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ЖАҒДАЙЫ МЕН ПЕРСПЕКТИВАЛАРЫ»**

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AND PROSPECTS OF COOPERATION BETWEEN  
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### COOPERATION BETWEEN BUSINESS AND THE GOVERNMENT TO ATTRACT DIRECT INVESTMENT: ON THE EXAMPLE OF THE ULYTAU TOURIST DESTINATION

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Tourism business, like all commercial activities, requires certain investments to scale business area and develop. The Ulytau region, having enormous historical, natural, and cultural resources to realize the potential in the tourism industry, requires investments that can be used to improve the infrastructure, marketing of the destination, attract qualified personnel, etc. From the point of view of the government, investment is financial spending in production, human capital, and business to improve the socio-economic state of society. Monitoring of existing data has formed the point of view that, for the Ulytau destination, the main investor of all construction and business projects is the government, which makes investments from the national budget free of charge. Analyzing statistical data, the following budget investments were found aimed at the development of tourism activities in Ulytau: a visit center of 718 million tenge, the construction of a sewage system of 960 million tenge, road repairs of 2.7 billion tenge [1].

It is necessary to identify the differences between the two types of investments. If the budget investment has an irrevocable nature and an opaque development process, then the law mainly regulates the direct investment, and the rights of the two parties are protected equally.

Assessing the effectiveness of public investments, researchers have a unanimous opinion that for business, state-implemented projects do not always serve as profit drivers. This kind of opinion was formed due to the differing perspectives and visions of representatives of the two sectors. Vitaly Shuptar notes that the government projects being implemented in Ulytau are not appropriate for the tourism industry of the region,

since investing in the construction of objects when the roads leading to that object are in poor condition does not make sense [2].

This kind of situation reveals the essence of the government's participation in business activities, performing the role of an independent investor who does not cooperate with business representatives. Studying the model of developed countries, it is important to note that government and budget investments contribute to the creation of a favorable environment for future investors.

That is, the attraction of direct investment should be the result of joint activities of representatives of private and public sectors. When studying the role of the government, it was found out the functions that have a positive impact on creating an attractive environment for investors. According to Vila, the socio-economic parameters of the region can be improved at the expense of public funds allocated for the arrangement of public places, the development of public transport, increasing the quality of education, etc. However, depending on each region, the weaknesses that require improvement differ due to the prevailing economic circumstances [3].

Therefore, the government should have an accomplice and an adviser who would give the right directions. The corresponding function can be performed by a business that, having strategic plans for economic benefits, orients state activities to create good conditions for business development and improve the social situation of local residents [4].

Studying the ways of collaboration between government organizations and representatives of private business, successful cases were found in the development of effective mutual assistance and solving problems related to attracting investment. The case of Hungary includes cooperation between the Prime Minister of the tourism committee, the Parliament of the tourism committee, representatives of the tour business, mini-principals, etc. The type of partnership implies the interaction of the public and private sectors to solve problems related to improving the protection and preservation of tourist resources, creating sustainable standards for doing business, attracting investment and funding, improving the life of local violence, etc.

The country had the potential to develop SPA tourism; the natural conditions were favorable for these purposes. The state sought to use the mixed investment because, with the full management of natural resources by the government, these places would be unattractive for international tourism. In addition, business requires the participation of non-governmental organizations operating in this direction. Integrating the work of the Ministry of Culture, Health, Transport, etc., strategic goals were created in the country to popularize this type of tourism. Further, after the created demand and favorable conditions, representatives of the private sector such as international hotel chains, tour operators, etc. began to become interested and invest in projects in this destination.

The Copenhagen case in which organizational interaction between 65 representatives of the MICE of tourism and the Ministry of tourism to solve problems related to improving the brand of a tourist destination, monitoring projects, improving marketing strategies, developing a tourist product, etc. Having set a goal for Copenhagen to become a center of business tourism and corporate meetings in northern

Europe, work was done to improve the image of the city by increasing the number of rooms of accommodation facilities, building convenient air flights, creating unique tourist products, and improving meeting centers conditions, etc.

The case of Turkey on the example of cooperation of the capital's Armada hotel, 5 local restaurants, and the Turkish government in the development of tourist entertainment, attracting finance, improving the economic well-being and local population. All parties had their own interests, however, have found a common point of contact, they managed to resume tourist activities by improving historical locations, creating an interesting and attractive tour product, and conducting cross-marketing.

The Case of Canada is a partnership of 23 tourism private organizations and the Ontario Tourism Marketing Cooperation. This union of representatives was created to solve problems related to improving marketing, attracting private investment, and creating a tourist product. Representatives were made assistance to solve problems related to improving marketing, attracting private investment, and creating a tourist product. The emphasis on collaboration was set aside for in-depth research of the destination, analysis of the working staff, brand creation, search for suppliers, creation of criteria for evaluating the work, etc [5].

Using the example of Ulytau, it is possible to implement such cooperation schemes to solve such problems as the creation of a tourist brand, improving the quality of a tourist product, and increasing the demand for domestic tourists, including local residents in all processes to improve overall well-being. The joint work of such organizations as Kazakh Tourism, Atameken Business, Kazakh Invest, tour operators, tour agencies, and entrepreneurs in the field of tourism is recommended. Each of the representatives of the private and public sectors has a common vision of increasing the tourist flow, generating profits, using cultural and natural resources, etc. However, investments in these initiatives should come from investors who are interested in projects and have a positive forecast for development. It is necessary to systematize and strictly control the work of local government organizations on the usage and spending of budget investments [6].

Hold conferences with tour operators and travel agents to discover the weaknesses and strengths of a tourist destination. To hold a competition among local entrepreneurs to create an exciting and interesting tour product. To hold meetings on the exchange of experience with countries having similar cases. Conduct a thorough analysis of the tourist environment to detect the main problems and install solutions as needed. Create favorable conditions for entrepreneurs and facilitate the process of conducting a start-up.

An integrated approach from different sides with the participation of different representatives will reveal the problems of Ulytau from different perspectives. Consequently, the work done will be effective and will create an organic environment in which business development will go without difficulties with attracting direct investment. This kind of conclusion is based on the opinion of investors who, when investing, pay attention to the tourist destination from different sides. It takes into account the basic infrastructure conditions, logistics, the participation of local

residents, the demand among domestic tourists, the conceptual approach to creating a destination brand, and the presence of historical and cultural heritage in a good state.

In conclusion, tourism as an industry consisting of a large variety of services, services, and spheres requires a comprehensive approach to development. A tourist destination may have a number of difficulties associated with the consequences of various factors, but the bottom line is that the problem can be solved only with the participation of representatives of different sectors.

If the state solves problems from the standpoint of improving social parameters, then business representatives will focus only on economic benefits. Only by cooperating it is possible to create favorable social and economic conditions in which the tourism business will actively develop, grow and attract direct investment to expand and improve the business. Ulytau is currently a victim of the rash policy of the state on the development of tourism, as there are a number of mistakes, contradictions and unproductive work [7].

The allocated budget investments are not aimed at essential projects. In addition, the settlement of money spent is poorly regulated and without control over financial flows. This problem can be solved only through the assistance of the private sector or business representatives who can organize joint market research, set steady development goals, attract tourist flow, etc.

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