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научно-практическая конференция

*«Молодые акулы  
бизнеса»*



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**YOUNG SHARKS OF BUSINESS**

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# **New service development: Marketing strategy and development in the hospitality and tourism sector in Kazakhstan**

## **Abstract:**

This article is presenting the new opportunities in hospitality and tourism industry in Kazakhstan. It upholds effectiveness and quality in the marketing process. The article discovers the new chances in the hospitality and tourism industry in Kazakhstan in order to attract and satisfy more tourists. While it is recognized that the Hospitality and tourism sector is a profitable business around the world, much less has been talked and developed about this industry in Kazakhstan. Yet the country has many unique opportunities in this sector but lack of services and strategic planning stopped this industry from being developed.

**Keywords:** Hospitality and tourism, tourism marketing, service marketing, host family.

## **Introduction:**

According to the World Travel and Tourism Council, hospitality is one of the fast growing industries in the world and adding new jobs every 2.5 second. Figures from the World Travel and Tourism Council have the industry growing at a rate of 23 percent faster than that of the global economy, employing 212 million and earning approximately \$3.4 trillion (U.S.) annually[1].

Segmentation of hospitality market is directly based on traveler's purposes of visits. Globally, more than 50% of tourists have business as a reason, 40% are having vacation and only 10% has any other reasons. Consumers demand in hotel industry directly depends on the purpose of the tour [2].

Speaking about business people, high class and more expensive accommodation is bought. Usually they are situated in main cities, close to business centers, malls and etc. These types of hotels provides with good conditions for work including business meetings, restaurants, any arrangement services. Expenses of business people are usually covered by the company and they don't care personally about the prices. When it comes to mass tourists who need rest and entertainment, less expensive accommodation and basic package of services are demanded. These kinds of travelers are not ready to pay much. However, they are searching for places with high level of

service and in some cases providing just a bed to sleep. Growing direction of mass tourism causes increasing demand on close to nature and culture and cheaper destinations.

## **Tourism and hospitality in Kazakhstan:**

Kazakhstan has a good combination of natural resources and culture foundation of nomadic people. It enhances the involvement of Kazakhstan in the world tourism industry. It creates a competitive advantage for the country and affords it to find a niche on the global market. The main purpose is creating a strong and affective tourism cluster and developing the economy of the country. Kazakhstan tourism industry can be developed through enhancing the quality of core services.

Hotel industry in Kazakhstan is suffering from several problems. Most of the accommodation services are provided in two main cities –8,4% in Astana and 8% in Almaty. There are more high class hotel with high level of service and there is lack of small type of accommodation with lower prices and higher quality [3].

To add the value to the Kazakhstan tourism products marketing concept of a rich cultural background should be considered. Country with such a rich history should attract travelers and makes them aware about it. Targeting on mass tourists raises the necessity of developing local accommodation system. Strategy of combination of selling cultural background of the region and accommodation can be successfully implemented through such services as host families.

Host families are a well-developed type of accommodation in different countries. According to the Homestayweb.com website statistics there are 95 414 registered member from more than 100 countries who are interested in such kind of accommodation. However, there are only 2 413 families which are registered and ready to provide such kind of service. They are from only 40 countries and Kazakhstan is not in this list. With government support such a list of families which are willing to host travelers in the apartments are formed based on several criteria. Usually, it considers life conditions, income, apartment suitability and other[4].

There are lots of benefits of developing this dimension: no financing in construction, staff education, cultural programs development. Families are getting money from travelers so it causes creating new working places. More travelers come to spend money on food, entertainment, souvenirs. As a result we get economy grows. Tourists are able to observe natural citizens lifestyle and get familiar with Kazakh culture. Creating a concept of a country with rich nomadic history is going to force visitors to get familiar with it.

### **Promotion:**

One of the key factors in tourism industry is to attract tourists as much as possible and this is possible through effective and right promotions. In this case international TV channels are the best tools to introduce the country and its tourist attractions to the world. National geographic channel, discovery channel and also news channels such as BBC, CNN and Euronews would be the best example of right them. Another necessary tool we need is the proper support from government and its agencies; for instance removing barriers for tourists is one of the first steps for make the travel easier for tour-

ists, one of these barriers is the VISA. Issuing the visa on arrival is a good solution as many countries have already experienced that successfully. Cheap flights would also help tourists to choose Kazakhstan as their final destination.

### **Conclusion:**

The main goal of the tourism industry in Kazakhstan is to satisfy the basic traveler's need in accommodation by providing additional value. Services which are provided nowadays have high and not reasonable prices, not enough trained staff and lack of promotion are the other side of the story. Kazakhstan is rich in natural resources and has big possibilities to attract and host tourists and visitors. Emphasizing the tourism and hospitality of the country can be reached by providing better services and satisfying the basic needs of visitors. Development of hospitality industry can be reached by training the hotel employees and implementing new accommodation type such as host family. Promoting the country through international TV channels will help to attract more tourists; as Kazakhstan is not well-known in the world especially among the tourists.

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