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ФОРМЫ ГЕНЕРИРОВАНИЯ РАЗВИТИЯ ШВЕЙЦАРСКОГО ТУРИЗМА И ВОЗМОЖНОСТИ ЕГО ИСПОЛЬЗОВАНИЯ В КАЗАХСТАНЕ

Аннотация. В статье рассматриваются вопросы, касающиеся исследования и применения опыта развития туризма Швейцарии для Казахстана. Оценка туристско-рекреационных ресурсов и потенциала Казахстана показывает, что для Казахстана в качестве аналога развития туризма может быть использована модель развития швейцарского туризма. Инновационные подходы и уровень развития туризма в Швейцарии определяет приоритетность изучения и применения его концепции, а также возможности адаптации к казахстанскому рынку. Представляется возможным рассматривать современные положения и тренды развития туризма в Швейцарии для определения перспективных направлений развития туризма в Казахстане и создания новых туристских продуктов.

Ключевые слова: Развитие, генерирование, туристский продукт, рынок туризма, виды туризма, потенциал, модель.

Табл.3. Рис.1. Лит.10.

FORMS OF DEVELOPING SWISS TOURISM AND POSSIBILITY OF THEIR USE IN KAZAKHSTAN

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Abstract: The article studies the issues related to the study and application of the Swiss tourism development experience in Kazakhstan. Assessment of the tourist-recreational resources and potential of Kazakhstan shows that Kazakhstan can use Swiss tourism development as a model. Innovative approaches and the level of tourism development in Switzerland shows priority of study and implementation of its concept, as well as a possibility to adapt it to Kazakhstan's market. It seems feasible to study the modern situation and development trends of tourism in Switzerland in order to identify prospective tourism development directions for Kazakhstan and creation of new tourist products

Keywords: development, generation, tourism product, tourism market, potential, the model.

Problem. The development of tourism in conditions of market economy requires scientifically-based approach. With this goal it is reasonable to study the development experience in those countries, that have achieved high results and that have created high level markets. Benchmarking will allow to generalize both positive and negative experience of tourism development in other countries, in particular Switzerland, and also to use it for Kazakhstan's tourist market. Switzerland as taken as an example for Kazakhstan in such factors as likeness of nature and recreational resources, political development path.

The study of a more advanced tourism development mechanism in Switzerland as an intersectoral complex, combining, generating and supporting the development of several directions will allow to develop a tourism strategy in Kazakhstan.

Assessment of organizational-economic tourism development system in Switzerland will allow to identify how innovative approaches and new tourism forms can be used, disproportions minimized in regional social-economic development in Kazakhstan and tourism resources used based on Swiss experience.

By this the opportunity is created to fully satisfy the demands of the target users with consideration of market requirements by means of this creating sustainable demand and keeping the main resource use principles.

Analysis of the latest research and publications. Modern situation in domestic tourist market requires the use of innovative products and development methods. The following scientists contributed to the development of the problems related to the study of the development experience in Switzerland and Kazakhstan: V.Ya. Shveitsera (2009), I. Kalashnikov (1997), A.B. Kosolapov (1998), L.L. Rudenko (1998), S.R. Erdavletov (2000), E. Imkeep (2001), G.M. Duysen (2003), T.K. Kamchybekov (2007), O.M. Almakuchukov (2006).

Despite the fact that there is sufficient amount of works, devoted to the tourism issues, there still is a necessity to conduct an additional study, use of benchmarking instruments, i.e. study of the international experience and its adaptation to the Kazakhstani tourism sphere.

Identification of the parts of the problem that were not solved before. Study of the international theory and practice of the tourism sphere development has big significance for Kazakhstan market, practical works in this sphere can become an effective instrument for the search for competitive advantages of Kazakhstan tourism product and brand development. Development of an efficient tourism development strategy in Kazakhstan is an unsolved issue now. Therefore study of the experience of other countries, in particular Switzerland, their situation and approaches can be used in the development of sector development strategy in Kazakhstan in order to fully use the potential of the resources.

The aim of the research – identify the prospective directions for tourism sector development in Kazakhstan with high competitive potential on the basis of Kazakhstan tourist potential assessment and tourism development in Switzerland study.

Main results of the research.

Characteristics of the structure and tourism market model in Switzerland.

Switzerland is one of the representatives of foreign countries with the developed tourist branch, including infrastructure and attractive touristic-recreational resources. Switzerland became one of the attractive countries for foreign tourists possessing a competitive tourist infrastructure, having the branched out transportation networks: railways and highways in combination with the picturesque nature and favorable geographical position. Most of the tourists come to Switzerland from Germany, the USA. For the last few years there were many tourists coming from Japan, also from Russia, India and China. 15 % of the national income is generated because of the tourism sector in Switzerland.

Mountain-skiing is an important kind of tourism as the Alpes occupy 2/3 of all territories of Switzerland. There are well-known resorts in the world market in the central, southern and east parts of the country, such as Saint-Moritz, Davos and Zermatt, Leyzin, Interlaken, Lejkerbad.

The structure of the tourism market of Switzerland has undergone changes connected to constant dynamical development of demand and consumer preferences, arising in connection with individualization of tourist demand. In the Swiss tourist market there are processes of intensification of tourist activity that is improvement of quality, change of structure and efficiency of service at the expense of creation and introduction of new kinds of tourist programs, progressive technology, perfection of marketing mechanisms and control system.

Switzerland chose tourism as a way to generate and accelerate economic development, incentive for improvement of currency position of the country, strengthening infrastructure and development of highly competitive branches.

The model and type of tourist market services in Switzerland differs and represents differentiated big variety of tourist products, free access to the market is offered. It is observed that differentiation of tourist products of Switzerland depends on demand and country capabilities.

Assessment of Switzerland's tourist products. Development of tourist regions by tourism kinds is not equal that indicates the presence of different touristic-recreational resources and level of social and economic development.

Switzerland offers not only mountain-skiing, but also other forms of offers connected to the opportunities in the regions of the country and its touristic-recreational potential (table 1).

Table 1 Kinds of tourism on the main destinations of Swiss

Tourism recreational regions	Kinds of tourism	Types of tourism destination
Western Swiss	Mountain-skiing excursion sightseeing, treating	Stable developing centers Zermatt, Verbe, Grand- Montana, Saad-fe, Geneva, Lausanne, Fribourg
Northern Swiss	Business, excursion- sightseeing	Traditional touristic destination with centers Zurich, Basel, Wintertur
Northern-Eastern Swiss	Excursion-sightseeing sport, hitch-hiking, tours, mountaineering	St.Callen, Appenzell, Glarus, Schaffhausen, Werdenburg
Central Swiss	Excursion-sightseeing, business, ecological	Traditional touristic destination in the centers Luzern, Engelberg, Muotatal, Goldau, Bern, Belle, Soloturn, Dolony, Gurben, Sense, Montre
Southern-Western Swiss	Excursion-sightseeing, mountain-skiing, business, ecological	Fast developing tourist destination in centers Greendelvalde, Lugano, Askona, Bellinsiona
South-East Swiss	Excursion-sightseeing, mountain-skiing, treatment, ecological	Developing tourist destination in the centers Davos, St.Moritz, Cur, Guarda, Schpunten
* – compiled by the author on the basis of the source (V.Ya. Shveitsera (2009))		

Apparently, Switzerland developed not only mountain-skiing kinds of tourism, but also ecological, excursion-informative, medical, business kinds as it is seen from the presented table. Considering the kinds of tourism and peculiarities of tourist-recreational resources Switzerland experience can be used in Kazakhstan.

Experience of development of the Swiss tourism is especially attractive to Kazakhstan for some reasons:

- Kazakhstan has similar tourist-recreational resources, similar tourist destinations;
- for the last years the government of Kazakhstan has been focused on tourism development;
- there are countries-suppliers of tourists near to Kazakhstan, such as Russia and China;
- the accurate model and the concept of development of tourism isn't chosen in the country yet.

We will carry out the analysis of tourist-recreational resources of Kazakhstan by regions for comparison (table 2).

Table 2. Potential possibilities of development of tourism in Kazakhstan

Regions of Kazakhstan	Tourist-recreational resources	Kinds of tourism potential possibilities
Western Kazakhstan	Caspian Sea, Ustyurtovsky national biospheric reserve	Beach, business, cultural and informative tourism
Southern Kazakhstan	Mountain resources: as Tien Shan, Altai, Ulytau, Kazygurt. Cultural and business center of Almaty	Mountain-skiing, ecological, informative and business
East Kazakhstan	Irtys River, Ablaketa, Kaldzhir, Ulba; Lakes Zaisan, Sibinsky lakes, lake Alakol, lake Markakol; national park of Katon-karagay and some mountains it is similar to mountains Ore Altai, Belukha.	Water, medical, ecological, foot walks, beach.
Central Kazakhstan	Steppes, deserts and mountains	The excursion and informative
Northern Kazakhstan	Fine landscapes with a surprising combination of the Rocky Mountains, the fir woods, озера: Teniz and Kurgaldzhin, Dzhoka, Katarkol, Maybalyk, Big and Small Chebachye, 2 national parks: Borovoe both Kokshetau and Korgalzhinsky ornithological reserve.	Mountain, medical, ecological

* – compiled by the author on the basis of the source (S.R. Erdavletov (2000))

One of the major reasons for not having powerful tourist potential in Kazakhstan is low efficiency of its use lies, as well as in objective economic conditions, in low awareness about the essence and considerable such many-sided process as tourism. In this connection it is possible to carry out the retrospective and modern analysis of state of affairs in tourism sphere in Switzerland.

The estimation of used model of tourism development in Switzerland has shown that the country uses organic model of tourism development. Peculiarity of this model is that it is used in developed tourist destinations, such as Switzerland.

The given model assumes the use of two directions in tourism development, on the one hand constant updating of tourist products, innovations, on the other hand use of private partnership for creation of highly effective tourist branch. Questions of development of innovative products are especially relevant, because in the European market there are many competing countries with similar products and for their differentiation studying demand and fast reaction to its changes are required. Application of the given model allows not only involving tourists, but also promotes creation of a competitive tourist product. At the same time, the given model assumes that the country has strong marketing potential, good and professional experts, capable to form new attractive tours.

In order to study the possibility of application of organic model of tourism development in Kazakhstan we will do a comprehensive analysis of strengths and weaknesses of tourism development in Kazakhstan and threats and possibilities for the use of the given model.

The analysis of the use of the Swiss model of organic tourism development in Kazakhstan requires an assessment of modern state in tourism sphere in Kazakhstan (Table 3).

Table 3. The SWOT-analysis of development of tourism in Kazakhstan

	Strong sites	Weak sites
	Attractive tourist regions: - the zones Pine-forest (it is similar to the Swiss natural zones) - mountain resources of Zailiysky Ala Tau Virgin nature Tourism choice in strategic plans of Kazakhstan as priority sphere of development	Not developed infrastructure Remoteness from attractive sales markets Complexity of paperwork and receipt of a visa Variability and unpredictability of climatic conditions (heavy snowfalls) High price level on hotels and transport Weak system of innovations No appeal of tourism to business owners There isn't enough snow and cool slopes in mountains which aren't effective for development of mountain-skiing tourism Low level of awareness about Kazakhstan in the international market Absence animation and entertaining the industry for foreign tourists No high level of professionalism of shots in tourist sector
	Threats	Opportunities
	Competition toughening (especially from the Chinese tourist and resort zones) Preferences at tourists of cheaper resorts	Reorientation of the international tourist streams from Europe to Asia The new region in the international market Stable political situation in Kazakhstan Variety of tourist and recreational resources
* – compiled by the author on the basis of the sources (L.L. Rudenko (2012), S.R. Erdavletov (2000), G.M. Duysen (2003))		

It is shown that in Kazakhstan there are more weaknesses than strengths for use of the Swiss model of development of tourism from the presented analysis; at the same time it is possible to notice that there are more possibilities than threats. Therefore application of the Swiss tourism development model is possible with adaptation to conditions and potential of Kazakhstan.

It is shown that leisure industry is focused on active kinds of tourism from the Swiss experience of development of tourism; in particular in Switzerland there are more than 50 golf clubs equipped, which is one of the attractive elements of entertaining base of tourism. The special attention is paid to mountain resorts of Switzerland for training of tourists, with that end in view on resorts ski schools which offer training of various groups of consumers from beginners to professionals function. Creation of such schools in Kazakhstan probably also will promote increase of appeal of tourists in mountain zones.

The weak tourism infrastructure in Kazakhstan reflects not only a low level of development of hotel sector and transport, but also that in the country wild mountaineering is developed, there are no signs,

indexes, low level of development of the access roads, all it is reflected in ergonomic indicators and worsens service in tourism sphere.

Besides, on many mountain resorts the great value gets manufacture of artificial snow, in Switzerland 36 % of them have artificial snow, the rest have natural. In Kazakhstan there is not much snow and consequently there will be a requirement for snow manufacture that requires additional investments, but is a necessary condition for development of a mountain resort.

The Swiss tourism differs with high level of civilization, comfortable conditions and modern infrastructure.

Actual kind of tourism in Switzerland is the new direction named hiking. Hiking is mountaineering in the Alps which differs high level of civilization and comfort, creation of various types of means of placing along the line tourists in preforges areas. The given kind of tourism is accessible to any tourist; it doesn't require professionalism and combines active kinds of tourism with comfortable conditions. For Kazakhstan the experience of hiking development in Switzerland is applicable, and possibilities of its use depend on how much the state is interested in creation of a complex tourist infrastructure in foothills of Zailiysky Alatau.

There are certain resources for all kinds of mountaineering in Kazakhstan, there is begun formation and development of mountain-skiing bases. But process of development of mountaineering has not systemic and spontaneous character now. At tourism development in smaller level attention should be paid to issues of comfort, creation of convenience to foreign tourists. In Kazakhstan there are 20 mountain zones presented by such hills as Medeo, Chimbulak, Tabagan, Ak-Bulak and the Kazakhstan mountains Alatau, Tien Shan. At the same time, each zone has only one lift, in Switzerland each resort is supplied by four and more lifts. Creation of a great number of lifts is possible if considerable flow of tourists is predicted.

Flow of tourists, especially in mountain zones, is insignificant in Kazakhstan. Therefore, first of all, it is necessary to develop image of Kazakhstan, as a country specializing on tourism and brand creation.

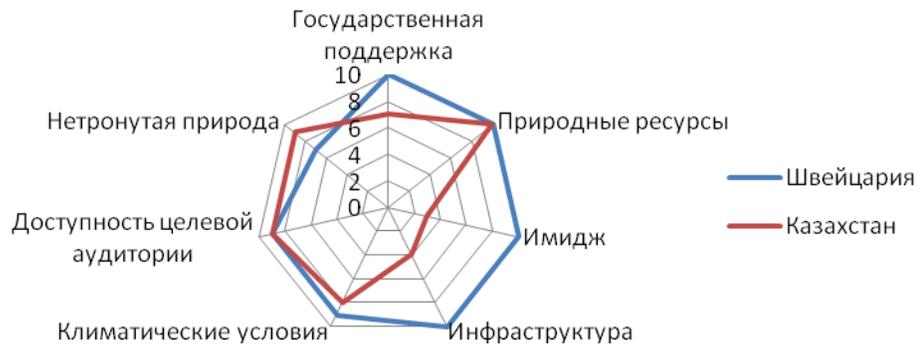
Creation of architecture of a brand in Switzerland also is unique and original. The basic uniform leading brand Getnatural which unites some subbrands is created in Switzerland. It is necessary to notice that specific features and line have all subbrands unique and at the same time everyone separately has the priorities and distinctive features. Each subbrand has a logo, positioning and the the unique competitive offer. The general line inherent for all brands move ahead and reflected in marketing communications.

Advantage of the given brand-architecture is that Switzerland advances the tourist products under the general brand and creates at the same time unique products for different groups of consumers.

As a whole success of development of the Swiss tourism will reach thanks to following aspects:

- The state support of development of tourist branch;
- Attractive natural resources;
- Highly effective and modern infrastructure;
- Highly professional systems of a professional training for tourism sphere;
- Development of the new highly competitive tourist products according to market requirements;
- Application of effective tools of marketing and advancement.

For an assessment of compatibility of experience of tourism development in Switzerland and Kazakhstan we will carry out the comparative analysis of competitiveness of tourist branch in compared regions. To define in what directions it is expedient to pay attention in development of a tourist product in Kazakhstan the competitiveness polygon (drawing 1) is constructed.



State support
Natural resources
Virgin nature
Availability target audience
Image
Climate condition
Infrastructure

Picture 1. **Polygon of competitiveness of a tourist product of Switzerland compiled on the basis of the data** (Т.К. Kambichekov (2007), Materials of international academy (2010), World in whole (2004), O.M. Almakuchukov (2006).

Conclusions. Apparently, from the presented analysis the basic problems in tourism development in Kazakhstan are connected to infrastructure and image. If to speak about availability of target audience as show the basic trends, the basic inflows of tourists the favorable are predicted from Russia, China and India. As a whole, the carried out analysis, has allowed to draw conclusions that at Kazakhstan there are possibilities for use of experience of development of tourism of Switzerland and its further studying for the purpose of formation of a competitive tourist product.

Comparative analysis of the tourism development in Switzerland and Kazakhstan allowed to identify type market development model in Switzerland and in Kazakhstan, identify the similarities and differences in tourist-recreational resources and potential.

Use of organic model for tourism development will increase the competitiveness of tourist sphere and will assist in attracting foreign tourists to Kazakhstan's market

Development of such new kind of tourism as hiking will provide not only a high service level, but also comfort for the tourists in the mountain areas of Kazakhstan, which will affect tourist image of the country. The success achievement ways of Switzerland can be used with consideration of social-economic, cultural, political and legislative frameworks of Kazakhstan.

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