

## PROSPECTS FOR THE DEVELOPMENT OF TOURISM EDUCATION IN KAZAKHSTAN

Professor Dr. (PhD), D.B.A. Zakiryanov Baurzhan  
Faculty of Tourism  
Kazakh Academy of Sport and Tourism  
Kazakhstan  
baurzhan.kazast@mail.ru

Professor Dr. (PhD) Imangulova Tatyana  
Faculty of Tourism  
Kazakh Academy of Sport and Tourism  
Kazakhstan  
tatyana.ast@bk.ru

Professor Dr. (PhD) Prokofyeva Marina  
Faculty of Tourism  
Kazakh Academy of Sport and Tourism  
Kazakhstan  
marinastur@bk.ru

Assoc. Professor. Dr. (PhD) Rassulova Saodat  
Faculty of Tourism  
Kazakh Academy of Sport and Tourism  
Kazakhstan  
777resort@gmail.com

**ABSTRACT:** Today's reality is that with the development of universal mobility the requirement of society increases in highly skilled shots in area of tourism. A specialist must possess not only theoretical, scientific and practical knowledge but also to improve, have the opportunity to develop in new directions, able to use new interactive resources, create the new ideas, know - how and approaches. Quality of training of professional personnels, comparableness of level qualifications of different countries, becomes an important task, that assists the increase of effective mobility of human capital. To date such important tasks stand in modern industry of tourism, as there is upgrading of training of tourist personnels, producing of specialists in area of the services of new generation, highly sought at an international level.

**Keywords:** Tourism, Industry, Education, World, Quality, Personnel, Tours, Exhibition

### INTRODUCTION

The modern sphere of tourism for the last decades became one of key socio-economic sectors of our time, providing 9% of GDP, every 11th workplace, and also 6% of world export. For the last period about 1.5 billion tourists made trips within one year that much more exceeds figure in 25 million tourists in 1950. Despite economic, natural and technogenic crises, the International tourism continues to develop, involving in the orbit more and more people from many countries.

According to forecasts of UNVTO, it is expected that this growth will continue on a fixed basis and will reach a point of 1,8 billion international tourists in the world by 2030.

According to the director of the World Tourist United Nations Organization (WTUNO) Zoltan Somogy: "Now Kazakhstan is developing a new trend of tourism associated with the Great Silk Road. Silk Road Corridor "Chang'an-Tianshan" length of five thousand kilometers on the territory of Kazakhstan, Kyrgyzstan and China has been entered in the List of the World heritage in June, 2014. This is the first of the many corridors of the Silk Road, which will be included in the World Heritage List, thus emphasizing the incredible potential for tourism and ensuring the protection of World Heritage sites. UNWTO and UNESCO work together to create a roadmap for the development of heritage corridors (International News Agency,2016).

The concept of development of the tourist industry of the Republic of Kazakhstan, based on a strategy "Kazakhstan-2030", tourism is considered one of the most important areas in social and economic development of the country. The industry of tourism can be a wide range of business and a major factor of the state and social and economic development ("Kazakhstan - 2030", 1997).

In the long term by the year 2020 with full support from the government, the development of Kazakhstan's tourism industry can provide employment over 100 thousand new workplaces (Concept of development, 2013).

The importance of human resource management as a special type of administrative activity in recent years is undergoing a real boom in the global tourism industry. As international experience shows, the most important factor for long-term success of enterprises of tourism and business industry is, first of all, qualified matching, preserving and development of human talent, intellectual and creative potential of their employees and specialists (Rassulova, 2014, p.611-613).

As United Nations specialized agency in the field of tourism, UNVTO is entrusted to promote responsible, steady and public tourism. The main objective of UNVTO - promotion of tourism as the key instrument of social and economic growth, all-round development and ecological stability of this or that country.

For achievement of this purpose, UNVTO studies and creates the market, advances policy and instruments of competitive tourism, supports education and training for this area - does everything that tourism has become an effective instrument of development in more than 100 countries around the world.

### **THE DEVELOPMENT OF NEW TYPES OF TOURISM PRODUCTS**

Development in the Republic of Kazakhstan of new types of modern tourist products such as business tourism, city tourism, restaurant tourism, gastronomy, cultural and educational tourism, improving tourism, hunting and fishing, mountaineering, holding forums, international exhibitions and sports is promoted to attract and increase the flow of tourists into the country.

Conducting in Kazakhstan of such major events as the EXPO-2017, the Winter World University Games 2017, the international business - forum will help improve the national spirit, the pride and the country's image on the world stage as a tourist destination, but also bring many benefits, including - urban regeneration, creating new jobs, increasing the flow of tourists and foreign investment.

Currently, the modern tourist business in Kazakhstan includes 5 national clusters:

1. Astana- agglomeration with Borovoy, Korgalzhin and several adjacent regions;
2. Almaty and Almaty Region;
3. South Kazakhstan - the Silk Way;
4. East Kazakhstan Region(EKR);
5. Kengerli - development of beach tourism.

There are a further development of regional tourism - 20 miniprojects, especially with a guide on the development of domestic tourism. The demand for highly qualified personnel for the tourist of the industry will annually increase. Therefore it requires special preparation and training of specialists in accordance with international standards for quality work in the travel industry, aviation, visa services, hotel and restaurant services, in matters of transport infrastructure.

According to the data of Agency of Statistics of the Republic Kazakhstan, in the accounting period in the republic 1515 tourist firms perform the activities and the 127th individual entrepreneur, the number of enterprises of hotel economy constituted about 1055 units. The number of hotels increases. 10 years ago in Kazakhstan was only 871 hotels, and in 2016-2441. The volume of services rendered by hotels, amounted to 73 billion tenge in 2015 (5 years ago was 47 billion tenge).

Next year Kazakhstan travel agencies expect the flow of foreign visitors. Companies are already developing tourist routes. One of the main objects, which offer tourists to visit, will be "Astana EXPO - 2017" - planned specialized international exhibition recognized by the Bureau of International Exhibitions (BIE), which will be held in the Kazakhstan city Astana in 2017. The Republic of Kazakhstan is a full-fledged member of the International Bureau of Exhibitions since 1997 and since 2005 takes an active part in EXPO.

EXPO-2017 expects the participation of more than 100 countries and 17 international organizations, and about 5 million visitors. Ten countries have already confirmed participation in EXPO-2017. Also, for participation in EXPO-2017 applications were submitted already by more than 50 companies. 283 million euro are allocated for carrying out EXPO-2017 from the republican budget of Kazakhstan. The total cost will exceed 3 billion dollars. The area of the territory — 173,4 hectares. 79000 personnel, 283 million euro an expected profit.

The theme of the exhibition "Energy of the Future", will cover the topic - alternative energy sources. At the World specialized Fair 2017 member countries will show achievements and prospects in the sphere of use of renewable energy resources and their such benefits as ecological purity, low cost of operation and harmlessness to the environment. For Kazakhstan «EXPO-2017" will be a landmark event: never before the international exhibition of similar scales are not held in the countries of Central Asia region and the CIS.

There are two types of the international EXPO exhibitions. The World universal Fair held each 5 years (the last was in 2015 in Milan, following in 2020 in Dubai) and specialized international exhibition conducted between the main universal. EXPO 2017 is a specialized international exhibition. Besides scale and the importance of distinction also that in the World universal Fair of the country participants build constructions at own expense, and in specialized at the expense of host country (state). The exhibition will give also a powerful impulse of system diversification of economy and technological upgrade of production capacities and scientific base of the country. Preparation for so large-scale action will involve domestic small and medium business, including tourist business.

After holding an exhibition on the base of EXPO-2017 will be created the financial center "Astana" allocated with the special status . 250 million dollars are provided in the master plan for tourism development, construction of tourist objects and creation of new internal structure of Astana to EXPO-2017 ("Astana EXPO-2017" 2016).

Master plan of the development of Astana as tourist destination- is the creation of aquapark, transformation of the waterfront, the scientific and informative town, ethnocomplex "Steppe civilization", a covered market-gallery arcade. The following tourist zones are determined to: "Nursaya", Nurzhol, the promenade, the old town and museum center, the Pyramid, Palace of Peace and Reconciliation. Almaty, Alakol, Bukhtarma remain popular destinations.

The national company carried out the complex analysis of the existing tourist routes on the basis of which is developed the general register of the routes including the visit "EXPO-2017". Routes will have the sign "Recommended by EXPO", and information on them will be posted on the website of the company.

Active negotiations are conducted with large tourist portals, such as tripadvisor.com and booking.com on promotion and sale of the tourist's packets which entered the register of "Recommended by EXPO". It is planned that guests of an exhibition will visit not only Astana, but also other regions of Kazakhstan.

Currently, new tours are being developed in many regions of Kazakhstan and improve existing ones. Issues related to «Orient Express» class trains run along the Kazakh section of the Silk Road under the brand "EXPO-2017". Negotiations are conducted with "Air Astana" and foreign airlines on inclusion in airfare to Astana of the visit "EXPO-2017".

It is declared that the largest tour operator of the world - Touristic Union International Group also is interested in a cooperation with the NC "Astana EXPO-2017". At the moment the national company conducts negotiations on partnership which will allow to sell in the European markets tourist packets to Kazakhstan with a possibility of the visit "EXPO-2017". The German operator serves more than 30 million clients a year in 180 countries of the world. Only in Europe TUI Group has more than 1 800 travel agencies.

Considering the international experience such large-scale actions as the carrying out "EXPO-2017" and the Winter World University Games 2017, give an impulse to development not only a tourist industry, but also other fields of economy. Statistically, one tourist leaves about 1,5 thousand dollars in the visited country and provides about 6-12 people with work. Thus, during the exhibition various fields of economy and citizens of the country will receive additional earnings.

The XXVIII winter World Universiade held during the period from January 28 to February 8, 2017. According to preliminary data, over five thousand students from 50 countries entering into alliance FISU will take part in it. It is planned to involve about three thousand volunteers. Almaty became the capital of the XXVIII winter Universiade of 2017 – for the first time in the post- Soviet space.

The objects constructed for holding the 7th winter Asian games of 2011 became infrastructure base for preparation of the megalopolis for an important sports event. In particular, it will be used the International Ski Jump Complex "Sunkar", Sports Palace of B.Sholak and Ski Biathlon Stadium in Almaty region.

Also sporting events will be held on a high-skating rink "Medeo" and the ski resort "Shymbulak". For needs of the Universiade the Ice arena, the Ice arena and the Athletic village are in addition built. Within the winter Universiade in Kazakhstan are planned competitions on 13 sports disciplines (8 obligatory and 5 additional) .

Obligatory type of sports: figure skating, short track, alpine skiing, snowboarding, biathlon, ski race, ice hockey, curling. Ski jumping, Nordic combined, freestyle, speed skating, bandy became additional sports which join according to the offer of host.

The student's national team of Kazakhstan has experience of participation in eight winter Universiades. During this time in moneybox of the national team of Kazakhstan were gathered 43 awards.

In total on the event, which was covered by 2000 foreign journalists watched more than 500 million viewers throughout the world. In general the VII Asian Games have once again shown the high level of the organization of sporting events in the country, have strengthened image of Kazakhstan on the international scene as hospitable country, stronghold of stability, peace and harmony, and also one of the leading sports powers of Asia and world.

Additional educational trajectories were developed for increase in competitiveness of education, development of a human capital by ensuring availability of quality education to a strong growth of economy by 2020 together with the partner entities to the educational program "Tourism" in the Republic of Kazakhstan in the Kazakh Academy of Sport and Tourism on the "Tourism" faculty: "The international tourism", "Sports and health - improving tourism".

#### **ORGANIZATION AND DEVELOPMENT OF EDUCATIONAL PROGRAMS**

On the basis of KAZAST is located Republican Educational and methodical Council for the specialty "Tourism" which controls all standard programs of this direction for all Universities of the Republic of Kazakhstan and is one of the best higher educational institutions on material and technical resources and equipment educational and methodical materials for specialty "Tourism".

Now at Faculty of tourism are used facultative parameters of Bologna Process, material and educational resources, a modular training system ; nonlinear trajectories of training of students, elective courses; electronic rates. They are of great importance in planning, the organization and forming of modular educational programs, educational process taking into account interests of employers and requests of society (100 Experiences of Modern Kazakhstan, 2016).

National strategies, regulatory and legal documents are the basic platform, and adhere to the following parameters of the Bologna Process:

- Development and implementation of educational programs in accordance with the requirements of the National Qualifications Framework, sectoral qualifications frameworks and professional standards;
- Improvement of the mechanism of flexible response to labor market needs through the use of modular educational programs;
- The development of modular educational programs with the participation of employers;
- Preparation of highly qualified tourism personnel;
- Possession of scientific and practical knowledge in the field of modern innovation and entrepreneurship;
- Professional activities aimed at improving the tourism and hospitality industry;
- providing state regulation of the tourism industry;
- organizing and planning of prevention and search and rescue operations in tourist activities, as well as other spheres of human activity related to tourism;
- ownership: ethical and legal standards of conduct; system of practical knowledge and skills, providing acquisition, development, improvement and enhance mental and physical abilities and qualities, acquisition, retention and promotion of health, ability to work in team properly defend his point of view, to offer new solutions.

The educational activities of the Faculty of Tourism is characterized by the widespread introduction of e-learning technologies, including the use of the Internet, educational multimedia materials and other electronic resources for educational purposes.

Implementation of additional educational trajectories allowed:

- To increase the attractiveness and competitiveness of the specialty "Tourism" in the labor market;

- To expand the interaction of the Kazakh Academy of Sports and Tourism with the enterprises in the implementation phase of the educational program;
- Create conditions for improving the quality of training in accordance with the requirements of employers;
- Provide 100% job placement.

The objectives of the educational program 5V090200 "Tourism" are:

- Improving the structure, content, tourism education technology;
- ensuring communication of system of tourist education with scientific and technological and innovative policy;
- forming of social and personal qualities of students: love to the profession, commitment, organization, diligence, responsibility, motivation, business and cultural skills;
- strengthening of methodical and methodological content of the tourist education allowing the graduate to have the universal, scientific and subject and specialized competences promoting his social mobility and stability in the labor market.
- advance and routine planning of tourist activities of RK and cooperation with republican, regional and foreign partners;
- development and promotion of new types of tourist services; the organization of accounting and control for the purpose of optimization of management process;
- quality management on rendering tourist services in various spheres of tourist business;
- carrying out the international marketing researches for the purpose of increase in effective tourist sales;
- organization of preventive actions for safety of tourist activities;
- innovative activities in the field of management of tourist movement;
- coordination and mutual adaptation of curricula and programs;
- completeness of education at each step;
- meeting the educational requests of students depending on capabilities, desires and opportunities;
- complexity of work on career guidance and professional training, studying of market demand of work.

## FINDINGS

For the development of practice-oriented, modular training programs in the specialty "Tourism" need stable relations of regional enterprises with science and higher education. In this direction the faculty within the last three years has strong scientific and educational communications with the Kazakhstan tourist association, the Kazakhstan association of hotels and restaurants, the station of young tourists of Almaty, and other organizations connected with tourist activities in the Republic of Kazakhstan.

The development of international tourism business in Kazakhstan, as the prospect of opening new possibilities of entering into the world educational space, into a single global travel market.

The Kazakhstan education system for all the years of independence was subjected to radical changes, which resulted in the modification of the educational sphere paradigm. It was the fact that the education system has gained flexibility. Modern education system has expanded the boundaries of reality and educational services that meets the new requirements in terms of global competition. Quality of training of a professional personnel, a comparability of-level qualifications of the different countries became an important task that promotes increase in effective mobility of a human capital.

## CONCLUSIONS

Today's reality is that with the development of the universal mobility increases society's need for highly qualified personnel in the field of tourism. The specialist must possess not only theoretical, scientific and practical knowledge, but also to improve, to be able to develop in new directions, to be able to use the new online resources, creating their own new ideas, know-how and approaches.

Quality of training of a professional personnel, comparability of level qualifications of the different countries becomes an important task that promotes increase in effective mobility of a human capital.

Today, in the modern industry of tourism there are such important tasks as improvement of quality of preparation of a tourist personnel, release of specialists in the field of the services of new generation demanded at the international level.

The future to which we aspire- it is a common occurrence in world educational space and the international recognition of educational programs on specialties in the field of tourist accommodation and service.

The higher education is a key to joint scientific research and the international mobility which is the central part

of participation in global economy of knowledge in the field of tourist services.

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