Map or a

local one like 2GIS or Almaty Bus, or a person can easily publish his/her photos with every corner of the world using internet which is available all over the country, online shopping, online room booking, online ticket booking and other kinds of online services are also available in Kazakhstan and you as a tourist may not find a problem which makes you not enjoy your journey.

Conclusion. This article shows the trends in the development of tourism by digitalization. It is clear, that Kazakhstan has large capacity of attracting tourist due to the reasons we mentioned above and this capacity can be fully and beneficially used only in case of powerful management and compiled plans and policies then the state will be ready to use this economical sector for the best of their people. Digitally enhanced tourism seeks to improve the tourist experience before, during and after the visit in manner which better understands each visitor as a unique individual with their own interests, goals and expectations. When we talk about improvement of this sector then almost everything is based on experience and investment so in order to well improve the current digital situation of tourism in Kazakhstan there is still need for more investment and also need of more learning from the experiences of successful countries.

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