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Volunteering in the Tourism Industry of the Republic of Kazakhstan

Assel BAIMBETOVA

L.N. Gumilyov Eurasian National University, Kazakhstan
asel_baymbetova@mail.ru

Lyailya MUTALIYEVA

L.N. Gumilyov Eurasian National University, Kazakhstan
mutalieva_leila@mail.ru

Zhaxat KENZHIN

NAO West Kazakhstan Agrarian and Technical University named after Zhangir Khan, Kazakhstan
jaksat_22@mail.ru

Darken SEIDUALIN

L.N. Gumilyov Eurasian National University, Kazakhstan
darken68@mail.ru

Saltanat TLEUBERDIYEVA

L.N. Gumilyov Eurasian National University, Kazakhstan
tleuberdieva@yandex.ru

Kamshat MUSSINA

L.N. Gumilyov Eurasian National University, Kazakhstan
kamshatmussina@mail.ru

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Abstract:

The article deals with the specifics of volunteering in tourism industry of the Republic of Kazakhstan. Of particular importance is the problem of developing volunteering movement in tourism sphere of Kazakhstan, which is in the process of formation and integration. Developing volunteering in tourism for Kazakhstan is an important factor in ensuring its growth, forming positive image, creating favourable conditions for the tourism business, increasing awareness about the country, and improving the well-being of its people.

The relevance of the topic is that among various directions of tourism development, volunteering has a powerful, but underestimated resource for creating positive image of a country, solving social, economic and environmental problems, improving the quality of tourism services provided, helping the population in emergencies, different life situations, which may occur in the course of a travel. The purpose of this work is to analyse the theoretical aspects regarding the role of volunteering in tourism development, identifying its trends and problems, as well as developing scientifically based applied recommendations to increase the attractiveness of volunteering in tourism. The results obtained in the course of the study can be implemented in fostering volunteering development in tourism sphere.

Keywords: volunteering; youth tourism; tourism industry; tourism development; Republic of Kazakhstan.

JEL Classification: Z32; R11; D71.

Introduction

Voluntary participation of citizens in the public life of the country is an integral aspect in formation of a democratic state of law. Systematic development and support of volunteering is a worldwide recognized method of combining efforts, resources of society and the state in addressing common social, economic, environmental and other problems.

Volunteering is the basis of civil society. It changes life for the better, forms such qualities as kindness and compassion, instills a desire for mutual assistance. With any social ailments, in managing pressing problems, people have always been helped by cohesion, mutual assistance and respect. In addition to personal qualities, volunteering helps in addressing social and economic problems. Western states consider volunteer assistance as a significant economic potential and a way to rally and develop civil society. The activities of non-governmental associations and institutions are recognized by foreign countries as an effective means in tackling social problems (Volunteer Tourism - International Travel & Tourism Analyst No 16, September 2008). However, in our country it has not yet been fully evaluated. The need for a qualitative analysis of the potential of volunteering in tourism development at the present stage determines the relevance of this research.

Of particular importance is the problem of developing volunteering movement in tourism sphere of Kazakhstan, which is in the process of formation and integration. Developing volunteering in tourism for Kazakhstan is an important factor in ensuring its growth, forming positive image, creating favorable conditions for the tourism business, increasing awareness about the country, and improving the well-being of its people.

1. Literature Review

A number of studies deal with volunteerism among young people, some of the works are devoted to the problems of volunteerism with a generalization of the historical experience of individual countries and the legal aspects of volunteer relations. Of the recent works, the most interesting are the works of Ye. Azarova (2008), G. Bodrenkova (2013), Kobzova S. (2015), Ye. Izmestyev (2014). In modern domestic science, there is no scientific understanding of volunteer tourism as an object of study, its structurally substantive characteristics, and the determinants of its origin and implementation. The phenomenology of "volunteer tourism" is represented by only a few articles by authors such as Kadyrbaeva A. S., Zhilkibakova D. N. (2016). With all this, none of the works gives enough attention to volunteering as a priority in the development of the modern educational space, and to volunteering in tourism.

Table 1. Definitions of volunteering

	Definition	Author	Source
1	Volunteer -a person going on his own choice to military service, volunteering for action against the enemy	M.Popov	A complete dictionary of foreign words that have come into use in the Russian language by M. Popov
2	Volunteer -reckoned at his own expense and of his own free will, in the military time to the army, but did not enter the service	V.I. Dal	Illustrated Dictionary of the Living Great Russian Language by V.I.Dal
3	Volunteer is a person who agreed to become a test subject on his/her own will	S.A. Kravchenko	Sociological Encyclopedic English-Russian Dictionary by S.A. Kravchenko
4	Volunteering is a way of preserving and strengthening human values, such as kindness, free help to a person, regardless of his position in society	L.E. Sikorskaya (candidate of psychological sciences, director of the Federal Information Center for Youth Social programs)	Thesis "The pedagogical potential of volunteer activities in the socialization of student youth", L. Sikorskaya
5	Volunteering is considered as the voluntary fulfillment of the duties of providing selfless assistance, services, voluntary patronage of people with disabilities, patients and the elderly, as well as people and social groups of people who find themselves in difficult life situations	S.I.Ozhegov	Dictionary of the Russian language by S.I.Ozhegov

Note: according to source Kadyrbaeva and Zhilkibakova 2016

Despite the large number of publications in the scientific literature on the volunteering as a social phenomenon, the role and contribution of it in tourism development still remains unresolved. In particular, there is no single theoretical approach to volunteering movement development in the context of tourism of a country, or the precise classification and structuring of factors influencing its formation. All this determines the urgency of the problem of conducting an effective activity on developing voluntary movement in tourism of Kazakhstan.

In many countries of the world, volunteer work today is an everyday social practice: people come together to plant trees, teach a healthy lifestyle, conduct environmental campaigns, organize conferences, forums, build, conduct crime prevention, and solve common problems (Wearing, Benson and McGehee 2017).

The Global Declaration of Volunteering of 2001 states that volunteering is the foundation of civil society, bringing to life the need for freedom and justice. The Declaration emphasizes that volunteering is a way to preserve and strengthen human values through awareness of human potential. Volunteers position their activities as an instrument of social, cultural, economic and environmental development (Volunteer Tourism - International Travel & Tourism Analyst No 16, September 2008).

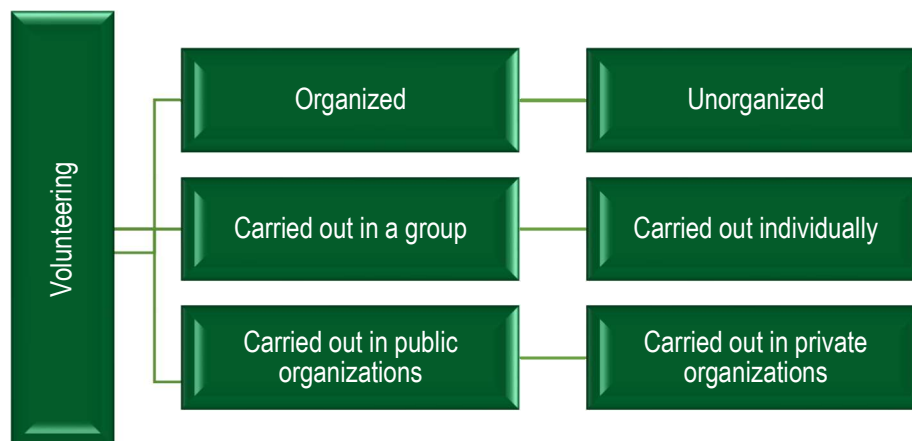
Table 1 reveals the changes that the concept of volunteering has undergone in post USSR countries.

Despite the large number of interpretations of the phenomenon, the following definition of volunteering, given in the declaration of the International Association of Volunteers was considered as the most appropriate. It manifests the following: volunteering is a person's free choice, reflecting his/her life position and contributing to an improvement in the quality of life, personal self-improvement and deepening solidarity, usually it takes the form of collective activity within the framework of a project or program and contributes to the realization of human needs towards the creation of a more peaceful society (Volunteer Tourism - International Travel & Tourism Analyst No 16, September 2008).

Despite the rich content of volunteerism and the diverse nature of its focus, the following general characteristics of this phenomenon can be singled out:

1. Remuneration. A volunteer engaged in volunteer activities should not pursue the goal of financial rewards.
 2. Goodwill. Volunteering should be carried out at will, without coercion
 3. The benefits of the activity. A volunteer should benefit a specific beneficiary or group of beneficiaries, in addition to family or friends.
 4. Organizational structure (Kadyrbaeva and Zhilkibakova 2016).
- Volunteering can take various forms, which are presented in Figure 1.

Figure 1. The forms of volunteering activities



Note: Compiled by authors based on source Kadyrbaeva and Zhilkibakova 2016

Unorganized volunteering includes spontaneous and occasional help to friends or neighbors: for example, looking after a child, assisting in repairs or construction, performing small tasks, renting equipment, or responding to a natural or human-made disaster. This is the predominant form of volunteering in many cultures.

Organized volunteering takes place in the nonprofit, public and private sectors, and is usually more systematic and regular (Kadyrbaeva and Zhilkibakova 2016).

Volunteer organizations, like other public associations, must obey the law. Therefore, on December 30, 2016, the Law of the Republic of Kazakhstan “On Volunteering” was adopted, which defined the basic concepts, goals and objectives, principles, forms, types of volunteer activities, the rights and obligations of its participants, their interaction, and at the same time defined the powers of central and local state bodies in this area, a system of measures to stimulate volunteerism is provided as well (The Law of the Republic of Kazakhstan On volunteering dated December 30, 2016 No. 42-VI ZRK).

The following basic concepts are used in this Law:

- 1) volunteer is an individual who carries out volunteer activities;
- 2) a group of volunteers represents a voluntary unregistered community of individuals formed for the purpose of joint implementation of volunteer activities, which are subject to the norms established by the law;
- 3) volunteer action is an event aimed at solving a specific socially oriented, socially useful task performed by a volunteer organization and (or) volunteers, and (or) a group of volunteers;
- 4) a volunteer program (project) stands for a system of measures aimed at solving socially oriented, socially useful tasks, indicating the activities and expected results carried out by the volunteer organization and (or) volunteers, and (or) a group of volunteers;
- 5) volunteer activity is a socially voluntary activity carried out by free expression of a socially useful activity, free of charge in the interests of individuals and (or) legal entities.

The goals of the volunteer activities are two-fold, on the one hand, it is providing assistance to individuals and legal entities, protecting the health of citizens, environment, engaged in the development of physical education and sports, as well as other goals aimed at providing public goods; and on the other hand, it deals with the formation of a civic position, self-organization, a sense of social responsibility, solidarity, mutual assistance and mercy in society.

The tasks of volunteer activities are represented in Figure 2. As can be seen, the main tasks of volunteering are revolving around addressing social problems, supporting civic initiatives, as well as providing information and methodological support for volunteers.

Figure 2. The tasks of volunteer activities



Note: Compiled by author based on source (The Law of the Republic of Kazakhstan On volunteering dated December 30, 2016 No. 42-VI ZRK).

It worth noting that volunteering cannot be aimed at supporting political parties and religious associations. Moreover, it is forbidden to volunteer in pursuit of terrorism, extremism and separatism in any form and manifestation.

Volunteer activities are carried out in accordance with the following principles:

1) the principle of gratuitousness, volunteerism, equality and the legality of the activities of volunteers, i.e., the activities of a volunteer do not bring material benefits, it cannot be forced to participate in any events and actions and violate its laws.

2) the principle of freedom in determining goals, forms, types and methods in choosing voluntary activities. A volunteer has the right to choose in which direction he/she should provide free help;

3) the principle of publicity and public availability of information on voluntary activities. A volunteer has the right to know all aspects of organizing actions and events.

4) the principle of humanity, respect for human rights and freedom in the implementation of voluntary activities. The volunteer must not violate personal space, treat the recipient of services respectfully and with understanding;

5) the principle of the equality of all, regardless of gender, religion, nationality, language, social status, age, the right to volunteer, that is, absolutely any person has the right to provide free voluntary assistance;

6) the principle of solidarity, good faith and cooperation of participants in volunteer activities implies rallying volunteers to achieve their goals;

7) the principle of security for one's life and the life of others. A volunteer is required to comply with the requirements established by the law;

8) the principle of equal and mutually beneficial international cooperation in this area. Volunteer organizations, and, directly, volunteers should share their experiences.

There are 4 types of interaction between volunteer activities and government bodies (Figure 3).

The first model represents the classic volunteer movement. This is an ordinary volunteer movement, where it independently, without state assistance, carries out events, promotions, charity concerts, etc.

The second model consists in direct state support for volunteers, when the state considers volunteers as subcontractors and supports them with grants, provides premises, equipment, etc. The second model is spreading more and more widely in many countries every year.

Third model is self-organization of people receiving the service. In the third model, consumers of public services help themselves, the contribution of society and the state is minimal or even absent. This is how societies of mutual support for seriously ill or addicted patients work.

The fourth model also known as co-production, has gained wide popularity in the world only in recent decades. Co-production means the provision of volunteers to assist in the design or provision of services by the state (Kobzova 2015).

Figure 3. Types of interaction between volunteer activities and government bodies



Note: Compiled by authors based on source (Kobzova 2015).

In recent years, the trend of filling the staff shortage in the hospitality industry with volunteers is starting to gain momentum. In connection with this, the new term “volunteer tourist” has appeared. A tourist volunteer is a volunteer worker in the field of tourism, whose work is not paid. They work to gain experience, special skills and knowledge, to establish personal contacts.

According to the Belarusian scientist L. Stefan, all directions of the volunteer movement in the world are divided into two fundamentally different types in the form and principles of organization of this type of activity:

1) the classic volunteer movement;

2) tours within the framework of the volunteer movement (Stefan 2010).

The first direction involves gratuitous work (for 4-6 hours a day, meals and accommodation - at the expense of the receiving party) in volunteer camps under the auspices of an international non-profit organization in the framework of the implementation of a relevant socially significant project. Such programs are designed

mainly for young people. Volunteer camps come in completely different types: from environmental to agricultural. Such projects are especially popular in the USA, Germany, England, France, Spain and a number of other countries.

The second direction involves the organization of tours by tour operators varying in complexity and duration, which differ from working in volunteer camps with more comfortable accommodation, less intensive work and the ability to use a significant part of the time for recreation and entertainment programs. This kind of volunteer movement was later called “philanthropic” or “tourism of volunteers” (Stefan 2010).

Thus, within the framework of this study, it is necessary to distinguish between “voluntary tourism activities” and “tourism of volunteers”. Figure 4 depicts the most significant areas of volunteering in tourism sphere, which have the tendency to increase in the future.

Eco-volunteering is a worldwide practice of agritourism, within its framework agrarian owners accept volunteers for work in gardens, in vineyards and farms.

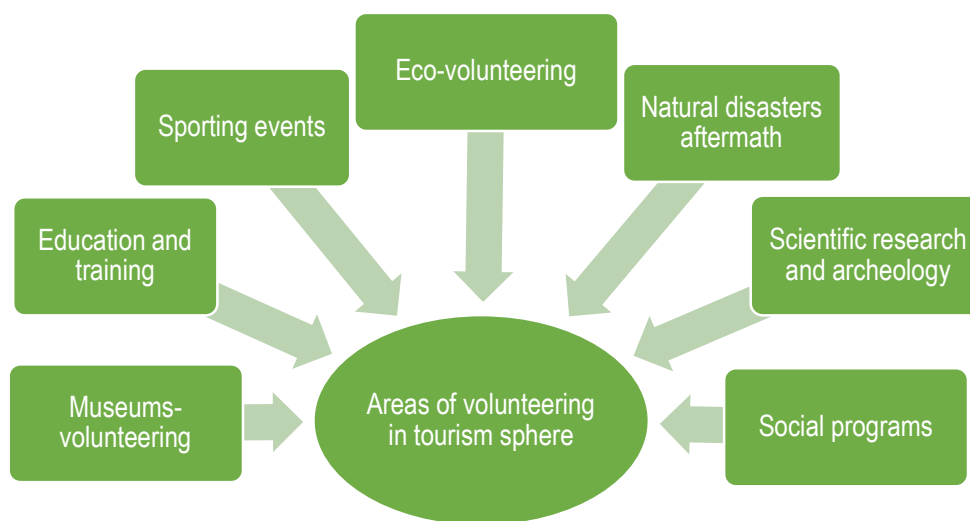
Other popular option for volunteer tourism is to provide help in museums.

There are tours in the wake of natural disasters - groups of volunteer tourists travel to countries such as Sri Lanka, Indonesia or Haiti that have been affected by tsunamis, earthquakes or other natural disasters to help the local population.

Tourists can take part in social programs to help the poor, for example, in Vietnam - to look after sick children; in Nepal, to build huts for the local population; in Argentine Patagonia, to help open shelters for the homeless and prepare food for street children; in Madagascar - to conduct trainings and educational classes among local children, to come up with projects for small businesses; in Guatemala - to teach local children English, equip playgrounds and schools, distribute teaching aids and humanitarian aid; in Fiji, helping to care for children (Wearing and McGehee 2013).

Scientific research and archeology as a direction of volunteer tourism can help researchers in scientific work and relax in various historical places.

Figure 4. Areas of volunteering in tourism sphere



Note: Compiled by author based on source (Stefan 2010; <http://expo2017-volunteer.org/>)

Sporting events are one of the main areas of volunteer tourism distribution, contributing to its development. Every year, thousands of volunteers around the world are attracted to their organization and conduct.

Thus, we have considered the most specific traits of voluntary activities, various definitions of volunteering, its basic concepts, tasks, as well as the principles. Currently, volunteering has acquired a multidimensional nature and has many definitions and meanings of this activity, as well as a large number of different directions.

To fulfil the touristic potential of Kazakhstan it is necessary to improve overall tourism services rendered in the country, including through the institute of volunteering movement, since tourist activity is beneficial for both the state and its people.

Ensuring the attractiveness of volunteering in tourism of Kazakhstan is a long-term, systematic and painstaking work, which should make a significant contribution to addressing the most important tasks facing

modern Kazakhstan. The essential condition for the successful achievement of these tasks should be the support and participation of the state, business and the Kazakhstanis themselves.

2. Methodology

In the course of this research a study aimed at analyzing specific features, trends and attitudes of students for volunteer activities was conducted in March-April 2020.

An online survey (filling out a questionnaire through an online platform) was chosen as a method for collecting information. This method allows to obtain objective information from a wide range of respondents in a short time and at minimal cost. The selected method corresponds to the goals and objectives of the current study.

Overall, the total number of respondents was 51. All of them are students of L.N.Gumilyov Eurasian National University. The iAnketa.ru platform served to distribute the questionnaire. The structure of the questionnaire consists of three blocks:

- Introductory part, containing an information for the respondent about the study, etc.;
- Socio-demographic part, containing a set of questions regarding such characteristics of the respondent as gender, age, education, etc.
- The main part containing a set of questions pertaining specifically to the problem being studied. This block consists of several sections devoted to various aspects of the problem being studied or to individual topics.

The questionnaire presented questions measuring the concept, motivation, trends and direction in the development of volunteering in Kazakhstan.

3. Case Studies

At the initiative of the President of Kazakhstan, Kassym-Zhomart Tokayev, 2020 was declared the Year of the Volunteer in Kazakhstan. The head of state emphasized the need to develop volunteering not only at the national level, but also in every city and village (Decree of the President of the Republic of Kazakhstan dated August 26, 2019 No. 135. On the announcement of the Year of the Volunteer).

As part of the "100 definite steps" National Plan, a special law on volunteerism was adopted in 2015 (Program of the President of the Republic of Kazakhstan dated May 20, 2015. Nation Plan - 100 Definite Steps). This document for the first time laid the foundation for a more sustainable, systematic development of volunteering in our country. From that moment on, volunteer initiatives received a legislative basis and consolidation.

But let us follow the most significant milestones in volunteering movement development in Kazakhstan.

The active volunteer movement officially began with the VII Winter Asian Games.

In 2010, a new round began in the history of Kazakhstan volunteerism. The year was marked by the creation of the National Volunteer Network (NVN) - a voluntary association of citizens and legal entities. This organization fulfils a mission to form, support and develop a culture of volunteering. Over the 3-year period of existence, the NVN has done a great job in training volunteers. In 2010, trainings for volunteers of the ESCAP conference were held, in 2011, the NVN trained more than 200 volunteers of group leaders for the 7th Asian Winter Games, and also trained volunteers for the OSCE forum, in 2012, selection and training for volunteers for the next session of the Assembly were organized people of Kazakhstan, 2019 World PARA Powerlifting Championships in the city of Nur Sultan and many other events. In addition, Volunteer Schools are held on an ongoing basis (Official site of the National Volunteer Network. Access mode: <https://gazvolunteer.kz/ru>).

Preparations for the VII Asian Winter Games in 2011 contributed to the establishment of the volunteer movement in Kazakhstan. For this reason, the activities of some Kazakhstani volunteer associations and the projects they implement, as well as major events that contributed to the development of volunteer tourism in the country are considered.

The Asian Games 2011 Organizing Committee, with the support of the Ministry of Culture and Sports of the Republic of Kazakhstan, organized a set of volunteers a year before the start date for the Games.

The activities of the volunteers had 11 directions, including the maintenance of the Cultural Asian Games project, escorting athletes and officials, medical services, ceremonies, etc. All volunteers were provided with equipment, food, transportation and communication services at no cost. Each volunteer was given a personal book of the volunteer - a document designed to account for seminars and work experience of the volunteer. (International Olympic Committee awarded volunteers to the Asian Games 2011. Access mode: <https://www.zakon.kz/s/aziada-2011--vii-zimnie-aziatskie-igrf/>).

The VII Asian Winter Games 2011 gave a powerful impetus to the development of volunteer tourism in the Republic of Kazakhstan.

In 2017, a large-scale event was held in the capital of Kazakhstan - the International specialized exhibition EXPO-2017. Among the areas of volunteers' work are communication activities, information support, environmental protection, social studies, etc. The number of volunteers who took part in events held in the Republic of Kazakhstan is shown in the Table 2.

Volunteers at EXPO-2017 were the face of the exhibition. In order to become a volunteer at EXPO-2017, a candidate had to go through an interview. The main requirement for participation in the exhibition was knowledge of three languages - Russian, Kazakh and English, age - over 15 years. Initially, only those who knew three or more languages at a minimum conversational level were accepted, the rest of the volunteers were in reserve.

Volunteers worked on the territory of the EXPO in three shifts - day, evening and night, but the last was shortened, and the first two lasted for eight hours each. Those who worked in the first shift received breakfast and lunch in specialized canteens. Due to the large number of volunteers - by the beginning of the exhibition there were 4,500 people - three canteens were allocated. All regions of Kazakhstan provided volunteers for the exhibition.

Table 2. The number of volunteers participated in events of international importance in Kazakhstan, people

Name of event	Number of volunteers	Notes
World Exhibition EXPO-2017, Astana	4500	Citizens of the Republic of Kazakhstan and foreign citizens may take part in organizing and conducting the event
Winter Universiade. Almaty, 2017	200	The only requirement is age restriction (18-60 years)
Annual Astana Economic Forum. Astana	60	The main participation in the volunteer movement is taken by youth
World Weightlifting Championships. Almaty, 2015	300	Most of the participants are students
VII Winter Asian Games. Almaty-Astana, 2011	2500	According to statistics, the average age of volunteers is 18-35 years

Note: compiled by authors based on the sources Official website of Alliance of Volunteers of Kazakhstan. Access mode: <http://expo2017-volunteer.org/>

Most volunteers originated from Astana (2100), the second region which provided most volunteers was the city of Almaty (900 people), other regions located in immediate proximity sent from 250 volunteers (Karaganda region) to 100 (Akmola region).

To foster the development of volunteering, 17 volunteer support centres have been formed on the basis of existing organizations by the Ministry of Information and Public Development of the Republic of Kazakhstan, also an online platform of qazvolunteer.kz has been created. This platform is designed to facilitate the search for volunteer organizations and projects. That is, anyone who wants to become a volunteer can register on this platform. Volunteer organizations, bodies or institutions may invite volunteers in one direction or another to the project. When the volunteer performs the functions and duties, the body that invited can evaluate the work of the volunteer.

According to the platform, as of October 2019, 2878 volunteers and 156 organizations were registered.

In the future, having a portrait of a volunteer, any other organization will be able to invite him, taking into account previous experience and assessment of the previous volunteer organization.

The Ministry of Education and Science last year together with the Ministry of Information and Public Development of the Republic of Kazakhstan launched a project of social student loan.

Full-time university students who are involved in volunteering, actively participate in it, are provided with the following types of social student loans: 1) a loan of 20 thousand tenge for 20 hours of activity; 2) a loan of 50 thousand tenge for 50 hours of activity. A student can be encouraged in the form of an allowance for a scholarship or, if he studies on a paid basis, in the form of this student voucher or loan to pay for his studies.

It is very important that these students are registered on [Qazvolunteer.kz](http://qazvolunteer.kz) platform. Students of such specialties as "Psychology", "Pedagogy" can provide services in five social areas - a social teacher, a teacher who helps children with deviant behavior, volunteers providing tutoring services, organizers of leisure activities, and can be encouraged (Volunteering in Kazakhstan: a new format, directions and prospects. Access mode: https://www.inform.kz/ru/volonterstvo-v-kazahstane-novyy-format-napravleniya-i-perspektivy_a3638005).

In general, if we take a look at the statistics, the volunteer movement is now developing very rapidly in Kazakhstan. If in 2017 only about 100 organizations were active, today more than 200 organizations carry out

their volunteer activities officially. In addition, it should be noted that there are separate initiative groups. Generally, according to the data of the Ministry of Information and Public Development, more than 50 thousand people are involved in the volunteer movement.

On February 12, 2020 the President Kassym-Zhomart Tokayev officially opened the republican front office of Birgemiz. The front office of Birgemiz (translated as "We are together") is located on the territory of the "EXPO" in the ArHUB pavilion. This is a consulting, methodological, training, information center. Front office staff coordinates volunteer projects throughout Kazakhstan. In addition, a single call center is working on the basis of the front office to consult the population on issues of volunteering.

The work will be organized according to the principle of a single vertical: "the republican front office - 17 regional centers for supporting volunteers - 85 regional coordinators." All this, according to the initiators of the project, will allow for the wide involvement of public, volunteer organizations and government bodies in the implementation of projects, and will increase the sense of ownership and responsibility for the final results (The President launches the republican front office of Birgemiz volunteers. Access mode: <https://strategy2050.kz/ru/news/prezident-zapustil-respublikanskiy-front-ofis-volonterov-birgemiz/>).

A significant attention is paid to the development of volunteering in Kazakhstan. Thus, Civil Society Committee selected seven key areas in which the development of volunteering will take place. These are educational, medical, environmental volunteering, mentoring people in difficult situations, volunteering in the elimination of technological disasters, emergencies, assistance to older people, people who are in institutions with special care, people with special needs, as well as volunteering for preservation of spiritual, cultural and historical values (Figure 5).

Figure 7. Key areas of volunteering development in Kazakhstan



Note: compiled by authors based on the sources Official site of the National Volunteer Network. Access mode: <https://qazvolunteer.kz/ru>

It is assumed that, in the framework of educational volunteering, volunteers in all regions will go to the countryside and help children from rural schools in preparing for subject Olympiads, for more successful passing Unified National Test (graduation test) and mid-term controls. Volunteers can share new skills in computer technology, robotics and other innovative areas.

Within the framework of the project "Birgemiz.Bilim" one thousand students in rural schools of each region – in total 14 thousand students - will be covered by this assistance from volunteers who will help to increase their educational level.

Based on content analysis conducted, the following matrix regarding the strengths, weaknesses, opportunities and threats in development of volunteering movement in tourism of Kazakhstan was created (Table 3).

As can be seen from Table 3, the SWOT analysis showed that the resource potential for the development of volunteer tourism in the Republic of Kazakhstan is large, diverse, has a special flavor, and is promising for multi-aspect use. Volunteer tourism is a powerful tool for change, an instrument for the spiritual growth of society. Given the fact that in the 21st century the need for volunteer assistance will increase, the issue of supporting and developing the resort areas and places of tourist interest will remain relevant for a long time, which will serve for the development of this type of tourism.

During this research a study aimed at analyzing specific features, trends and attitudes of students for volunteer activities was conducted.

The questionnaire presented questions measuring the concept, motivation, trends and direction in the development of volunteering in Kazakhstan.

Table 3. SWOT- analysis of the volunteer movement in tourism of Kazakhstan

Strengths	Weaknesses
<ul style="list-style-type: none"> - The unique natural landscape and climate of Kazakhstan; - unpretentiousness of volunteer tourists in everyday conditions; - The opportunity for tourists to get acquainted with the culture of the local population; - volunteerism is rich in content, for this reason it is able to satisfy the needs of different target audiences; - volunteerism has no age limit; - for the development of tourism volunteering, various incentive actions are taken at the level of governments, social institutions and public organizations 	<ul style="list-style-type: none"> - the lack of adequate training for volunteers for a particular type of activity; - a large share of the transport component in the cost of tours, significantly increasing the cost of services; - insufficient marketing policy in promoting the existing tourism potential (low level of tourism brand awareness); - lack of investment in tourism infrastructure
Opportunities	Threats
<ul style="list-style-type: none"> - occupying its own original niche in the market of travel services; - measures taken in Kazakhstan to develop economic and legal mechanisms for priority support of inbound, domestic and social tourism; - the formation of a culture for volunteerism; - assistance to the local population; - increased interest in the resort areas of the country; - improving the image of Kazakhstan; - the creation of volunteer tours to the region can attract a large number of tourists through the development of volunteer tourism 	<ul style="list-style-type: none"> - distrust of citizens, passive position of society, lack of habit for civic initiative; - increased man-made impact on natural complexes, worsening the quality of natural and water resources; - insufficient training

Note: compiled by authors

In total 16 male and 34 female respondents answered the questions. The average age was 20 years old.

The first question was about understanding students' perception of volunteering activity. More than a half of respondents consider a volunteer to be a civil participant acting on his own, about 37 % assume that volunteers are social workers, less than 10% thought of volunteers as being foreign students on exchange program, none of respondents considered volunteers receiving cash compensation, which means that students generally understand the nature of volunteerism as act of will without earning money.

The next question was about understanding students' perception of volunteering activity. This question generated several answers with slight dispersion in their proportion, thus, 23,5 % considered volunteering as activities aimed at addressing social problems, 21.6 % see it as making a useful contribution to society, 21.6% indicated volunteering to be a free (unpaid) work, 17.6% answered that volunteering is the ability to do what you love for the benefit of society. These answers give us an idea, that for youth volunteering is and activity for helping other people, which contributes to thriving society.

The next questions were yes/no type questions.

One of them was asking whether respondents perceive volunteering as work, the other was asking about the readiness of respondents to work for free. As the results show, more than half of students surveyed perceived volunteering as work (56%), and even more than that (60%) claimed their readiness to be engaged in unpaid work.

Next question was considering the conditions under which the respondents could work for free.

The results of the survey revealed, that almost 55% of students would agree to work for free only if they are interested, almost 22% answered, that it could happen in case if the work is useful for society, 17.6% answered that would agree to be engaged in unpaid work if there is an opportunity for personal benefit (opportunity to get something for free).

Only less than 6% claimed that they would work for free if the work is fun.

These results suggest that most students are not motivated properly to be engaged in unpaid type of work. Much activity should be carried out to make youth be interested in this type of work.

It is obvious that for different students there are different stimuli that should be applied to make them interested and turned to the volunteering movement of Kazakhstan.

The answers for the question "What could attract you to become a volunteer?" generated various responses. This question had a multiple-choice option for respondents. Anyway, the factor that could attract most students is travel. In other words, almost 22% of respondents would be attracted to become a volunteer in case

there is a travel opportunity for them. The second most popular attraction for volunteering among youth is an opportunity to gain new skills and knowledge. Be a part of a fun company and gaining work experience is attractive for 10% each.

Less attractive for youth in this regard are prospects for employment in the public service, only 2.3% mentioned this option.

The following question was clarifying the share of students which have already had experience in volunteering.

Almost 60% of respondents had experience of being a volunteer. Moreover, 72.4% of them perceive it as a positive experience, 24.1% rated their experience of volunteering as negative and only 1 person (3.4%) considered his/her volunteering experience as negative.

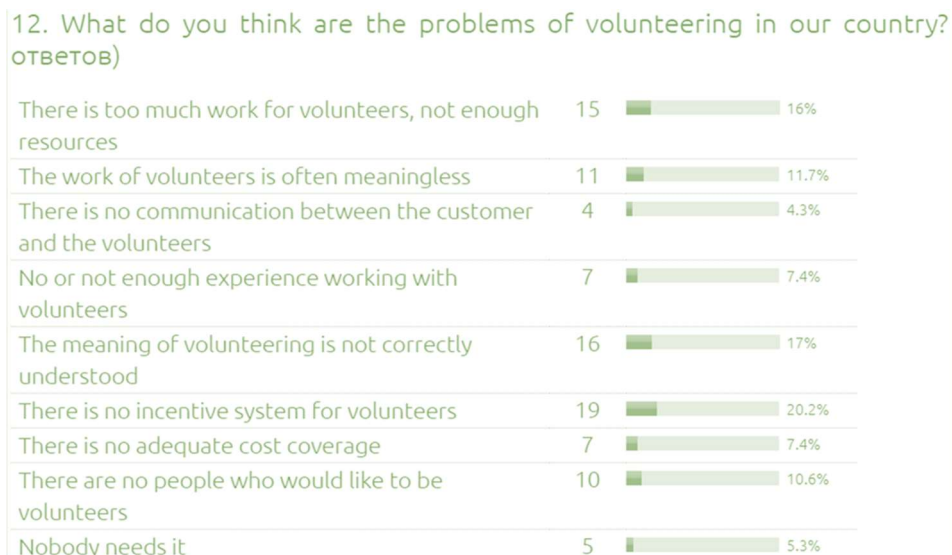
This fact is very important in understanding current trends of volunteering movement development in the Republic of Kazakhstan.

Next, respondents were asked to name the advantages they see of participating in volunteering. This question was asked only for those who have had experience in volunteering already. For more than half of them advantages of volunteering were associated with personal development (55.2%), meeting and communicating with interesting people was beneficial only for 24/1%, less advantageous were seen options for pleasure (less than 7%) and for advanced training and professional development (13.8%).

The following question was asked to identify the reasons due to which students did not yet have volunteering experience. This question was asked only for those respondents who asked negatively in previous question number 7 (43.1% of the total number of students surveyed). Interestingly, more than 58 % of all respondents who did not have volunteering experience would like to try it, but they lack information where to start from. This finding is very important, because it sheds light to the activities that should have to be done in order to increase the number of volunteers in our country. Meanwhile, one fifth claimed that they did not have enough time for this type of activity, 12.5% replied that they didn't need it, and 8.3 % were never interested in it. One of the last questions was clarifying the conditions that could encourage the youth to volunteer.

This is also a question which was asked only to those who didn't have volunteering experience. And one third claimed that they could volunteer given that they had free time. 26.2 % would be also encouraged if they had interest in this area. Less than 20 % would go for that to get life experience. The last question intended to reveal the problems of volunteering in our country (Figure 8).

Figure 8. Identified problems of volunteering in Kazakhstan



Note: compiled by authors based on the survey

Of course, volunteering is not a permanent job or activity that is devoted all individuals' time. For many, this is the kind of activity that they devote their free time to benefit the community. It was important to find out how volunteering is perceived the students, as they constitute to large share of all volunteers not only in Kazakhstan but generally in the world.

The study aimed to find out under what conditions young people are willing to work for free. These studies show that most often young people are willing to work on a voluntary basis only if there is a free time available, it brings some personal benefits (new skills and knowledge), perspectives of traveling.

The main factor preventing students from becoming a part of volunteering movement in Kazakhstan is the fact, that they do not know where to start.

Generally, there is some certain history of volunteering movement development in the Republic of Kazakhstan, mainly it was due to holding different sport events, also International specialized exhibition EXPO-2017 significantly contributed to development of volunteering in our country, attracting youth, student to participate in this type of activity.

Conclusion

Most successful people in Western countries proudly talk about their participation in volunteer projects. Often, this factor is the foundation of a professional career.

Over the past decades, the Kazakhstani public sector has been rapidly developing and gaining momentum, which indicates the social activity of citizens who provide assistance to those in need, which is the basis of volunteering.

As studies show, Kazakhstan is still lagging behind in the development of youth volunteer programs. But in recent times, especially after the adoption of the Strategy for State Youth Policy of Kazakhstan, government and local bodies have been supporting youth volunteering.

Creating a positive image of a volunteer as a successful young citizen needs powerful propaganda, the support of the media. Also promoting by the system of school and vocational education is required.

The slogan "Volunteering is your first step towards a successful career!" can become the basis for recruiting creative youth to participate in innovative volunteer practices.

For a more productive development of volunteer activity, it is necessary to create conditions for the realization of the rights of citizens to voluntarily and directly participate in addressing socially significant problems of communities, in solving which a person develops and acquires new skills in a particular activity. In our opinion, volunteering is the path to self-discipline, self-organization, self-government, self-development and self-expression.

The following methods are recommended for tackling existing problems of volunteer motivation:

- creation and development of volunteer centers at the regional and local levels;
- financing and providing the necessary resource support to organizations involved in the development of volunteerism;
- development of educational programs for training leaders of the volunteer movement;
- creation of a legal environment that removes legal and other barriers that prevent volunteers from participating in charitable organizations;
- formation of a system of social and state motivation for the development of the volunteer movement.

To attract students to volunteer activities, the development of the volunteer movement is necessary in every university. By developing programs that take into account the level and profile of volunteering, as well as educational systems in general.

Attracting, organizing and training volunteers is a complex and time-consuming process that requires effective management. It is necessary to attract volunteers for specific purposes of particular projects with an effective social impact. To organize the activities of volunteers, certain approaches are required, this is a special type of management. With a qualified, thoughtful organization, a tremendous effect can be achieved

In order to effectively involve society in volunteering, it is necessary to identify the motivation of people already participating in the work of non-profit organizations. Motivation is necessary for the productive implementation of decisions made and the intended work. Understanding motives can improve and simplify interaction with volunteers and create a productive working environment in organizations (International Olympic Committee awarded volunteers to the Asian Games 2011. Access mode: <https://www.zakon.kz/s/aziada-2011--vii-zimnie-aziatskie-igry/>).

In the Republic of Kazakhstan, the increasing relevance of volunteering is associated with the development of the voluntary movement in the country, the catalyst for which was EXPO-2017 volunteer program. With the spread of volunteer tourism, recognition of its potential by travel agencies and increasing audience awareness of proposals in this area, the task of transforming initiatives into successful practice becomes a priority. Against this background, the absence of specially developed theoretical and methodological foundations for studying the volunteer phenomenon for the tourism industry is obvious.

There is an urgent need to build bridges between the dynamically developing institution of volunteerism, on the one hand, and the theory and practice of tourism activity, on the other. The development of technologies for the effective management of volunteer projects in tourism will allow avoiding irrational programs and decisions leading to negative consequences, while satisfying the desires and needs of travelers, the local community and other public groups involved in volunteer tourism processes.

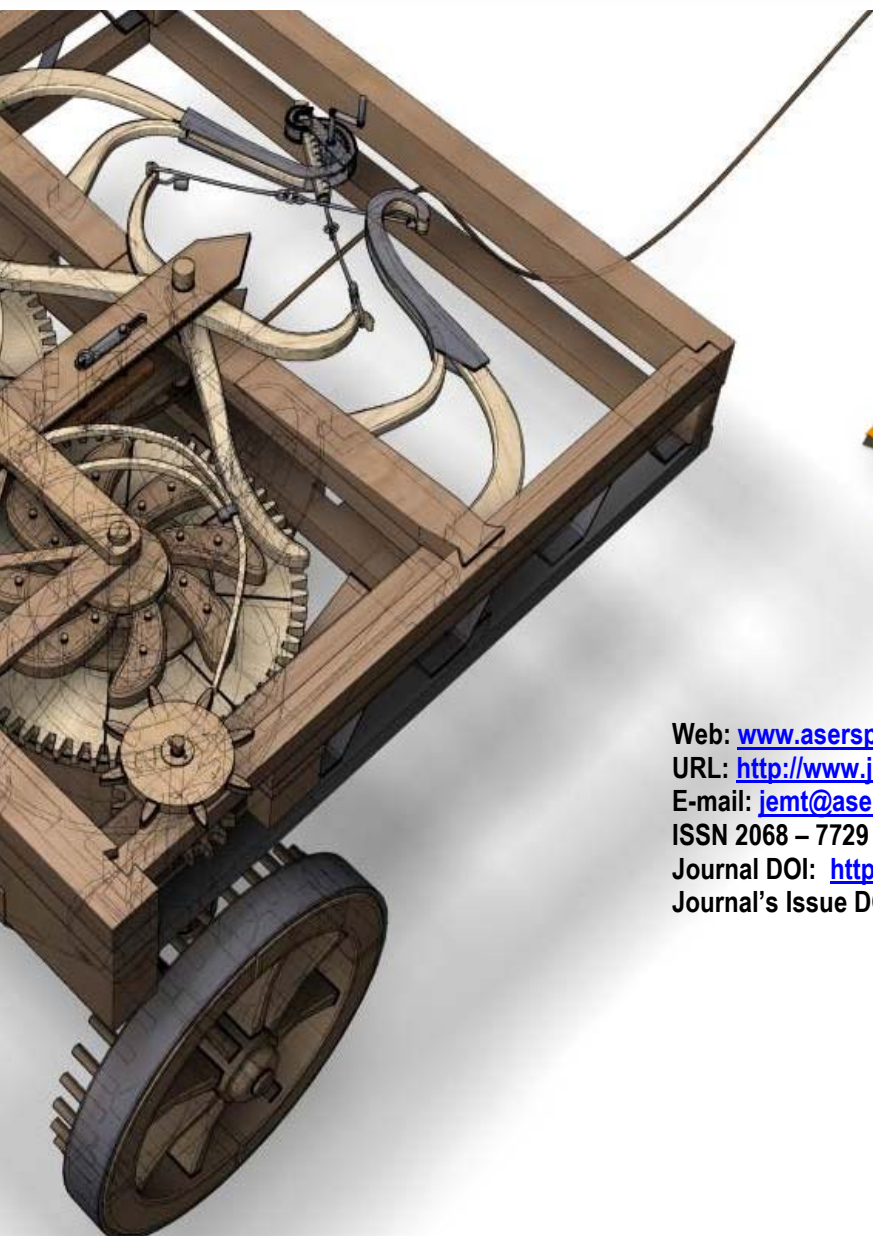
The implementation of the recommendations made on the development and support of tourism volunteering and volunteer tourism will improve the infrastructure of volunteering in modern Kazakhstan.

Prospects for further research under this topic will include the development of a set of measures aimed at supporting the development of volunteer tourism in a specific region, and the creation of a project for the Volunteer Tourism Center in the resort areas of Kazakhstan.

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