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WAYS OF DEVELOPMENT OF THE CULTURAL-TOURIST CLUSTER IN THE REPUBLIC OF KAZAKHSTAN

In modern realities, tourism is one of the highly profitable and dynamically developing sectors of the world economy. Kazakhstan, possessing unique natural resources and original culture of the people, has a huge potential for the development of tourism in the international and regional markets. The tourist potential of recreational resources and historical and cultural heritage is considered, which allows the country to integrate into the international tourism market, to achieve a dynamic tourism industry in the country and will ensure sustainable employment growth, stimulate the development of related industries and increase the flow of investment into the domestic economy. The cluster approach, previously used in research, is singled out: in analyzing the competitiveness of the state, region, industry; as the basis of a nation-wide industrial policy; when developing regional development programs; as a basis for stimulating innovation; As a basis for interaction between big and small businesses. The cultural and tourist cluster is reflected, which includes the groups of enterprises concentrated in the region, sharing the specialized tourist infrastructure, labor markets and functional structures of the economy. It is noted that when creating a cultural and tourist cluster the leading role belongs to large tour operator firms that provide services outside the country, there are also various tourist agencies, enterprises for accommodation, food, transportation of tourists, provision of related services and production of tourist demand goods. Mechanisms are provided for strengthening state support for the tourism sector, contributing to the development of regions and rural areas of six cultural and tourist clusters with a competitive tourism business, developing forms of public-private partnership in this area.

Key words: cultural and tourist cluster, functioning, industry, business, mechanisms, regulation, competitiveness, region, approach, process.

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Пути развития культурно-туристского кластера в Республике Казахстан

В современных реалиях туризм является одной из высокодоходных и динамично развивающихся отраслей мировой экономики. Казахстан, обладая уникальными природными ресурсами и самобытной культурой народа, имеет огромный потенциал для развития туризма на международном и региональном рынках. Рассмотрен туристический потенциал рекреационных ресурсов и историко-культурного наследия, позволяющий стране интегрироваться в международный туристический рынок, достичь динамичного развития отрасли туризма в стране и обеспечить устойчивый рост занятости населения, стимулирование развития смежных с туризмом отраслей и увеличить приток инвестиций в отечественную экономику. Выделен кластерный подход, ранее используемый в исследованиях: при анализе конкурентоспособности государства, региона, отрасли; как основа общегосударственной промышленной политики; при разработке программ регионального развития; как основа стимулирования инновационной деятельности; как основа взаимодействия большого и малого бизнеса. Отражен культурно-туристский кластер, к

которому отнесены группы предприятий, сконцентрированных в регионе, совместно использующие специализированную туристскую инфраструктуру, рынки труда и функциональные структуры хозяйства. Отмечено, что при создании культурно-туристского кластера ведущая роль принадлежит крупным туроператорским фирмам, которые предоставляют услуги за пределы страны, функционируют и разнообразные туристские агентства, предприятия по размещению, питанию, транспортировке туристов, предоставлению сопутствующих услуг и производства товаров туристского спроса. Предусмотрены механизмы в усилении государственной поддержки сферы туризма, вклад в развитие регионов и сельских территорий шести культурно-туристских кластеров с конкурентоспособным туристским бизнесом, выработки форм государственно-частного партнерства в данной сфере.

Ключевые слова: культурно-туристский кластер, функционирование, отрасль, бизнес, механизмы, регулирование, конкурентоспособность, регион, подход, процесс.

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Қазақстан Республикасындағы мәдени-туристік кластерді дамыту жолдары

Қазіргі заманда туризм әлемдік экономикадағы жоғары табысты және серпінді дамып келе жатқан салалардың бірі болып табылады. Бірегей табиғи ресурстар мен халықтың өзіндік мәдениетіне ие бола отырып Қазақстан халықаралық және аймақтық нарықтарда туризмді дамыту үшін үлкен әлеуетке ие. Елдің қарқынды туризм саласына қол жеткізуіне және халықты жұмыспен қамтудың тұрақты өсуін қамтамасыз ететін, туризммен шектес салалардың дамуын ынталандыратын және отандық экономикаға инвестиция құюды ұлғайтуға, елдің халықаралық туристік нарыққа бірігуіне мүмкіндік беретін рекреациялық ресурстар мен тарихи-мәдени мұраның туристік әлеуеті қарастырылған. Бұрын зерттеулерде қолданылған кластерлік тәсілдер: мемлекеттің, аймақтың, саланың бәсекеге қабілеттілігін талдауда; өнеркәсіп саясатының жалпы мемлекеттік негізі ретінде; инновациялық қызметті ынталандырудың негізі ретінде; аймақтық даму бағдарламасын әзірлеу кезінде; үлкен және кіші бизнес арасындағы өзара әрекеттесудің негізі ретінде анықталған. Еңбек нарықтары және шаруашылықтың функционалдық құрылымы мамандандырылған туристік инфрақұрылымды бірігіп қолданатын, аймақта шоғырланған кәсіпорындар тобына жататын мәдени-туристік кластер айқындалған. Мәдени-туристік кластерді құру кезінде жетекші роль елден тыс жерлерде қызметтерін ұсынатын ірі туроператорлық фирмаларға берілген, түрлі туристік агенттіктер де жұмыс істейтіні, орналастыру, тамақтандыру, туристерді тасымалдау, ілеспе қызметтерді ұсыну және туристік сұранысқа ие тауарлар өндірісі бойынша кәсіпорындар ескерілген. Туризмді мемлекеттік қолдауды күшейту механизмі, бәсекеге қабілетті туристік бизнестегі алты мәдени-туристік кластердің өңірлер мен ауылдық аймақтарды дамытуға қосқан үлесі, осы саладағы мемлекеттік-жекеменшік әріптестік нысандарын дамыту қарастырылған.

Түйін сөздер: мәдени-туристік кластер, жұмыс істеуі, сала, бизнес, механизмдер, реттеу, бәсекеге қабілеттілік, аймақ, тәсіл, үрдіс.

Introduction

The tourism industry in the Republic of Kazakhstan at the state level is recognized as one of the priority sectors of the economy. Thus, in implementation the provisions of the industrial-innovative development of the country's economy, the leading role belongs to the cluster system, in particular, to the tourist cluster.

Current trends in the development of this industry are at the level that tourists, who have studied well the most famous resorts in the world, move to those countries where the tourism sector is just starting to develop. From this position, the attractiveness of Kazakhstan is rising.

The republic has a concept for the development of tourism, in which it is noted that tourism can have three positive effects on the country's economy: first, to ensure the inflow of foreign currency and to have a positive impact on such economic indicators as the balance of payments and total exports; second, it helps to increase employment; third, it contributes to the development of the country's infrastructure.

International tourism is currently one of the most dynamically developing branches of foreign economic activity. The steady growth of the influence of tourism both on the world economy as a whole and on the economies of individual countries and regions is one of the most significant, permanent and long-term trends that accompany the formation and development of the world economy. It becomes obvious that tourism is converting into a large independent branch of the national economy, whose activity is aimed at meeting the specific needs of the population. The diversity of these needs is satisfied not only by tourist enterprises, but also by enterprises of other industries, which makes tourism important as a factor in the multiplicative impact on the development of the economy. Tourism is one of the factors of world integration processes, and the tourist business is now becoming a significant sector of the economy (GM Ospanov, 2013: 72s)

Kazakhstan, possessing unique natural resources and unique culture of nomadic people, has a huge untapped potential for the development of tourism in the international and regional markets. The tourism potential of recreational resources and historical and cultural heritage allows the republic to harmoniously integrate into the international tourism market and achieve intensive development of tourism in the country. This will ensure a steady growth in employment and incomes of the population, stimulating the development of tourism-related industries and an increase in investment in the national economy.

Material and research methods.

In modern realities, tourism is one of the highly profitable and dynamically developing branches of the world economy. According to the World Tourism Organization (UNWTO), tourism forms 9% of world GDP, 6% of world exports and also every 11th new workplace is created in the tourism sector. For individual countries, the contribution of tourism to the national economy is even more significant (KazakovaG.Ya., 2017: 922)

According to the Tourism and Travel Competitiveness Report of the World Economic Forum, Kazakhstan ranks 88th among 140 countries that participated in the 2013 rating. The leading positions in this rating are occupied by Switzerland, Germany and Austria; The top ten also includes Spain, Great Britain, the USA, France, Canada, Sweden and Singapore (A. Guseinov, 2014: 73; Dimitros B., 2012: p. 379; Guo K., 2013: 20).

The main objectives of trips to Kazakhstan are business and professional - 54.2% of visitors; leisure, relaxation and recreation - 38.4%; visits of friends and

relatives - 4%; commercial purposes (shopping tours) - 2.1%; other purposes, including treatment and pilgrimage - 1.3% of visitors. It is obvious that business and professional trips dominate in the structure of visits to Kazakhstan, in this regard, the country will not be able to increase tourism attractiveness, while the majority of visitors come to Kazakhstan with working visits, and not for the sake of recreation.

In order to increase the flow of visitors and recognize Kazakhstan as a tourist state, the Concept provides for a cluster approach to the development of tourism. Due to the existing potential (natural-climatic, historical, cultural), Kazakhstan is able to occupy a certain niche in the tourist market.

The cluster allows to maximize the use of resources, concentrating within one specific area of interrelated production. In the tourist cluster, there is a concentration of enterprises and organizations involved in the development, production, promotion and sale of a tourist product, as well as ancillary activities (Huseynov A., 2014: 74; Ospanov G.M., 2012: 39). Applications of cluster approach in the sphere of tourism, increase of competitiveness, increase of competitiveness and development of new enterprises and organizations included in the cluster, stimulation of innovations and development of new tourist destinations.

The cluster approach in the sphere of tourism, as in any other sector of the national economy, based on the interaction of science and production. For the development of the economy, the constant introduction of scientific advances is needed, for which networks of enterprises of innovative and information technologies are being created (Crisis Management in Tourism). This direction is associated with high risks of non-return of initially invested funds in scientific research. Therefore, joint public-private financing of innovative projects

for project management.

In addition, the formation of clusters provides a number of advantages and companies that are part of clusters. Experts identify the following mechanisms that affect all companies within the cluster:

- cost-distribution (optimal use of the potential of all companies within the cluster, to ensure the sharing of information and derived resources);
- cooperative credit (provision of mutual lending to cluster members, as well as the possibility of mutual guarantees and sureties);
- tax optimization (includes various methods of reducing the level of taxable base);
- innovative (preferential technological transfer);
- informational (providing support for each of the cluster members, as well as the formation of a common information space to ensure effective communications).

The results of the study and their discussion.

As globalization processes deepen, where they are located on the world stage, it increasingly begins to be determined by its overall competitiveness, which, in turn, directly depends on the structure and effectiveness of the country's innovation system. It is an innovative system that allows the state to occupy a

certain niche in the system of international division of labor, to gain weight and status in the system of international relations. (Buhalis, D., 2012: p 379).

The problem of increasing international competitiveness is also acute for Kazakhstan. The ratings of Kazakhstan continue to be somewhere in the group of countries with medium development, and in the circular format of the Republic of Kazakhstan, of course, is still not included, which makes the development of competitiveness of our country, including the methods of cluster policy, relevant. The competitiveness of a country should be viewed through the prism of international competitiveness not its individual firms, but clusters — associations of firms from various industries, and the ability of these clusters to effectively use internal resources is of fundamental importance.

The cluster approach, which was originally used by scientists in researching problems of competitiveness, over time began to be used to solve all the wider range of problems, in particular: when analyzing the competitiveness of the state, region, industry; as the basis of nationwide industrial policy; in developing regional development programs; as a basis for stimulating innovation; as the basis of the interaction of large and small businesses.

To cultural and tourist clusters that unite groups of enterprises concentrated geographically within the region, which unite each other.

In creating a cultural and tourist cluster, the leading role is given to large tour operator firms that export their services outside the country. A variety of tourist agencies, as well as numerous enterprises for the distribution, food, transportation of tourists, the provision of related services and the production of goods of tourist demand are at the lowest level. And all of them are united by a common business climate, within which the labor resources and technologies necessary for the functioning of the tourism cluster are formed, as well as various incentives, including the tax system, administrative regulation and barriers. (Crisis Management in Tourism, 2007: 392s; Cultural Tourism in a Changing World, 2009: 303s.).

In the process of forming tourist clusters, similar and interrelated enterprises and organizations complement and cooperate with the goal of creating mutual trust, mutual exchange of ideas and information, and joint coordination of actions. All this allows to reduce the cost of operations carried out between partners.

Tourist clusters usually interact with scientific and educational institutions, local authorities in order to increase the competitiveness of tourist services in foreign markets.

Within tourist clusters, it is possible that such a combination of different enterprises that in some situations compete with each other, and in others cooperate to develop certain common solutions and develop joint initiatives, although this in many cases depends on the cluster structure. So, the cluster model provides not only mutually beneficial cooperation, exchange of information, ideas, technologies, employees, but also necessarily assumes the existence of competition between them.

Tourist clusters can include both a small and a large number of tourist enterprises, and related and auxiliary sectors of the economy. They can be formed

from both large and small firms in a variety of combinations and relationships. For example, clusters in Italy unite mainly small and medium-sized enterprises, in Scotland (the basic model of the EU) - powerful enterprises, sometimes of foreign origin, form the core of the cluster.

Tourist clusters are characterized by a high level of interaction between enterprises, organizations, institutions, organizations within their composition, varying in form from target associations of tourist business enterprises to powerful, well-structured commercially competitive entities. Tourist clusters unite a much larger group of participants, including various support institutions, production and commercial structures, as well as regional and national governments (represented by the tourist administration, tourism management).

Prospective competitive advantages of a country are created in the domestic markets, and then form national competitiveness. A community of closely related firms that increase the competitiveness of each of them is called a cluster.

The main areas of relations for which the cluster benefit spreads: new producers from other industries; the exchange of information and, therefore, the dissemination of innovations within the cluster; new opportunities for competition and for development; new combinations of people and resources.

The following areas of cluster development are possible in the Kazakhstani economy: "tourism, oil and gas engineering, food and textile industry, transportation and logistics services, metallurgy and construction materials. Thus, domestic scientists consider tourism as a priority industry for clustering.

The essence of the innovation development of clusters is a special innovation.

focus of goals, ways to achieve them, a special innovative setting of the mechanism of state influence on the economy and market self-organization, due to the preferential orientation of links in all sectors of the economy to the integrated use of innovations in the production of goods and services, redistribution of forms and methods of regulation by impact impact , 2014: 118).

The cluster approach in tourism, used in studies of the problems of competitiveness, has been applied in solving a wide range of tasks, in particular: in analyzing the competitiveness of the state, region, industry; as the basis of national policy; in developing regional development programs; as a basis for stimulating innovation; as the basis of the interaction of large and small businesses.

Currently, in Western Europe, governments play a significant role in creating a mixed, private-public information infrastructure of the innovation business. The most important elements of such an infrastructure are independent organizations for applied research, science parks, the introduction of new technological standards, cluster projects, as well as regional centers for the commercial implementation of inventions that are capable of implementing relevant marketing activities.

In the 1990s, a number of European countries transformed the programs for increasing the mobility of scientific personnel and R & D subsidies into comprehensive programs to stimulate cooperation between research centers, universities, enterprise groups and companies. In the innovation policy of the

Western European countries, the promotion of clusters begins to occupy a central place. If in the 70s-80s. the stimulation of innovations was primarily associated with the promotion of high technologies as such, now this approach is gradually being replaced by cluster strategies aimed at creating specialized knowledge networks (Lennon, 2008: 466 p). Innovative clusters, in contrast to the developed in the 70-80s. Entrepreneurial networks depend on global markets, they emphasize the active use of knowledge, while the share of new innovative companies is high. At the same time, European governments understand and interpret the very concept of “clusters” differently. In general, there are three broad definitions of clusters: regionally limited forms of economic activity within related sectors, usually tied to research institutions; vertical production chains and networks forming around parent companies; industries with a high level of aggregation or a combination of sectors (agro-industrial cluster); big cities

- research and business centers representing multiclusters.

In contrast to policy oriented to individual sectors, the cluster strategy provides for the development of interrelations between different sectors. The cluster approach is most clearly manifested in new initiatives to support small firms. The state not only promotes the creation of clusters, but also becomes an active participant in networks. Cluster strategies are widely used in the UK, Germany, Denmark, the Netherlands, Finland, the Flemish region of Belgium, and France. Currently, in the EU countries, clusters are a wide range of entities: from small networks of small and medium-sized companies in a limited geographic framework to mega-clusters in Denmark, Finland (Economic Impact Analysis: 2017).

In the UK, the Department of Industry and Commerce is involved in the development of the Information Technology Cluster in the Thames Valley, the biotechnology cluster in Cambridge, and the aerospace in Bristol. Since 1995, the BioRegio Biotechnology Cluster Creation Program has been operating in Germany. In Belgium, the Flemish government supports 11 clusters. In Norway, the government encourages cooperation between firms in the “maritime economy” cluster. Finland has a developed timber cluster, which includes the production of wood and wood products, paper, furniture, printing and related equipment. The close cooperation of firms in this cluster in the dissemination of knowledge provides them with competitive advantages over their main trading opponents. In France, in 2005, additional state funds were allocated to support more than 60 industrial clusters.

Thanks to the active support of the state in the 90s. The highest degree of cooperation was observed in the small countries of Northern Europe. At the same time, according to experts, Finland

leads on the level of both research and technological cooperation (Harris G., 2000). In general, in the context of globalization, clusters play a key role for the country in attracting foreign capital to create new technological knowledge; increasing investor interest in financing innovation, as well as benefiting from international mobility of qualified personnel.

Thanks to the intensification of cooperation in Western Europe on the basis of the pan-European programs “EU R & D Framework Program”,

Eureka, Technological Platforms, International Business roadmaps form international research networks. The intercountry European cluster of the newest technologies has already been formed, which is an innovative corridor stretching from

“Silicon Highlands” in Ireland through the London Triangle”, Paris to Northern Italy with a branch to the countries of Northern Europe. In the future, it may be continued by the countries - new EU members by the criteria of their readiness to introduce tourism innovations. As for the specifics of tourist clusters in the EU, it strongly depends on the specifics of the cluster economy of this particular country. Tourist clusters of Europe can be formed from both large and small firms in a wide variety of combinations and relationships. For instance, clusters in Italy unite predominantly small and medium-sized enterprises, in Scotland (the basic model of the EU) - powerful enterprises form the core of the cluster, sometimes strange origin.

From other forms of organization of joint tourism activities, tourist clusters are distinguished by a high level of interaction between enterprises, organizations, institutions, organizations that are members of them, varying in form from target associations of tourist business enterprises to powerful, well-structured commercial enterprises. competitive formations.

Tourist clusters in the European Union bring together a much larger group of participants, including a variety of support institutions, production and commercial structures, as well as regional and national governments, which often have special departments and departments for tourism.

An important role is given to clusters by the leadership of the United States of America. For example, the task of shaping and strengthening regional innovation clusters in the United States was put at the top of national priorities in the 2001 Competitiveness Council report. The main slogan of the American innovation policy is “investing in technology is investing in the future of America.” At the same time, special attention is paid to the identification and support of those innovations that ensure long-term business development (Cultural Heritage and Tourism in the Development World, 2009: 260 p). Here you can select four main forms of state innovation policy:

- direct budget support for the development and implementation of new technologies and products;
- indirect support through tax policy and through administrative regulation;
- investment in the education system;
- support of critical elements of the economic infrastructure necessary for the rapid advancement of innovations.

Much attention in the USA is paid to the creation of a national network of centers for the introduction of industrial technologies on the basis of universities. The small business, which gains access to modern technology, particularly benefits from this measure (Berger: 2009).

Various cooperative forms of the organization of innovative creativity — from mixed capital and risk sharing to the joint use of expensive equipment — are widely spread. Finally, the formation of innovative clusters, such as Silicon Valley, is supported and stimulated.

An example of the Asian cluster economy is Japan, in which clusters are usually formed around large firms (concerns) that subordinate small firms as suppliers and which also receive government support.

Priority is given to clusters in the Russian Federation. Thus, in accordance with the Concept of Long-Term Socio-Economic Development of the Russian Federation until 2020 (2008), the innovative development of the Russian regions is focused on:

- development of the scientific, technical and educational potential of large urban agglomerations with high habitat quality and human potential, a dynamic innovation and educational infrastructure;

- formation of territorial production clusters focused on high-tech production in priority sectors of the economy, with the concentration of such clusters in urbanized regions;

- the creation of territorial production clusters in poorly developed territories, focused on deep processing of raw materials and energy production using modern technologies.

The experience of Japan's clustering should be carefully studied in the formation of Kazakhstani tourist clusters, since the Kazakhstan tourism sector is focused on exports, that is, it does not have limitations inherent in the domestic market of Kazakhstan, there are substantial reasons to introduce elements of Japan into Kazakhstan. models of the tourist cluster, especially since this is the Eurasian mentality of Kazakhstan has points of contact with the Japanese. In Kazakhstan, it is planned to create and develop five tourist clusters: Astana, Almaty, Eastern Kazakhstan, Southern Kazakhstan and Western Kazakhstan (A. Gorina, 2017: 115).

Astana is defined as the center of business tourism, Almaty is the center of business and international ski tourism, East Kazakhstan is the center of the development of eco-tourism, South Kazakhstan is supposed to be the center of cultural tourism, Western Kazakhstan

- the center of cultural and beach tourism. Within these clusters, implementation of national projects is envisaged.

According to the approved Concept of development of the tourist industry until 2023, six cultural and tourist clusters will be created in Kazakhstan: “Astana is the heart of Eurasia”, “Almaty is a free cultural zone of Kazakhstan”,

“Pearl of Altai”, “Revival of the Great Silk Road”, “Caspian Gates”, “Unity of Nature and Nomadic Culture”. “Astana

- the heart of Eurasia ”is a tourist cluster on the basis of the city of Astana. The main tourist products that will be developed in this cluster are MICE-tourism and short-term rest.

Of the main directions of tourism, the most relevant and promising for the capital are congress and business, event and ethno-tourism (cultural and sports

events, events, conferences, forums, etc.). “Almaty is a free cultural zone of Kazakhstan”, this is a cluster that includes the city of Almaty and part of the Almaty region, which identifies 12 key places of tourist interest. Among them are such famous objects as the archaeological petroglyphs of Tamgaly (UNESCO site); state national natural park

Altyn-Emel, included in the preliminary list of UNESCO; Charyn canyon in the territory of the Charyn GNNP; Lake Balkhash (southeast); Lake Alakol (southern part); Kapchagai reservoir; international tourist center “Akbulak”; ski areas near the city of Almaty with Ile-Alatau SNNP, included in the preliminary list of UNESCO; Zhongar-Alatau SNNP and others. In the future, the cluster may expand and include other parts of the Almaty region, as well as represent new places of tourist interest - the ZhetysuAlatau mountain chain with the Jeshikolmes petroglyphs included in the UNESCO preliminary list, as well as the Issyk kurgans. Almaty will become the center of international business and ski tourism and will be positioned as a cluster of “Entertainment in the city and in the mountains”. The main tourist products that will be represented by this cluster include MICE tourism, cultural and ecological tourism, recreation in the mountains and on the lakes, short rest.

The “Pearl of Altai” includes the northern and eastern parts of the East Kazakhstan region. The city of Ust-Kamenogorsk will be the center of a cluster in which eight key places of tourist interest are identified: Berel kurgans; Bukhtarma reservoir; the river Ertis - Zaisanlake; Katon-Karagay GNPP; Semey city and Abay district (Zhideby) and others. In the future, the cluster may expand, including the remaining parts of the East-Kazakhstan region.

The cluster “Pearl of Altai” will be positioned as the “World of Wonders of Nature” and will be the center for the development of eco-tourism. The main tourist products that will be developed in this cluster include active and adventure tourism, recreation in the mountains and on lakes, pantolechenie, gastronomic tourism and others.

In South Kazakhstan there is a trade route - the Silk Road, or ZhibekZholy, which originated in the III century BC. This section of the route is a unique complex of historical, archaeological and architectural monuments, including the experience of planning and building cities. Cities such as Otrar, Sairam, Sygnak, Sauran, Suzak, Turkestan were not only trade centers, but also scientific and cultural centers.

The “Khoja Ahmed Yassawi” mausoleum is a unique masterpiece of architecture dating back to the end of the 14th and early 15th centuries and was erected by order of the Great Tamerlane. The Aisha-Bibi and Babaji-Khatun mausoleums (10th-12th centuries), the Karakhan and Daudbek mausoleums in Taraz, mosques and many other sacred sites allow travelers to feel the atmosphere of past . “Revival of the Great Silk Road” is a cluster, the central object of which will be the city of Turkestan, positioning itself as a spiritual, historical, cultural and tourist center of Kazakhstan at the level of recognized international centers of pilgrimage and tourism. The “Revival of the Great Silk Road” cluster will be positioned as

"Heart of the Great Silk Road". The main tourist products that will be developed in this cluster include spiritual, historical and cultural tourism.

The cluster "Unity of nature and nomadic culture" represents the Shchuchinsko-Borovsky resort zone. In the future, the cluster may be supplemented with new places of tourist interest, included in the preliminary list of the UNESCO: megalithic mausoleums of the Begazy-Dandybayevskaya and Tasmola cultures period.

The main tourist products that will be developed in this cluster are cultural tourism and tours, holidays in the mountains and on lakes, short-term and active holidays.

A significant part of these problems was reflected in the proposed solutions in the new Concept of development of the tourism industry. In particular, such mechanisms as strengthening state support to the tourism sector, contribution to the development of regions and rural areas of Kazakhstan, including the development of engineering, transport and tourism infrastructure, the infrastructure of checkpoints across the state border, and the development of the tourism industry are envisaged. In certain six cultural and tourist clusters with a competitive tourist business, the development of forms of public-private partnership with the business community on financing and investment tourist areas, as well as adjacent areas for accommodating service facilities and others.

For the first time in Kazakhstan's regulatory practice, the state has drawn attention to tourist types of tourism, the accelerated development of which is one of the world trends. These include cultural, educational and ethnographic tourism, sacral or spiritual tourism, social, youth, sports, medical, business, beach, agricultural, hunting and fishing, gastronomic.

Conclusion

Due to the existing potential (natural-climatic, historical, cultural), Kazakhstan is able to occupy a certain niche in the tourist market. The cluster allows the most efficient use of available resources, concentrating interconnected production within one specific territory. In the tourism cluster there is a concentration of enterprises and organizations engaged in the development, production, promotion and sale of the tourist product, as well as ancillary activities.

The use of the cluster approach in the sphere of tourism will allow increasing the competitiveness of the industry as a whole due to the growth of the efficiency of enterprises and organizations in the cluster, stimulating innovation and developing new tourist destinations. New impetus to the development of the tourism industry has given the industry recognition as one of the priority sectors of the economy among the seven cluster initiatives. One of the most important tasks is to turn Kazakhstan into the center of tourism in the Central Asian region. The state program will allow the creation of a modern, highly efficient and competitive tourism industry in the republic and ensure the development of related economic sectors. It defines the strategy, main directions, priorities, tasks and mechanisms for implementing the state policy in the field of tourism development and covers the main aspects of the development of tourism infrastructure, the creation of an effective mechanism for state regulation and support of this industry, the increase

of tourism potential, the formation of an attractive tourist image of the country, zones with recreational economic specialization.

The modern tourism industry, based on the unique natural and cultural potential of the Republic of Kazakhstan, is a natural system-forming factor for the flexible integration of tourism with the international trade system of tourist services, one of the most dynamically developing and efficient in return on invested capital. despite its capital intensity.

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