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МАЗМҰНЫ

Экономика

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Мырзахмет М.К., Ахмаева Л., Борисова В., Каби К. Қазақстан жеке меншік университетінің ғылыми, өндірістік және білім беру саласындағы орындау..... 21

Есеп және аудит

Карабаев Э.Б., Мукушев Т.Б. Мемлекеттік аудиттің халықаралық тәжірибесі..... 32

Туризм

Акимов Ж.М. Халықаралық туризмнің қазіргі жағдайы..... 38

Подсухина О.В., Мусина К.П. Қазіргі туристік салада қалалық туризмнің рөлі мен маңызы..... 44

Финансы

Жусупова А.К., Мейрембаева Д., Бейсембаева А. Қазақстан бюджеттің кіріс және шығыс бөлігін қалыптастыру талдау..... 51

Менеджмент

Бакатова Ж.Е. Қазақстан Республикасындағы қоғамдық кеңестер институты: қазіргі жағдайы мен даму болашағы..... 60

Казиев Б.Н., Мартынов Л.М. Алматы қаласының мысалында менеджменттің геоақпараттық жүйесін қолдану..... 65

Самиденов С.А., Мартынов Л.М. Қазақстан Республикасында аэроғарыштық техниканы құру үшін инновациялық жобалардың орындылығын бағалау тәсілдері мен әдістерін жүйелеу..... 72

CONTENTS

Economy

Amirbek A., Makhanov K. Determinants of Export Sophistication for Kazakhstan: A Destination-Based Approach 8

Myrzakhmet M.K., Akhmaeva L., Borissova V., Kabi K. Interaction of science, production and education in kazakhstani private Universities 21

Accounting and Auditing

Karabayev E.B., Mukushev T.B. International experience of state audit implementation..... 32

Tourism

Akimov Zh.M. Current state of international tourism..... 38

Podsukhina O.V., Mussina K.P. The role and importance of city tourism in modern tourist industry 44

Finance

Zhussupova A.K., Meirembayeva D., Beisembayeva A. Analysis of the formation of incomes and expenditures of the republican budget of Kazakhstan..... 51

Management

Bakatova Zh. The Public Council of The Republic of Kazakhstan: the present state and future prospects..... 60

Kaziyev B.N., Martynov L.M. Application of the geoinformation system of management on the example of the city of Almaty..... 65

Samidenov S.A., Martynov L.M. Systematization of approaches and methods for assessing the feasibility of innovative projects for the creation of aerospace engineering in the Republic of Kazakhstan..... 72

СОДЕРЖАНИЕ

Экономика

- Амирбек А., Маханов К.* Определители уровня сложности экспорта Казахстана: на основе переменных стран-получательниц экспорта..... 8
- Мырзахмет М.К., Ахмаева Л., Борисова В., Каби К.* Взаимодействие науки, производства и образования в частных университетах Казахстана..... 21

Учет и аудит

- Карабаев Э.Б., Мукушев Т.Б.* Международный опыт осуществления государственного аудита..... 32

Туризм

- Акимов Ж.М.* Текущее состояние международного туризма..... 38
- Подсухина О.В., Мусина К.П.* Роль и значение городского туризма в современной туристской индустрии 44

Финансы

- Жусупова А.К., Мейрембаева Д., Бейсембаева А.* Анализ формирования доходной и расходной части республиканского бюджета Казахстана..... 51

Менеджмент

- Бакатова Ж.Е.* Институты общественных советов в Республике Казахстан: состояние и перспективы развития..... 60
- Казиев Б.Н., Мартынов Л.М.* Применение геоинформационной системы менеджмента на примере города Алматы..... 65
- Самиденов С.А., Мартынов Л.М.* Систематизация подходов и методов оценки реализуемости инновационных проектов по созданию аэрокосмической техники в Республике Казахстан..... 72

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The role and importance of city tourism in modern tourist industry

Abstract. The article considers the urban type of tourism as a factor contributing to the socio-economic development of not only a single city, but also neighboring regions. The growing importance and role of international tourist exchanges and the provision of tourism services in the context of international trade, as well as the role of tourism in the economies of individual countries, and the share of tourism services in the GDP of a particular state are shown. A number of understandings of urban tourism as a modern phenomenon from the perspective of theorists in the field of tourism are presented. Several definitions of a new kind of tourism for Kazakhstan are considered. The role of world cities in tourism production from the point of view of a historical retrospective was studied. Some statistical data on the development of urban tourism, both in the world as a whole and in the country, in particular, are analyzed. Examples of world-scale events at the metropolitan areas are given. The results of further development of Astana as a center for event tourism were summed up.

Key words. Tourist destination, city tourism, attraction, event tourism, Expo-international exhibition, tourist services, excursion, service, tourist company.

Introduction. Tourism in the modern world provides an opportunity for economic development and can be a kind of key to thriving and prosperity. More and more countries understand that investment in the country's tourism industry is necessary so that it, in turn, can become the driving force of social and economic progress and development due to a number of endogenous and exogenous factors of demographic, economic, technical and social nature: the creation of jobs, receiving revenues from the export of tourist services, infrastructure development and so on. The dynamics of international tourism development over the past half-century has shown that this form of international trade has undergone significant changes in the direction of increasing and diversifying, which has allowed it to become the largest and fastest growing sector of the economy in the world. It is tourism that shows a steady growth of all its indicators for a long period of time. Despite minor downturns, related mainly to economic and political crises, however, they did not irreparably damage the sector, which demonstrates its viability, flexibility, sustainability and strength. International tourist arrivals, according to the WTO, increased from 25 million worldwide in 1950 to 278 million in 1980, 674 million in 2000, and 1,186 million in 2015. In addition, revenues from international tourism around the world increased from \$ 2 billion in 1950 to \$ 104 billion in 1980, in 2000 - \$ 495, and in 2015 - \$ 1,260 billion. International tourism today accounts for 7% of world exports of goods and services. During the year, its share grew by 1%, which is clearly demonstrated by the fact that tourism is growing faster than many other sectors. As one of the categories of international trade, tourism takes the third place and follows only the oil and chemical industry and outstrips the food and automotive industry. It is no secret that tourism is the main branch of the economy in many countries of the world [1].

Objectives. The purpose of this paper is to identify the role and show the importance of city tourism in modern state of the tourist industry development. Another purpose is to find out how this relatively new type of tourism can help cities to increase the influx of tourist. Also we would like to dwell on the brightest examples of city tourism development in the world.

Methods. In order to reveal the role and importance of city tourism in modern tourist industry quantitative and qualitative types of research were carried out. Such scientific methods as analysis, synthesis, content-analysis, surveying were employed. Qualitative information taken from scientific papers on the basis of content analysis, as well the statistical data provided by Statistics committee were taken into consideration. Those methods are the most appropriate because such kind of statistical review and content analysis are convenient.

Discussion and Results. Along with traditional types of tourism and tourist destinations, new interesting destinations for recreation, ways of organizing travel and types of tourism regularly appear. Today we can claim with confidence that cities are very popular as places for tourists' rest. That is, we can witness the development of urban tourism.

According to a number of theorists in the field of tourism, this is a separate type of tourism. For example, D.S. Ushakov believes that due to a number of reasons a huge role in the reception of tourists traveling with cognitive purposes belongs to the cities. Each city has its own unique history, its color, its appeal. Ushakov D.S. considered the possibility of geographical association of cities for a number of characteristics in certain groups in terms of their potential in the development of tourism: European cities, Russian cities, Arab cities, cities in Asia, cities of the New World [2, 73]. If we study the history of tourism development, it can be noted that at all times it were the large cities which played role of the centers for the exchange of goods, the exchange of knowledge, the exchange of culture. In the Ancient World - it's Memphis in Egypt, Sparta and Athens in Greece, Rome in Italy; in the Middle Ages - it's Venice, Florence, Rome, Paris, London, Cologne. Urbanization and suburbanization subsequently led to the emergence of huge megacities, the largest of which are Shanghai, Istanbul, Moscow, Beijing, Tokyo, Cairo, Mexico City, London, New York, Hong Kong, etc. This is not a complete list. It is constantly updated with new names. More than half of the world's population lives in cities. In cities, for a number of reasons, the main tourist flows are generated and they are also the main host destinations for holidaymakers. Although the size of the city and the population density in it is not an indicator of the development of a particular sphere of economic, cultural and scientific activity. According to Karandaeva D.V., urban tourism is a visit to large settlements for tourist purposes. Karandaeva D.V. groups all cities as tourist centers on the centers of cultural and educational tourism, business tourism centers, event tourism centers, resorts and centers of medical tourism, pilgrimage centers [3, 464].

Even the World Tourism Organization has singled out this type of tourism in a separate direction and, together with the “Marketing of European Cities” and the University of Vienna, MODUL, in 2014, began work on developing a joint framework and methodology to compare the data on urban tourism globally. Last year, the issues of urban tourism development were discussed at the 5th UNWTO Summit on Urban Tourism, held in Luxor, Egypt, where about 400 experts from 40 countries gathered to discuss the topic “Cities: Local Culture for the International Tourist”. Such already existing documents like the Istanbul Declaration and the Smart City concept allow to react in a timely manner to all changes in the tourism sector, applying innovative strategies and with active participation of the private sector [1]. All such events and meetings make it possible to assert that urban tourism has become a strategic element of urban planning for many cities in the world. The administrations of some of the cities that have a rich history and original architecture managed to find a “golden mean” between the desire to modernize cities and preserve their identity and unique architecture. A competent tourist policy has allowed attracting a significant number of tourists, without changing the cardinal shape of the city only for the sake of momentary benefits.

In September 2016, Mastercard released the Global Destination Cities Index, which ranked 132 of the most visited cities around the world [4]. According to the rating, the top ten cities in terms of popularity among tourists are as follows (Table 1):

Table 1

The most visited cities in the world in 2016

№	City	Number of visitors (mln.)
1	2	3
1	Bangkok, Thailand	21.47
2	London, England	19.88
3	Paris, France	18.03
4	Dubai, United Arab Emirates	15.27
5	New York, USA	12.75
6	Singapore	12.11
7	Kuala Lumpur, Malaysia	12.02
8	Istanbul, Turkey	11.95
9	Tokyo, Japan	11.70
10	Seoul, South Korea	10.20

Note - compiled by the authors on the basis of the source [4].

In the authors' understanding, city tourism is a combination of event, congress, business, cultural, cognitive, entertaining and educational tourism in various combinations.

At the moment, Kazakhstan faces a number of ambitious tasks, the solution of which would allow our country to enter the list of the most developed and competitive countries in the world. Judging by the world experience, tourism, as part of the service sector, is becoming increasingly important in the GDP of countries. In the Republic of Kazakhstan, in the structure of GDP for the last reporting period, according to the Statistics Committee of the Ministry of National Economy of the Republic of Kazakhstan, the production of goods was 36.9%, and the production of services 56.5% [5]. And one of the primary tasks is to increase the share of the services sector by a few more percent, including the growth of tourism services firstly. After all, the share of tourism in our country's GDP for 2015 according to the World Atlas of Data was 1.6%. But, of course, it makes no sense to make the country completely dependent on the tourism industry, like the Maldives (52.4% in GDP), the Seychelles (24.1%) and the Bahamas (20.9%). But it is necessary to develop alternative sources of social and economic development in the country. A striking example of this is the UAE policy in this field. The contribution of tourism to the country's GDP is 4.2%. And yet in 2007 this indicator was equal to 2.7% [6].

According to the same Statistics Committee of the Ministry of National economy of the Republic of Kazakhstan, the tourist industry in the country shows a strong outbound character, that is, initiative tour operator-flyers acting on the market since the moment of gaining independence of Kazakhstan - the main products form for outbound tourism and are sold through a network of travel agents. In other words, more tourists leave the country than they come. But in all the country's program documents related to tourism, it is written that it is domestic and inbound tourism that should become a priority - the Law on Tourism, the Concept for the Development of the Tourism Industry of the Republic of Kazakhstan until 2023, etc.

It is possible to judge the development of tourism only by analyzing the main economic indicators of tourism development in the country. If a couple of years ago the number of tourists leaving the country has steadily increased, then due to a number of external and internal events, the situation began to change in relation to national tourism, which is a set of travels of the Kazakhstan's citizens both outside the country and within Kazakhstan. The main factors are economic (devaluation of the national currency along with the remaining wages at the previous level), which sharply reduced the purchasing power of Kazakhstanis for traveling abroad; and political (terrorist attacks, military conflicts, tensions in the world political arena), which are more of an external threat. These facts to some extent influenced the activation and changes in the domestic market. More and more of our tourists are beginning to look for alternatives for their vacation in the country. Local resorts and sights start to be in great demand. For instance, modern architecture of Astana, beaches of Balkhash and Borovoe, ski resorts of Almaty, unique natural and historical objects of Eastern, Southern and Western Kazakhstan. In January-June 2016, the number of domestic tourists increased by 5.8% and amounted to 2.1 million people. (According to the results of January-December 2015, the number of domestic tourists was 4.1 million people) according to the Statistics Committee of the Ministry of National economy of the Republic of Kazakhstan.

Leading positions on a number of key indicators taken into account in tourism, according to the Committee on Statistics of the Ministry of National economy of the Republic of Kazakhstan, Astana and Almaty occupy a stable position. Those indicators include the number of tourists served, the number of accommodation and beds, the number of services provided, etc. (Table 2).

Table 2

The volume of services provided by placements in the regional breakdown

	2013	2014	2015
1	2	3	4
The Republic of Kazakhstan	59 714 164,2	72 618 723,1	73 108 551,3
Akmola	3 329 941,1	3 987 484,3	4 255 885,7
Aktobe	1 305 907,8	1 697 767,8	1 445 833,9
Almaty	1 101 212,4	2 244 240,7	3 202 810,2
Atyrau	8 412 823,5	5 689 243,5	7 314 084,1
West Kazakhstan	1 317 940,0	1 465 823,5	1 970 286,6
Zhambyl	537 390,2	669 522,3	874 895,3

Karaganda	2 884 647,3	3 399 112,3	3 418 374,4
Kostanay	1 018 681,6	1 109 894,3	1 075 420,3
Kyzylorda	822 941,9	900 957,0	739 374,3
Mangistau	5 010 419,4	5 097 621,0	4 656 540,8
South Kazakhstan	1 398 196,2	1 539 512,2	1 915 253,7
Pavlodar	1 450 686,5	1 612 252,1	1 550 449,8
North Kazakhstan	432 000,0	473 721,1	583 507,5
East Kazakhstan	2 940 325,5	3 677 811,8	3 290 367,2
Astana	13 292 428,2	18 456 615,4	18 228 423,7
Almaty city	18 587 043,8	20 597 143,8	18 587 043,8

Note - compiled by the authors on the basis of the data of the Statistics Committee of the Republic of Kazakhstan [5].

These cities are centers for the development of urban tourism in Kazakhstan. We would like to dwell on Astana and its role in the development of this direction. The life of Tselinograd has changed dramatically after the collapse of the USSR. This is a series of renaming from Tselinograd to Akmola and later to Astana. But the fateful decision for the city was the transfer of the capital in 1997. If we adhere to the classification of the main reasons for the emergence of cities by Ushakov D.S., the reason for the emergence of Akmolinsk in the 19th century is the desire to “gain a foothold” in a certain territory that serves as an outpost, and Astana is passionary. In the world there are examples of the disappearance and decline of passionary cities, but also bright positive examples: Brasilia, St. Petersburg, etc. Speaking about tourism in the capital, it is necessary to note the importance of business tourism for the city. After all, according to the Committee on Statistics of the Ministry of National economy of the Republic of Kazakhstan, 50% of Kazakhstan residents come to Astana for business purposes, and 50% - with personal ones. But the situation with foreign visitors is different, more than 75% of non-residents coming to Kazakhstan come with business purposes (Fig. 1).

The diagram shows that the main part of Astana’s visitors are pursuing either personal or business goals. And if the focus is on foreign guests, then the destination need to further promote the image of the city as a center for business tourism. To date, a number of hotel chains with a world-wide reputation are oriented first of all to people pursuing business goals: Rixos President Hotel Astana, Astana Marriott Hotel, Hilton Garden Inn Astana. Along with business tourism, the capital can offer a considerable number of sightseeing and thematic excursions. Excursion tourism in Astana is a separate topic. Despite the short history of existence on a world scale, the city tries to provide excursion services at a high level. The shortcomings that need to be addressed are: insufficient number of certified and licensed tour guides, lack of a state authority in charge in this area, and a number of infrastructure problems. Undoubted advantages include: conducting excursions by highly qualified in dozens of foreign languages, updating the material and technical base of tour services (double-decker buses, radioguides, installations and touch panels in the museums of the city), the opening of seven-month professional courses for training guides, etc.

Note - compiled by the authors on the basis of the data of the Statistics Committee of the Republic of Kazakhstan [5].

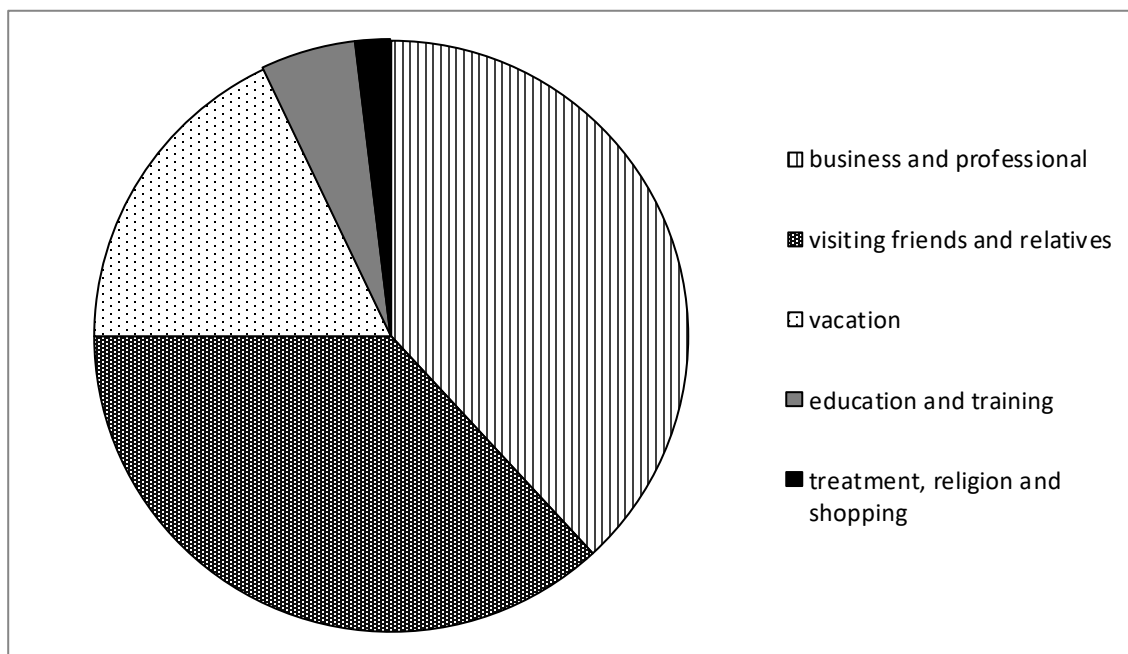


Figure 1. Distribution of visitors (residents and non-residents) to Astana by the purposes of trips for 2016

In addition, Astana is a platform where bright and significant events of a global scale take place. In 1999, Astana was awarded the “City of Peace” title by decision of UNESCO. Since 2000 the main city of Kazakhstan is a member of the International Assembly of the capitals and major cities of the CIS. In 2011, Astana hosted the 7th Asian Winter Games. In 2013, Astana received an invitation to join a large international tourist organization - the World Tourism Cities Federation (WTCF), which includes more than fifty major cities and tourist centers such as Los Angeles, Rome, Berlin, Macau, Beijing, London, Vienna, etc. Astana became the 56th city of the world and the 3rd city of the post-Soviet space that joined the WTCF. The reasons for this are quite understandable - extraordinary dynamics of growth, a unique architectural environment, the introduction of pilot technological innovations into the everyday life of citizens, including urban infrastructure. It is for this indicator that in 2016 Astana was on the 23rd place in the ranking of the best smart cities in the world. In 2014, Astana was included in the Concept for the Development of the Tourism Industry of the Republic of Kazakhstan until 2023 as one of five tourist clusters. In 2017 the city hosted the international specialized exhibition Expo 2017.

A special place in stimulating the development of domestic tourism is the organization and holding of the International Exhibition “EXPO” on “Energy of the Future” from June 10 to September 10, 2017. EXPO-2017 had a cumulative effect on the influx of new innovative ideas and technologies into the country’s economy and social life of the population, gave a sharp impetus to the formation of new tourist products, will influence the formation of new cultural and leisure centers, resulting in forming completely new motives to visiting the country by tourists.

The practice of the past years shows that the organization and holding of the International Exhibition “EXPO” has both positive and negative examples, but it is quite a strong motivator for the development of the tourist industry. During the EXPO 2005 in Aichi (Japan), the organizers received \$ 51 million in net income, plus \$ 152 million was invested by the company’s corporate partners. EXPO-2010 in Shanghai brought to organizers a profit of 12 billion US dollars [7]. “EXPO-2015”, held in Milan, increased the attendance of the Italian regions by 2 times, the flow of tourists from abroad exceeded 47%. In addition, according to the results of the social survey, it was revealed that 58.3% of the surveyed tourists planned their trip to Italy precisely thanks to the “EXPO-2015”. In many respects, success depends on a number of activities on the part of Kazakhstan, both at the stage of preparation (advertising, construction), at the stage of implementation (quality of tourist services provided, high level of service) and efficient use of the infrastructure remained after the exhibition.

More than 116 countries took part in EXPO-2017, 7000 journalists attended the event, about 3000

cultural and entertainment and mass events were held. In general, according to the report of the experts of the NC “EXPO-2017”, for the three months of the exhibition, about 5 million tourists visited the exhibition, of which 85% are Kazakhstanis, 15% are foreign visitors.

Within the framework of the organization “EXPO-2017” a number of tours have been developed that covered, practically, all regions of Kazakhstan and State National Parks located there. In addition, work was carried out to increase the number of accommodation facilities that can provide quality services that meet world standards. So, during the exhibition accommodation facilities located in nearby regions were involved in the process of accommodation of guests, and, thus, to increase the number of beds by an additional 40 thousand seats.

The events of such a global scale are intended primarily to increase the recognition of Kazakhstan in the international arena, including as a tourist destination. Kazakhstan has been regularly participating in contests for holding events for several years. And as our experience shows, it often wins because of objective reasons.

Conclusion. To become the center of city tourism there are not enough sports and entertainment events held from time to time in Astana. We need to work not only to further improve the city’s infrastructure (traffic jams, parking, attractions, public toilets, etc.), the quality of servicing the city’s guests (staff training, expanding the range of services provided, etc.), but also to effectively use material resources - the technical base remaining after such large-scale projects on a regular basis. Only good service, reasonable prices, well thought out urban infrastructure, goodwill of the local population, richness of city events, effective advertising can become an opportunity for Astana to develop as a center for city tourism

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Қазіргі туристік салада қалалық туризмнің рөлі мен маңызы

Аннотация. Мақалада қалалық туризмнің түрі жеке қаланың әлеуметтік-экономикалық дамуына әсер етуші фактор ғана емес, сонымен бірге, оған жақын жатқан аймақтарға да әсер етуші фактор ретінде қарастырылады. Халықаралық сауда шеңберінде халықаралық туристік айырбастың және туристік қызметті көрсетудің мәні мен рөлінің артуы, сол сияқты жеке елдердің экономикасындағы туризмнің рөлі, жеке мемлекеттің ЖІӨ туристік қызметтер саласындағы үлесінің артуы айтылады. Тарихи ретроспектива тұрғысынан туристік өндірісте әлемдік қалалардың рөлі зерттелді. Қалалық туризмнің әлем бойынша, бүкіл ел ішінде, сол сияқты жеке қалалардың дамуы бойынша кейбір статистикалық мәліметтер талданды. Әлемдік деңгейде ел астаналарында жүргізілген іс-шаралардың мысалдары келтірілді. Астананы әрі қарай оқиғалық туризмнің орталығы ретінде дамыту бойынша қорытындылар жүргізілді.

Түйін сөздер. Туристік дестинация, қалалық туризм, аттракция, оқиғалық туризм, Экспо-халықаралық көрме, туристік қызметтер, экскурсиятану, сервис, қызмет, туристік фирма.

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Роль и значение городского туризма в современной туристской индустрии

Аннотация. В статье рассматривается городской вид туризма, как фактор, способствующий социально-экономическому развитию не только отдельного города, но и близлежащих с ним регионов. Показано всевозрастающее значение и роль международных туристских обменов и оказания туристских услуг в контексте международной торговли, а также роль туризма в экономике отдельных стран, доля сферы туристских услуг в ВВП отдельного государства. Представлен ряд пониманий городского туризма, как современного явления, с точки зрения теоретиков в области туризма. Рассмотрено несколько определений нового для Казахстана вида туризма. Изучена роль мировых городов в туристическом производстве с точки зрения исторической ретроспективы. Проанализированы некоторые статистические данные по развитию городского туризма, как в мире в целом, так и в стране, в частности. Приведены примеры проведения событий мирового масштаба на столичных площадках. Подведены итоги по дальнейшему становлению Астаны как центра событийного туризма.

Ключевые слова. Туристская дестинация, городской туризм, аттракция, событийный туризм, Экспо-международная выставка, туристские услуги, экскурсоведение, сервис, услуга, туристская фирма.

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