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**Pre-conditions of the
development of social tourism in
Kazakhstan**

In the century of high technologies and innovations, more and more attention is paid to the social impacts of any process and phenomena. Social values, social protection and social care have become key concepts of the 21st century. Therefore, in the sphere of travel and hospitality social tourism acts as the inner drive that deepens the importance of tourism and its' social essence. In the article authors tried to explain the phenomenon of social tourism by learning its' main aspects, component parts as well as evident features in Kazakhstani tourist market.

Key words: tourism, social tourism, social tourism impacts, factors.

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**Қазақстанда әлеуметтік
туризмді дамытудың
алғышарттары**

Жоғары технологиялар мен инновация ғасырында кез келген үрдіс пен құбылыстың әлеуметтік аспектісіне көбірек көңіл бөлінуде. Әлеуметтік құндылықтар, әлеуметтік қорғаныс және әлеуметтік қамтамасыз ету 21 ғасырдың басты түсінігіне айналды. Сол сияқты, саяхаттау және қонақжайлылық индустриясында да әлеуметтік жауапкершіліктің негізгі көрсеткіші әлеуметтік туризм болып табылады. Мақалада авторлар әлеуметтік туризм ұғымын, оның компоненттерін және оның Қазақстанның туризм нарығындағы айқын белгілерін зерттеу арқылы түсіндіреді.

Түйін сөздер: туризм, әлеуметтік туризм, әлеуметтік туризм әсері, факторлары.

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**Предпосылки развития
социального туризма в
Казахстане**

В век высоких технологий и инноваций все больше и больше внимания уделяется социальным аспектам любого процесса и явлений. Социальные ценности, социальная защита и социальное обеспечение стали ключевыми понятиями 21-го века. Так и в сфере путешествий и гостеприимства основной показатель социальной нагрузки отмечается в социальном туризме. Следовательно социальный туризм действует стимулом в развитии социальных отношений в классификации туризма.

Ключевые слова: туризм, социальный туризм, влияние социального туризма, факторы.

**PRE-CONDITIONS OF
THE DEVELOPMENT OF
SOCIAL TOURISM IN
KAZAKHSTAN****Introduction**

According to the UNWTO the industry takes fourth place in the worldwide export of goods and services, on the profit generating basis the industry takes third place following after the oil and automotive industry so it provides economic incentive for the conservation, preservation and restoration of the natural and build environment, stimulates community, government and industry recognition of and support for the society, stimulates community pride, generates infrastructure and services that benefit the locals, facilitates cultural exchange and new ideas, promotes conservation of cultural heritage etc.

In the law “About Tourist Activity in the Republic of Kazakhstan” of June 13, 2001 is told: “Types of tourism – social, ecological, adventure, sports, business, congress, medical and improving, cultural and informative, religious and others”.

Thus, social tourism is one of types of tourism, having the classification, category of tourists, giving advantage and having benefit.

Social tourism in our country and other countries of the world implies any kind of tourism, which is paid from the funds allocated for social needs. Socioeconomic tourism is intended to create decent conditions for leisure travel for the low-income segment of the population (young people and students, the disabled and pensioners). Subsidies for this type of tourism can be released not only by the state, but also by a variety of funds (state and non-state), as well as various charity organizations [1].

Literature review

Social tourism involves social tourists, that is, the individuals in need for certain products. This category of the population are, first and foremost, students, pensioners and disabled people. Even more in some countries civil servants, persons in the military service, and even the clergy are considered to be in this particular strata of the society [2]. Active participants in the organization of the social tourism activity can be such business establishments as, hotels, restaurants, some companies engaged in transportation and accommodation of tourists.

In the fact that children and young people (under 24 years) receive certain discounts for transportation, accommodation as well as food and beverage. Thus, social tourism is often used as both an economic and a social regeneration measure.

In terms of social benefits, the result of research conducted by L. Minnaert and McCabe in 2009 the social impacts of participation in social tourism by low income beneficiaries, and have found evidence of benefits ranging from increases in self-esteem, improvement in family relations and widening of travel horizons to more pro-active attitudes to life and participation in education and employment.

While there is a highlight the role of tourism participation as a factor in social inclusion: their study of London families living in poverty indicates that exclusion from tourism makes a clear contribution to their children's exclusion from everyday norms as holidays are regarded as part of contemporary British family life. In times of austerity, which has led to a number of governments reassessing their welfare programs, the potential economic benefits of social tourism however have received increased levels of attention [3].

Methods and methodology

The main objectives of the work is to determine the essence of the social tourism and its' advantages to Kazakhstani tourist market. therefore, there can be found main prerequisites of accessible tourism in our country and direct and indirect factors of it's development. Thus, synthesis of social tourism features were considered using content analysis of scientific literature, comparative method, analytical method.

Results

Existence of favourable factors leads to leadership of certain regions and countries in world tourism, and undesirable factors reduce a tourist stream. The major factors influencing development of social tourism divide into two groups:

- static, having invariable value in time. This group first of all includes the recreational and resource capacity of the territory which is expressed in quantity and quality of natural and cultural and historical resources;

- dynamic – political, social and demographic, financial and economic, material. It should be noted also change of a stereotype of human life with static on dynamic, and this phenomenon has mass character.

Climatic factors – tourists are attracted by rich and various natural and recreational resources, an torn of the coastline and existence of a large number of bays, gulfs, closed seas, kilometres of sea beaches, a dense river network, landscapes and a combination in the neighbouring territories of coastal and mountain landscapes.

Cultural and historical factors – various historical and architectural monuments, high level of spiritual and material culture, diversity of national and confessional structure of the population, high education level, long traditions of cultural and other ties both within the region, and with other large regions of the world [4].

Appeal of vacation spots is defined first of all by these factors. Not incidentally southern regions with warm climate have positive balance under the article “tourism” while in all northern countries, even in the rich countries of Scandinavia, balance negative. Value of historical and cultural resources increases with growth of education level and informative need of people.

The factor of a geographical position acts in all the versions: physiographic situation on which the set of natural and recreational resources depends on economical geographical position, especially in relation to the main tourist markets and transport geographical position which convenience is extremely attractive to tourists, geopolitical situation as the proximity to the centres of the international tension and the more so the military conflicts serves for tourists nearly as the main “frightening-off” reason.

The political situation in the country defines all other dynamic factors. Crises, political instability, militarization of economy, toughening of tourist formalities, jumps of exchange rate, etc. are consequences of policy of the state [5].

Important political factor is the policy pursued by the state in the field of interstate and intergovernmental agreements on cooperation in the sphere of tourism and other international economic relations [6].

The special policy of the state for tourism is shown in setting standards of tourist activity, planning, advertising, control over tourism through administrative bodies.

The policy in the field of tourism is closely connected with a political regime of the country and determines three levels of intervention of the state:

- full intervention – is established by the states of totalitarian type where there are no democratic freedoms, the initiative of the private sector isn't shown. The state monopolizes all functions of tourist activity;
- partial intervention – is noted in the majority of the democratic countries characterized by vigorous economic activity [7].

The state through organizational structures interferes to a greater or lesser extent with a procedure of tourist activity and carries out behind it control, leaving to the private sector freedom of creation of the enterprises in a services sector which are based on market economy; small intervention – it is characteristic of political regimes which practically don't interfere with tourist activity, giving an initiative in this area to the private sector operating in the competitive market [8].

Social demographic factors are such indicators as age, employment, presence of lonely people, childless couples, age tendencies to marriage, a retirement age, expansion of social composition of tourists, education level, cultures, aesthetic requirements of the population, increase in duration of the paid holiday, a ratio of material and spiritual needs in society, an urbanization, etc.

Financial and economic factors are an economic situation in the country, financial stability, level of the income of the population, a share of the funds allocated by society for tourist expenses, goods prices, etc.

Material factors of social tourism characterize a state and possibilities of base of the tourist industry – means of placement, food, transport, the recreational sphere, trade, etc.

Specific feature of transport communications – their integration character as they turn the world into uniform space. For the international tourism it is the most important to provide communication between relocates that tourist travel had no stops and gaps in transport connection. Movement speed, level of safety of vehicles become the most important characteristics of transport infrastructure [9].

A specific place in tourist branch is held by the enterprises of placement and food. Appeal of the region to tourists in many respects depends on the level of hotel and restaurant service. But the industry of tourism, especially the enterprises of placement and food, is subject to fluctuations of demand for tourist services within a year (seasonality) that leads to growth of charges of the enterprises of placement and food and rise in price of their services.

Proceeding from the listed factors and analyzing statistical data of the World tourism organization, it is possible to make the forecast of further development of tourism.

Development of social tourism in regions will be uneven: the highest rates are expected in the countries of Asia and the Pacific Ocean, in Europe and North America they will be lower than universal [10].

Large-scale structural and technological reorganization of production of goods was a notable factor of development of the tourist sphere. Needs of

the present for development of the industry of tourism are beyond especially economic. In dynamics and structure of tourist products and services shift towards more irregular integrated shapes of service, the knowledge-intensive and social types of service providing quality of economic growth, social stability and a humanization of economic life of society is traced. Impact of these factors on development of the international tourism when the understanding of requirements and customer service is under construction on the basis of adaptation of a tourist product to quickly changing and transformed preferences of tourists is especially important.

Another evidence for the moral values in a local scale of social tourism for the disabled people can be noticed from the 2nd International Conference held by public organization “Arzhan”. The results of this event showed the real essence and gist of tourist activity of the people with special needs [11]. This conference became a platform for friendly meetings for travelers from all over the world, whose stories about the opening of the world and overcoming themselves did not leave anyone indifferent to newcomers who want to join the ranks of the “club of travelers” for the disabled. It was also told about the activities of the European Network for Accessible Tourism and the measures that European governments take to promote tourism to all. Considering and learning the models that are chosen by western countries to develop social tourism and interest of the less mobilized people there appears a wish to establish such a benchmark in Kazakhstan as well.

Meanwhile, such measures as helping for the underprivileged can be trace by the state's main carriers as “Air-Astana” and “Kazakhstan Temir Zholy” as a benchmark, but anyway it leaves a wish some more beneficial actions to be done.

“Air Astana” airline seeks to contribute to the development of civil aviation in Kazakhstan and to change society for the better, adhering to traditions of social responsibility and realizing charitable and sponsorship projects.

The airline “Air Astana” has been actively involved and strives to contribute in the areas of public life, such as:

- environment;
- education;
- sport and healthy lifestyle;
- the events of national scale;
- culture and art;
- health.

National air carrier assisted by allowing preferential air travel for certain categories of citizens

of the Republic of Kazakhstan and supporting the company's employees participate in social projects, as well as implementing the joint actions with charitable organizations and other companies [12].

It should be noted that the airline address many letters every day comes from private and legal persons, and, unfortunately, the company can not guarantee that all requests will be met [12].

Criteria for participation in the sponsorship projects.

The airline will consider participation in projects in the areas identified as priorities, and provide the ability to:

raising awareness about the company's activities in the countries of route network;

participation of "Air Astana" employees.

"Air Astana" is considering the possibility of providing free tickets or discounts for the following categories of citizens upon request or treatment of non-governmental organizations:

Children from low-income families with cancer or cardiovascular diseases, incurable in Kazakhstan [13].

It helps participants to see their friends and fellow soldiers in different cities of Kazakhstan and CIS. The airline "Air Astana", as a tribute to the feat of the inhabitants of the Republic of Kazakhstan in the Great Patriotic War. Until 2009, the free tickets were provided from May 1 to June 15 of each year. However, since 2009, the airline made a 100 % discount constant. In addition, each year 50 % discount on tickets for persons accompanying veterans. It should be noted that the airport and other passenger fees are WWII veterans and persons accompanying them on their own. Please note that the prerequisite for granting discounts for the passenger accompanying the Second World War veteran is its adherence with the veteran for the entire route [13].

Caring about people, their well-being, addressing the social assistance and as a consequence, improve the quality of life of workers is one of the priorities of JSC National Company "Kazakhstan Temir Zholy" [14].

The company is focused on the fact that in a weak social environment can not be a strong business and vice versa.

Social support of employees and retirees of the Company is based on the Collective Agreement for the 2012-2014 years and provides for voluntary commitments undertaken by the company at:

– compliance in the area of social and labor relations;

– the provision of material support and social guarantees for employees, pensioners, the disabled, the Company, as well as victims of accidents at work and occupational diseases in the Company;

– the provision of a number of youth social guarantees to the families of workers, including summer vacation and recreation of children of employees of the Company;

– the regulation of health care;

– promote the comprehensive professional development and training;

– solving housing issues, and more, that reflects the points that are not taken into account the legislation, but it is very important for employees [14].

Social package of the company under the provisions of the collective agreement to recognize the union of railway workers of the Republic of Kazakhstan for the best company group.

JSC National Company "Kazakhstan Temir Zholy" and continue to strive to be the leader in Kazakhstan and international scale by the level of social support personnel, the environment, labor, safety [15].

Conclusion

Thus, the role and importance of social tourism in the current economic conditions of the Republic of Kazakhstan has three positive aspects: first is the material support of the population, the second is thanks to the support, namely the established benefits and discounts the development of social tourism, the third is the possibility of virtually all segments of the population to travel. Such activities can be accepted by many other participants of tourism cycle so that to enlarge the scale and volume of social tourists.

In other words, social tourism is any type of tourism like informative, resort, ecological, rural, expenses on which they are completely or partially paid to the tourist from the financial sources intended for social needs.

In whole social tourism is considered as economic category and in the majority of laws of various states this type of tourism is ranked as priority. The Kazakhstan law gives to social tourism the third degree of a priority after international (exit and entrance) and internal the directions of tourism.

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