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ANALYSIS AND FEATURES OF THE DEVELOPMENT OF EVENT TOURISM IN KAZAKHSTAN

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Analysis and features of the development of event tourism in Kazakhstan

Abstract. This article dives into the examination and highlights characterizing the burgeoning scene of event tourism in Kazakhstan. As the country grasps its part as a key player within the worldwide tourism industry, understanding the elements of event tourism gets to be vital. Through a fastidious examination of different aspects, counting social occasions, celebrations, sports competitions, this ponder discloses the multifaceted nature of Kazakhstan's event tourism division. Drawing upon analytical information and subjective experiences, the article investigates the variables driving the growth of event tourism within the nation, such as administrative activities, infrastructural improvements. Moreover, it examines the challenges and openings going up against partners, extending from event organizers and neighborhood communities to policymakers and sightseers. By synthesizing different viewpoints, this inquiries about contributes to a nuanced understanding of the improvement direction of event tourism in Kazakhstan, advertising important bits of knowledge for partners to harness its full potential and cultivate economic development within the segment.

Keywords: cultural heritage sites, festivals and celebrations, sustainable growth, infrastructure, sporting events.

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Анализ и особенности развития событийного туризма в Казахстане

Аннотация. В данной статье рассмотрены основные моменты, характеризующие растущую сферу событийного туризма в Казахстане. Поскольку страна становится ключевым игроком в мировой индустрии туризма, понимание элементов событийного туризма приобретает жизненно важное значение. Благодаря тщательному изучению различных аспектов, включая общественные мероприятия, праздники, спортивные соревнования, это исследование раскрывает многогранную природу отрасли событийного туризма в Казахстане. Опираясь на аналитическую информацию и субъективный опыт, в статье исследуются факторы, определяющие рост событийного туризма в стране, такие как административная деятельность, улучшение инфраструктуры. Кроме того, рассматриваются проблемы и возможности, с которыми сталкиваются партнеры, начиная от организаторов мероприятий и местных сообществ и заканчивая политиками и туристами. Объединяя различные точки зрения, это исследование способствует более глубокому пониманию направлений совершенствования событийного туризма в Казахстане, предоставляя партнерам важные знания, позволяющие в полной мере использовать его потенциал и способствовать экономическому развитию в этом сегменте.

Ключевые слова: объекты культурного наследия, фестивали и торжества, устойчивый рост, инфраструктура, спортивные мероприятия.

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Қазақстандағы оқиғалық туризмнің дамуын талдау және ерекшеліктері

Аңдатпа. Бұл мақалада Қазақстандағы оқиғалық туризмнің өсіп келе жатқан саласын сипаттайтын негізгі мәселелер қарастырылған. Ел әлемдік туризм индустриясының негізгі ойыншысына айналғандықтан, оқиғалар туризмінің элементтерін түсіну өте маңызды. Қоғамдық іс-шараларды, мерекелерді, спорттық жарыстарды қоса алғанда, әртүрлі аспектілерді мұқият зерделеу арқылы бұл зерттеу қазақстандық оқиғалық туризм бөлімшесінің жан-жақты табиғатын ашады. Аналитикалық ақпарат пен субъективті тәжірибеге сүйене отырып, мақалада өкімшілік қызмет, инфрақұрылымды жақсарту сияқты елдегі оқиғалар туризмінің өсуін анықтайтын факторлар зерттеледі. Сонымен қатар, серіктестердің іс-шараларды жоспарлаушылар мен жергілікті қауымдастықтардан бастап саясаткерлер мен туристерге дейінгі қиындықтары мен мүмкіндіктері қарастырылады. Әр түрлі көзқарастарды біріктіре отырып, бұл зерттеу серіктестерге оның өлеуетін толық пайдалануға және осы сегментте экономикалық дамуға ықпал етуге мүмкіндік беретін маңызды білім бере отырып, Қазақстандағы оқиғалық туризмнің жетілдіру бағыттарын тереңірек түсінуге ықпал етеді.

Түйінді сөздер: мәдени мұра объектілері, фестивальдар мен мерекелер, тұрақты өсу, инфрақұрылым, спорттық іс-шаралар.

Main provisions. Event tourism dynamically growing and the most profitable type of tourism in tourism industry. Event tourism is traveler involves participation in various entertainment, events and festivals which promise an enriching experience. Kazakhstan has all resources to upgrade this type of tourism which may influence to development of the economy of Kazakhstan.

Introduction. Event tourism may be a sort of tourism action that pulls in tourists with differing social events of social or sports life, which contribute to the advancement of tourism framework, integration of diverse strata of society and the arrangement of a positive picture of the region.

The event is presently the main rousing element in the travel industry and essentially influences the improvement of most vacationer locations, actuating the exercises of all vacationer framework offices and related endeavors, resuscitating neighborhood social customs and people craftsmanship [1].

For event tourism to turn into a picture factor and a viable apparatus for the advancement of the hotel locale, it is important to guarantee the philosophical substance and inventive and imaginative substance of occasion programs, pick compelling mechanical instruments that guarantee the planned work of all occasion coordinators, offer proficient help for the occasion at all phases of its execution.

One of the new headings of the travel industry today is event tourism. It is a sort of the travel industry related with sightseers and vacationers visiting an occasion setting other than their place of extremely durable home at a specific time comparing to the planning of the occasion. Occasion the travel industry is bound to any critical public occasions that draw in enormous masses of sightseers by their uniqueness. Events of this sort of the travel industry can connect with the fields of culture, sports, gastronomy, business and numerous others.

This type of tourism is particularly significant for the areas, as it permits the best utilization of the vacationer chances of the locale. It consolidates all assets into a solitary vacationer item: long-lasting and transitory. According to the perspective of local turn of events, occasion the travel industry likewise plays out various significant capabilities:

- animating the improvement of the foundation of the settlement;
- formation of new positions;
- protection and advancement of verifiable and social legacy;
- advancing the recovery of inactive urban communities and towns;
- help with the development of a positive and alluring picture of the locale [2].

As of now, event tourism is one of the driving and powerfully creating businesses. In numerous nations, it is event tourism that plays a critical part, and now in forming the household economy, making extra employments and regular business of the populace, and forces residential exchange. Event tourism includes an incredible effect on such divisions of the economy as transport foundation and communications, development, horticulture, gift generation and others, i.e. it acts as a lever for socio-economic improvement.

The social impact of tourism is reflected in an expansion in the personal satisfaction of occupants of the district and its framework, as well as in the making of unexpected positions during the occasions and in the fulfillment of sightseers and nearby inhabitants with the events. Moreover, mass occasions invigorate occupants of the district to foster otherworldly, verifiable and social qualities. The events of event tourism industry are additionally reflected in the social strategy of the state. For instance, the occasions of sports and occasion the travel industry draw in youngsters to play sports and work on their wellbeing, which later on will diminish the expense of the state for different social advantages.

Event tourism makes a difference to revitalize neighborhood social conventions and traditions, as well as the creation of people craftsmanship. Event tourism is one of the foremost promising and quickly developing sorts of tourism, pulling in people of all ages, political suppositions, and interests. Event tourism may be a frame of tourism that includes going to an area at a certain time [3].

The arrangement of the event tourism division could be a component of the generally tourism methodology of the locale. Event can act as a catalyst for the tourism division itself, the advancement of social developments and the arrangement of a positive image and speculation allure of the domain. An event can be a one-time special marvel, or it can be intermittently watched: every year or in certain periods of time. The tourism industry effectively employments different occasions to create offers for sightseers and pull in the stream of travelers to the occasion.

The premise for the advancement of occasion tourism are social and verifiable assets that are found in cities, towns and inter-settlement domains and speak to the bequest of past ages of social advancement, cutting-edge conventions of the locale. They serve as a prerequisite for organizing event visits. For travel organizations, the capacities of event tourism are as takes after: fortifying the interface of sightseer's exterior the season, creating the picture of the goal, creating foundation and joining together the populace.

An event could be a shinning, extraordinary excursion, and the reason or one of the objectives

based on going by a vital event – a appear, a football coordinate, an entertainment stop, a film celebration, a design appears. For occasion, the reasonable in Rio de Janeiro, the world football title, are bit by bit acquiring and more prominent predominance among pioneers who ought to spend their days off as charming, fun and vacillated. A recognizable colleague with history and sights, culture and characteristics nowadays can be combined with a visit to brilliant events, which is able afterward be pleasant to remember. These cases can be memorized for the program of gatherings amid trips to work at shows, workshops, gatherings.

The events have a positive effect on all structures of the country's life, to be specific, they contribute to the arrangement of bona fide culture, craftsmanship, urban improvement, open instruction and tourism improvement. The potential social esteem of different sorts of occasions, for case, sports, social, trade and others, has been examined in a few regions, for case, within the field of sports and trade administration, diversion.

The aim of article is to detailed investigation and analyze changes the event tourism in Kazakhstan. To achieve this goal, in this article we will consider the following task:

- observe and explore situation of event tourism in Kazakhstan;
- impact of event tourism on the development economy of Kazakhstan.

Methods and organization of the research.

Technique and examination association for dissecting the improvement of event tourism in Kazakhstan would regularly include a multi-layered way to deal with assemble exhaustive experiences. First and foremost, a blended techniques procedure could be taken on, consolidating subjective and quantitative strategies. Subjectively, directing meetings and center gatherings with partners like government authorities, occasion coordinators, and neighborhood networks would give nuanced viewpoints on the difficulties and

potential open doors in event tourism. Quantitatively, information assortment could include studies conveyed among sightseers, both homegrown and global, to check their inclinations, spending examples, and in general fulfillment with occasion encounters. Also, utilizing existing information sources would be vital for contextualizing the investigation.

Using government reports, industry distributions, and scholastic exploration on the travel industry patterns in Kazakhstan would give an establishment to grasping the ongoing scene of events. Furthermore, analyzing contextual analyses of effective event tourism drives in different nations or locales with comparative financial settings could offer important bits of knowledge and potential prescribed procedures appropriate to Kazakhstan.

Thirdly, guaranteeing geographic and segment variety in the exploration test would upgrade the legitimacy and representativeness of the discoveries. This could include choosing a scope of urban communities and provincial regions across Kazakhstan to catch varieties in event contributions, framework, and guest socioeconomics. Besides, separating the example by age, pay level, and travel conduct would empower a more nuanced examination of the elements impacting cooperation in event tourism. Generally, utilizing an orderly and interdisciplinary methodology, combined with hearty information assortment techniques, would work with a far reaching examination of the improvement of event tourism in Kazakhstan.

Results and discussion of the research.

The components of event within the travel industry are: drawing in adolescents to modern sorts of advancement; headway of a character, instruction of city mindfulness; recognizable confirmation of generally mystery specialists and raising their master level; progression and advancement of a specific kind of ability; advancement of master capacities of the individuals and facilitators, exchange of inclusion and strengthening of creative contacts among specialists within the field.

Table 1 – Development of event tourism in Kazakhstan [5]

Year	Important events
2006	Facilitating of the Congress of Heads of World and Customary Religions in Astana, displaying Kazakhstan's ability to have huge scope global events.
2017	Facilitating of Astana EXPO Exhibition 2017, drawing in large number of guests and situating Kazakhstan as a center for worldwide events.
2019	Launch of the «Tourism Industry Improvement Plan until 2025» by the Government of Kazakhstan, with an emphasis on advancing event tourism.
2022	Successful facilitating of different global events like gatherings, sports competitions, and social celebrations, adding to the development of event tourism in Kazakhstan.

The goal of event tourism is to travel to a destination during a certain period of time related to a celebration or event [4]. Around the world, there are a wide variety of carnivals, festivals, exhibitions, etc. Events pertaining to sports, culture, and the arts occur everywhere; these events are significant and have historical, cultural, and athletic significance. Event tourism is based on traveling to vibrant and frequently one-of-a-kind events in business, sports, culture, or culture on a local, national, or international level.

Table 1 shows main events in the development of event tourism in Kazakhstan [5].

Sports and occasion the travel industry is a new, effectively creating and acquiring ubiquity region in the travel industry, as noted prior. The portion of sports and occasion the travel industry in the travel industry is expanding by 1.5% every year. This is because of the way that the job of game is consistently filling in individuals' lives. Such events frequently increment the vacationer worth of a specific place, and give a force to its turn of events [6].

The way that important event planning is currently organized will determine how event tourism develops. The most popular method of planning and organizing events in the travel business is incredibly intricate; it involves many participants, each of whom fulfills a distinct role according to their preferences. Every event needs to be held and associated in a viable way. The creative solution should be consistent with the overall brand development strategy, with the primary interest group's focus being precisely defined, and with careful preparatory work. The degree of development in the travel industry field determines the composition and quantity of participants in the crucial interaction.

A significant undertaking is to track down viable types of collaboration between different market entertainers to make alluring vacationer items, considering the particular elements and capability of the region. With the right way to deal with the association, the socio-social errands of shaping the picture of the locale are effectively tackled inside the nation, yet in addition abroad, and thus, the vacationer stream and monetary inflow of members in the traveler market increment.

There are different benefits of event visits, among which the going with can be highlighted:

1. Regularly the occasion is organized with the outing. The factor is amazingly beneficial, which makes it conceivable within the trip and encounter exceptional sentiments from visits.

2. Progresses unification and connection, which is the reason a shocking affect is fulfilled.

3. All occasions are gone to purposely, and everyone is collected to require an intrigued in a few sorts of PR movement.

4. Positive impressions of the event went to provide a chance to the people to shape in state of mind towards guests.

5. The offer of open endowments, topical things that distinguished with a particular event is extending [7].

Event tourism today isn't just a promising and powerfully creating fragment of the worldwide the travel industry market, yet in addition a splendid, diverse, perpetually entrancing device for advancing the domain. Understanding the significant job of events in demonstrating the picture of locales to execute picture strategy, coordinate and work on the viability of work to advance an ideal picture of districts in the homegrown and unfamiliar business sectors, it is important to solidify the endeavors of experts in the field of public correspondences and territorial specialists to take care of critical issues of shaping a positive picture.

Event tourism in Kazakhstan has not been sufficiently evolved, regardless of the way that there are numerous assets for it. For a long time, public and global celebrations, shows, and sports rivalries have been held in Kazakhstan. The nearest models are the OSCE Highest point; the VII Asian Winter Games; the Asia Dauysy Global Live performance, which was gone to by agents of 85 nations of the world; The Eurasia Worldwide Film Celebration [8].

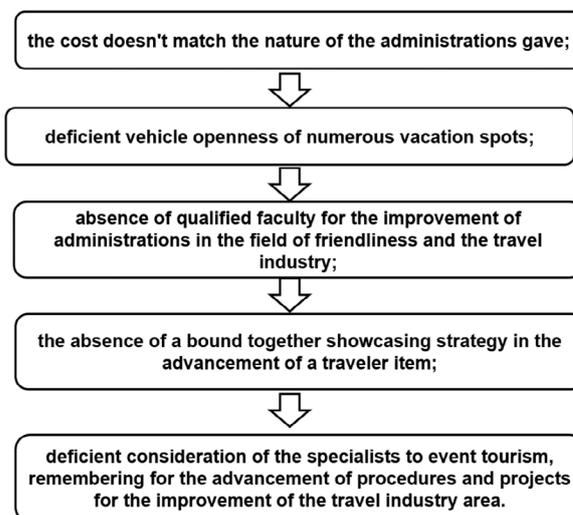


Figure 1 – Factors that obstruct the improvement of event tourism in Kazakhstan [9]

Figure 1 shows factors that obstruct the improvement of event tourism in Kazakhstan [9].

Event tourism includes the precise preparation, improvement and promoting of celebrations and extraordinary events that add to the improvement of framework, the development of a positive picture of the region, its engaging quality and financial development.

This sort of the travel industry is turning out to be increasingly more famous as individuals are progressively searching for surprising and vital encounters in their movements. Event tourism can likewise add to the improvement of the travel industry and draw in new guests to different areas.

The development of the event tourism area is a part of the general the travel industry methodology of the region. Events can go about as an impetus for the travel industry area itself, the improvement of social developments and the arrangement of a positive picture and speculation engaging quality of the region.

It can be concluded that if all of the recommendations are put into practice, events will strengthen the material and technological foundation, increase the number of foreign visitors to the Republic of Kazakhstan, and broaden the geographic scope of tourist routes. As a result, the growth of tourism in the Republic of Kazakhstan will support economic development that benefits both parties and strengthens ties while fostering employment opportunities for both the populace and businesses. The benefit of the tourism sector is that, when managed sensibly, the overused tourist resources are virtually entirely replenished. From the foregoing, it can be inferred that one of the key areas for the region's socio-cultural and economic development is event tourism.

Conclusions.

In conclusion, the improvement of event tourism in Kazakhstan exhibits promising open doors and critical potential for development. The country's different social legacy, staggering scenes, and thriving metropolitan communities give a rich background to facilitating a wide cluster of occasions, going from celebrations and gatherings to sports contests and displays. The public authority's coordinated endeavors to advance the travel industry, combined with interests in framework and cordiality administrations, have added to the country's development as a sought-after objective for both homegrown and worldwide explorers looking for exceptional and vivid encounters.

Events are a significant component of the improvement of domains inside the system of homegrown the travel industry. Considering the developing importance, backing and prominence of occasion projects, the ongoing headings of event action in the future ought to be pointed toward drawing in the consideration of the number of inhabitants in the district to the remarkable elements of the domain under study.

One critical element of the advancement of event tourism in Kazakhstan is its part in encouraging diverse trade and understanding. By facilitating worldwide events and inviting members from around the globe, Kazakhstan has situated itself as a scaffold among East and West, working with exchange, participation, and common improvement. These events grandstand the country's social variety as well as set out open doors for systems administration and information sharing across borders, in this way advancing worldwide network and participation. Besides, the essential arrangement of event tourism with more extensive public improvement objectives highlights its importance as an impetus for financial development, work creation, and territorial turn of events.

By utilizing its one-of-a-kind attractions and facilitating top notch events, Kazakhstan can benefit from the developing interest for experiential travel and position itself as a serious player in the worldwide the travel industry market. By upgrading openness, advancing objective marking, and cultivating development in occasion arranging and the executives, the nation can additionally improve its engaging quality as a head objective for facilitating different and essential occasions. Additionally, proceeded with coordinated effort between general society and confidential areas, as well as commitment with nearby networks and partners, will be significant to guarantee that the advantages of event tourism are comprehensive, evenhanded, and economical, subsequently empowering Kazakhstan to arise as a main player in the worldwide event tourism scene.

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