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Perfection of the Administrative Mechanism of Stimulation of Tourist Business

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Abstract:

The article deals with the development of tourism, of tourism entrepreneurial activity. Also brings a significant contribution to the gross domestic product, job creation, employment creation, and an increase in the foreign trade balance. Entrepreneurship in the sphere of tourism has a great influence on the basic sectors of the economy, such as transport, trade, communications, production of goods, construction, etc., acts as a catalyst for the development of the branches of the national economy.

Keywords: tourism; business; tourist business activity; tourist product; tourist industry; competitiveness; tourist enterprises; cluster; demand; services.

JEL Classification: Z30; Z32; Z31.

Introduction

Like any entrepreneurial activity, tourism entrepreneurial activity is associated with innovation. Tourism is one of the largest profitable and the most dynamic sectors of the economy. Tourism employs over 250 million people, *i.e.* every tenth worker in the world. On it accounts 7% of total investments, 11% of global consumer spending 5% of all tax revenues and a third of world trade in services (Mozhaeva 2007).

In the modern world tourism is a multifaceted phenomenon, which is closely associated with the economy, history, geography, architecture, medicine, culture, sports and other sciences.

1. Literature Review

As defined by the world tourism organization (UNWTO) tourism is derived from the French word *tour* (walk, ride). Initially, at the dawn of tourism, the emphasis on his connection with the transport, as tourism was considered part of transportation. With the development of tourism and turning it into a mass phenomenon at the international and national levels there is a new interpretation of this concept. Currently, characteristics of international tourism the world tourism organization uses the definition of the UN Statistical Commission in 1993: "Tourism comprises activities of persons travelling to and shall stay in places outside their usual environment for a period not exceeding one year in a row, leisure, business and other purposes".

Tourism in the view of most people is associated with relaxation, new experiences, fun. It is firmly established in human life with its natural desire to discover and understand the unknown region, monuments of nature, history and culture, customs and traditions of different peoples (Mozhaeva 2007).

Tourism has a huge impact on key sectors of the economy and, according to forecasts of specialists of the XXI century will be the century of tourism.

That is why the analysis of the current state of the market of tourist goods and services, the prospects for its development and the contribution of tourism to world economy and national economies is extremely important. In any activity especially, those related to international transactions, the most relevant is the issue of definition, i.e. the agreed and accepted as a basis for the definitions, concepts, terms, adequately to interpret the subject, the object and terms of the transaction, the principles and provisions of the regulations. Differences in interpretation of the terms used can have dire consequences in practical activities of subjects of tourist activity.

The task of the state is to ensure that entrepreneurship not only brings personal benefits to the entrepreneur, but also served the objectives of the society: and hence the state. In this regard, the definition of entrepreneurship can be clarified as follows: "Entrepreneurship is an economic activity carried out in the framework of the laws and interests of the state, individuals and organizations aimed at generating net income by meeting the demand for goods (works, services), based on private property (private entrepreneurship) or on the right of economic management of a state enterprise (state entrepreneurship). Business is conducted on behalf of, for risk and under property responsibility of the businessman".

For business prerequisites: legal, economic and social. Legal conditions - laws regulating entrepreneurial activity that create optimal conditions for the development of entrepreneurship: an uncomplicated opening procedure, registration of an enterprise, perfect tax legislation aimed at increasing motivation for entrepreneurial activities, including in priority areas for the state. An important role is played by the preparation of a legislative initiative on the issue of legal guarantees of entrepreneurial activity, including the legal right to property and compliance with contractual obligations.

Economic conditions - is the availability of demand in the market for goods and services, the availability of the necessary money supply, labor, a certain level of wages of the consumer.

Social conditions - the acquisition of goods by buyers, corresponding to their needs, tastes, fashion. It should be noted that people's needs depend on the culture of one country or another, moral norms, religious beliefs. The social conditions include working conditions, the size of wages, and the conditions for restoring working capacity.

2. Methodology

In developed countries, much emphasis is placed on the social conditions of business. In addition to making profit, the entrepreneur must provide the conditions for the development of the workforce, both morally and spiritually. For these purposes, shorter four-day weeks, shorter working hours, etc. are offered. Entrepreneurial activity can be classified by type of activity, form of ownership, number of owners, organizational and legal forms, the degree of employment of hired labor, etc.

It should be noted that tourist business activity brings significant revenues to the state budget through taxes, customs fees. In countries with developed tourism business activities tourism brings significant contribution in the gross domestic product, job creation, provision of employment, increase of foreign trade balance. Entrepreneurship in tourism has a great influence on the basic branches of the economy such as transport, commerce, communication, manufacturing, construction, acts as a catalyst for the development of sectors of the economy.

On business activities in tourism is influenced by the following factors: historical, natural, economic, demographic, social, geographical, natural, political, religious and legal.

Feature of entrepreneurial activity in the tourism sector is that it affects the country's economy by meeting the demand and needs of tourists. The feature of tourism consumption is that not a service is delivered to the consumer, and the consumer comes to the production and consumption of services. Only through the consumption of tourism has a stimulating effect on the economic activity of the country (region). This leads to an increase in

revenues of hotels, catering, transport, entertainment facilities, cultural institutions, etc. There is a stimulation of enterprise development services, communications and utilities. There is an increase in demand for souvenirs, local craft products. The development of tourism in the region leads to an increase of trade turnover of trade enterprises.

In connection with the fact that the main services provided to the tourists during the tour (accommodation, food, transportation), provide third party service providers, there is an increased risk due to high dependence on suppliers of services and environmental factors. For example, if hiring the bus will be late, the claims will be brought by tourists to the tourism firm. In the numerous cases of bankruptcies in recent years, service providers of foreign company's claims also have been asserted by tourists to domestic travel agents who sold tickets.

Tourist business is highly dependent on environmental factors. The continuing economic difficulties in the world invariably affect the situation in the global and domestic tourism of a country. Currently, there is a deterioration of the economic situation in the Kingdom, the Euro zone, the countries of South-East Asia, Russia. In the world markets is the rise in price of fuel, which leads to higher prices and tourist trips amid declining demand.

In the Republic of Kazakhstan are strong disparities of tourism development. Much dominated by tourism, which leads to invisible imports – money spent by domestic tourists in foreign travel, payment of travel costs and other services in the country of temporary stay. Therefore, the main direction of development of tourist business in our country is the development of inbound tourism.

The study of the economic content and character of tourist activity, it is extremely important to identify what accurately describes the organization of the tourism product, becomes the objective basis of the formation of companies of different shapes and sizes. It is necessary to consider the objective conditions of the tourism enterprise.

For a tourist enterprise in respect of the social division of labor and the real situation on the market, method of work organization and management, the objective conditions of social activities is predicated upon the existence of specific problems of individual labor, peculiar only to this enterprise. Currently has the value of not only increasing the number of permanent businesses and their optimal distribution by type of tourism, but also the identification of organizational, economic and ethical factors in the success of tourism business.

Currently, despite the crisis in the global tourism markets, has seen intense growth in tourism. Tourism has huge development potential, greater than in any other sector of the economy. According to UNWTO the number of tourists arriving in the international tourist market has increased in 2016 to 46 million tourists compared to the year 2015.

Domestic tourism market is actively associated with international tourism and hotel services, which imposes high organizational, technical and economic requirements. Required comprehensive knowledge in the field of tourism, professional tourist and excursion activities. Access to international tourist markets requires a deep market research, assessment of internal opportunities of the tourism industry of Kazakhstan.

The income derived from the tourism industry, the number of people employed in the tourism sector depends on the number of tourists, inbound and domestic tourism. To increase the number of tourists is necessary to provide services that match their preferences, *i.e.* it is necessary to conduct marketing researches of the market of tourist services.

Market research of tourist services forms the basis for effective use of the recreational opportunities of the country and is aimed not only at studying the preferences of potential customers, but also to study the opportunities for the adoption of a number of tourists.

Marketing researches of the tourist market provide the basis for effective use of the recreational potential of the country, as marketing research in tourism aims not only to study the demand and identify the target audience of potential consumers, but also to create demand through the development and use of tourist potential of territories.

To assess the attractiveness of tourism in Kazakhstan, the data of conducted marketing research by the international company IPK were used. On the basis of the studies, segments of foreign consumers were identified according to socio-demographic factors, which are presented in the following form: English - 10% of the entire tourist flow of Kazakhstan, aged 35 to 54, education - secondary and higher, 26% of them - family ; the second group - Koreans, make up 8% of the tourist flow, aged 25 to 54, higher education, 39% - couples, 3 group - French, make up 6% of the tourist flow, aged 25 to 54, and higher, 32% - married couples; 4 group - Germans, age 35 - 54, education - higher and secondary, 24% - couples, 5 group - Japanese, make up 1% of the tourist flow, age 45-65 years, higher education, married couples - 10%.

To create an attractive tourist image, a whole complex is needed: developed infrastructure, consistent state policy and targeted programs. Achieving these goals requires the development of a system of state regulation and support for tourism activities, the use of marketing and methods of promoting a tourist product.

Foreign experience, in particular Turkish, shows that the most effective tourism industry develops at the expense of private investments, including foreign. For the CIS countries are currently attracting foreign investment is the main way of building the objects of tourist infrastructure. The fact that local budgets are often not able to finance the construction of new tourist facilities and to develop existing ones. And tourism firms, with their relatively small incomes from working on the reception of foreign tourists, the same cannot develop tourist infrastructure. The technology of investment projects in tourism is such that its implementation must take part employees of the authorized state bodies. Currently, it is the Committee of tourism industry, the tourism departments of regional and city government organizations. In these state structures, it is advisable to accumulate investment projects presented by the tourist organizations, to provide expert assessment of their economic and social efficiency, to offer to participate in international and national exhibitions and banking and financial institutions interested in investment of various projects. The problem is that the mechanism for investment in tourist facilities in Kazakhstan and throughout the CIS is still not in place. The existing terms of the loans are more favorable for foreign investors than for domestic investors. In Europe funds for tourist investment project can get under 6% to 8% per annum, which greatly accelerates payback for foreigners. Domestic investors can obtain the funds not less than 15 – 20% and above. In most cases, funding is at the standard for international business conditions – follow-up of the board object for a minimum of 1 – 12 years, with a further purchase of the property investor (Mukhtarova 2009).

Directions of development of tourism entrepreneurship in Kazakhstan can be determined on the basis of the following long-term trends of tourism development:

- stable development of international tourism with subsequent increase in the number of international arrivals and revenues from international tourism, which provides an overall positive market basis for the development of tourism industry in Kazakhstan;
- growing tourist demand in emerging foreign markets such as China, India, the Middle East and the Russian Federation. The geographical position of these countries provides an opportunity to develop tourism products for these markets and is relatively easy to implement them due to their territorial proximity of Kazakhstan;
- relatively high and stable demand in developed foreign markets, such as Europe, which gives Kazakhstan the opportunity to sell in these markets with their attractive and unique tourism products;
- increasing the tourist offer from emerging destinations such as Azerbaijan, China, Georgia, Kyrgyz Republic, Mongolia, Russian Federation, Turkmenistan and Republic of Uzbekistan, representing in perspective the probability of competition of the tourist offer of Kazakhstan;
- high, active and growing competition among developed and among developing tourism destinations, which requires Kazakhstan counterparts adequate positioning in the market, as well as the ability to adapt to constantly changing environment.

There are five main economic and social types of interest in order to consider tourism as one of national development priorities in the Republic of Kazakhstan:

- the ability to provide in the field of tourism, more than 250 thousand jobs, including for people in rural and remote areas and youth without departing from the traditional rural way of life;
- promoting the development of entrepreneurial culture among wide layers of the population, creating business opportunities for families, small and medium enterprises;
- contribution to the development of regions and rural areas of the Republic of Kazakhstan, including in the development of engineering and transport infrastructure in remote areas, infrastructure of border crossing points through the state border of the Republic of Kazakhstan;
- to enhance cooperation and create opportunities in other sectors of the economy, including agriculture, engineering, light and food industries, non-manufacturing sector;
- promote the creation of positive and productive intercultural relations conducive to the promotion of international understanding.

To create a modern tourism product must make rational use of tourist resources and potential of Kazakhstan. An important component of optimization of the market of tourist services the development of new tourism product of Kazakhstan, which would be competitive on the world market of tourist services and took the tourist segment of the international market.

The creation of a domestic tourism product is an important stage of development of tourist industry in Kazakhstan. Currently, the majority of travel agencies of the Republic of Kazakhstan engaged in outbound tourism. Organization of domestic tours will allow you to develop inbound tourism.

Services outbound tourism is the most easy and accessible tourism destination for tourist firms. For inbound tourism it is necessary the application of considerable effort on the creation and introduction of domestic tours. The introduction of a new round requires high professionalism and great work of workers of tourist firms.

As a necessary component of the created tourist product of Kazakhstan include the following:

- the use of natural resources of Kazakhstan;
- the use of historical, cultural and architectural attractions;
- equipment application international level (equipment, means of accommodation of tourists, chain restaurants, playgrounds);
- the use of modern means of transport.

When creating a new tourism product should be:

- the complex system of relationships between tangible and intangible components of the service;
- the elasticity of demand to income and prices (demand is affected to a considerable extent political and social conditions);
- the consumption of services in most cases is performed directly at the place of production;
- the large distance separating the consumer from the place of consumption of tourist products;
- the dependence on variables such as space and time;
- the influence of external factors, force-majeure, having unpredictable (weather, environment, politics, tourism, international events).

Thus, it can be argued that the process of purchase of a particular tourist product is determined long before the actual act of sale. The customer's decision is influenced by many factors. It includes the following stages: awareness of the needs during the journey, and the formation of the purpose of the visit, information search, and evaluation of alternatives, purchase and consumption.

At introduction on the market of competitive national tourism product it is necessary to take into account its specificity, to form it, taking into account the unique opportunities and tourist area of the Republic, namely:

- cultural and historical space, rich variety of historical and cultural values, monuments of culture and architecture, including museums, theaters, exhibition centers and parks;
- natural tourist space, preserved in almost original condition and attracting tourists with rich natural tourist resources, giving the chance to engage in outdoor activities in order to connect with pristine nature. This type of space formed by the areas of wildlife, national parks and other conservation areas;
- ethnic space, which implies the entire set of values of a people.

One of the main priorities of tourism development in the Republic of Kazakhstan is the development of inbound and outbound tourism.

With the development of outbound tourism is an invisible import, *i.e.* the money spent by domestic tourists in foreign travel, are going to pay for transportation costs and other services in the country of temporary stay. The amount of leak of currency means from the country is very significant. The workplaces, instead of to be created in Kazakhstan, are formed in other states.

In addition, tourist firms in Kazakhstan also focused on outbound tourism, respectively, are agents of foreign tour operators.

In Table 1 we can see the analysis of the dynamics of served users' travel agencies for inbound and outbound tourism. Tourism leads to the invisible import of capital – is the money spent by domestic tourists in foreign travel, payment of travel costs and other services in the country of temporary stay. Despite this, the priority direction of development of the tourist business today is the development of tourism (Yerzhanova and Yerzhanov 2015).

Inbound tourism should attract foreign currency funds into the country, which is the main goal of the tourism industry, in addition, to create jobs, to raise the prestige of the state.

As can be seen from Table 1, in the Republic of Kazakhstan from year to year the number of tourists for outbound and inbound tourism. However, the number of tourists for outbound tourism 1.75 times (2015) exceeds the number of tourists for inbound tourism. From 2011 to 2015, the growth rate of tourists for outbound tourism amounted to 140,9 %, and for inbound tourism – total of 113.1 %.

Table 1. Dynamics of served users for inbound and outbound tourism over the period from 2011 to 2015

Index	2011	2012	2013	2014	2015	Variations in the metric 2015 to 2011
The number of visitors for outbound tourism (total)	8020 400	9065 579	10143 710	10449 972	11302476	+3282076
Growth rate (in %)		113,0	111,8	103,0	108,1	140,9
Including CIS countries	7031721	7834651	9037804	9375785	10356151	+3324430
Outside the CIS	988679	1230928	1105 906	1074187	946325	-42354
Number of visitors to inbound tourism (total)	5685132	6163204	6841085	6332734	6430158	+745026
Growth rate (in %)		108,4	110,9	92,5	101,5	113,1
Including CIS countries	5195643	5542447	6213390	5655246	5835592	+639949
Outside the CIS	490089	620757	627695	677488	594566	+104477

Source: compiled and calculated by authors according to Committee of Statistics of the Ministry of National Economy of the Republic of Kazakhstan

The tourism industry of the Republic of Kazakhstan attractive for foreign investments for the following reasons:

- high profitability;
- huge development potential of the tourist market;
- the lack of significant barriers of access to natural recreation;
- great prospects of the transport corridor East-West.

The number of tourists in the far abroad countries has a tendency to decrease, due to the manifestations of the economic crisis, the rise in the cost of trips to overseas resorts as a result of the devaluation of the national currency – tenge.

The development of tourism and indicators of its competitiveness are directly dependent on such factors as:

- the level of development of national economy;
- availability of recreational resources;
- visa system;
- development of tour operators ' services;
- improvement of tourist products in tourist recreations;
- the condition of transport and infrastructure;
- the state policy in the field of tourism;
- effective marketing.

The formation of the tourism sector in the country depends on the following factors:

- the income of the population;
- volume of flow and consumption of material goods and services;
- indicators of differentiation of incomes of the population;
- cultural factors and consumers ' attitude to tourism;
- indicators of the quality of life of the population;
- social and demographic features of the population.

Since the development of international tourism in the Republic of Kazakhstan is one of perspective and priorities the issues of improving competitiveness in this market is reflected in the light of recent government decisions.

Tourism development has an impact on the development of related industries: construction, trade, electricity, transport and agriculture. As is known from world practice, a tourist contributes to the creation of 16 jobs.

Thus, tourism contributes to the development of entrepreneurship not only in tourism but in related industries. Due to the synergy and multiplier effect contributes to the development of the state economy as a whole.

Here are the main tasks of the development of the tourism industry in the Republic of Kazakhstan up to 2020:

- the creation of an internationally recognizable image of Kazakhstan as a tourist destination;
- need for innovative, energy-efficient infrastructure;
- system new tourism "experience" and the development of internationally competitive products and services for local and foreign tourists;
- professional system of control and regulation of the tourism industry;

- provide easy access in Kazakhstan and within the country.

To achieve these goals and objectives are the following stages of tourism development in Kazakhstan:

- Stage 1 – 2013– 2015;
- Stage 2 – 2016 – 2018;
- Stage 3 – 2019 – 2020.

Today Kazakhstan is implementing the 2nd stage. From the point of view of investments for the time recommended the implementation of major construction works in particular locations and objects of tourist infrastructure in the development of national tourism projects, including projects with low risk and the possibility of implementation in a short time. During this stage it is important to continue to develop infrastructure, strengthen human resources capacity and perform a variety of jobs in marketing. In the framework of the 2nd phase is the development of about 45,0 % of total investment for the period from 2013 to 2020.

The final stage of development is the 3rd phase, which will continue the implementation of activities carried out within the framework of the 2nd stage, with the diversification of tourist offers and the strong support of the enterprises of small and average business for development of tourism projects across the country. In the framework of the 3rd stage is recommended to be the development about 30.0 % of the total investment over the period from 2013 to 2020.

The result was that the entrepreneurship development Fund "Damu" with participation of the research Center "Sange" conducted marketing research in the period August to November 2012 to improve capacity to support the development of small and medium-sized businesses.

The purpose of this study, based on a survey of 1,600 business owners across the country – assessment of the needs of development of small and medium enterprises (SMEs) in Kazakhstan, as well as the availability and efficiency of financial institutions and programmes aimed at the SME sector.

During the focus group discussions, the people involved in the business, identified the main factors of failure in business, namely: bureaucracy, corruption, incompetence of public authorities, the lack of professionalism of the entrepreneurs and lack of financial support. Factors of a successful business are innovative ideas, affordable financing and production, support of the family and business partners, effective business planning and strong leadership qualities a business owner.

Total synthesis revealed that the most common administrative barrier is the loan is the high interest rates (56.4 per cent), fear of entrepreneurs to become dependent on the bank (26 %), a long and complicated procedure of filing and consideration of applications (18 %). Of the problems high interest rates and lack of collateral flow needs interest rate subsidies, credit guarantees (18,4 %).

3. Results

Before the tourist industry of Kazakhstan set the task to reach the domestic tourist product on the world tourism markets. This task requires the creation of new tourism products that meet all the criteria and requirements of the international market. With the commissioning of a breakthrough in tourism projects in local areas – clusters, there is an urgent need for constant and continuous improvement of the tourism product of Kazakhstan, to meet the world level and successfully competing.

Questions of creation of new products, continuous improvement crafted, the development and implementation of programs of development of the tourism cluster require managerial decision-making, adequate the specifics of a particular cluster, characteristics of development and practical realization of tour. Including the need to develop management solutions to support and stimulate tourism entrepreneurship, as the creation of international competitive tourism products requires the indispensable support of subjects of tourist businesses: hotels, tour operators, travel agents etc.

However, decisions made "from above", sometimes not quite correct, as it does not fully consider the practical aspects of creating and implementing the tourism product, who know only the immediate perpetrators.

It should also be noted that the existing management system of the executive power is ineffective.

One of the directions of development of tourism entrepreneurial activities in Kazakhstan is the improvement of the managerial mechanism to support and stimulate tourism entrepreneurship.

The creation of tourism products, improvements and specific measures to improve the quality of the tourism product on the ground know best the direct participants in production of tourism products – the employees of tourist companies: hotels, travel agencies, resorts, holidays, resorts, tourist centers, etc. Therefore, the initiative for the creation, continuous improvement of the tourism product of Kazakhstan should come not only from the top down – from the Committee of tourism industry, but also from the bottom up – from the producers of travel services, through

all levels of management and to the Committee of the tourism industry. This mechanism should provide response to the question: "What product to create and what will it take?"

Problems of improving the quality of tourist products of Kazakhstan should be discussed in a stepped pyramidal system, not from the top down and bottom up. Since Kazakhstan adopted the cluster principle for the development of tourism, decisions on the creation and improvement of tourism products should be developed on the administrative territory of the region.

On the first level the issue of establishing and improving coproduce can be discussed by representatives of the tourist companies of a particular area of the city region. Proposed activities and outcomes should be referred to a higher level. At the second level these decisions should be discussed from the point of view of regional and city programs. To lead the data discussion to the representatives of tourism departments of city administrations.

Adopted solutions and activities should be discussed at the third regional level. To lead the data discussion to the representatives of offices of tourism of regional administrations. Adopted and revised decisions on the creation and improvement of tourism products must be transmitted to the last level – the Committee of the tourism industry. For this purpose, can serve the proposed development Department of tourism businesses in the tourism industry Committee of the Ministry of culture and sports of the Republic of Kazakhstan.

This Department is proposed at the regional level decisions to improve the tourism product needs through discussions at the highest Ministerial level to take final form. One of the problems of establishing a modern international tourist product in Kazakhstan is poor communication between all the agencies influencing or directly participating in the creation of tourism products.

This ladder allows you to take the above-mentioned disadvantages of decisions "from above", bad communication between the various levels of the tourism industry and to make decisions that, on the one hand, consider the specifics of the product, with a different answer as regional development programmes, and government.

At the regional level to discuss the development of tourism clusters requires the participation of representatives of government, business and institutions of regional development.

Representatives from the management bodies of the state:

- the Department of tourism, physical culture and sports of the regional government structures;
- Department of tourism and sport of the city administration.

Representatives from the business:

- leading tour operators and travel agents;
- the infrastructure of tourism business: hotels, catering, transport, trade, utilities, telecommunications, security;
- association of businesses, chambers of Commerce and industry; consulting companies;
- representatives of the Kazakhstan Travel Association;
- representatives of Kazakhstani Association of Hotels and Restaurants.

Representatives from the institutions for regional development:

- educational institutions that train specialists in tourism;
- research institutes that are carrying out projects in the field of tourism;
- marketing organization.

As tourism clusters are part of the international market, not simultaneously, but gradually, some of them will get experience in the international market earlier than others. Therefore, it would be rational to establish an exchange of experience between the different clusters, regions, areas in support of tourism entrepreneurship. This procedure can be carried out via the Internet.

Tourism – the business of multicomponent. It includes services of travel agencies, accommodation services, catering, transport, tour desk, etc. requires when discussing the improvement of the tourism product of the members of all data structures and in the discussion of the simultaneous participation of a fairly large number of people.

This process can be carried out as follows. For the region, which at the moment required discussing the improvement of tourism services and representatives from government, business and institutions of regional development are collected in one room. The discussion is broadcast on the Internet site.

This site is connected to the on-line representatives of another cluster (region, region), transmitting their experience. That is, to this website during a discussion in the mode of two-way communication to connect the representatives of hotels, travel agencies, catering, transport etc. Representatives from the state should share experiences to support and stimulate tourism entrepreneurship in the cluster.

Very useful in this respect is international experience. It would therefore be rational to participate in the online discussion of the foreign representatives of tourist business, consulting firms. Therefore, the discussion process should be duplicated in English.

Of course, the regions will compete with each other in the fight for the tourist non-resident. But the region needs to understand that only together they are able to raise the tourist prestige of Kazakhstan. And if the whole of Kazakhstan will be attractive terms available on international markets tourism product, it will benefit all the tourist cluster of Kazakhstan.

To lead, guide and direct the process of exchange of experience and opinions between competing tourism regions have independent party – state body, namely the Committee of the tourism industry. All tourism clusters working to a single integrated end product – the tourist prestige of Kazakhstan. And cooperation in this matter between the tourism clusters is more profitable than division.

The more tourist object relations with tourism companies in the field of exchange of experience, the more perfect and higher quality tourism product the tourism object. Therefore, you can create a network of cooperation between tourist objects. Role in the creation and development of the network cooperation should take on the state. The more participants of the network, the higher we get from her effect. This network of cooperation can be arranged through the Internet. The Committee of tourism industry should promote and regulate relations not only between clusters within the network, but also between the tourist companies, that is, the creation of horizontal production linkages between the tourist companies.

Tourism enterprises within the cluster share experiences through horizontal linkages, and tourism enterprises of the other cluster through the network. As each tour company has their own experience and ideas, the exchange of experience will improve from tourism enterprises range of tourism services at world level.

Conclusion

The advantage of this mechanism is the presence in the discussion of representatives of all institutions that affect the creation of new and improvement of existing international tourism products.

The establishment of a network cooperation will help to solve a number of problems:

- to establish cooperation between representatives of different enterprises of the tourism industry;
- to discuss the problems of tourism industry and ways of their solution. In particular, the questions of creation of new tourism products and support the tourist business;
- to consider new tourist products with the positions of all representatives of tourist business: travel agencies, companies, accommodation, food, transport and tour desk, etc., including representatives of the government;
- to come up with new ideas of creating an international tourism product of Kazakhstan;
- to know the opinion of foreign representatives of tourist industry and directly to the foreign consumers of tourism services. They have to know how the proposed tourism product meets the needs of foreign tourists and the international market requirements.

Most tour operators and travel agencies tourist companies have successfully used the various programs and technological products to automate the processing of data and documents, back-office programs; program search and order products. The Internet is actively used as a way of posting information and interaction between the supplier and the consumer of tourist services. Many tourist companies are represented not only their sites but also networks; draws attention to itself, increasing the representation of tourism resources on the Internet and regional tourism administrations.

However, despite the expansion of activities in this sector, there is a significant shortage of quality tourist information, which applies to products of domestic tourism, is negative to meet the growing demand and slows its development. This situation negatively affects the quality of tourist services and conducts to the appreciation of their value. In addition, the work on introduction and use of IT-technologies are carried out without a proper legislative and methodological support. Many of the programs used and the technology is already obsolete, there are no uniform approaches for their integration with international systems. All this complicates the processing of information and, as a result, suffers from the basic principle of timeliness and completeness of disclosure. Happening technological systems has a negative effect on the creation of tourist services and leads to the delay of their appearance on the market. The contemporary situation demands from tourism, business synthesis of internal and external experience of using information technology, coordinate efforts in this direction, determining the most effective ways of development of information process.

At the present stage of development of tourist industry of Kazakhstan, the main purpose of tourism entrepreneurial activities is to create competitive on the international markets of the tourism product. To achieve

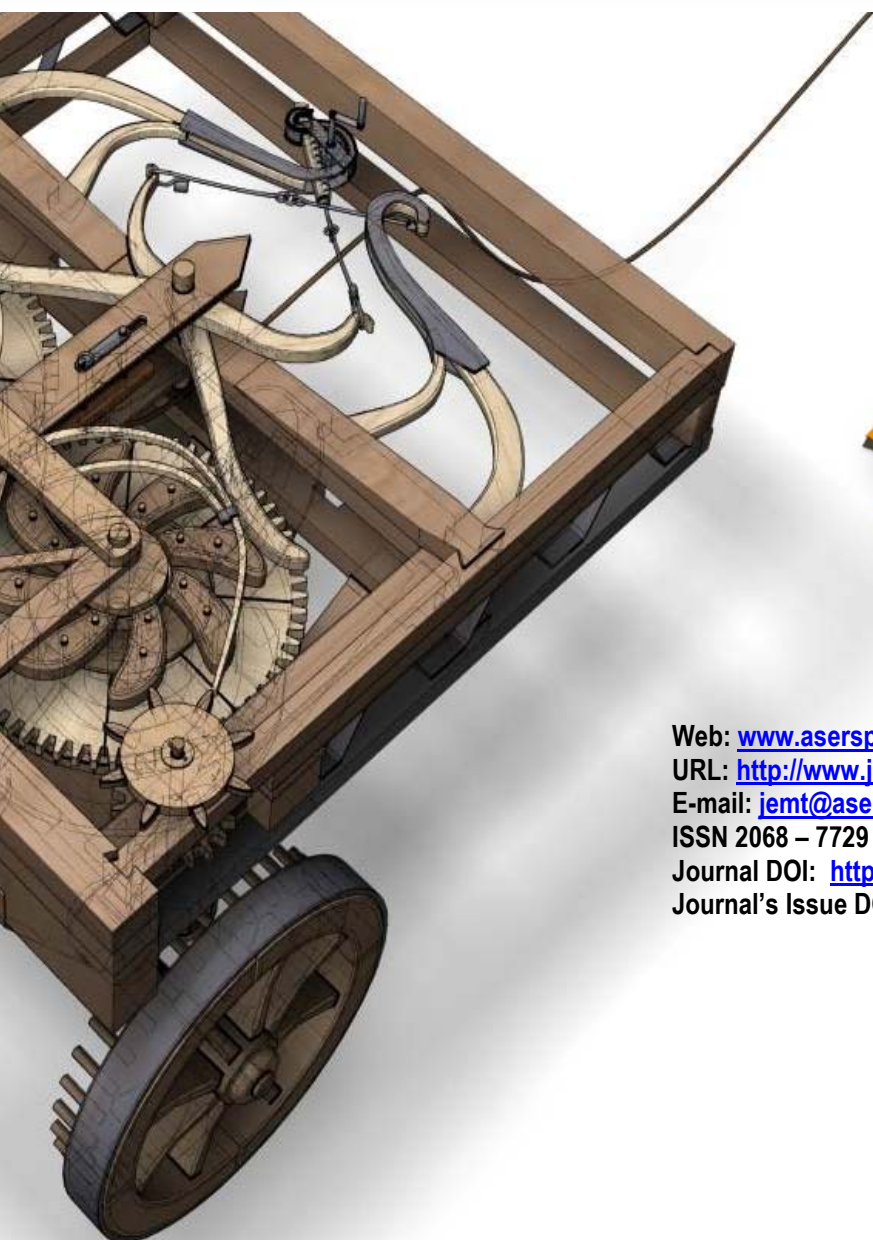
this goal requires the following tasks: development of tourist infrastructure, development of effective mechanism of state regulation and support of tourism, formation of attractive tourist image of the country, increasing tourism potential, and creation of recreational zones with recreational specialization. The achievement of these goals requires development of the system of state regulation and support tourist activity, the use of methods of marketing and promotion of the tourism product.

Based on the above it can be concluded that to attract foreign funds into the country, creating jobs, increasing the prestige of the state, creating business opportunities for families, small and medium enterprises, expanding opportunities in other sectors of the economy it is necessary to consider tourism as one of national development priorities in the Republic of Kazakhstan.

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