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В сборнике материалов международной научной конференции рассмотрены актуальные вопросы новой индустриализации и экономического роста в условиях глобализации.

The collection of materials in the international scientific conference considers important issues of the new industrialization and economic growth in globalization.

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## ASSESSMENT OF THE FEATURES OF THE NATIONAL TOURIST PRODUCT AND BRAND

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The international tourism market nowadays is concerned as a generator of very strong competitors and struggle between the major provinces. There are particular perspectives in tourism industry of Kazakhstan. These are: Astana, Almaty, Atyrau, Shymkent. Geopolitical situation and presence of raw materials and natural resources became a reasons for increase in the number of tourists; flow of questions from visitors to access the international conventions concerning business to plan for growth. Infrastructure of these centers below are in accordance with international standards. Almaty, which is the country's strategic door and the main migration passes only through this city (air, road, rail) are suitable for a variety of forums agencies and hotels have created all the conditions for recreation in the city, as well as Astana which is surrounded 500 kilometers from the beautiful recreation areas. Modern look and infrastructure of young capital will help to attract a lot of interest in the development of international and domestic tourism in the city.

Gross income of tourism of domestic travel range from 30 to 50% among the developed countries. This is a good outlook. It should be noted that domestic tourism today is largely unorganized. As a consequences of this, there is lack flow of budget, infrastructure suffering, natural, cultural and historical monuments are possessing very big damage. However, tourism is actively developing. In this regard, there is sharply increase in number of travel agencies day by day [1].

Kazakhstan's tourism industry is developing on the market. We are developing all kinds of tourism. From year to year, including rise in our demand for eco-tourism satisfies us. If there is growing 10-20 per cent of the field of tourism, eco-tourism has increased by 100 per cent. According to statistics, in 2010, 172 000 people came to us. In 2011, this figure reached to 202 000. This year, we had 15 per cent growth.

The concept of the development of the tourism industry in the Republic of Kazakhstan till 2020 (hereinafter referred to as the Concept) January 27, 2012, the President of the Republic of Kazakhstan Nursultan Nazarbayev "Socio-economic modernization - main direction of development of Kazakhstan" addressed to the people of Kazakhstan, forced industrial-innovative development of the Republic of Kazakhstan 2010- the state program for the years 2014, tourism as one of the most important social and economic development to improve the competitiveness and attractiveness of the Republic of Kazakhstan till 2020 for the implementation of the Strategic development plan was developed.

The concept of the tourism industry in the Republic of Kazakhstan taking into account international experience developed on the basis of a comprehensive analysis of the current state of development of tourism and the development of the strategic vision of the country's tourism industry until 2020 the implementation of the state policy in this area include the basic principles of the goals, objectives and determine the stages.

Necessity of investments up to 2020 is about 9 785, 3 million US dollars, including the state budget is estimated about US \$ 4 367,7. The Government of the Republic of Kazakhstan in the amount of funding allocated from the state budget approved by Resolution No. 1048 of October 11, 2010, the tourism industry of the Republic of Kazakhstan for 2010-2014 for the development of the promising areas of the Republic of Kazakhstan and the introduction of amendments and additions to the program for the 2015-2020 program for the development of the promising areas of tourism industry the development stage is determined depending on the capabilities of the state budget. Accordingly, the target indicators will be adjusted [2].

As a result of the analysis of long-term trends in the development of the tourism market, tourism, focusing on the level of preparation for the tourists and tourist attraction, the main tourist clusters, products and facilities has been identified.

The concept of the creation and improvement of infrastructure, increase its attractiveness as a tourist destination in order to raise the attractiveness of Kazakhstan for the sustainable development of the tourism industry by creating its image.

Akmola region of the Republic of Kazakhstan developed under the concept of tourism in the resort area, the ski area near the city of Almaty, Kenderli plans development of the recreation area, as well as the development of tourism in the East Kazakhstan region in accordance with the master plan of the cluster program has a list of major projects proposed for implementation at the national level. As well as international experience and industry needs identified government regulation and promotion of the national tourist product on the basis of the conceptual model.

Measures are prepared for the development of tourist infrastructure in the regions of the country; to increase the attractiveness of the country for inner tourism development in the field of tourism and attract investors to improve the system of national statistics, as well as.

The concept passed through the comprehensive development and discussion of Kazakhstani expert community. This document includes the recommendations of the international consulting companies such as Horwath HTL, Ecosign Mountain Resort Planners Ltd, THR, IPK Internationalipi and tourist potential of the Republic of Kazakhstan in 2012.

The present state of the tourism industry is leading the world economy and is one of the fastest growing industries. According to the World Tourism Organization of goods and services (7.4%) of world exports, tourism took fourth place after of the automobile, chemical and fuel exports Oil production in the world in terms of revenue and the sector took the third place after the manufacture industry and machine building.

Kazakhstan is rich in tourist and recreational opportunities with a reasonable level of tourism characterized as underdevelopment. The share of tourism in gross domestic product is only about 0.3%. In 2011, tourism income was 145.3 billion, it is 2 times more than in 2008 (77.6 bln.). Taxes paid to the state budget is 20.6 billion, the number of people engaged in tourist activity in the area is 158700.

The amount of income from January 2012 was 91.8 billion tenge. Compared with January 2011 it increased for 11.5 % (82.3 billion tenge). The numbers of people working in the tourist organizations were 26940 people.

1715 Tourism Organizations worked in the country in 2011 and travel agencies served 630.6 thousand people, which increased for 29.6% compared to the previous year (486.5 thousand in 2010). Domestic tourism in the tourist business was 32.2%, 5.7% incoming tourism, outbound tourism amounted to 62.1%. If these rates compare with data from 2010, the outbound tourism increased from 56.4% to 62.1%, domestic tourism services was decreased from 35.4 % to 32.2% [3]. Developing products of tourism brand, including the development of national important projects, requires rising up the level of tourism projects. Projects which initiated by the Government of the Republic of Kazakhstan considered as national tourism brand projects. Of course, such projects are large-scale projects.

Currently being developed national tourism brand are: Astana cluster - Borovoy resort zone, Almaty cluster – South Kaskelen ski resort, West Kazakhstan cluster – Bukhtarma-Katonkaragay, East Kazakhstan cluster – Kendirli.

The importance of the provision of a travel brand in Kazakhstan is that people do not know about our touristic areas. By changing natural beauty of the country to land of tourist places, we will be able to show the world ourselves. This is the recommendation of the tourist brand has a great influence on the development of the tourism industry in the Republic of Kazakhstan. Land allocation of tourism in many parts of the world and new tourist routes in Kazakhstan going to engage in innovative, will be have huge success. A tour of exotic types of tourism (elite hunting, archaeological routes, and ethnography) will have the opportunity to submit. In addition, the national parks and museums, cultural centers, can enter all areas of the service infrastructure. As

evidence, Ahmed Yassaui complex and the city of Turkestan considers as brand of Kazakhstan as Muslim pilgrimage.

This graph shows the results of held questionnaire by creating and building domestic brand (Figure 1).

For the question "What would you recommend as the international brand?", 9% of respondents responded kymyz and map, 5% of Mega center, the next 16% Food Master company, 23% of the company Rakhat, 2% of BTA Bank and only 2% of the domestic sports clothing, while «Korona» 2%, 4% of famous people, 37% of the touristic areas: Altyn Emel, Alakol, Borovoe from overall 500 participants. We can see that the highest performance, that is, 37% of respondents answered touristic places Altyn Emel, Alakol, Borovoe, and other regional and international markets as a national brand. As can be seen from these figures, they are based on the key role of the tourist areas in order to demonstrate the world their offers for the project and it is important at the discretion of the respondents [4].

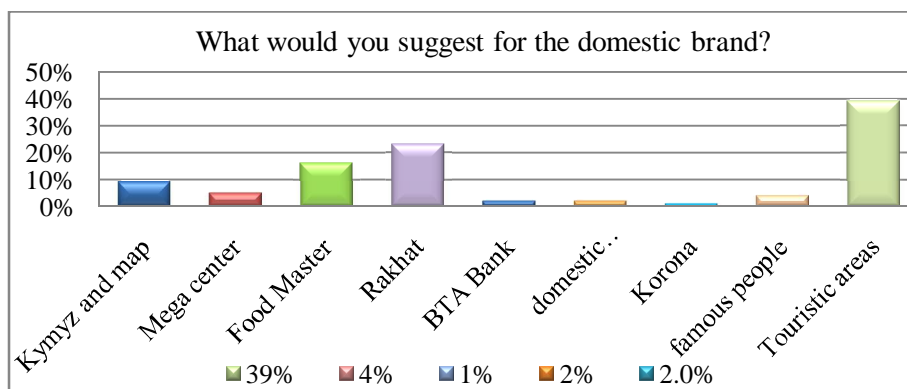


Figure 1. Type of a goods proposed as a brand

Over the last 10 years, the tourism sector was under the institutional and qualitative changes. Introducing elements of a market economy, the state tourism enterprises, joint-stock transformation of individual and joint ventures, consequently, the formation of a competitive tourism brand.

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### ҚАЗАҚСТАНДА ТУРИЗМДІ ДАМУДАҒЫ ТРАНЗИТТІК АВТОДӘЛІЗДЕРДІҢ ӘСЕРІ

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Адамзат баласының тұрмыс-тіршілігі үшін ең қажетті салалардың бірі болып табылатын жол мен көліктің атқарар ролінің, олардың уақыттың талабы мен сұранысына сәйкес келуінің өте маңызды болып табылатынын айтпай кету мүмкін емес. Осы жол мен