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THE ANALYSIS OF TOURISM TRANSPORT INFRASTRUCTURE'S CURRENT STATE IN THE CITY OF ASTANA

Abstract

It is known that tourism as a process consists of the three main stages: travelling to the destination, staying at the destination and travelling back to the tourists home place. Thus, the transportation encompasses two of three stages in tourism. That makes transportation service one of the vital component for tourism industry development and prosperity. In foreign literature the transportation system belongs to the one of 5 «A's» of tourism destination (accessibility, attraction, accommodation, awareness and amenities), factors that represent the essential requirements for successful tourism. Without providing the accessibility to the tourist destination it is not likely to create a competitive tourism industry as a whole. This fact determines the urgency of the topic discussed. The transport infrastructure of tourism is considered to be an object of the management field. In this paper the essence of tourism transport infrastructure concepts is revealed, the definition of its notion is given, the main criteria for its classification is proposed, as well as made the recommendations on improving the current situation in tourism transport infrastructure. The author made an attempt to analyze the tourism transport infrastructure in the capital of the Republic of Kazakhstan by employing the method of expert survey. 28 representatives of tourism sector were interviewed. The main results of that survey allowed the author to make some suggestions on improving the situation.

Key words: transport infrastructure, tourism, management, cluster approach, development, accessibility of tourism, classification, criteria.

The continuing growth of world tourism confirms that it has become one of the most important components in the modern economic space.

An increasing number of tourist destinations are opening all over the world and investing in tourism, turning it into a key driving force of social and economic progress through the creation of jobs and businesses, export earnings and infrastructure development.

Over the past six decades, world tourism has shown steady growth and diversification, becoming one of the largest and fastest growing sectors of the economy in the world.

It is expected that international tourist revenues around the world will increase by 3,3% per year between 2010 and 2030 and will reach 1,8 billion by 2030, according to the UNWTO long-term forecast «Tourism–2030». Between 2010 and 2030, international arrivals to emerging destinations (+4,4% a year) is expected to double faster than in advanced economies (+2,2% per year). The market share of emerging economies rose from 30% in 1980 to 45% in 2016, and is expected to reach 57% by 2030, equivalent to more than 1 billion International tourists.

Tourism has become an integral part of the life in modern society. It's role is constantly growing in the global economy. The share of tourism accounts for about 35% of world exports of services as of today. Since 1990, only 2009 showed a negative dynamics in the number of tourist arrivals, although the result was better than the forecasts (according to UNWTO, 4% instead of 6%) [1].

The relevance of the study of tourism transport infrastructure (TTI) is determined by the fact that transport is not only a means of travel, ensuring the availability of tourist resources, but one of the key factors facilitating the development of the industry, as well it acquires features and functions of a tourist resource attractor. According to Stephen J. Page, the development of tourism requires transport infrastructure to create conditions for the free movement of tourist flows [2]. However, the

majority of researches both in Kazakhstan and abroad is devoted to the types and forms of travel transportation, and only a limited number of scientific works cover the transport infrastructure itself. At the same time, most attention is paid to air travel, same situation is observed in infrastructure researches where researches on infrastructure of airports are leading. The role of other TTI facilities remains underestimated.

Inadequate infrastructure or even its absence in some tourist regions' (including transport), the deficit of modern road infrastructure along the country's highways are considered to be the key causes that hinder the competitiveness growth of Kazakhstan on the international tourist services market [3].

TTI can be attributed to the infrastructure of tourism, as well as to the infrastructure of tourism enterprises. In most cases, it is not only employed by tourists, but also by other citizens for the solution of daily socio-economic tasks, such as: private travel, transportation of goods and other goals. Although there are special tourist transports and special tourist routes. In fact, TTI can cover almost the entire transport complex. Researchers define the infrastructure of tourism as a complex of interrelated structures and tourist resources aimed at creating common conditions for the implementation of branch tasks and facilitating tourist activity [4]. The tourism infrastructure, infrastructure tourism industry, infrastructure of the tourist market, infrastructure of tourism enterprises are some terms that can be found in different references. In general, the infrastructure is divided into productive (general and in-production) and non-productive (institutional, social, environmental).

M.A. Morozov [4] divides tourism infrastructure into a general structure and a specific (man-made and created by nature). The scientist allocates an infrastructure depending a type of tourism, which includes nonspecific (general) for this and other types of tourism (vehicles and accommodation facilities) and specific for this type of tourism, characteristic and uncharacteristic (additional and concomitant). The tourism infrastructure, like tourism itself, is of an intersectoral nature and provides integration between industries, regions and states. For a more detailed study, TTI arises a need to clarify its definition and develop a systematic classification. The TTI can be classified due to the following criteria:

- 1) by ownership (international, national, regional);
- 2) by type of ownership (public, private, state);
- 3) by type of usage (for mass tourism, individual tourism, in the public interest);
- 4) by the degree of development (developed, developing, undeveloped);
- 5) by the functional purpose: vehicles (buses, cars, trains, river and sea vessels, other means of transportation); objects of transport (bus stations, airports, railway stations, ports, piers, stopping points); transport routes (air, river, sea, railway, automobile); transportation ways (river, sea, rail, road, bicycle, pedestrian); transport and tourist companies; means of communication and information; labor resources; objects of service and tourism at the objects of transport, in means of transport and near transport routes. In view of this classification and known conceptual interpretations it is possible to define:

The tourism transport infrastructure is a complex, covering vehicles, transport facilities, transport and tourist companies, transport routes, objects of service and tourism in the system of transport services, means of information and communication, labor resources used for the organization tourism. TTI plays an important role in shaping the image of tourist centers, regions and countries. It should be noted that some of its unique properties should be taken into account while managing the enterprises of the industry, namely: multifunctionality; communicativeness; dynamism; multifactority; traumatic danger; involvement; adaptability.

The problems of managing the tourism transport infrastructure are determined by the peculiarities of the services sphere of this type. Their complexities comprise [5]:

- ◆ intangibility of some elements of the system (transportation, nature of service, security measures, a purely inner world of impressions);
- ◆ perishability of services;
- ◆ simultaneous production and consumption of the service;
- ◆ impermanence of quality;
- ◆ subjectivity in perception;
- ◆ the need to maintain a balance between human and technical factors in production.

According to the Concept of the Tourism Industry Development in the Republic of Kazakhstan until 2023, the potential of Kazakhstan's tourism is not fully realized, as the development of the tourism industry directly depends on the creation of a modern competitive tourist complex, including natural and climatic conditions, necessary infrastructure (transport, aviation, railway, engineering, soft), tourist attractions, places of entertainment, food facilities, etc., providing ample opportunities for satisfaction of the needs of Kazakhstani and foreign citizens in tourist services [3].

The development of transport infrastructure is one of the most important factors contributing not only to the development of tourism in the capital, but also ensuring its economic prosperity in general, due to the multiplicative effect of tourist activities. It should be noted that the development of the transport infrastructure in Astana is currently being paid attention to by the authorities, active work is underway to reform the transport complex of the capital. Successful development of transport infrastructure can become a guarantor of integration processes acceleration in Kazakhstan's transport complex into the international transport system and development of the transit tourist potential of the country.

The lack of a highly developed infrastructure (transport infrastructure, telecommunications channels, consumer services, etc.) reduces the degree of satisfaction from travel, which, as a consequence, leads to a reduction in the number of tourist arrivals and a decrease in the competitiveness of the territory in the domestic and world tourist markets.

In this regard, new approaches will be developed in the organization of tourism at various territorial levels (country, region, district, city). One of these methods is the cluster approach.

At present, the task of forming clusters for the purpose of increasing the competitiveness of the relevant administrative and territorial formations for domestic tourism has become the most urgent. A tourist cluster is the concentration within one limited territory of interconnected enterprises and organizations engaged in the development, production, promotion and sale of a tourist product, as well as activities adjacent to the tourism industry and recreational services.

The purpose of creating a tourist cluster is to increase the competitiveness of the territory in the tourist market due to the synergetic effect, including:

- 1) improving the efficiency of enterprises and organizations that are members of the cluster;
- 2) stimulating innovation and developing new tourist destinations. The creation of a tourist cluster actually determines the positioning of the territory and influences the formation of a positive image of the region, which, on the whole, will create highly integrated tourist offers and competitive tourist products.

It was widely accepted that an important issue here is the transportation of passenger traffic. The world level needs to be achieved not only for the tourist product, but for transport system, which will make it equally accessible for domestic consumers and tourists from abroad [6].

This statement is true for all tourist regions of the country. Nevertheless it should be noted that the cluster approach as a method of management and development of tourist territories has not yet shown significant results nor in the option of creating gambling zones, nor in the variant of tourist recreational special economic zones. Creation of tourist and recreational areas pursues two goals: the development of existing resort areas and the attraction of investments in the regions.

Changing the role of the state in the management of TTI development, including wider use of various mechanisms of public-private partnership is considered to be one of the main areas which can be attributed to the management of the tourism transport infrastructure development [7]. From this perspective the author conducted study of the transport infrastructure of tourism in the Republic of Kazakhstan on the basis of opinions and assessments of practitioners at the administrative level of the transport sector and tourism. In total, 28 specialists were surveyed. Table 1 (p. 139) summarizes their transport infrastructure assessments of tourism.

The data provided in the Table above demonstrates, that the lowest evaluations by the experts were given to the indexes of "Roadside infrastructure" and "Level of service in transport". Meanwhile, the highest estimations were given to the "Aircraft condition", "Automobile transport", "City passenger and suburban transport" and "Airport". The level of staff training in transport and tourism were assessed as not sufficient for competitive tourism development. Also, it should be mentioned that the extent to which tourism and transport enterprises interact received only 3 points in average, which indicates the low interrelation between mention enterprises, which according to cluster approach of development should have more tight connection.

Table 1 – Expert assessments of the level of tourism transport infrastructure development by its components (1 – very low, 2 – low, 3 – medium, 4 – higher than average, 5 – high)

The extent to which tourism and transport enterprises interact	3,0
Airports	3,6
Aircraft condition	3,7
Railway stations	3,4
Railway transport	3,3
Bus stations	2,8
Automobile transport	3,7
City passenger and suburban transport	3,7
Road infrastructure	3,0
Roadside infrastructure	2,6
Level of service in transport	2,7
Service level in tourism	2,9
Level of staff training in transport	2,9
Level of staff training in tourism	3,2
Note – Compiled by author on the basis of expert survey.	

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Taking into account the fact that in the domestic tourism market in the RK, the share of transportation in costs of the tour package sometimes reaches 60 percent, it is necessary to achieve efficient management of transport infrastructure tourism, make complete use of its potential. To uncover the potential of TTI it is proposed to use the algorithm for implementing a new management system. It consists of five consecutive steps.

Step 1. Recognition of TTI objects as an important part of the tourist system.

Step 2. Assessment of the significance of each TTI objects in the development of tourism in given region.

Step 3. Development of the TTI development program, its alignment with the general strategy of tourism and transport industries development.

Step 4. Forming a client-centered consciousness of the personnel of the objects TTI.

Step 5. Evaluation of the activities carried out. Correction of the program.

The presented algorithm is not a rigid form of management method, but involves flexibility and adaptability depending on the changes of external and internal environment of TTI for the purpose of maximum disclosure of potential in each enterprise and facility of the complex.

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Андатпа

Туризм үдерісі үш негізгі кезеңнен тұрады: белгіленген жерге бару, белгіленген жерде тұру және туристердің өз туған жеріне қайтып баруы. Осылайша, туризмнің үш кезеңінің екеуі туристік компонентті қамтиды. Туризм индустриясы дамуының және гүлденуінің маңызды компоненттерінің бірі – туристік қызмет көрсету. Шет елдік әдебиетте көлік жүйесі 5 «А» туризмнің (accessibility, attraction, accommodation, awareness, amenities) біреуіне жатады, бұл факторлар туризмнің табысты дамуына негізгі талаптарын ұсынады. Туристік дестинацияның қолжетімділігін қамтамасыз етпей тұтас алғанда бәсекеге қабілетті туризм индустриясын құру мүмкін емес. Бұл факт қарастырылып жатқан тақырыптың өзектілігін көрсетеді. Туризмнің көлік инфрақұрылымы басқару саласының объектісі болып саналады. Бұл мақалада туризм көлік инфрақұрылым тұжырымдамасының мәні анықталды, оның ұғымының анықтамасы берілген, оны жіктеудің негізгі критерийлері, сондай-ақ туризм көлік инфрақұрылымдағы қазіргі жағдайды жақсарту жөнінде ұсынымдар берілді. Автор сараптама әдісін қолдану арқылы Қазақстан Республикасының астанасында туризм көлік инфрақұрылымын талдауға тырысты. Туризм саласына барлығы 28 мамандар сауалнамаға қатысты. Осы сауалнаманың негізгі нәтижелері авторға туризм көлік инфрақұрылымындағы ахуалды жақсарту бойынша бірқатар ұсыныстар енгізуге мүмкіндік берді.

Тірек сөздер: көлік инфрақұрылымы, туризм, басқару, кластерлік тәсілдеме, дамыту, туризмнің қолжетімділігі, жіктеу, критерийлер.

Аннотация

Известно, что туризм как процесс состоит из трех основных этапов: поездки в пункт назначения, пребывания в пункте назначения и возвращения обратно на родину туристов. Таким образом, транспортный компонент охватывает два из трех этапов туризма. Это делает транспортное обслуживание одним из важнейших компонентов развития и процветания индустрии туризма. В зарубежной литературе транспортная система относится к одному из 5 «А» туризма (accessibility, attraction, accommodation, awareness, amenities) – факторов, которые представляют собой основные требования к успешному развитию туризма. Без обеспечения доступности туристской дестинации создание конкурентоспособной индустрии туризма в целом не представляется возможным. Этот факт определяет актуальность рассматриваемой темы. Транспортная инфраструктура туризма считается объектом управления. В данной статье раскрывается сущность концепций транспортной инфраструктуры туризма, дается определение этого понятия, предлагаются основные критерии ее классификации, а также рекомендации по улучшению существующей ситуации в транспортной инфраструктуре туризма. Авторы предприняли попытку проанализировать транспортную инфраструктуру туризма в столице Республики Казахстан, используя метод экспертных оценок. Всего было опрошено 28 специалистов сферы туризма. Основные результаты этого опроса позволили авторам внести некоторые предложения по улучшению сложившейся в транспортной инфраструктуре туризма ситуации.

Ключевые слова: транспортная инфраструктура, туризм, управление, кластерный подход, развитие, доступность туризма, классификация, критерии.