

UDC 645.765.

DEVELOPMENT OF TRAVEL AGENCY BUSINESS IN KAZAKHSTAN

Unissova Nargiz Zharkynkyzy

nara.98@inbox.ru

L.N.Gumilyov Eurasian National University, Nur-Sultan, Kazakhstan
Supervisor – senior lecturer of Tourism department, Karatayev D.D.

In the modern world, the tourism business has begun to become a massive socio-economic phenomenon, which is rapidly developing from the expansion of cultural, scientific, political and economic ties between states of the world.

Tourism enterprises are the main production units of tourism. The need for them arises where a tourism participant wants to provide himself with certain conditions that he cannot fully acquire on his own or receives them with a large investment of time and money.

In accordance with the Law of the Republic of Kazakhstan “On Tourism in the Republic of Kazakhstan” dated June 13, 2001, “Travel agency activity is the activity of individuals or legal entities licensed for this type of activity for the promotion and sale of a tourist product formed by a tour operator” [1]. The difference between them is only that tour operators, in addition to promoting and selling a tourist product, also form this product.

Intensive development of the tourist industry in Kazakhstan began in the first half of the 90s. The tourism market was in free competition, which contributed to the emergence of a large number of tourism enterprises involved in tour operator and travel agency activities, not clearly understanding the differences in these activities. While in the civilized market there was a tendency to increase travel agents, and the ratio of tour operators to travel agents was 1: 100.

In the tourism sector, the key link in the chain of intermediaries that bring the tourism product to the final consumer is the travel agent. Through it, the vast majority of tourist trips are sold, primarily abroad. Practice shows that to come up with and develop an interesting travel route is very simple, it is much more difficult to find a consumer. Travel agents inform potential buyers about tourist regions, timetables, accommodation options, current prices and tariffs, provide advice on the intended purpose of the trip, give advice on organizing a tour, etc. Travel agents bring the tourist product closer to the consumer, make it more affordable, and the purchase itself is less burdensome for the client.

The independence of travel agencies is manifested in the absence of control over the

capital of the company by other companies. Carrying out activities on the basis of a license or a franchise usually gradually deprives the travel agency of its economic independence, since their provision, as a rule, is accompanied by the adoption of an obligation not to enter into business relations with other companies. Thus, most travel agencies are in the sphere of influence of large tourist wholesale companies, aviation and trading companies, hotel corporations. In recent years, in connection with increased competition from the monopolies of the tourism industry and large tour operators, the process of ruining small travel agencies or absorption by large companies has been observed. For the purpose of a more detailed study of the specifics of the development of a travel agent business, we will analyze the statistical data. In total, as of December 31, 2018, 87 travel agencies are in the Unified Register of Travel Agents of the Republic of Kazakhstan (ERTRK). There was an increase in the number of travel agents by 22% compared to 2017.

Most of the registered travel agencies are still in Almaty (61% of the total). The number of travel agencies registered in ERTRK by city: Almaty - 53, Astana - 12, Aktau - 4, Aktobe - 4, Karaganda - 2, Kostanay - 2, Ust-Kamenogorsk - 3, Atyrau - 2, Uralsk - 2, Shymkent - 3.

Data on the financial and economic activities of tourism companies in the Republic of Kazakhstan are shown in table 1.

The table shows that the tourism business in Kazakhstan is actively developing - over the past five years, the volume of services provided by tourism companies has grown from 23 billion tenge in 2014 to 51 billion tenge in 2018. Incomes of tourism companies increased from 29.6 billion tenge in 2014 to 54.7 billion tenge in 2018.

Table 1. The financial and economic activities of tourism companies, million tenge.

Name	2014	2015	2016	2017	2018
Volume of services provided	23 088,7	36 979,4	118 680,6	75 571,2	51 076,4
Income from the sale of products and the provision of services	29 586,3	45 186,1	120 625,6	84 515,6	54 677,6
Costs	21 746,7	44 820,5	124 085,8	75 558,0	39 637,3
taxes and other obligatory payments	513,9	1 194,8	905,3	696,0	1 118,0

A study of the main problems of the development of a travel agent business showed that in addition to problems associated with taxation, sales of products and fees for using borrowed funds, the remaining problems of travel agents are related to the interaction of small enterprises with government employees. Of course, such a problem factor should be reduced by conducting a planned state policy in this area.

Effective interaction of tourism services entities with government is a prerequisite for the optimal development of tourism.

It is also necessary to develop new forms of interaction between private firms and government agencies in tourism, aimed at:

- the organization of new forms and types of tourist services;
- Formation by the bodies of state regional management of a competition of private investment tourism projects that will make it possible to use the advantages of state support to tourism business entities, especially at the initial stage;
- development of state targeted programs for the development of travel agencies business with the joint participation of state and entrepreneurial capital.

List of references

1. The Law of the Republic of Kazakhstan dated June 13, 2001 No. 211-II On Tourism Activities in the Republic of Kazakhstan (as amended on July 1, 2019)
2. Data of the Ministry of National Economy of the Republic of Kazakhstan of the Committee on Statistics // <https://stat.gov.kz/>