

Trends in the development of business tourism in the Republic of Kazakhstan
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Тенденции развития делового туризма в Республике Казахстан
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Abstract: *the article is indicated by the problems and ways to improve the business tourism in the Republic of Kazakhstan. Solving the problem of the development of business tourism in Kazakhstan should be based on government support and initiative of business tourism market participants.*

Аннотация: *в статье обозначены проблемы и пути совершенствования делового туризма в Республике Казахстан. Решение проблем развития делового туризма в Казахстане должно осуществляться на основе поддержки со стороны государства и инициативы субъектов рынка делового туризма.*

Keywords: *business activity, congress, exhibition, business - tourism, the country's image, integration.*

Ключевые слова: *деловая активность, конгресс, выставки, бизнес-туризм, имидж страны, интеграция.*

XXI century primarily is marked by changes that lead to global integration and the formation of the global market infrastructure. As globalization changes the entities that operate in the markets, and as the centralization of capital, these entities are converted into more powerful and larger, starting to rebuild management: establishment of organizational, transportation, financial networks, reinforcing the relationship of business participants. And what kind of business is without the expansion of ties and cooperation? And that same trip to another city or country for business purposes, it's just - still fall into the category of business tourism. The modern development of society and the economy of any state are accompanied by a strong recovery in business tourism as business tourism is considered the most growing sector of the world economy. The intensification of business, cultural and scientific relations took as leading business tourism in the world.

Kazakhstan has uncertain prospects in this segment of business – tourism. The geopolitical position and natural - raw materials can expect to increase the number of business travelers coming to Kazakhstan on business and participate in international conferences and forums [1, с. 48].

Business tourism is a rather broad concept. It is a business communication, exchange of information and technology, search for new partners, markets, PR - events, training, and development of corporate culture. The law on tourist activities in the Republic of Kazakhstan defines tourism as a whole and business tourism as a separate segment of the industry has remained undefined.

The costs of a businessman at business trips are much higher than the average costs of a tourist who goes to rest. But the most important advantage of this market is that no economic crises are able to affect the business. The number of business trips may increase during economic downturns. Since the conditions of conflict must make certain decisions, and this contributes to a business meeting, and therefore business tourism is always important.

Business tourism and MICE-tourism is a tourism, the aim of which is the realization of a professional or commercial interest (visit exchanges, exhibitions, fairs, conferences, congresses, etc.) and the performance of professional or job assignments. Business travel can be considered as one of the most important parts of the tourist exchange; they are very important from the point of view of the economy, because of their frequency regardless of the season.

The emergence of business tourism thing of the past, respectively, business tourism has a rich history. In some countries, it is very well developed, in others it is not known about it, but in the third countries it is begun to develop rapidly. Kazakhstan, perhaps, belongs to the third group of countries. Its development in Kazakhstan business tourism began in the zero years of the new millennium. As you know, after the independence of the country's foreign policy was aimed primarily at Russia, China, the United States and the Arab countries, that is, developed countries, including the countries of Western Europe. A series of diplomatic agreements have been concluded, in addition to the above, with the Central Asian countries. Underlying all this is the same business tourism, as diplomats group depart and travel to specific diplomatic objectives. The diversity of business tourism highlights again, also at the level of the history of diplomacy and state.

Regarding the profitability of the business tourism we can say - one of the features of it is that the business traveler leaves the country more money than the average tourist. Usually, business travelers staying in hotels at least the level of three stars and above, in their free time they would not mind to get acquainted with the history of a certain city or country where he resides, the excursion services is needed here. Business tourists often rent a vehicle, use the services of interpreters, that is, they generate income for many organizations engaged in the provision of data services [3, с. 12].

The industry is rapidly developing in the world tourist area in the past three decades, the income from it have a high share in the structure of the international tourism revenues; in a number of countries, they play a significant, or even in some cases a leading role in the state budget. Yield business tourism is comparable to the oil business, despite the fact

that business travelers in the general flow of tourists account for only 20-25%, accounting for 60% of the total turnover of the tourism industry. Accordingly, foreign economic and geographical science in recent decades conducted research on the origin and development of business tourism; appeared statistics of the World Tourism Organization for its main indicators - arrival, profitability, etc. Taking into account the profitability of the business tourism and tourism in general, the policy of Kazakhstan should provide for its development as a highly promising area of alternative tourism. Under the state program on development of tourism in the Republic of Kazakhstan, tourism will be of great assistance in the development, including business tourism.

The experience of major events, such as the organization of the OSCE Summit in 2010, membership in many international organizations makes our country recognizable. The forthcoming exhibition EXPO in 2017, the construction of the highway Western Europe - Western China in our territory - all this will serve to promote Kazakhstan's brand on the world market, so we are obliged to show the best side, securing a positive image that will serve as an additional underlying reason for further development of the country's economy due to business travel, and tourism in general.

To date, the task of the development of business tourism in the world is a priority as the business tourism is one of the major areas of global trade in services. In terms of profitability in the developed economies, business tourism is not inferior to the oil business.

There are a number of features that make business travel has a corresponding impact on the development policies of those states where its rise is a priority:

1. Off - season (the event with the participation of business travelers are organized during the whole calendar year);
2. Predictability (you can pre-arrange business events)
3. Mass;
4. Orientation of business tourism in consumption of services the medium and high of quality.

Business tourism or Business Travel is the direction of tourism, which is the most dynamically developing today. Business tourism in one form or another there is a relatively long time. The independence and the high profitability of this type of tourism confirmed in 70-80 years of the 20th century in Europe and the United States, in 90 years of business tourism has gained particularly wide range of its values [4, c. 29].

State program for the development of their economies, the United States, Switzerland, Finland business tourism is tied for the leading positions. World experts, according to their forecasts, in 2020 business travel will increase from 564 million to 1.6 billion a year.

Business - tourism is becoming a very important part of tourism and accommodation industry. The interest of the hotel enterprises in this kind of tourism is based on the fact that business tourism is less variable than, for example, recreational tourism. Choosing a business meeting place for big exception is the choice of preference for business travelers. Business tourism is less susceptible to economic fluctuations than leisure travel, as the elasticity of the latter is obvious with respect to economic fluctuations. Business trips are made regardless of economic status: less susceptible to seasonality than entertainment. Business - tourism is active throughout the year. To date, no single answer to the question "what is business tourism?" Most tend to believe that business tourism is no tourism. Before the beginning of the 90 years the category of persons traveling for business purposes, to dwell in a hotel called "traveling". In the English language the word "tourism" is not used in the field of business tourism, as for this case there is a special term "business travel".

Often, instead of the term "business - tourism" is widely used an English term, abbreviation is MICE, which is fully filled with meaning, reveals the essence of the term:

- M - meetings;
- I - incentives;
- C - conferences;
- E - exhibitions.

All developed countries are creating a business association - tourism, professional literature, training centers, also organize exhibitions dedicated to the business tourist industry. For example, the American Association of business tourism "SITE" (Society of Incentive and Travel Executives) consists of airlines, hotels, cruise lines, convention centers, insurance companies, tour operators that organize incentive tours. The main objectives of "SITE" are marketing support of its members, experience and knowledge exchange, release of special literature [2, c. 141].

"Business Travel" is a developed industry today, the purpose of which is to serve business travelers. Experts tend to believe that business travel - this is a business - system that consists of the subsystems. Typically, this rectangle, each corner is occupied by someone:

1. "Company - customers" (they send employees of the firms in a trip for business purposes);
2. "Company - suppliers" of separate type of service (airlines, hotels, insurance companies, etc.);
3. "Company - suppliers" of a complete range of services (tour operators);
4. Organizations and firms of MICE industry.

Business – tourism is a trip abroad to attend conferences, visiting the exhibitions, many during a business trip combine business with pleasure, making the trip as pleasant and efficient.

To date, most tour companies are engaged in the sphere of organization and maintenance of a variety of exhibitions, fairs and conferences. Their experience allows us to organize a trip with different themes and for large groups (100 and more persons.), and for each client the personal (individual).

Organization of business - travel characteristic has its own specifics. So, the high season in the exhibition business is taken into account, which accounts for February - May and September - November, business - tourists plan their trips in advance. Also note that there is a need to find a short mating flight, very near to the hotel exhibition, a convenient shuttle service, etc.

Basis of business - travel - it is painted with a program of meetings and events. An important feature of the tour is a competence in a clear vision of the client's business objectives trip, knowledge of specificity of professional activity of the client, and of course requires painstaking work with each client. In addition to the primary business objectives, business trip is accompanied by a cultural and excursion programs. Standard maintenance program includes accommodation, breakfast, transfers and visa. Additional services are presented by accreditation to the exhibition or the provision of tickets, services of a guide, translator, additional crossings, car rentals, and many other services that will be necessary in any event. Business travelers will also be offered special rates for flights in business - class, VIP-service will also be organized at airports and others.

The main time of business - tourists, who come for business purposes, consists of visiting sessions and business meetings. A common phenomenon is that business - tourists during the stay of their business interests or the interests of companies, are in the same city several times, staying in expensive hotels, use rented transport, and often conduct their business meetings at the same premises specially equipped for business meetings, for such clients can organize a reception or event.

Business travelers are also characterized by another important feature, namely, that they spend more money, rather than, for example, leisure tourists. If we compare the total income from the tourists coming for recreation and income from tourists who come for business purposes, the last earnings will exceed the first almost in 2 times. This is another point which confirms the profitability and value of business tourism [5, c. 73].

Business tourism plays an important role in the economic development of each country, contributing to this development, allowing it to integrate into the global market. Due to business tourism to import new ideas in the country's economy, as well as opening up new markets.

The many facets of business travel is clear: individual and group, corporate travel managers and employees, participation in events organized by the industrial and commercial corporations, participation in congresses, conferences, seminars, arranged by political, economic, scientific, cultural, religious and other organizations, a visit to the trade - industrial exhibitions, trade fairs and participation in their work, incentive travel for employees and customers (incentive - tours). As a rule, the main part of the trip, business purpose is accompanied by an extensive excursion of cultural program.

Business tourism creates the conditions to explore the latest technologies and achievements, as well as meetings with investors and consumers of goods and services. Traveling for business purposes allow to get new ideas for the promotion of business. A big plus of business travel to a particular country will be the development of foreign economic relations, the use of the experience of other countries in order to create different values (cultural, material), contributing to the strengthening of inter-ethnic contacts among other states. In a compartment all the above advantages have a fruitful impact on the country, where the development of business tourism is a priority. In fact, the positive effect is similar to the fact that the effects of other types of tourism, but there are some differences:

1. Business has a very high cost, which naturally makes it profitable. Most of the participants represented business travel managers of top and middle management, professional service so sellers can see a greater benefit (owners of hotels of 3 stars and higher classes, transportation companies with a higher class of service, and others). Annual cash income from business tourism includes the tens of billions of dollars, which proves the desire of many countries to attract business travelers, our country is no exception, and in general, every country will seek to develop the tourism sector. The state treasury revenues from business tourism come in the form of taxes. In addition to the revenue the state budget, big profits are the owners of restaurants, souvenir shops, transport and become known local tourist sites as a consequence of the fact that major events such as a conference or forum, holding as a cultural - entertainment program.

2. Most business travel is done in not the busiest period for the tourist center, so there are always counts on business travelers regardless of the season.

3. Business tourists, unlike other tourist least have a connection with the environment, since most of their time is devoted to meetings, discussions of various issues, and accordingly, the time to visit the beaches, recreation areas are not left. Business travelers do not create queues hustles or in public places, there is little use of public transport without a lot of places.

4. Business travelers become carriers of advertising technical centers in which they come to participate in the fair, conference, exhibition, promoting the disinterested basis. In addition, it is often very reputable people who are willing to listen, and their opinions have a positive effect on the formation of a certain image of tourist centers in their homes, at home. Therefore local authorities have an interest to attract more business travelers to their cities. On arrival home business tourists will naturally talk about the visited places, there will be a chat among relatives, friends or neighbors, thereby popularizing the center of tourist visits. For this reason, local authorities are trying to create a positive image of their city or region, in the hope that tourists will return again to rest or to open his business [6, c. 11].

Currently, business tourism is firmly established in many countries as the fastest growing economic sector, providing foreign exchange and create jobs, increase in demand for different sectors of the tourism industry, the development of sectors of the economy, science, education, culture and health. International business tourism plays an important role in improving the ranking of the respective city and can help to position it and the surrounding region as a quality center in a particular sector of the economy.

Business, as you know, presented travel abroad for conferences, trade fairs, forums, exhibitions, and in parallel with the main purpose of the trip at the business traveler there is the possibility of combining business with pleasure, because it is often possible to solve the primary problem, and the rest in the remaining time on new location.

Business trips are classified into several types according to the objectives of a business trip and packet-demand services. And so, they are:

1. Individual business trips (the total number of global business travel on their share of 70-78% on average);
2. Participation in conferences and seminars (the proportion varies between 12-14%);
3. Visiting of exhibitions (their average share in the total volume of 10-12%);
4. Congress tours (approximately 3%);
5. Incentive tourism (about 3%).

It is worth noting that business travel can be complex that is, to combine several kinds of trips to goals, for example, visiting the exhibitions and congress tours during a business trip.

Incentive - tours is incentive travel for employees, agents (trade), managers and others, primarily focused on the motivation of employees: the practice of incentive tours is widespread in Western culture of the company and it is an integral part. Such visits contribute to strengthening of friendly relations between the company's staff, allow you to exchange experiences and ideas, to sum up and it's only a small inventory of all the tasks that the incentive tourism can solve.

Individual business travel is positive at the moment of the sector dynamics. Previously, private business trip (2-3 days - this is the average length of a trip) means by a simple desire to go abroad and regain strength, well rested, and now most of the customers when ordering business tour up in advance the schedule of business partners, establishing links and contacts, technology purchases, they plan in advance. In the sector of business tourism is observed the following phenomenon a growing demand for the combined program, which includes parts and labor, and the promotion of a holiday (3-4 days set aside for work and day 1-3days is allowed to relax).

Congress, a priori is a large-scale business event. For example, Congress could collect five - seven thousand participants in the USA and the leading Asian countries. Congress tourism for individual business - tourists differs from the exhibition that does not require a standard promotion, because pre-advertising measures are ineffective. Most of the requests for a visit to the congress or conference, as a rule, come from private customers who have already at the hands of invitation, interested only in the design of the standard tourist package (visa, flights, transfers, accommodation) [11, c. 54].

In the area of congress and similar events of most preferred countries with tourist attraction are Turkey, Spain, and Crete, Greece.

Representatives from a variety of industries are participants of various seminars and workshops, which take place in a variety of forms - from lectures and round tables. There is an opportunity to visit the company profile.

Business tourism is quite versatile; there are different classifications, respectively. The components which are the scope of the following activities:

1. The Congress is a meeting of the delegation, formal, representing a certain activity or engaged in research a particular area, to consider various issues;
2. The Conference - A. exchange of views at the meeting; B. meeting to discuss common issues for all members;
3. The Summit is like the conference, it is a high-level event; meeting and talks of people (even the Heads of State) in the highest government circles of various countries;
4. The Congress is a meeting of representatives of public organizations, political party or social, occupational, ethnic and other groups. The participants of the congress organization or party (delegates) are elected at meetings of the members of their regional offices and they are delegated by authority to represent their voters congress;
5. The Symposium is an event, accompanied by conversations in a relaxed atmosphere, or a formal meeting, when experts make short posts on a particular topic or several topics related to each other;
6. Seminar – lecture is accompanied by the exchange of views of the participants [7, c. 15].

In summary, business tourism has several classifications – the first, more extensive, divided into business tourism on individual business travel, participation in conferences and seminars, visits to exhibitions, congress tours, intensive tourism; the second classification distinguishes the structure of the business tourism of segment 2 is a classic traveling for business purposes and have already considered above the acronym MICE. The concept of business tourism is so extensive, that the experts have difficulty in classifying its species. However, it is possible to select certain types. Of course, business tourism is developed in all countries differently; hence there is geography of business tourism. Most of the tourists with the service purposes are sent to Europe. The countries - leaders of business tourism are the United States of America, France, Germany, Great Britain, Italy, Spain, Japan, South Korea, Singapore and Malaysia. Rapidly business tourism is developing in South America, due to the rapid economic growth of the region. Widely exhibitions are known in China and Taiwan, seminars in Singapore. According to experts, the top ten countries in the world in the field of business tourism China has already entered. In light of recent events on the world stage as a policy, and the economy, geography, business travel will change in the direction of the Asian region.

The modern development of society and the economy of any state are accompanied by a strong recovery in business tourism as business tourism is considered the most growing sector of the world economy. The intensification of business, cultural and scientific relations took business tourism as leading in the world.

Kazakhstan has uncertain prospects in this segment of business – tourism. The geopolitical position and natural - raw materials can expect to increase the number of business travelers coming to Kazakhstan on business and participate in international conferences and forums. Infrastructure is according to international standards centers above basically.

Business tourism is a rather broad concept. It is a business communication, exchange of information and technology, search for new partners, markets, PR - events, training, and development of corporate culture.

Market of business tourism in Kazakhstan as a business recently - it is only the last decade, and it is now in its infancy. The capacity of the Kazakhstan market of business travel in 2015 was estimated at 560 million US dollars, 80% of which is accounted for booking airline tickets and hotel rooms, and only 20% for additional services. 75-80% of the market of business tourism accounts for Astana and Almaty. Accordingly, the participants in this segment of the market and firms, and their customers are mainly concentrated in Astana and Almaty. Of the total number of Astana visitors from abroad, more than half (51%) of all foreign visitors indicates business purpose as the main reasons for the trip.

Sixty percent of the world's tourism industry accounts for meetings. From 55% to 60% of the seats in hotels all over the world is populated by business travelers.

According to expert estimates, the annual volume of the market "business tourism" in Kazakhstan amounts to \$ 1.5 billion. However, this figure is quite approximate due to the lack of data on specific components of the meetings industry in Kazakhstan.

Business traveler is a businessman on business or manager of senior or middle managers. The World Tourism Organization has long been counted: these people spend on trips three or four times more than ordinary citizens on vacation (\$ 1,200 instead of \$ 300). It is clear that in the world for them it is a real hunt. Business tourism market segment is very weighty importance. Therefore it is very important to the development of business tourism in the Republic of Kazakhstan. These historical moments, like the Summit in Astana, held in December 1-2, 2010, the upcoming exhibition EXPO 2017, numerous conferences, congresses, which are held throughout the year, it says that we have all the background and rationale for the successful development of business tourism. Throughout its independence, Kazakhstan maintains political and economic stability, developing, growing, does not stand still, and it is active in almost all areas of production. Occupying a favorable geopolitical position, side by side with such world giants as Russia and China, Kazakhstan is obliged to be a highly developed country and an active participant in the world market. In Kazakhstan, there are the conditions for business development; we are open to cooperation and exchange of experience with other countries on various business issues. The potential for the development of business tourism is huge in Kazakhstan.

Recognition of Kazakhstan is 80% at the Asian market and the European market is 45%. The average number of days tourists stay in the country is 1-3 days. The largest share of serviced by international visitors - non-residents take a trip with the business and professional purposes (61%) and leisure, recreation, rest is 17%. According to statistics, the flow of tourists of Kazakhstan to the CIS countries amounted to 6.3% in the CIS-countries is 93.6%. Most of the tourists - residents traveled to the CIS countries - Kirgizstan and Russia. Among non-CIS countries the most popular are China, Turkey, United Arab Emirates, Germany, the Netherlands, and Thailand. In 2015, tourists from Kazakhstan visited about 86 countries around the world. The average number of days of stay of tourists in Kazakhstan CIS countries is 6 days; in countries outside the CIS is 7 days. The major objectives of leaving were Leisure and Entertainment of 74%, and business and professional purposes amounted to only 7%.

According to experts, the low level of hotel infrastructure affects the corporate development of tourism in Kazakhstan. Regionally, the bulk of the accommodation facilities are located in the cities of Astana and Almaty, as well as in the East Kazakhstan, Almaty and Karaganda regions. This is due to the fact that Almaty and Astana are the centers of major events both national and international importance. The smallest numbers of tourists were served in the South Kazakhstan and Kyzylorda regions due to lack of good service, as well as a lack of hotel rooms. Today in Kazakhstan there is also the issue of the installation of high prices for hotel services, but their level does not meet international standards.

Thus, the development of international tourism in Kazakhstan is determined by business activity. The number of tourists on short but fairly frequent trips to Kazakhstan is increasing.

The rapid development of the national economy, its integration into the world market is unthinkable without the business tourism. Besides, it also needs to develop it in all directions. It carries a number of positives, so the business, cultural and scientific relations are particularly close, and the intensity increases. It is of great importance both regionally and globally.

Thus, as a result of analysis of business tourism in the Republic of Kazakhstan, we can say that our country has some prospects in the segment of business tourism here the forefront out such cities as Astana is the capital of the republic, a priori, will be a business center of the country; Almaty has a city-million population, is the cultural, financial and economic center of the republic, Atyrau is the oil capital of Kazakhstan. The Republic of Kazakhstan, occupying an advantageous geopolitical position between China and Russia, having enormous mineral potential, has all the prerequisites for development of tourism in general and business tourism in particular. Policy countries, in accordance with the law "On tourism activities" dated June 13, 2001 contributes to the development of this sector of the economy, developing various projects and strategies for development of tourism. There is a growing recognition of the Republic of Kazakhstan in the world due to membership in international organizations - UN, OSCE, SCO, OIC, CSTO, and Common Economic Space. Political stability, positive economic dynamics, openness and commitment to globalization, these are the factors that guarantee a safe and mutually beneficial business relationship.

Problems of development of business tourism in the Republic of Kazakhstan are;

1. The imbalance of tourism. A characteristic feature of Kazakhstan's tourism is a large imbalance of outbound and inbound tourism, with the absolute majority of inbound tourism is dominated by business travel of foreign citizens in the Republic than leisure tourists. Accurate statistics on the issue is not, but according to preliminary estimates, the figure is 9: 1. What is due to the relatively low volume of business tourism in Kazakhstan and at the same time such a big difference between the proportion of business visitors and tourists to the country, traveling to Kazakhstan for the purpose of recreation and adventure? What are the prospects for the development of business tourism in Kazakhstan and in Central Asia?

2. The absence of the concept of business tourism. One of the problems of the weak development of business tourism in Kazakhstan and all Central Asia is no generally accepted concept of business travel, company policy in this area, and staff responsible for business tourism. Many companies still do not understand the importance of planning and optimization of business travel expenses.

3. The lack of cooperation at various levels between the authorities and industry professionals. To make the MICE industry and the overall domestic business tourism competitive on a global level, such interaction is essential.

4. The creation of a quality product. The next point is that most of the local travel agencies, hotels and other suppliers cannot create and offer quality products to domestic and foreign businessmen.

5. The questions of integration with Europe and America. The reason for the poor development of business tourism based on the fact that Kazakh companies are not so much integrated into the economic and trade ties with European or American companies. Kazakh Company mainly cooperates with Russian and Chinese companies and the percentage of foreign businessmen traveling to our region remains low.

However, apart from isolated problems, there are some problems, to a greater or lesser extent hinder the overall quality of tourism development in Kazakhstan:

1. The state of the road infrastructure. Perhaps, starting to ask any experts in the field of tourist activity that hinders the development of tourism in our country, they will answer: "Bad roads." Yes, roads hinder the development of domestic tourism, for business tourism is not only coming from - abroad business, but also our domestic business - tourists are traveling on business in the other cities of our country.

2. Inflated prices for all kinds of transport, hotel and restaurant services. In addition, the high cost of transport services, primarily flight, increases the value of the tourism product of Kazakhstan and; accordingly, reduce its competitiveness on the international market. Often, a high price does not match the quality of the service offered.

3. The weak research base to study tourism. As mentioned above is the lack of statistics in the field of tourism, more precisely it is, but more abstracted and takes into account only the main sectors of the tourism and the economy.

4. Lack of promotion and PR for the formation of a positive image of Kazakhstan for the development of tourism. The country, which has good image in the world market will only improve their economic position, by increasing interest in the country. A good reputation is needed not only in the political world. I think that in politics, our country has a reputation for peace, good neighborly friend. But this is not enough. Many people, especially young people are not interested in politics, even if interesting, they do not like to talk about it [8, c. 27].

In conclusion, the development of business tourism prevents a number of issues that should not be delayed indefinitely, because these problems are the brakes throughout the tourism industry in our country. However, prospects for the development of business tourism market in Kazakhstan are very big. There are several factors, based on which we can safely predict the growth of business tourism.

Firstly, Kazakhstan is located in the center of most of the growing tourism market in the world. By 2020 it is predicted that China and Russia, as well as India and the Middle East will increase to 220 million visiting tourists annually.

Secondly, the integration of the Central Asian region in social - economic terms will increase by several times, which will also affect the frequency of business trips and business expansion of the business travel market.

Thirdly, increasing competition in Central Asia between Russia and China in economic terms, promises great prospects for the development of business and business tourism. However, it is very early to make predictions in terms of growth of business tourism in numbers.

Ways to improve business tourism in the Republic of Kazakhstan.

The main problems that affect the whole of tourism and business travel in particular, it is advisable to try to offer their ideas for their solution.

1. The problem of statistics in Kazakhstan, this issue is relevant not only in our country but also in neighboring countries. To solve this problem, it needs to increase the number of data collection on tourism enterprises, set specific deadlines.

2. Imbalance of inbound and outbound tourism, this problem is directly related firstly, on the image of our country, as solving the problem with the image of the country, we will increase the number of tourists staying in our country, and secondly, problems with infrastructure and service, addressing these problems makes the opportunity to visit our country again real tourists.

3. The absence of the concept of business travel in the domestic business literature, there is no clear definition of "business tourism", with the overseas famous close analogue, hidden behind the acronym MICE. Curiously, in the English language, which is the international language of not only business but also tourism, the term tourism in the sphere of business tourism is not applicable. For this purpose there is a separate concept - business travel. Experts instead of "business tourism" often use the English term, acronym - MICE, accurately reflects the structure of this kind

of tourism: Meetings / Incentives / Conferences / Exhibitions - Meetings / Incentives Tourism / Conferences / Exhibitions. So, before you give a definition of business tourism, guided only by domestic sources will need to take into account the foreign analogue of this type of tourism, as that term has been translated from English. Yes, and it is worth noting that the law on tourist activities in the Republic of Kazakhstan there is not a definition of the term business tourism [9, c. 30].

4. Creation of a quality product - any product is created by the need to finance; tourism product is no exception, because the quality is an important detail, affects the demand of this product. So it just needs to increase the volume of investment in the tourism industry costs will be justified, since the favorable economic outlook and the expected GDP growth, income and propensity to travel among consumers in Kazakhstan and emerging foreign markets, such as the National Republic of China, Republic of India, the Middle East and Russian Federation will provide an opportunity to develop and implement tourism products in domestic and foreign emerging markets, especially those are located near Kazakhstan.

5. Inflated prices - business tourism is not limited to a business trip, it includes accommodation, meals, guides, interpreters, transport and rent premises for holding conferences, seminars and the cost for these additional services are often too high, and quality and level of service does not meet the price. Inflated prices are associated with sufficiently low occupancy placements, competitive environment and the lack of a strong dependence on the business traveler. The answer lies in the fact that it is necessary to increase the number of tourists coming to our republic, to settle the price, to create special commissions and organizations competent in these matters, based on the international experience of the leading countries in the tourism industry.

6. Issues of integration with Europe and America - the economic and strategic partners of our country represented in the Russian Federation, mainly the National Republic of China and the Central Asian countries, and to integrate fully into the global market, we must also look to the West and develop economic ties with these countries and use their expertise in the development of tourism in general, as the USA and Western Europe are the leaders in the business travel market. It is necessary to arrive at a balance between the West, the South and the East, thereby securing the necessary client flow.

7. The condition of road infrastructure – it is necessary to take into account the experience of foreign countries fighting traffic congestion and have extensive experience in the construction of quality roads and their repair - the countries of Western Europe, USA, Japan. Culture proper and safe driving should be inculcated from school. Issuance of rights should be stricter; the issue of corruption must be eradicated here and become nonsense. Road safety will also affect the overall image of the country to foreign businesses.

8. Weak scientific - research base for studying tourism, here everything depends on education. The tourism sector should work competent in matters of tourism people. The government should attach importance to the domestic labor devoted to the study of tourism, in every possible way to sponsor and help getting to the masses.

9. The country's image, each developed country has the image with which it is associated. Often, this is a tourist attraction, for example, France - Eiffel Tower, United Arab Emirates - Business - Dubai city built in the desert, Brazil - Carnival and football, etc. All these components of the country's image, sometimes minor, have a huge impact on the flow of tourists into the country.

Business tourism market in Kazakhstan is characterized by active, but at the same spontaneous development. Lack of reliable statistics makes it impossible for a qualitative analysis of the leading market of business tourism in Kazakhstan. However, even the available information that is available to date suggests a significant potential market of business tourism in our country. The greatest development of the sector is reached in Astana and Almaty, which can be explained, firstly, by the presence of the necessary measures for carrying out on business tourism infrastructure, and secondly, by transport accessibility. Also it is important the fact that these regions have large financial capacity to maintain and develop this kind of tourism [10, c. 135].

To use the business tourism potential of Kazakhstan is necessary to establish an appropriate infrastructure, effective government support, reliable statistics, training of professional staff, as well as the formation of a favorable image of the country.

Addressing the development of business tourism in Kazakhstan should be based on government support and initiative of business tourism market participants. The value and prospects of development of business tourism in the economy makes it necessary to state support, including:

- Legislative;
- Organizational (creation of the state program of phased development and promotion of business tourism);
- Financial (equity financing of material and technical base of business tourism, support of investors who invest in the development of business tourism);
- Informational (the creation of an automated information system data on the business tourism market).

Especially it is important to support of the state in creating an attractive image of Kazakhstan and the training of qualified personnel.

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