



KAZGUU SCHOOL
OF LIBERAL ARTS

Portrait of tourist in Nur-Sultan and strategies for attracting target groups of tourists

Abilkhay Zhansaya

Danara Mubarak

Tussupova Shynara

Submitted in partial fulfillment of the requirements for the degree of

Bachelor of Service Management

In

Tourism

M. S. Narikbayev KAZGUU University

School of Liberal Arts

May 5, 2021

Word Count: 8000

© Copyright by [Abilkhay Zhansaya

Tussupova Shynara

Danara Mubarak]

DECLARATION

We, the undersigned

_____ grant to M. Narikbayev KAZGUU University the right to store and distribute my submission in print and electronic format.

We confirm that we are the sole authors of this senior project, and that it does not infringe any copyright. This senior project is the result of our own original work, except where due acknowledgement has been made.

M. Narikbayev KAZGUU University will clearly identify our name as the author of the submission, and will make any alteration, other than as allowed by this agreement, to your submission.

We hereby accept the terms of the above Declaration.

Authors' Surname, name

signature:

Authors' Surname, name

signature:

Authors' Surname, name

signature:

Date:

Abstract

The purpose of this work is to identify the portrait of a tourist in the city of Nur-Sultan, as well as to create strategies for attracting target groups of tourists. This work will be carried out using a qualitative research method, through the collection and analysis of official statistical data. The study consists of three parts, the first part includes theory, statistics, and its importance. In the second part of the study, the portrait of a tourist of the city of Nur-sultan will be analyzed, and in the third part, strategies for attracting target groups of tourists will be described, as well as further recommendations. The result of this study will be two ready-made portraits of tourists: domestic and foreign. Strategies to attract tourists and recommendations with further consequences will also be developed.

Целью данной работы является выявление портрета туриста города Нур-султан, а также создание стратегий для привлечения целевых групп туристов. Данная работа будет выполнена с помощью качественного метода исследования, с помощью сбора и анализа официальных статистических данных. Исследование состоит из трех частей: первая часть включает в себя теорию, статистику и ее важность. Во второй части исследования будет разбираться портрет туриста города Нур-султан и в третьей части будут описаны стратегии по привлечению целевых групп туристов, а также дальнейшие рекомендации. Результатом данного исследования будет являться два готовых портрета туриста: внутренний и иностранный. Также будут выработаны стратегии по привлечению туристов и рекомендации с дальнейшими последствиями.

Бұл жұмыстың мақсаты Нұр-сұлтан қаласы туристінің портретін анықтау, сондай-ақ туристердің нысаналы топтарын тарту үшін стратегияларды құру болып

табылады. Бұл жұмыс ресми статистикалық деректерді жинау және талдау көмегімен сапалы зерттеу әдісінің қолданысымен орындалатын болады. Зерттеу үш бөлімнен тұрады, бірінші бөлім теорияны, статистиканы және оның маңыздылығын қамтиды. Зерттеудің екінші бөлігінде Нұрсұлтан қаласы туристінің портреті талданып, үшінші бөлігінде туристердің нысаналы топтарын тарту жөніндегі стратегиялар, сондай-ақ одан әрі ұсынымдар сипатталатын болады. Зерттеу нәтижесі ішкі және шетелдік туристің портретін қалыптастарды. Сондай-ақ туристерді тарту жөніндегі стратегиялар мен одан әрі шынайы қолданыста болатын ұсынымдар әзірленетін болады.

Content

List of tables	5
List of figures.....	5
Introduction	6
Literature review	9
Methodology.....	20
Findings	21
Discussion	43
Conclusion.....	49
References	51
Appendices	55

List of tables

1.1.1 Grouping the main purposes of tourist travel...	17
1.1.2 Tourist's travel motivators.....	18
1.1.3 Statistics of domestic tourists by purpose of travel.....	20
1.1.4 Provided duration of bed nights in Nur-Sultan city in 2019.....	22
1.1.5 Transport development in Kazakhstan.....	25
1.1.6 Transport of cargoes and passengers by all modes of transportation and by regions for 2017.....	25
1.1.7 Key performance indicators of accommodation placements from 2009 to 2019.....	28
1.1.8 Key performance indicators of accommodation placements in Nur-Sultan city for 2019.....	29
1.1.9 Visiting Kazakhstan by citizens of different countries.....	32
2.1.1 Kazakhstan Tourism expenditure in the country.....	33
2.1.2 Serviced by visitors to accommodation establishments got inbound tourism (nonresidents).....	34
2.1.3 Recommended plan for using the Marketing Mix strategy for transit tourists.....	38
2.1.4 Motives and criteria of tourists.....	40
2.1.5 SWOT analysis.....	43

List of figures

1.1.1 The number of domestic tourists in Nur-Sultan city by regions, first quarter of 2019.....	23
1.1.2 Existing Public Transport structure in the city of Nur-Sultan.....	27
1.1.3 Portrait of inbound visitor of Expo-2017.....	33
1.1.4 Analysis of the stay of Chinese citizens within the 72-hour visa free transit.....	36
1.1.5 The Advertising Cycle.....	41

Introduction

Tourism is the world's largest industry that generates economic, financial and educational benefits to nations and regions (WTTC/WEFA). In the contemporary world, the formation of a competitive tourism market requires highly qualified personnel with a modern way of thinking and behavior that could satisfy customer suspense (A.Yu. Aleksandorova, 2014). However, nowadays, identifying, stimulating and meeting current customer needs are key challenges in the travel industry. According to UNWTO, in order to solve the issue, they suggest for countries the identification of a portrait for tourists of their regions. For example, according to the director of "Visit Almaty" Assel Nurkebayeva (2017), Muslim regions do not provide particular services, while Chinese tourists prefer ethnic goods and mostly have aged travelers, the knowledge of preferences of target market affected to higher level of concordance between supply and demand. Since the capital of Kazakhstan, Nur-Sultan city does not have a distinct image of the city's tourists and a particular plan for attracting more of them that is why, the topic should be researched. This article investigates the portrait of a tourist in Nur-Sultan and strategies for attracting target groups of tourists.

The major working tool for recognizing factors influencing tourist behavior and for spotting their image is the study of tourism statistics (Eurasian Tourism Organization). A.Yu. Aleksandorova in her tourism statistics book (2014, Moscow), mentioned the significance of tourism statistics and its role in collecting, processing and analyzing systematic quantitative data that characterizes the main aspects of tourism and its contribution to theoretical findings. Yet, it reveals internal features of quantitative information and expresses it in a qualitative way. The indicators used from statistical language gain weight and more certainty (A. Yu. Aleksandorova, 2014). Importantly, the

tourism statistics solve number of tasks, namely: provision of state administrations with informative records that will assist them to adopt decisions on implementation of tourism policy; provision executives, managers, and entrepreneurs with data on the state of tourism with conjunction of macroeconomic situation; informing educational places, scientific, individuals, and general public with the main results and directions in the tourism sector; provision international organizations, in particular UNWTO, with information to solve a wide range of issues of tourism industry (Tourism Statistics, 2014). Kazakhstan launched a tourism statistics system in 1993 (A.Yu. Aleksandorova, 2014). The major information source in Kazakhstan is national statistical data (stat.gov.kz) on forms No.1-tourism and 2-tourism of enterprises, travel agencies, tour operators, and other tourist accommodation services.

Nevertheless, the head of the Department of Tourism and External Relations of Almaty Yerlan Zhailaubay said that the data collected by the Committee on Statistics of the Republic of Kazakhstan (stat.gov.kz) is not enough to fully display the portrait of a tourist, therefore, external activities should be involved to form a complete image (Olga Kudryasheva, 2017) . The UNWTO Silk Road tourism expert Nikolas Golfopoulos is convinced about the need for a survey which will include a range of data according to social, demographic, and financial indicators, preferred activities and impressions of the stay of a tourist (Olga Kudryasheva, 2017). Astana Convention Bureau, UNWTO and other tourism organizations made these kinds of services and uploaded their data. This research work will be based on their investigation with qualitative analysis as well.

The examination of a portrait of tourists and their social-demographic characteristics form communication strategies and positively affect tourism resource promotion; work as a guide for strategies with an eye to attract larger target groups of

tourists. In addition, it constructs a tourist destination image of a place. The decision-making processes of potential tourists have immense impact from tourist destination images of arriving location (Mayo, 1973; Compton, 1979). For countries it is crucial to have a tourist destination image, as it plays a huge role on tourist's destination choice operations (Mayo, 1975, p.15).

The aim of this study is to create the portrait of a tourist in Nur-Sultan city through the use of quantitative data from the Government Committee on Statistics of Kazakhstan, World Tourism Organization and Eurostat statistics, and analyze it in a qualitative method (1); use official theoretical data and make findings that will help in a process of tourist portrait creation in Nur-Sultan city, to define main characteristics of tourists according to results (2); to offer the new strategies that will increase tourism potential of Nur-Sultan city and attract larger target groups (3). This structure further develops with sub-questions:

1. How statistics in tourism explore the creation of domestic and international tourist portraits?
2. What does a tourism portrait engage in the management and marketing of tourist destinations?
3. What criteria do domestic and international tourists identify in Nur-Sultan as a tourist destination?
4. How theoretical advertisement instruments generate targeted tourist flow?

The importance of this work is that all individual entrepreneurs, enterprises, managers, political figures, and potential investors could use the materials that were researched and benefit their services with final conclusions that were made in this article. Readers will understand the general image of a tourist in Nur-Sultan city and adjust their

products to meet tourists' expectations. For example, investors might find out the target market and their needs, while political figures could develop national tourism programs that will help to engage more potential markets and expand the number of tourists of Nur-Sultan city.

Literature review

During collection of information for secondary research, a variety of online resources were used. Due to the pandemic, offline visits to libraries became impossible, but with help of electronic catalog of the KAZGUU University and open search portals such as Google Academy, EBSCO, Academy and Research Gate, several books, scientific research, articles, dissertations, etc. were studied. In addition to the theoretical basis, during the development of the tourist portfolio of the city of Nur-Sultan through segmentation, state information resources such as the statistics agency, the border service of the Republic of Kazakhstan, city sites served as a useful tool for obtaining reliable information. Also, the UNWTO official website was the main resource for having annual, quarterly reports on tourist traffic inside and outside the country. To obtain the annual tourism indicators, the Euromonitor marketing research base was used. It is important to note the academic publication Routledge, which reviewed several books related to tourism marketing such as Destination Marketing Organizations, Advertising in Tourism and Leisure, Promotional Marketing, etc. Respectively for finding each of the books, the American service of the online publication O'Reilly was useful. Analyzes of previously written work on a similar topic provided a poor overview of the exploratory approach to portrait design. The publication lacks the work of local researchers with similar research goals and problems. However, using the example of Russian scientific publications and English-language scientific works, it was possible to consider the strengths and

weaknesses of the research methods and information explanation. For example, many works have problems that lack a practical explanation of recommended strategies or methods for attracting tourists. While in this work it was considered and included in the discussion section. In addition, in research articles or dissertations on creating the image of a tourist, an unsystematic approach was used to collect statistical data from different years of publication, while in this work the time constraints varied from 2015 to 2019. All used literatures were checked using the CRAAP method, since in addition to the information component, it was important to take into account the relevance, similarity of goals, motives, reliability, etc.

Tourism statistics as a field of science and as a field of practice. Tourism statistics is one of the most important branches of statistical science. It develops a system of techniques and methods for collecting, processing and analyzing numerical information that characterizes the state and development of the tourism sector. Tourism statistics is also a field of practical activity of state statistics bodies and other organizations to collect and summarize digital information about the phenomena and processes occurring in the field of tourism, primarily to assess the real contribution of tourism to the country's economy. Tourism statistics provide a systematic quantitative description of all the main aspects of tourism activity in the economy. There is a close relationship and interdependence between tourism statistics as a field of science and as a practice. Scientific and methodological developments of tourism statistics are used in accounting and statistical works to solve specific problems of tourism development. In turn, tourism statistics as a field of science, using these practices, summarizes the accumulated experience, draws from its new ideas and provisions and improves the methods of statistical research in the field of tourism. Artificial separation of tourism statistics as a scientific discipline and as a field of practical activity is meaningless. Tourism statistics

can develop only in the unity and interrelation of the two forms of its existence (Arinova, 2019).

Tourism statistics accumulates and provides data that allows to answer many important questions. For example, what is the state of the tourist market, what is the preference of tourists, what types of tourism are growing, how effectively tourist resources are used, what is the growth rate of employment in the tourism industry, what is the impact of the tourism sector on the national economy, etc. The answers to these and other questions are of great importance for the creation of a modern, effective and highly efficient competitive tourism field (Balabanov I. T., Balabanov A. I., 2019). In turn, statistics of tourism has a set of special digital data, which can justify and prove the assumptions to define theoretical hypotheses, set out all the estimated data, and present tourism sector in full accumulated knowledge (Bektimirova, 2003)

Almost 400 years ago, the outstanding economist, one of the founders of classical political economy in England, W. Petty, suggested a change in the proportions between the spheres of material and non-material production in favor of the latter. In the modern world economy, the accelerated growth of the service sector is a characteristic structural change. The tourism sector makes a great contribution to this dynamic. According to the results of statistical studies, during the period from 1950 to 2012, the number of international tourist arrivals in the world increased by 41.4 times, and the volume of income from international tourism increased by 512 times (Birzhakov, 2007).

The tourism sector, expressed in the language of statistics, i.e. presented in the form of quantitative statistical indicators, gains greater certainty and weight. Another example relates to the recently formulated hypothesis in the tourism economy about the saturation of the global travel market, the entry of world tourism into a phase of maturity

in its life cycle and, as a result slowdown in growth. Statistical studies not only confirmed the hypothesis, but also allowed us to make some clarifications: to determine the point of saturation of the market, or the upper limit of the growth of income from international tourism in the world, the year when the slowdown began, and the time interval during which the growth will stop completely.

Tourism statistics are closely related to other statistical disciplines, to the branch section of economic statistics, which is designed to characterize in detail the state, dynamics and direction of development of different sectors of the economy using a specially developed system of indicators. This connection is due to the complex, complex nature of tourism and the tourism industry. Tourism statistics interact more or less closely with almost all sectors of the economy, and tourist activity has a high multiplier effect (Vukolov, 2012).

For example, the link between tourism statistics and transport statistics is obvious. Tourism involves the physical movement of persons in space, usually using vehicles. It is natural that tourism statistics include a section on tourist transport, broken down by type of transport. When describing and analyzing the economy of the tourism sector, statistical methods use several indicators of transport statistics: the length of public transport routes, the availability of road services on highways, the presence of a fleet of passenger rolling stock, etc. Industry statistics allow you to detail and deepen statistical research in the field of tourism. An even closer link exists between tourism statistics and economic statistics, which comprehensively study economic phenomena and processes occurring at the macro level — in the country's economy as a whole and in individual regions. The complex and multifaceted economic life of society is a system of relations of different types, levels and qualities. Being a single whole, these relations are interconnected and mutually conditioned, so the allocation of separate research areas within the framework of

economic statistics is nothing more than a special technique that facilitates the process of cognition of reality. Isolated tourism statistics are very conditional. By focusing on the analysis of the activities of hotel and similar accommodation enterprises as the core of the tourism industry, which will certainly allow you to deepen and expand your knowledge of the tourist offer, you can lose sight of the general economic situation that determines the processes and phenomena in the tourist market. At the same time, the development of tourism statistics contributes to the improvement of economic statistics in general. The connection between economic statistics and tourism statistics is that economic statistics, when compiling generalized macroeconomic indicators - national wealth, gross domestic product, gross national product, national income, and others, are based on data from industry statistics, tourism statistics. This is made possible by the harmonization of definitions and classifications used by economic statistics and tourism statistics. In recent decades, the process of coordination with the development of the Tourism Satellite Account (TSA), which allows tourism to be integrated into the national accounting system, has been particularly intensive (Daurenbekov, 2018).

The boundary between tourism statistics and other branches of statistical science is very arbitrary. Tourism statistics began with a quantitative description of tourist demand, consumers of tourist products, which is still the most developed section of it. This brings tourism statistics closer to socio-demographic statistics and its individual branches. Socio-demographic statistics form and analyze a system of indicators for a comprehensive description of the lifestyle of the population and various social aspects of society. Among the most important indicators of the standard of living of the population are the volume of consumption of goods and services, developed by the statistics of consumption of the population. Tourism statistics also use data on the volume of paid tourist and excursion services, health and wellness services, as well as hotel and motel services. The amount of

household spending on these services is derived from the results of sample surveys of household budgets. Socio-demographic statistics study the time budget of the population — one of the most important generalizing characteristics of the conditions for human development and satisfaction of its needs. A special place in the general budget of the population's time is occupied by free time intended for cultural, intellectual, physical development, recreation of the population, including tourism. The availability of free time, primarily compact, not dispersed throughout the year, is a significant factor in tourist demand. An urgent task of socio-demographic statistics is to determine the rational structure of the population's time budget, in which tourism should take a worthy place. Tourism statistics and socio-demographic statistics with the totality of its branches have much in common in terms of methodology, as well as in the subject and object of research. However, such proximity does not mean that they are identical (Kvartalnov V. A., 2014).

When developing methods for calculating indicators that comprehensively characterize the tourism sector, tourism statistics uses the tools of the general theory of statistics. The latter develops the basic principles and methods of statistical research defines the system of concepts and categories of statistical science, formulates the scientific foundations of methods for collecting, summarizing and analyzing statistical data, and sets the conditions for the use of these methods. In other words, the general theory of statistics acts as a methodological basis for tourism statistics and creates a scientific foundation for applying statistical methods of analysis to a specific object of research — the tourism sector. Tourism statistics use the provisions of the general theory of statistics concerning the methods of calculating indices (for example, the index of competitiveness of the travel and tourism sector, which is published annually by the analytical group of the World Economic Forum, or the index for measuring such a phenomenon characteristic of the tourism sector as seasonality), their formulas, as well as

analytical requirements for indices. In addition, statistical studies of the tourism sector often use methods such as the linear regression model, factor analysis, principal component analysis, and variance analysis. Along with these and other widely used statistical methods, new quantitative approaches to the analysis of phenomena and processes in the field of tourism have recently appeared, primarily artificial neural networks — special mathematical models built on the principle of the organization and functioning of networks of nerve cells of a living organism. The general trend is to increase the use of multidimensional models in tourism research, the main advantage of which is the convenience and efficiency of analytical processing of large amounts of data. This indicates the desire of specialists to more fully and reliably reflect the multidimensional nature of tourism with the help of modern statistical equipment. The frequent use of statistical tools and the use of more diverse statistical methods indicate an obvious progress in tourism research (Nikitinsky & Vukolov, 2021)

An important feature of tourism statistics is its systematic approach to the study of the tourism sector. This involves the development of a system of indicators that covers the main types of tourism activities and various aspects of the processes taking place in the tourism sector. The simplest indicators in terms of content, although not devoid of certain practical difficulties of measurement, are indicators of the volume of tourist flows, the duration of the tourist's stay at the destination, the size and structure of tourist expenses, the activities of tourism industry enterprises (for example, the number of hotel enterprises, the number of rooms of hotel enterprises, the one-time capacity of hotel enterprises, the utilization rate of the hotel fund, the number of tourist firms, etc.), etc. Tourism statistics also deal with more complex phenomena and processes in the tourism sector. In particular, it is difficult to estimate the share of the tourism sector in the macroeconomic indicators. To this end, tourism statistics develop a TSA that allows you to assess with a high degree

of confidence consumer demand in tourism, to track its relationship with the supply of goods and services related to tourism, as well as to correlate tourism activities with other economic activities. The TSA ensures the consistency and interconnectedness of different indicators and gives a systematic character to tourism statistics.

To determine the indicators of tourism statistics, it is necessary to recognize those objects that are subject to study by statistical methods, as well as to find out their nature and essence. Tourism statistics are characterized by a multiplicity of research objects. They are divided into two types. The first type covers consumers of tourist products. They are represented by individual and collective objects. An individual object is a single visitor (tourist and / or tourist) and the whole set of these individuals, as well as its individual categories, depending on the purpose of the statistical study. A collective object is a group of people who jointly consume a tourist product, while simultaneously and jointly making a trip along one tourist route. Such objects are the family, the participants of group tours. Group tours are usually organized based on the common interests of their participants. These can be collective trips of lovers of archaeological, art history or historical subjects, connoisseurs of untouched nature or extreme types of tourism, etc. The second type of objects consists of enterprises, organizations and institutions that produce goods and services related to tourism. Their activities determine the volume and quality of these products. The production and consumption of individual tourist services and complex tourist products form two interrelated sides of the process, an indivisible whole, which implies the need for their parallel study in tourism statistics.

The multiplicity of objects of research, as one of the features of tourism statistics, requires a particularly careful approach to solving a few methodological issues, primarily determining the content of tourism indicators, i.e. clearly delineating the range of those elements that should be covered by an indicator.

One of the important requirements for the methodology of tourism statistics is to ensure the comparability of data in time and space, including international comparisons of the state and development of the tourism sector. International statistical and tourism organizations play a key role in unifying the methodology of tourism statistics.

The multiplicity of research objects is not the only form of manifestation of the specificity of the objects of analysis in tourism statistics. Another feature is their mobility. In the branches of economic statistics, the units of the aggregate are enterprises that are rigidly assigned to the territory; develop according to the life cycles without rapid, frequent and drastic changes. The totality of tourism statistics units, along with enterprises, includes consumers of tourist products (the first type of objects), which have exactly the opposite characteristics. Tourists and sightseers are characterized by a high degree of mobility. Along the route of the tour, they can visit several tourist centers, deviate from a pre-selected path and make stops at initially unplanned destinations. Even staying at the same resort, visitors often make radial trips to the objects of tourist interest. All this complicates the collection of statistical information. The lack of data is particularly acute in domestic tourism, which is recognized as one of the priority areas of economic development in many countries of the world. For international tourism related to crossing the state border, the accounting is usually better organized. However, even in this case, it is necessary to operate on the general indicators of consumption of goods and services of tourist destinations at the level of the country and individual regions. For the most part, there are no characteristics of the quality of consumption for various demographic, socio-economic, and psychographic groups of visitors. In part, the lack of information is compensated by the fact that some data is recorded selectively. At the same time, the mobility of the object of analysis raises methodological and practical issues of sampling. But even if you leave them aside, there are big doubts about the reliability of the collected

information about visitors. It is difficult to isolate a mobile object for a while and find a suitable place for interviewing. It is often held in an unfamiliar place, sometimes in a crowd or noisy environment. The weather has a big impact on the results of the outdoor survey. In addition, the quality of the information depends largely on the decision about the time of the survey-before, during or after the end of the trip. The third option is preferable, when the respondent provides real information about the trip, rather than sharing plans for the near future, which may have little to do with reality. But in this case, there is an equally difficult problem of identifying visitors and finding respondents. All this explains the widespread use of expert assessments in the field of tourism (Shapoval, 2019).

The next feature of the methodological apparatus of tourism statistics also follows from the specifics of the objects of research. They have qualitative characteristics that do not lend themselves to direct numerical expression. The behavior of tourists as consumers of services differs in that it depends not only on objective factors but is also determined by the action of a subjective factor-consciousness. Individual, group and mass consciousness develop a system of value orientations, social norms, as well as a hierarchy of priorities in the field of consumption. If in the Middle Ages and industrial society leisure as a pleasure was equated with a waste of time and was considered a sin, then in the twentieth century, in the wake of the «new humanism», the «labor society «was replaced by the» leisure society»: a civilized society strives for the enjoyment of life. Tourism is increasingly perceived as one of the key drivers of social progress, criteria for a sustainable lifestyle of the population, and travel and recreation have taken an important place among the items of expenditure in household budgets.

It is extremely difficult to quantify the changes that have occurred in people's minds. Within the framework of state statistics in Kazakhstan, the volume of paid tourist

and excursion services provided to the population is mainly measured in the order of current accounting. To measure the influence of a subjective factor on the consumer choice of tourists, statistics turn to the methods of sociological science. In such cases, the data is collected in the form of answers to questions concerning, for example, the influence of foreign tourists as carriers of a foreign culture on the providers of tourist services or the perception of the destination by tourists. Due to the high complexity and cost of such work, they are performed periodically in the form of sample surveys. The weak side of this source of information is the fact that not all problems of tourism development can be studied using such materials, such studies are not always carried out regularly enough, not all territories are covered by surveys. Thus, tourism statistics use non-quantitative data along with quantitative data. The nature of the source information dictates the statistical analysis of tourism using statistical-specific methods-methods of generalizing indicators that give a numerical measurement of quantitative and qualitative characteristics, the relationships between them, and trends in their changes.

The collection of primary data from economic entities in the field of tourism (the second type of objects of research of tourism statistics) is carried out by other methods, primarily through accounting and statistical reporting of enterprises and organizations of the tourism industry, as well as the compilation of registers, economic censuses, sample surveys, etc. In this part, tourism statistics are closely related to accounting. On the one hand, accounting data is the basis for calculating the generalized statistical indicators of the activities of hotels and similar accommodation facilities, travel agencies, leisure institutions, transport companies and other business entities in the field of tourism. On the other hand, the general principles and requirements of economic statistics, a special case of which is tourism statistics, are considered when drawing up the chart of accounts and accounting reporting forms. However, the existing discrepancies in the definitions and

classifications used in economic statistics and accounting give rise to the need to bring accounting data in line with the requirements of statistics (Nakatkov, 2018).

Finally, economic classifications are a common method of statistical characterization of phenomena and processes in the field of tourism. They involve the division of the total set of units into homogeneous groups based on certain essential features. Classifications allow us to quantify individual groups and calculate their specific weight. Classification issues occupy a worthy place in the «International Recommendations on Tourism Statistics» (IRTS - 2018) - the fundamental document of the World Tourism Organization (UNWTO) in the relevant field. A wide application in the theory and practice of tourism statistics is the classification of travelers, which has an economic basis, or the classification of economic activities related to tourism. Classifications are designed to organize data and then encode it.

Methodology

In this paper the qualitative research method was applied. The qualitative research approach was based on the design of the ethnographic study, which involves the interaction and observation of the study participants in their real lives. The data was collected by visiting the official statistics websites of UNWTO, websites of the official statistics of the Republic of Kazakhstan. In addition to analyzing statistics, previously researched papers on this topic were analyzed. Also, the Ministry of Culture and Sports, Committee of the Tourism Industry provided a large number of statistics and important information related to our project topic. Research articles and books on factors affecting the tourism sector also were deeply analyzed. The research includes information from such libraries and shared databases such as EBSCO, Web of Science, Google Scholar, and JSTOR. Also, the necessary information was taken from the Border Service of the

National Security Committee of the Republic of Kazakhstan and website of the International Tourism Association. The first part of the study will describe all the problems, statistics of tourism, its importance, and problems will be disclosed in more detail, based on examples given from practice. In the second part of the study, portraits of the domestic and inbound tourists of Nur-sultan will be shown. In the third part of the research work, all ways to prevent problems affecting the creation of a tourist portrait in the cities of Kazakhstan and the overall development of tourism in Kazakhstan will be revealed. Also, in this part, the target groups of tourists of the city of Nur-sultan will be identified and strategies for attracting target groups of tourists will be proposed. At the end of the study will be offered recommendations regarding the topic of the research project. The results of the research project will be useful for development of the tourism sector in Nur-Sultan city and tourism businesses.

Findings

IRTS-2008 gave a structural methodology in order to collect, process and analyze statistical information in tourism (unstats.un.org). The information is publicly available and brings standardized concepts, definitions, classifications and statistics. The SNA and TSA are the major statistical systems where the indicators are interconnected and harmonized among each other (A.Yu. Aleksandrova, 2014). Compilation Guide, IRTS-2008 perceived as a universal language that allows communication for statisticians and people who are interested in tourism data (A.Yu. Aleksandrova, 2014). As reported by IRTS- 2008, it is significant to know the definition of a tourist in a process of portrait creation. Tourist is a traveler who travels outside of their usual environment for more than 24 hours (Mark Camilleri, 2017). IRTS-2008 stated that the proposed definition of a

tourist made it possible to more clearly delineate that part traveling persons, which is the object of statistical observations in tourism.

A tourist trip is the basic unit and concept which helps to observe tourist portraits in tourism statistics. Tourist travel concept was developed by UNWTO to reach the real scale of tourism activities in the system of national economy.

To characterize tourists and their trips UNWTO suggested a number of features in order to see the clear image (A.Yu. Aleksandorova, 2014):

- The purpose of their trip;
- The duration of the trip or visit;
- The departure and destination points;
- The type of used vehicles;
- Types of accommodation.

Based on IRTS-2008, there are two broad classifications of tourist travel goals- personal, business and professional. Division is due to the peculiarities of economic behavior. Different behavioral patterns of tourist spending are responsible for travel and visitors. IRTS-2008 provides detailed list of travel goals (table 1.1.1)

Table 1.1.1

Grouping the main purposes of tourist travel

I. Personal motives

I.1 Vacation, leisure and recreation

I.2 VFR (visiting friends and relatives)

I.3 Training and education

I.4 Health and treatment purposes

I.5 Religious purposes

I.6 Shopping

I.7 Transit roads

I.8 Other

II. Business and professional goals

As reported by Camilleri (2018), the purpose of travelers' trips can be described through *Travel Motivators* that classifies into four major categories.

Table 1.1.2

Travel Motivators

Category	Motivations
Physical	Refreshment of body and mind; sport participations; romance; entertainment; among others.
Cultural places,	Art, music, folklore, museums, architecture, historical particular events.
Personal spiritual other	Personal motives (<i>table 1.1.1</i>), meeting new people, reasons, escaping the usual environment, experiencing environments.
Prestige and status	Education, learning, pursuit of hobbies, business and professional goals, conferences, meetings, fashion etc.

Vacation, leisure and recreation are the most common motives of tourists. They account for about 70% of all tourist trips in the world. However, nowadays historical places, cultural attractions, museums and theaters broaden the public outlook (A.Yu. Aleksandrova, 2014). These types of tourist motivators are easiest to gather the data for statistics, as a major percentage of travelers stay at hotels that record personal and more detailed information on their stayers.

Visiting friends and relatives is another famous type of tourism which continues to this day. Tourists visit their relatives for different purposes including anniversaries, family events, funerals, care of sick or elderly family members etc.

Education and training courses are undertaken to obtain full-fledged university education, studying foreign languages, special training courses under experienced professionals, practicing the chosen sport, and professional development. This type of educational travel faces a number of challenges in statistics. Mostly training combines with other activities. For example, summer courses of foreign languages include rest and entertainment. While some academic programs require forced work from students after the completion of a study. On this basis, their trips are considered educational.

Taking care of health is one of often used motivations for travel. People go on trips to take advantage of missing or inaccessible places for permanent residence by medical technologies. Resort, cosmetic surgeries, using modern medical equipment, taking treatment courses, to perform operations, receiving advice from highly qualified medical personnel are the types of health purposes travel.

Usually, *religious* travelers took part on religious tours in order to visit worship places, to touch religious shrines, take part in religious rituals, receive blessings and participate in pilgrimage routes. They all have motives to visit famous cult places for spiritual development.

Shopping is an activity that is highly spread among tourists. In modern society the level of consumption is increasing year by year (Consumer behavior, 2016). There are a certain group of people who perceive this type of activity as recreation and entertainment. Some people have an uncontrollable urge to buy goods that turns to a form of pathological addiction. Shopping opportunities play an important role in the choice of a tourist destination. Most countries offer free tours to shopping centers, factories, and shops of

famous brand clothes that grab tourist's attention in order to buy things. Tourism statistics include the section of purchases of consumer goods for personal use or for gifts.

Transit crossings are for the short-term, stopping for no specific purpose and continuing to travel to another destination.

Other tourist purposes may include volunteering, exploring employment, migration opportunities and likely.

Business and professional travel purposes are:

Participation in meeting, conferences, incentives, congresses, exhibitions (MICE tourism);

Lecturing, performances, concerts;

Advertising, trade, purchase, sale of goods and services;

Participation in foreign government missions;

Participation in research works;

Attending professional training courses etc.

There are official statistics on stat.gov.kz which gives information on the number of inbound tourists by purpose.

Table 1.1.3

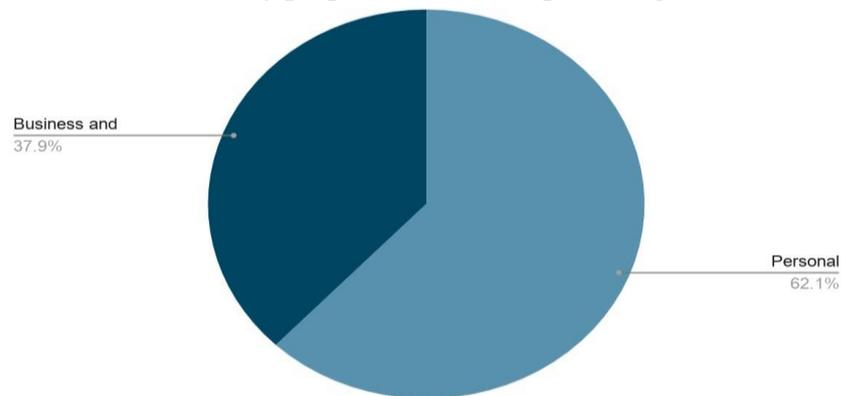
	Number of inbound tourists				
	2015	2016	2017	2018	2019
Total number of tourists	6 430 158	6 509 390	7 701 196	8 789 314	8 514 989
Business and professional goals	1 044 743	1 096 899	1 186 542	1 223 324	1 453 440
Tourism	54 374	56 228	81 635	65 822	76 203
Personal purposes	4 839 040	4 814 757	5 853 816	6 865 255	6 341 598
Transit	492 002	541 507	579 203	634 913	643 748

Served visitors by purpose of travel
Residents (domestic tourist)

Total	3 110 012	3 495 267	4 387 495	4 695 942	5 286 782
Business and professional goals	1 499 545	1 635 531	1 872 000	1 842 740	2 003 886
Personal purposes	1 610 467	1 859 736	2 515 495	2 853 202	3 282 896

Number of domestic tourists in Nur-Sultan city by purpose of travel					
Total	722 832	732 764	989 205	767 587	635 571
Business and professional goals	409 990	491 269	636 118	404 501	287 860
Personal purposes	312 842	241 495	353 087	363 086	347 711

Tourists by purpose of travel in percentage %



Tourism of Kazakhstan (stat.gov.kz)

According to data, Kazakhstan has 62,1% of domestic tourists who travel for personal purposes, while 37,9% of those who travel for business and professional. Albeit, Nur-Sultan city statistics has another conclusion. From 2015 to 2019 the number of tourists with business and professional goals of travel exceeds those with personal. Means, Nur-Sultan city has more travelers with professional intentions.

Duration of the trip or visit

In tourism statistics, duration of the trip is also one of the main factors that gives characterization to tourists' image. IRTS-2008 provides grouping of tourists into short-term (less than four nights) and long-term (more than four nights) travel durations.

Knowing these factors grants the government a magnitude of demand for tourist services, accommodation services etc. There is a positive correlation between length of visit and total cost of a tourist trip.

The official statistics stat.gov.kz contains information on accommodations which were given to tourists for a time. Through using the length of stay in accommodations, hotels, hostels, rented houses the duration of the trip could be counted.

Stat.gov.kz gives the following statistics on provided bed days, how long tourists used their bed places in 2019.

Table 1.1.4

Provided duration of bed nights in Nur-Sultan city in 2019

Types of accommodation

Total number	5 star	4 star	3 star	2 star	1 star	Accommodations without any star	Other accommodations
10 520 133	730 200	878 516	886 696	62 247	75 543	4 369 927	3 517 004

In line with the Eurostat statistics explained glossary, there is a single formula that calculates the duration of visit:

$$\text{The average lengths of stay} = \frac{\text{number of total nights}}{\text{number of tourism trips}}$$

Source: Eurostat statistics

In Nur-Sultan city, the average length of stay is 1.2 nights (10 520 133/ 8 514 989= 1.2) for 2019.

The departure and destination point

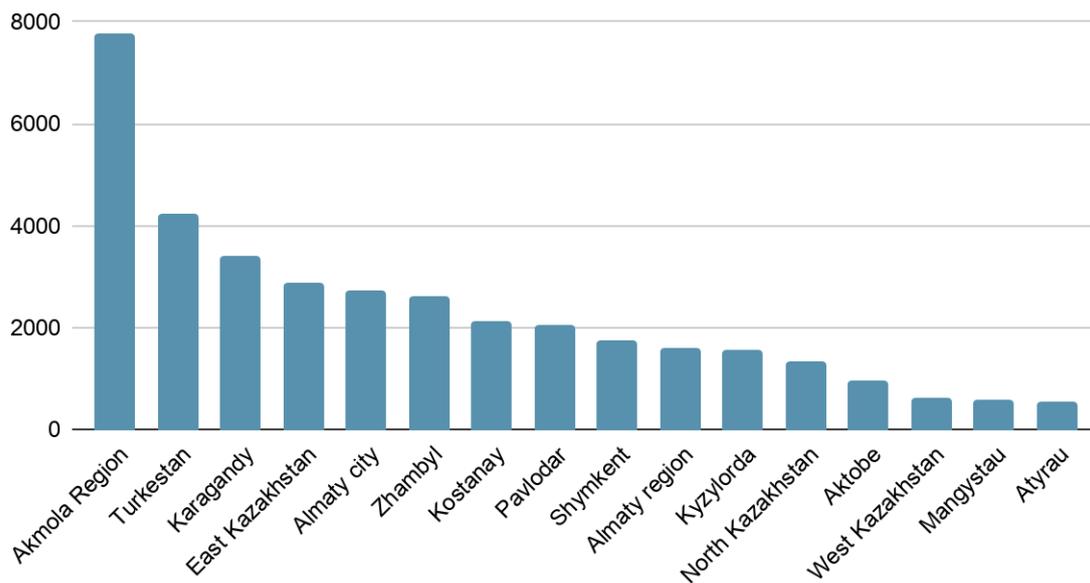
The departure point of travelers counts in regard to their country of origin or nationality or citizenship (A.Yu. Aleksandorova, 2014). Nationality or citizenship does not always

coincide with the country of permanent residence. Tourism statistics use the term “country of permanent residence”, which links the activities of the visitor with the economy of a country. The government balance of payments and SNA contain the information that allows tourism statistics to be entered into the general system of national accounting. About the travel of residents, the grouping of such travel is carried out according to the main destination. As stated by Alexey Nikonorov (inbusiness.kz, 2019, November), most domestic tourists in Nur-Sultan city are from the Southern regions.

Figure 1.1.1

The number of domestic tourists in Nur-Sultan city by regions, first quarter of 2019

(The statistics is taken from the statistics of the Ministry of Internal Affairs of the Republic of Kazakhstan)



The number of tourists through regions:

Northern Kazakhstan	Southern Kazakhstan	Central Kazakhstan	Western Kazakhstan	Eastern Kazakhstan
Akmola region 7 770	Turkestan 4245	Karagandy 3395	Aktobe 980	East Kazakhstan 2898
Kostanay 2115	Almaty city 2748		West Kazakhstan 632	
Pavlodar 2068	Zhambyl 2636		Mangystau 588	
North Kazakhstan 1352	Shymkent 1773		Atyrau 554	
	Almaty region 1621			
	Kyzylorda 1581			
Total: 13305 people	14604 people	3395 people	2754 people	2898 people

Thus, the statistics defined that the main departure point of domestic tourists to Nur-Sultan city is from Southern Regions of Kazakhstan.

The type of used vehicles

Transportation types used by tourists is another significant feature in statistics since visitors often combine different modes of transport during the trip. IRTS-2008 suggests to group tourists by main used transportation type. This type of transport can cover the longest distance during the trip or occupy the maximum time that was spent there, or it accounts for the largest share of total transport costs (A.Yu. Aleksandrova, 2014). When grouping tourists by the type of used vehicles, the Standard Classification of Modes of Transport is applied, this classification is developed by UNWTO.

Kazakhstan has all types of transportations including road, rail, water, aviation, and pipeline (in the oil and gas sector). The table by statistical collection from transport in Kazakhstan gives information on transport development of Kazakhstan from 2007 to 2017.

There are a particular type of activity for each transportation mode, depending on travelled distance and carried goods.

Table 1.1.5

Transport development in Kazakhstan

	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017
Freights carried, mln. tonnes	2 124.2	2 188.7	2 103.3	2 439.4	2 974.9	3 231.8	3 508.0	3 749.8	3 733.8	3 729.2	3 916.2
including:											
Railway	260.6	269.0	248.4	267.9	279.7	294.8	293.7	390.7	341.4	338.9	378.8
Road	1 667.4	1 721.0	1 687.5	1 971.8	2 475.5	2 718.4	2 983.4	3 129.1	3 174.0	3 180.7	3 300.8
Inland water	1.3	1.2	0.9	1.1	1.1	1.3	1.1	1.3	1.2	1.2	1.6
Maritime	1.1	1.7	3.6	4.6	4.6	4.0	4.0	3.6	2.5	2.6	2.1
Air, th. tonnes	25.7	22.7	22.0	28.9	31.6	21.9	23.9	19.1	17.2	18.0	22.4
pipeline	193.8	195.8	162.9	194.0	214.0	213.2	225.9	225.0	214.6	205.8	232.8
Cargo turnover, bln. tkm	350.5	369.7	337.0	385.3	448.8	478.0	495.4	554.9	546.3	518.6	555.4
including:											
Railway	200.8	214.9	197.5	213.2	223.6	235.9	231.3	280.7	267.4	239.0	262.1
Road	61.5	63.5	66.3	80.3	121.1	132.3	145.3	155.7	161.9	163.3	161.8
Inland water	0.05	0.06	0.06	0.08	0.08	0.06	0.03	0.03	0.03	0.02	0.03
Maritime	0.3	0.8	1.4	3.1	3.2	2.7	2.7	2.5	1.6	1.8	1.6
Air, million tkm	88.1	69.4	67.6	90.1	92.6	59.5	63.1	49.3	42.7	42.9	53.3
Pipeline	87.8	90.3	71.7	88.6	100.7	106.9	116.0	116.0	115.4	114.5	129.8

Source: Statistical collection. Nur-Sultan. <http://stat.gov.kz>.

In Nur-Sultan there are air, road, rail types of transportation. Tourists choose the type of vehicle in accordance with distance, comfortability and prices for tickets.

The following table shows the transport of cargoes and passengers by all modes of transportation and by regions for 2017.

Table 1.1.6

Transport of cargoes and passengers by all modes of transportation and by regions for 2017

	<i>Freights carried, millions of tonnes</i>	<i>Cargo turnover, mln. tkm</i>	<i>Passengers transported, millions</i>	<i>Passenger turnover, mln. pskm</i>
The Republic of Kazakhstan	3 946.085	563 958.6	22 744.698	273 193.4
Akmola	116.139	5 265.2	1 643.889	7 281.8
Aktobe	76.823	6 409.3	294.685	16 070.1
Almaty	181.082	7 887.7	872.969	14 372.0
Atyrau	154.222	54 949.7	x	x
East Kazakhstan	39.265	3 100.1	451.517	8 531.0
Zhambyl	100.144	2 961.0	957.342	7 859.4
West Kazakhstan	795.518	10 843.1	x	x
Karaganda	291.531	11 413.7	1 796.550	17 951.4
Kyzylorda	104.601	13 905.2	367.482	6 531.0
Kostanay	238.557	8 520.1	88.775	4 698.4
Mangistau	x	x	2 607.559	22 266.3
Pavlodar	133.132	35 118.5	1 225.047	26 693.2
North-Kazakhstan	51.363	3 712.2	501.649	3 924.4
South Kazakhstan	600.835	16 099.1	1 709.158	22 272.5

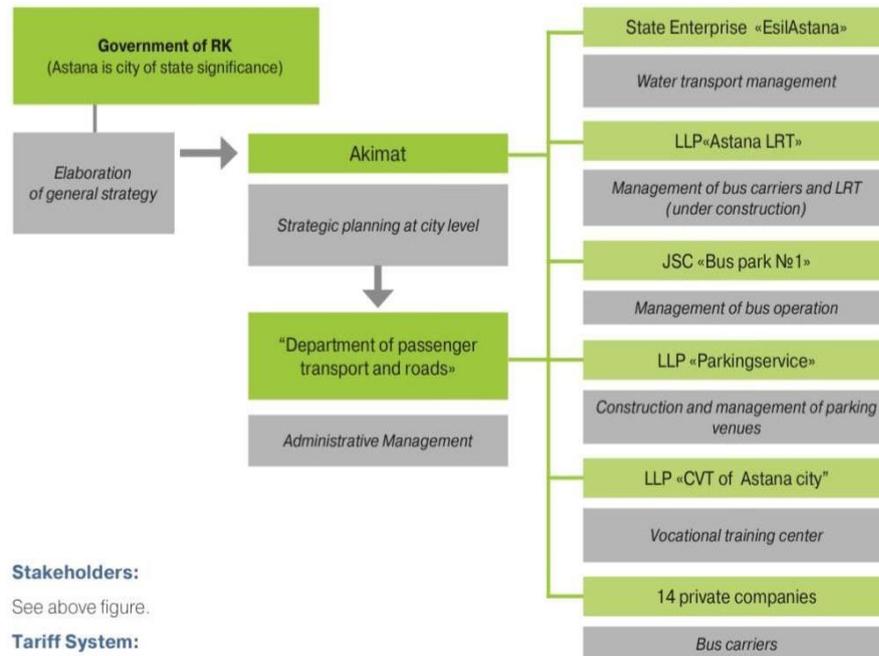
Source: Statistical collection. Nur-Sultan, 2018. <http://stat.gov.kz>.

From observation of the United Nations (Geneva, 2019), tourists of Nur-Sultan city have the highest use of rail transport with 15.5% of the total. Road and city electric cars contain 6.6%, public urban passenger transport 15.5% of road transport, and aviation 14% of the total.

Therefore, the portrait of a tourist in Nur-Sultan city uses railway and aviation transports as a main mode of their movement. While in the city they mostly use public transport (United Nations, Geneva, 2019).

Also, Nur-Sultan city offers public transports for tourists in the city.

The chart below describes the existing Public Transport structure in the city of Nur-Sultan.

Figure 1.1.2

Source: United Nations, Geneva 2019.

Types of accommodation

With a purpose to define an image of a tourist of a particular region the type and category of accommodation facilities in which visitors stay during the trip play a huge role. Overnight visitors like accommodation services are generally used, and accommodation costs often represent a significant proportion of total travel costs (A.Yu. Aleksandorova, 2014). Placement can be provided on a commercial or non-commercial basis based on relatives, friends, etc. Recently, new, more complex organizational forms of accommodation have emerged, based on sharing and ownership. For example, [airbnb.com](https://www.airbnb.com); albeit, they record stays on a platform and support the government with taxes. It is difficult for visitors to determine and provide accurate information about the means they use to develop premises. Relevant statistical information is important for tourism administrations

to predict the demand for different types of accommodation for visitors and development of tourism infrastructure.

Table 1.1.7

2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	Number of placement of units
1 235	1 494	1 642	1 526	1 678	2 056	2 338	2 754	2 987	3 322	3 592	Served travelers by accommodations
2 306 084	2 548 868	2 845 832	3 026 227	3 307 752	3 804 447	3 802 225	4 217 782	5 279 406	5 526 864	6 266 563	Non-residents Residents
513 580	594 161	584 303	519 222	586 038	679 018	692 213	722 515	891 911	830 922	979 781	Number of used accommodation Luxe class accommodations
1 792 504	1 954 707	2 261 529	2 507 005	2 721 714	3 125 429	3 110 012	3 495 267	4 387 495	4 695 942	5 286 782	
30 858	34 353	37 368	37 786	41 197	49 128	53 126	60 427	65 791	71 858	75 913	One-time capacity bed places
5 523	6 076	6 670	6 786	6 813	7 457	7 655	8 326	9 218	9 856	10 167	Bed days provided
68 857	76 053	81 015	83 103	92 053	109 094	118 355	138 062	152 601	168 603	181 201	Bed occupancy
4 980 999	5 629 201	7 085 020	7 560 134	7 186 444	7 165 232	6 925 106	7 582 785	9 544 646	9 602 762	10 520 133	Average cost of bed places, in tenge
25,6*	26,1	30,5	32,9	27,4	23,1	22,8	22,7	25,0	23,2	20,7	Scope of accomplished services, in mln tenge.
4 742	4 478	4 779	4 798	5 149	5 275	5 054	4 979	5 385	7 990	7 504	
37 440,6	45 245,8	47 836,9	53 486,4	59 714,2	72 401,9	72 597,2	82 853,4	108 359,8	103 948,3	120 527,2	

Key performance indicators of accommodation placements from 2009 to 2019

Information does not include the data from individual entrepreneurs

Source: <http://stat.gov.kz>, 2020.

Table 1.1.8*Key performance indicators of accommodation placements in Nur-Sultan city for 2019*

Total	5star	4star	3star	2star	1star	no star	other options	
3 592	24	71	85	15	10	1 890	1 497	Number of placements
75 913	3 981	5 056	4 927	508	419	35 312	25 710	Number of rooms of them:
1 466	277	496	x	1	-	x	-	Apartments
10 167	x	821	492	111	x	5 318	2 102	Luxe class apartments
50 520	2 372	3 714	3 886	x	x	26 374	13 453	Standard rooms
12 845	-	16	25	17	22	2 981	9 784	Without any facilities
181 201	6 190	7 998	7 538	x	x	66 531	91 339	One-time possible occupancy
23,7	34,4	30,5	31,5	19,7	26,5	20,7	-	Occupancy in percent
10 520 133	730 200	878 516	886 696	62 247	75 543	4 369 927	3 517 004	Provided bed places
5 561 747	539 024	628 285	704 740	39 654	40 452	2 547 877	1 061 715	Quantity of rented rooms
7 964	36 385	20 410	13 279	11 104	5 623	7 504	5 653	Average price of bed places

Source: <http://stat.gov.kz>, 2020.

Types of used accommodation is useful to determine:

- Financial level and social class of travelers as accommodation costs often represent a significant proportion of total travel costs;

- Lifestyle and general tourist preferences as they use hotel facilities and additional offers for hotel guests.

First of all, the type of accommodation shows the spending willingness of travelers to their trip. Obviously, 5-star hotels, luxe apartments are more expensive than hostels, and shared rooms. Tourists who stay in expensive hotels have higher social status than those who stay in no star accommodations. Based on data of the Committee of National Statistics *Table 1.1.8*, the majority of tourists in Nur-Sultan city use 3 and 4 star hotels and accommodations with 85 for first and 71 for latter number of placements, than 5 star hotels with 24 number, and 2, and 1 star hotels with 15 and 10 placements (<http://stat.gov.kz>). Generally, the financial image of tourists in Nur-Sultan city could be described as having average income and medium spending willingness.

Meanwhile, according to the Front Office hotel workers of Hilton Garden Inn Astana International guests of the hotel are interested in all cultural, historical, social events happening in the city, and usually buy “RedBus” city tour, tickets to “Astana Opera” (any performance) and tours to Burabay recreational city. At the same time, domestic tourists prefer shopping, adventure, VFR, recreation areas such as “BalQaragai”, “Zolotoi Fazan”; medical tourism, and nightlife entertainment (AstanaInvest, 2019). Yet, many domestic tourists attend MICE tourism as well, VFR and nightlife entertainment are supplementary (AstanaInvest, 2019).

Hence, the portrait of domestic tourists in Nur-Sultan city can be described as a tourists who travel for personal reasons, stays for 2 days and 1 night in an average, mainly from Southern parts of Kazakhstan, uses airway or railway to reach the city, and public transport in the city, stays in 3 or 4 star hotels, with middle income and average social status, comes to visit meetings, conferences, and incentives, but prefers VFR, shopping, and other type of entertainments.

Global market

According to the UNWTO (UN World Tourism Organization), since the middle of the last century, the number of international tourist arrivals in the world has increased 48-fold from 25 million in 1950 to 1.23 billion in 2016.

Revenue from international tourism to destinations increased from 2 billion USD in 1950 to 1.3 trillion USD in 2015, or 650 times. Tourism is the main industry in international trade in services. International tourism revenue in 2016 was 2.31 trillion USD. Today, the global tourism industry represents 10% of the world's GDP, 30% of the world's exports of services, and 9% of jobs. The tourism sector ranks 3rd in world exports after fuel and chemical products and has overtaken food and automobile exports over the past few years. In many developing countries, tourism ranks first in terms of exports.

According to the UNWTO forecast, by 2030, the number of tourist arrivals will increase to 1.235 billion people.

Today, Kazakhstan is one of the relatively affordable countries for foreign tourists to visit, especially after the devaluation of the national currency in 2015. In addition, according to the results of EXPO-2017, Kazakhstan (Nur-Sultan) is included in the rating of the top 52 recommended places to visit in 2017 according to the 9th version of the New York Times (26th place), the top 17 recommended places to visit in 2017 according to the Huffington Post (3rd place).

Portrait of foreign tourist of Nur-sultan city

For foreign tourists coming to the capital of Kazakhstan, Nur-Sultan is the heart of Eurasia, where MICE tourism and short-term recreation (city break) are mainly developed.

Thus, according to the information from the official website of UNWTO the table Visiting Kazakhstan by citizens of different countries, source UNWTO, the majority of foreign visitors to Kazakhstan come from Russia, Uzbekistan, Kyrgyzstan, China,

Tajikistan, Azerbaijan, Turkey, Ukraine and Germany. This information demonstrates that the main source of inbound tourists is neighboring countries. The share of international tourists coming from nearby countries ranges from 87% to 89%. (UNWTO)

This is followed by countries located in the same region, such as Turkey, Ukraine, and Azerbaijan.

Table 1.1.9

Visiting Kazakhstan by citizens of different countries

	Country	2016	
	Total visits	6 509 391	100 %
1	Uzbekistan	2 459 757	38 %
2	Russia	1 587 409	24 %
3	Kyrgyzstan	1 348 709	21 %
4	Tajikistan	207 009	3 %
5	China	117 465	2 %
6	Azerbaijan	94 864	1 %
-	European countries	201 405	3,1 %
7	Germany	90 286	1 %
8	Turkey	89 611	1 %
9	Ukraine	73 390	1 %
10	USA	26 402	0,4 %

Source: UNWTO

According to the official statistics of the UNWTO, total number of inbound Kazakhstan arrivals in 2017 was 1.449 (overnights - 1.364, one day - 85).

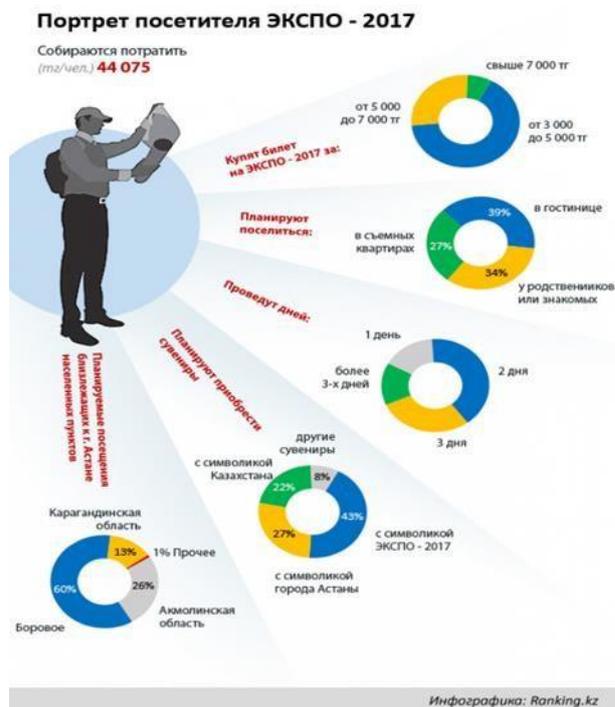
Also, on the official website of UNWTO was information about Kazakhstan Tourism expenditure in the country.

Table 2.1.1*Kazakhstan Tourism expenditure in the country*

	2017	2018	2019
Travel, USD	2 135	2 255	2 463
Passenger Transport, USD	2 2 1	396	459

Source: UNWTO

To talk about already made portraits of tourists, in this research portrait of an inbound visitor of Expo-2017 that was made by analytics from Ranking.kz was analyzed.

Figure 1.1.3*Portrait of inbound visitor of Expo-2017*

Source: Ranking.kz

This portrait showed that the average tourist spent 44,075 KZT per person. He bought a ticket to the expo for 3000-5000 KZT. The tourists most often stayed in hotels, but also rented an apartment or stayed with friends. On average, a visitor stayed in Nur-

sultan for 2 days, bought souvenirs with the symbols of EXPO-2017 and visited the nearby resort of Borovoe. (Ranking.kz)

According to the official statistics of the Border Service of the National Security Committee of the Republic of Kazakhstan, the number of visitors to Kazakhstan for inbound tourism in 2019 from the CIS countries was 7.818.399 people, and not from the CIS countries- 696.590 people.

Thus, the largest number of non-resident visitors visited Kazakhstan in 2019 from the following countries:

1. Russia - 364.112
2. China - 88.722
3. Turkey - 49.439
4. India - 34.851
5. Germany - 32.225
6. Uzbekistan - 28.648
7. Ukraine - 22.590
8. Kyrgyzstan - 17.713

This suggests that most of the foreign tourists come to Kazakhstan, and therefore to Nur-Sultan, from the nearby CIS countries.

There are official statistics on stat.gov.kz which gives information about number serviced by visitors to accommodation establishments for inbound tourism (non-residents).

Table 2.1.2

Serviced by visitors to accommodation establishments for inbound tourism (non-residents)

	2018 year*				2019 year*				2020 year*			
	January-March	January-June	January-September	January-December	January-March	January-June	January-September	January-December	January-March	January-June	January-September	January-December

Republic of Kazakhstan (number of people)	154 776	371 241	608 094	191 681	196 169	461 123	752 757	979 781	143 966	164 684	196 705	252 726
Nur-Sultan city (number of people)	40 212	89 968	140 739	191 681	43 050	112 791	178 384	236 280	34 689	39 769	47 511	63 758

Source (stat.gov.kz)

According to this data, Nur-sultan has serviced 191. 681 visitors in 2018. In 2019 Nur-sultan has serviced 236.280 visitors, and the number of serviced by visitors to accommodation establishments for inbound tourism (non-residents) was only 63.768.

Also, according to the official statistics on Border Service of the National Security Committee of the Republic of Kazakhstan, in 2019, in the city of Nur-Sultan, foreign tourists:

Stayed in places of accommodation- 871.851

Rested in health-resort organizations - -

Visited specially protected natural territories - -

Self-organized-580.031

Based on the data of the Border Service of the National Security Committee of the Republic of Kazakhstan, foreign tourists in the number of 236.280 people came to the city of Nur-Sultan in 2019 mainly based on two goals:

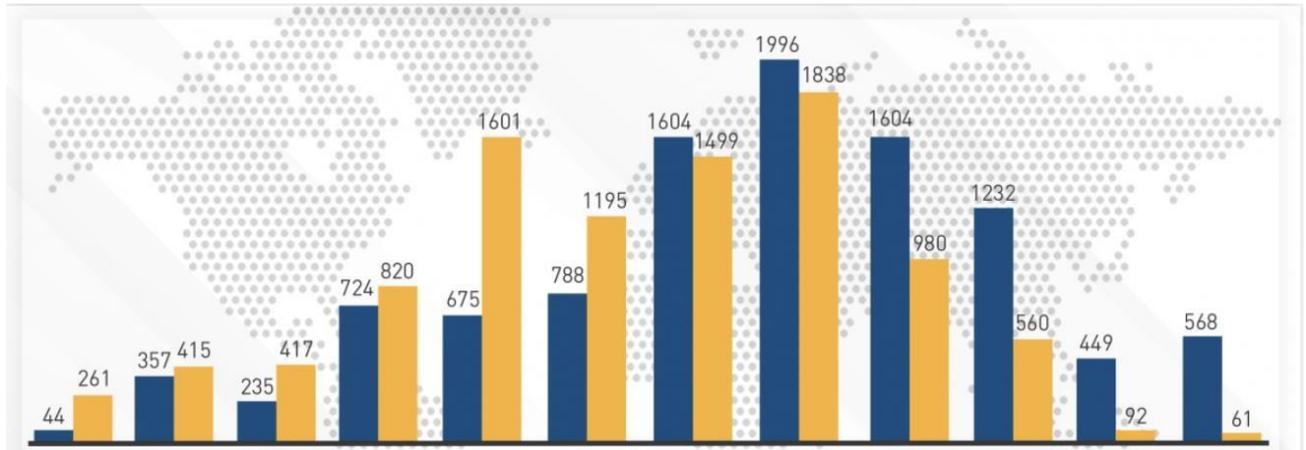
Personal goals - 73.686

Professional and business goals - 162.594.

Also, when compiling a foreign tourist of the city of Nur-Sultan, it is necessary to note the importance of transit tourists. In 2018, the National Chamber of Entrepreneurs of the Republic of Kazakhstan "Atameken", together with the Eurasian Tourism Association, made a general analysis that shows the effectiveness of the 72-hour visa-free regime for Chinese citizens and tourists who use the transit routes of Kazakhstan airlines. This

analysis provides information on the number of Chinese citizens who visit Kazakhstan as part of the transit route. Also, the analysis gives us the average amount of money that the Chinese spend while staying in the transit zone.

Figure 1.1.4



Analysis of the stay of Chinese citizens within the 72-hour visa-free transit

January February March April May June July August Sept. Oct. Novem. Dec

■ Almaty

■ Nur-Sultan

Source: Border Service of the National Security Service of the Republic of Kazakhstan

Based on the results of Analysis of the stay of Chinese citizens within the 72-hour visa-free transit, for the whole of 2018, 20,015 Chinese citizens arrived in Kazakhstan, including 9,739 in the city of Nur-sultan (49 percent). 84 percent of the Chinese who arrived in Nur-sultan left the capital for up to 24 hours. The cost of Chinese tourists for tourist services is approximately 1.5 million dollars. (excluding Kazakhstan Airlines ' revenue).

There is no statistics and information about 2020, as it was this year that the tourism industry faced a problem called the coronavirus pandemic in this study. 2020 was

the beginning of a dramatic time for the entire tourism industry around the world. Since the spring of 2020, the tourism industry has found itself in a crisis situation. According to the Organization for Economic Cooperation and Development (OECD), all travel restrictions imposed by the coronavirus pandemic have led to a 45-60% decline in international tourism development in 2020. This directly affects the change in the portrait of a tourist in any city, since the flow of foreign tourists stops, and in general, all tourist activity has stopped. It turns out that the portrait of a tourist in 2020 is radically different from a tourist's portrait of 2019.

According to the estimates of various experts, in different countries the relaxation of quarantine and restrictions are expected at different times. In Kazakhstan, according to the pessimistic scenario, this event will take place in 2022, hence the fact that foreign tourists should not be expected in 2021-2021, but domestic tourism will develop. Including Nur-Sultan city. It can become a place where all regions of Kazakhstan flock.

After analyzing a large amount of statistical data, including the written above, portrait of a foreign tourist who comes to the city of Nur-Sultan can be described as:

Foreign tourists most often come from neighboring countries of Kazakhstan, with the exception of some European countries: Russia, China, Turkey, India, Germany, Uzbekistan and Ukraine. They use air transport. The duration of a foreign tourist's stay is approximately 2 days. A foreign tourist stays in places of accommodation such as hotels, inns and rented apartments. Travelers do not visit or stay in health resort areas and do not visit special protected natural areas. The main purpose of their arrival in Nur-Sultan is business and professional reasons.

Discussion

Tourism statistics serve as an effective marketing research tool for identifying a segment of consumers. Tourism indicators contribute to the creation of a portrait of a tourist, since it is possible to obtain economic, socio-demographic characteristics of consumers who use services in the field of tourism (Wober,2000). If national statistical agencies play an important role in creating a portrait of a domestic tourist, then in order to create a portrait of foreign tourists, it is necessary to integrate reports and statistics of state and international organizations such as a World Bank, UNWTO, etc.

During the analysis of statistical data and segmentation of tourists in the city of Nur-Sultan, a portfolio of domestic and international tourists was created. The practical use of findings to attract target groups will be carried out using the Marketing Mix and the advertising cycle. To attract target groups, a market mix will be used, which gives the main characteristics of creating a tourist product for a given audience.

Table 2.1.3

Recommended plan for using the Marketing Mix strategy for transit tourists

Market Mix	Description	Explanation
<i>Product decision</i>	For the segment of transit tourists from China, a gastronomic tour is offered to different cuisines of the world with a main emphasis on Kazakh national dishes. That is, depending on the length of stay per day, from 5 to 10 establishments will have tastings of different dishes and, if desired, with the possibility of purchasing. During the tour, in addition to moving, the service includes a special guide who tells the characteristics and uniqueness of	Chang came to the conclusion that many tourists from China prefer local food, since it is through the regional cuisine that they have the opportunity to enjoy not only the dish, but also the service, long-term traditions and cultural characteristics of the country. Also, in Nur-Sultan there are 846 catering establishments in 2017. More than 20 types of national cuisine are also offered.

	each dish.	
<i>Pricing decision</i>	One-day tour price – 200 USD Two-day tour price – 350 USD Three days tour – 500 USD	For the calculation, data with an average check for restaurants of the medium and luxury segment in the city of Nur-Sultan, standard guide services and transport services were used.
<i>Distribution decision</i>	The main channels for this tourism product will be local travel agencies such as AST qualified to serve internal and external tourists of the city of Nur-Sultan.	In the city of Nur-Sultan, the number of travel agencies is limited as well as from the service, since the focus is on outbound tourism.
<i>Promotional decision</i>	The most effective channels are mailing lists, onboard brochures, and video promotions on the plane and at the airport. Also, brochures at the information desk.	The Camilleri study indicated that the traditional Air Travel Distribution channel is still an effective method, as business travelers and leisure travelers also receive primary information on board the aircraft.

Tourist Portraits of Nur-Sultan city has segmented service consumers and tour products into three large groups, such as domestic tourists, foreign tourists and transit tourists. Each of the segments has certain characteristics that create a criterion under which the city of Nur-Sultan is a tourist destination. The criterion indicated in the table was substantiated by the information in the findings section.

Table 2.1.4*Motives and criteria of tourists*

Domestic Tourists	International Tourists	Transit tourists
<ul style="list-style-type: none"> • Availability of business trips. • The presence of entertainment businesses. • Invitation to ongoing events. • Having relatives and friends. 	<ul style="list-style-type: none"> • Availability of an invitation to events of an international scale. • The need for offline negotiation of a business agreement. • Availability of affordable and cheap air travel. • Availability of the status of the capital of the city of Nur-Sultan. 	<ul style="list-style-type: none"> • Geographic location of Nur-Sultan. • Visa-free policy of the country. • Availability of a comfortable airline with a convenient route. • Relatively cheap stay for a short time.

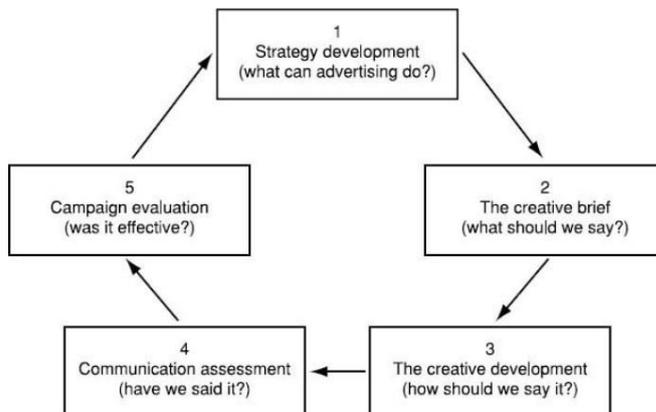
For middle-aged domestic tourists with an average income and a potential stay in

Nur-Sultan for 1-3 days, it is necessary to create conditions for entertainment.

Considering the growing potential of sports events and the complex organization of the touristflow, this type of tourism is most suitable for domestic tourists (Higham, 2005).

The city operates in sports facilities with a large capacity and comfortable conditions of the world standard. The variety of conditions, fields and dimensions makes it possible to conduct alltypes of sports events.

Using the advertising cycle to reach target audiences is considered the most effective method of a productive marketing tool. As noted by Morgan and Pritchard, this cycle is based on common business models in tourism and through smart use can achieve consumer engagement on a long-term basis (Morgan & Pritchard, 2001, 85).

Figure 1.1.5*The advertising cycle*

Note: Adapted from *Advertising in tourism and leisure* Book, by Morgan, N., & Pritchard, A, 2001, Copyright 2001 by Routledge.

For a more detailed analysis of the strategy, an example of attracting transit tourists from the city of Nur-Sultan was used.

Stage 1: The main strategic goal of advertising is to increase the demand from transit tourists for tour products of 1-3 days in duration. Now, there is no individual approach when developing urban-type tour products for tourists who fly through Nur-Sultan to their destination. To achieve this goal, it is necessary to maintain a base of Chinese transit tourists through joint work with airlines that have this information.

According to the border service of the Republic of Kazakhstan, in 2018, 9,739 Chinese tourists flew through the city of Nur-Sultan. Now, Chinese tourists are considered the most powerful force in the market, as the annual spending on outbound tourism is increasing due to the activity of tourists (Sparks & Pan 2009). And for these

tourists there is no special offer for a short stay in the city of Nur-Sultan. Further, channels of different types will be used for wider application.

Stage 2 & 3: In these two steps, you need to create a creative task to complete for an effective advertisement. If on the second stage the task is created, then on the third one the paths of execution are considered. According to Agostinho's developed profile of Chinese outbound tourists, it is possible to divide several types of tourists according to their types, such as traditional groups, Connoisseurs, Hedonists, Wenyi groups and experienced travelers (Agostinho, 2012). For Kazakhstan, traditional groups that travel around Europe are preferable and for this, they use Nur-Sultan as a transit route. Creativity must be applied in relation to a tourist product, which will be, for example, a gastronomic tour of different cuisines of the world. The task is to get Chinese tourists interested in visiting all kinds of restaurants offering a variety of cuisine.

Stage 4: In order to demonstrate in order to increase sales, the tour product must use innovative methods in addition to traditional distribution channels. You can shoot an ASMR-type promo video where different dishes are tasted. Just after the flight with a feeling of hunger and new sensations, this advertisement can maximally motivate tourists to buy this tourist product (Antonova, 2019).

Stage 5: The effectiveness of this video is at a theoretical high level. According to Chang's research, the psycho-emotional and motivational factors are considered the strongest motives for eating in a new country (Chang, 2010) . Accordingly, presumably after a short flight to explore a new area, tourists should be interested in buying this gastronomic tour.

Table 2.1.5*SWOT analysis of Nur-Sultan city as a touristic destination*

Strength	Weaknesses
<ul style="list-style-type: none"> • Geolocation is mainly in the center of Kazakhstan, which makes it possible to attract tourists from all regions. • Developed air and railroad infrastructure (two railway stations and an airport, according to official data on the website, with a throughput capacity of 750 people per hour, 600 tons of cargo per day) • A large arsenal of exhibition halls, facilities for organizing events (more than 20) • There are many sports facilities for all kinds of sports (according to astana.gov.kz 6 arenas) • Takes 2nd place in the Republic in terms of variety and quantity of supply in the catering sector (2GIS report for 2019) • There are many rooms, in the city there are 433 hotels and other types of housing, according to booking.com 	<ul style="list-style-type: none"> • The weather conditions, which are mainly in the winter months, are the most repelling of tourists. The city is in second place as the coldest capital with windy blizzards. • Lack of tour products for domestic and foreign tourists. The TripAdvisor website offers only 17 tour products, many of which are not relevant today. • Passivity of local travel agencies when developing a marketing plan for a destination. • The entertainment sector is not systematic and lacking in choice. • There is no tourist eco-system in the city, little information in different international languages, passive travel propaganda, etc.
Opportunities	Threats
<ul style="list-style-type: none"> • The city has every opportunity to become the Eurasian center of MICE tourism. • The city can be presented as a sports capital at the republican level. • The destination can become an interesting and exciting bridge for transit tourists from Asia traveling to Europe. • Increase in profits from travel services and products. • Building a strong brand of the city and sense of place. • Activation of the private sector of business to attract tourists and organize tourism products. 	<ul style="list-style-type: none"> • Development freezing in tourism after the pandemic. • Fluctuations in the tourism market and the loss of potential customers. • Stagnation at the stage of development in the field of business tourism. • Missing the opportunity to attract and increase transit tourists. • Strong orientation for foreign tourists. • Develop a tourist swell without good management, systematic trekking, research base, and increased corruption.

Conclusion

During the research process, answers to the main research questions were found by means of a qualitative method. The use of statistical data and a theoretical base based on research literature provided the foundation for drawing up a portrait of a tourist in the city of Nur-Sultan. However, upon entering the study, there were several problems that did not contribute to an expanded analysis of the characteristics of tourists.

One of them is the lack of specific tourist statistics about the city of Nur-Sultan. In the vastness of information portals, one can find information in general about the tourist turnover in the country, ways of collection, division by tourist destinations. Using the skill of critical thinking and the experience of developed countries in the part of the recommendation, a potential solution to this problem was given. After creating a portrait of domestic and foreign tourists in the city of Nur-Sultan, the answers to research questions were substantiated. Nur-Sultan as a tourist destination with the status of the capital of the country attracts domestic and foreign tourists primarily for business purposes. In addition, the study revealed a promising, potentially active new segmentation of foreign tourists, more precisely, Chinese transit tourists. Given the active government initiatives to develop MICE tourism, this study focused on Chinese tourists who can be attracted through specialized tour products. In addition, given the tendency for the strong influence of domestic tourists, several strategies have been proposed to increase the flow of both business and leisure tourists. If in order to attract the target group of domestic tourists, it is first of all necessary to develop infrastructure and the sphere of entertainment, then for foreign tourists the most important are individual unique tour products with a high-quality marketing plan. Based on the SWOT analysis in the discussion section, the following recommendations have been developed which, with the help of the strengths, can take advantage of the opportunities of the tourist destination. Analyzing the segmentation of tourists in the city of Nur-Sultan to attract target tourists, it is proposed:

1. To develop a statistical information base in the field of tourism by using an innovative method of collecting data about tourists through SIM card detectors. With the help of mobile operators, it is possible to obtain the following data about a tourist: gender, age, income level, home geo-zone of visitors, travel period (Dattilo,2016).
2. Develop specialized tour products for foreign tourists using an academic theoretical framework based on business models, market mixes and advertising cycles (Morgan, 2001).
3. Increase access to information on market analysis and tourist demand by creating a universal online portal for all tourism actors to use.
4. Open new air routes for countries with a visa-free nailing regime in Kazakhstan. On a par with Chinese transit tourists, the flow of Indian tourists has a great quantitative potential, therefore it is important for the citizens of these countries to offer effective directions of travel by air travel with national airlines through the city of Nur-Sultan. The demand and interest in transit routes is high, but the participation of public and private businesses to enable the opening of new routes has an important decisive role (McKercher & Tang, 2016).
5. Actively promote the city of Nur-Sultan to open offices of international organizations in the field of finance, economics, tourism, etc. The experience of Georgia has proved that having a connection with the international arena through the branch of the organization will increase the number of events organized in the future. (Katsitadze, 2017).
6. Use the sports infrastructure of the city of Nur-Sultan to create a brand of the sports capital for holding a competition of republican, national and global scale. Focus on domestic tourists and then enter the foreign tourist market after strengthening the brand have outstanding effect on development of tourism brand (Higham, 2005).

References

- Agency for Strategic planning and reforms of the Republic of Kazakhstan Bureau of National statistics (2021). Nur-Sultan, Kazakhstan.
- Akimat of Nur-Sultan city (2021). Nur-Sultan Convention Bureau, Nur-Sultan Convention Bureau (nursultancb.com). Nur-Sultan, Kazakhstan.
- Antonova, O. (2019). Three Ways to Use ASMR-Technologies in Modern Advertising and Marketing.
- Astana Invest (2021). Investment projects, The official site of Astana Invest. Investments in Astana (Nur-Sultan) (investinnur-sultan.kz). Nur-Sultan, Kazakhstan.
- A.Yu. Aleksandrova (2014). Tourism Statistics. Moscow, Federal Tourism Agency «Petersburg».
- Agostinho, M. S. P. (2012). *Chinese outbound tourists: profile and perceptions of Portugal* (Doctoral dissertation).
- Arinova M. N. (2019). Problems and prospects of development of medical tourism in the Republic of Kazakhstan. Karaganda: KarSU Publishing House, 192
- Balabanov I. T., Balabanov A. I. (2019). Economy of tourism. Textbook. - M.: Finance and Statistics.
- Bektimirova N. N. (2003). Aspects of attraction in the tourist product of Kazakhstan. Almaty.
- Birzhakov M. B. (2007) Introduction to tourism. 9th edition, revised and expanded. - St. Petersburg: Gerda Publishing House.
- Camilleri, M. A. (2018). The tourism industry: An overview. *Travel marketing, tourism economics and the airline product*, 3-27.
- Carl Spetzler, Hannah Winter, Jennifer Meyer (2016). DECISION QUALITY Value Creation from Better Business Decisions. New Jersey, United States of America.

- Chang, R. C., Kivela, J., & Mak, A. H. (2010). Food preferences of Chinese tourists. *Annals of tourism research*, 37(4), 989-1011.
- Chon, K., Pizam, A., & Mansfeld, Y. (2012). *Consumer Behavior in Travel and Tourism*. Hoboken: Taylor and Francis.
- Dattilo, B., Radini, R., & Sabato, M. (2016, November). How many SIM in your luggage? A strategy to make mobile phone data usable in tourism statistics. In *Istat, 14th Global Forum on Tourism Statistics, Italian National Institute of Statistics, Venice, Italy* (pp. 1-16).
- Daurenbekov Zh. B. (2018). Historical and cultural heritage of the Silk Road. Almaty.
- David Bowen & Jackie Clark (2013). Contemporary tourist behavior: Yourself and others as tourists. UK, Berforts Information Press Ltd.
- Decrop, A., & Woodside, A. (2017). *Consumer behavior in tourism and hospitality research*. Emerald Publishing
- European Commission, Eurostat (2021). European Statistical System, Home - Eurostat (europa.eu), Geneva.
- Halloway, J. (2004). *Marketing for Tourism* (4th ed.). Essex: Prentice Hall.
- Higham, J. (Ed.). (2005). *Sport tourism destinations: Issues, opportunities and analysis* (pp. 156-157). Oxford: Elsevier Butterworth Heinemann.
- Horner, S. and Swarbrooke, J. (2004). *International Cases in Tourism Management*. Oxford: Butterwoth Heinemann.
- Kursiv. (2020, March 11). How the catering market has changed in large cities of Kazakhstan. Kursiv - business news from Kazakhstan.
- Kvartalnov V. A. (2014). *Tourism management. Tourism as a type of activity*: Moscow: Unity-Date.
- Katsitadze, N., & Natsvlshvili, I. (2017). Development opportunities of MICE tourism in

- developing countries: Case of Georgia. *International Journal of Business and Management Studies*, 6(01), 163-170.
- Mullin, R. (2018). *Promotional marketing*. Routledge.
- McKercher, B., & Tang, E. (2004). The challenges of developing transit tourism. *Asia Pacific Journal of Tourism Research*, 9(2), 151-160.
- Ministry of National Economy of the Republic of Kazakhstan (2020). Statistical collection of Kazakhstan Tourism 2015-2019, Nur-Sultan.
- Morgan, N., & Pritchard, A. (2001). *Advertising in tourism and leisure*. Routledge.
- National Bureau of Statistics of the Agency of the Republic of Kazakhstan for Strategic Planning and Reforms (2021). of the Republic of Kazakhstan (stat.gov.kz), Nur-Sultan, Kazakhstan.
- Nakatkov Yu. S. (2011). History of tourism in Kazakhstan. - Almaty, 196.
- National Chamber of Entrepreneurs of the Republic of Kazakhstan “Atameken”. (2019, May 16). Analysis of the stay of Chinese citizens within the 72-hour visa-free transit. Atameken.Kz.
- Nikitinsky E. S., Vukolov V. N. (2021). *Formation of the tourism industry in Kazakhstan for the years of state independence*. Agency of the Republic of Kazakhstan for Tourism and Sport, Kazakh Academy of Sports and Tourism. Materials of the international scientific and practical conference, 215-220.
- Pearce, D. (1995). *Tourism today*. Harlow, Essex, England: Longman Scientific & Technical.
- Peter, J. and Olson, J. (2002). *Consumer behavior and Marketing Strategy*.(6th ed.). London: McGraw-Hill.
- Pike, S. (2007). *Destination marketing organisations*. Routledge.
- Pizam, A. and Mansfeld, Y. (2000). *Consumer Behavior in Travel and Tourism*. Oxford:

The Haworth Hospitality Press.

Ranking.kz. (2016, October 13). Portrait of a foreign tourist in Kazakhstan.

Tengrinews.kz. Reisinger, Y. and Turner, L. (2003). Cross-Cultural Behaviour in

Tourism. Oxford: Butterworth-Butterworth Heinemann.

Routledge. (2020). *Tourism and everyday life in the contemporary city*.

Sparks, B., & Pan, G. W. (2009). Chinese outbound tourists: Understanding their attitudes,

constraints and use of information sources. *Tourism management*, 30(4), 483-494.

Shapoval G. F. (2019). *History of tourism*. - Minsk, 303.

Swarbrooke, J. and Horner, S. (2006). Consumer Behaviour in Tourism. Oxford:

Butterworth Heinemann.

United Nations. (2016). *International recommendation according to tourism statistics*,

Compilation guide statistics. New York: ST/ESA/STAT/SER.M/94.

UNWTO. (n.d.). TOURISM STATISTICS DATA. [Www.Unwto.Org](http://www.Unwto.Org).

URL: www.unwto.org/tourism-statistics-data.

Vukolov V. N. (2012). *History and theory of international tourism*. - Almaty, 221.

Wöber, K. W. (2000). Standardizing city tourism statistics. *Annals of Tourism Research*,

27(1), 51-68.

Appendices

Table 1.1.1

Grouping the main purposes of tourist travel

I. Personal motives
I.1 Vacation, leisure and recreation
I.2 VFR (visiting friends and relatives)
I.3 Training and education
I.4 Health and treatment purposes
I.5 Religious purposes
I.6 Shopping
I.7 Transit roads
I.8 Other
II. Business and professional goals

As reported by Camilleri (2018), the purpose of travelers' trips can be described through *Travel Motivators* that classifies into four major categories.

Table 1.1.2

Travel Motivators

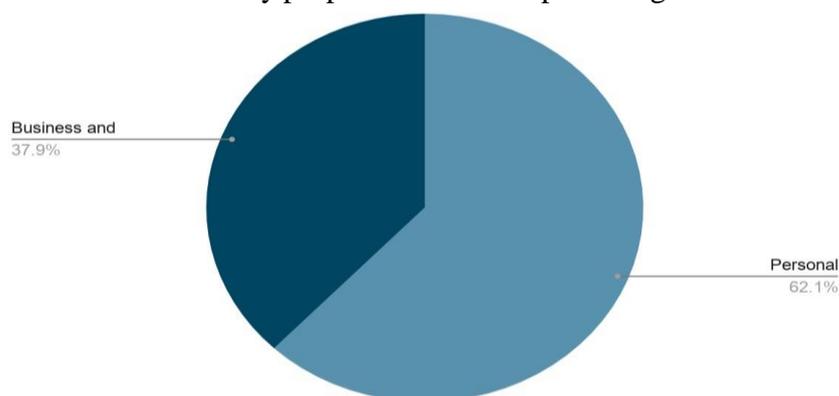
Category	Motivations
Physical	Refreshment of body and mind; sport participations; romance; entertainment; among others.
Cultural places,	Art, music, folklore, museums, architecture, historical particular events.
Personal spiritual other	Personal motives (<i>table 1.1.1</i>), meeting new people, reasons, escaping the usual environment, experiencing environments.
Prestige and status	Education, learning, pursuit of hobbies, business and professional goals, conferences, meetings, fashion etc.

Table 1.1.3

	Number of inbound tourists				
	2015	2016	2017	2018	2019
Total number of tourists	6 430 158	6 509 390	7 701 196	8 789 314	8 514 989
Business and professional goals	1 044 743	1 096 899	1 186 542	1 223 324	1 453 440
Tourism	54 374	56 228	81 635	65 822	76 203
Personal purposes	4 839 040	4 814 757	5 853 816	6 865 255	6 341 598
Transit	492 002	541 507	579 203	634 913	643 748

	Served visitors by purpose of travel				
	Residents (domestic tourist)				
Total	3 110 012	3 495 267	4 387 495	4 695 942	5 286 782
Business and professional goals	1 499 545	1 635 531	1 872 000	1 842 740	2 003 886
Personal purposes	1 610 467	1 859 736	2 515 495	2 853 202	3 282 896

	Number of domestic tourists in Nur-Sultan city by purpose of travel				
	Total	722 832	732 764	989 205	767 587
Business and professional goals	409 990	491 269	636 118	404 501	287 860
Personal purposes	312 842	241 495	353 087	363 086	347 711

Tourists by purpose of travel in percentage %

Tourism of Kazakhstan (stat.gov.kz)

Table 1.1.4

Provided duration of bed nights in Nur-Sultan city in 2019

Types of accommodation

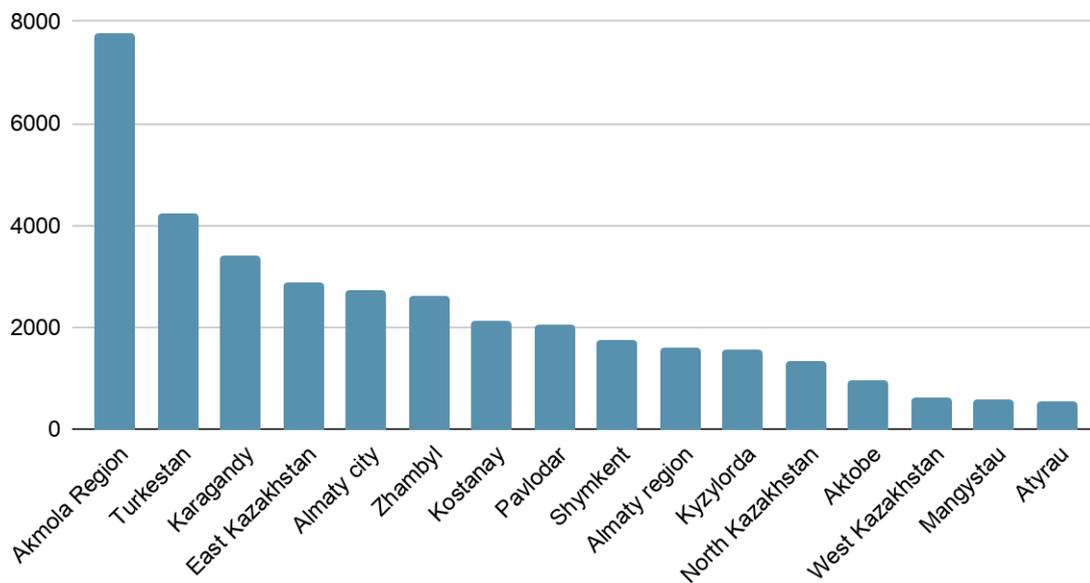
Total number	5 star	4 star	3 star	2 star	1 star	Accommodations without any star	Other accommodations
10 520 133	730 200	878 516	886 696	62 247	75 543	4 369 927	3 517 004

Source: Eurostat statistics

Figure 1.1.1

The number of domestic tourists in Nur-Sultan city by regions, first quarter of 2019

(The statistics is taken from the statistics of the Ministry of Internal Affairs of the Republic of Kazakhstan)



The number of tourists through regions:

Northern Kazakhstan	Southern Kazakhstan	Central Kazakhstan	Western Kazakhstan	Eastern Kazakhstan
Akmola region 7 770	Turkestan 4245	Karagandy 3395	Aktobe 980	East Kazakhstan 2898
Kostanay 2115	Almaty city 2748		West Kazakhstan 632	
Pavlodar 2068	Zhambyl 2636		Mangystau 588	
North Kazakhstan 1352	Shymkent 1773		Atyrau 554	
	Almaty region 1621			
	Kyzylorda 1581			
Total: 13305 people	14604 people	3395 people	2754 people	2898 people

Table 1.1.5

Transport development in Kazakhstan

	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017
Freights carried, mln. tonnes	2 124.2	2 188.7	2 103.3	2 439.4	2 974.9	3 231.8	3 508.0	3 749.8	3 733.8	3 729.2	3 916.2
including:											
Railway	260.6	269.0	248.4	267.9	279.7	294.8	293.7	390.7	341.4	338.9	378.8
Road	1 667.4	1 721.0	1 687.5	1 971.8	2 475.5	2 718.4	2 983.4	3 129.1	3 174.0	3 180.7	3 300.8
Inland water	1.3	1.2	0.9	1.1	1.1	1.3	1.1	1.3	1.2	1.2	1.6
Maritime	1.1	1.7	3.6	4.6	4.6	4.0	4.0	3.6	2.5	2.6	2.1
Air, th. tonnes	25.7	22.7	22.0	28.9	31.6	21.9	23.9	19.1	17.2	18.0	22.4
pipeline	193.8	195.8	162.9	194.0	214.0	213.2	225.9	225.0	214.6	205.8	232.8
Cargo turnover, bln. tkm	350.5	369.7	337.0	385.3	448.8	478.0	495.4	554.9	546.3	518.6	555.4
including:											
Railway	200.8	214.9	197.5	213.2	223.6	235.9	231.3	280.7	267.4	239.0	262.1
Road	61.5	63.5	66.3	80.3	121.1	132.3	145.3	155.7	161.9	163.3	161.8
Inland water	0.05	0.06	0.06	0.08	0.08	0.06	0.03	0.03	0.03	0.02	0.03
Maritime	0.3	0.8	1.4	3.1	3.2	2.7	2.7	2.5	1.6	1.8	1.6
Air, million tkm	88.1	69.4	67.6	90.1	92.6	59.5	63.1	49.3	42.7	42.9	53.3
Pipeline	87.8	90.3	71.7	88.6	100.7	106.9	116.0	116.0	115.4	114.5	129.8

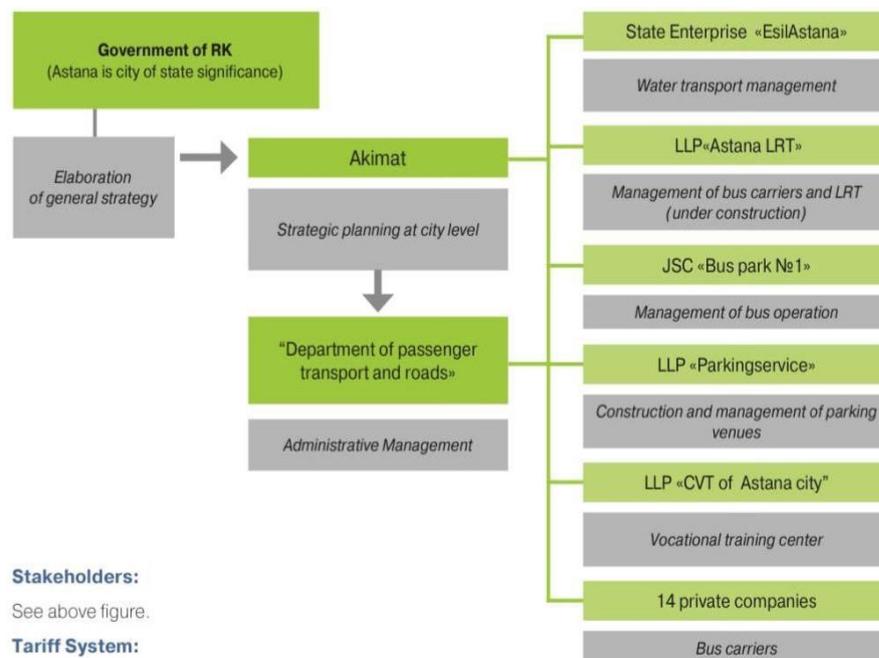
Source: Statistical collection. Nur-Sultan:stat.gov.kz

Table 1.1.6

Transport of cargoes and passengers by all modes of transportation and by regions for 2017

	<i>Freights carried, millions of tonnes</i>	<i>Cargo turnover, mln. tkm</i>	<i>Passengers transported, millions</i>	<i>Passenger turnover, mln. pskm</i>
The Republic of Kazakhstan	3 946.085	563 958.6	22 744.698	273 193.4
Akmola	116.139	5 265.2	1 643.889	7 281.8
Aktobe	76.823	6 409.3	294.685	16 070.1
Almaty	181.082	7 887.7	872.969	14 372.0
Atyrau	154.222	54 949.7	x	x
East Kazakhstan	39.265	3 100.1	451.517	8 531.0
Zhambyl	100.144	2 961.0	957.342	7 859.4
West Kazakhstan	795.518	10 843.1	x	x
Karaganda	291.531	11 413.7	1 796.550	17 951.4
Kyzylorda	104.601	13 905.2	367.482	6 531.0
Kostanay	238.557	8 520.1	88.775	4 698.4
Mangistau	x	x	2 607.559	22 266.3
Pavlodar	133.132	35 118.5	1 225.047	26 693.2
North-Kazakhstan	51.363	3 712.2	501.649	3 924.4
South Kazakhstan	600.835	16 099.1	1 709.158	22 272.5

Source: Statistical collection. Nur-Sultan, 2018. <http://stat.gov.kz>.

Figure 1.1.2

Source: United Nations, Geneva 2019.

Table 1.1.7

2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	
											Number of placement of units
1 235	1 494	1 642	1 526	1 678	2 056	2 338	2 754	2 987	3 322	3 592	Served travelers by accommodations
2 306 084	2 548 868	2 845 832	3 026 227	3 307 752	3 804 447	3 802 225	4 217 782	5 279 406	5 526 864	6 266 563	Non-residents
513 580	594 161	584 303	519 222	586 038	679 018	692 213	722 515	891 911	830 922	979 781	Residents
1 792 504	1 954 707	2 261 529	2 507 005	2 721 714	3 125 429	3 110 012	3 495 267	4 387 495	4 695 942	5 286 782	Number of used accommodation
30 858	34 353	37 368	37 786	41 197	49 128	53 126	60 427	65 791	71 858	75 913	Luxe class accommodations
5 523	6 076	6 670	6 786	6 813	7 457	7 655	8 326	9 218	9 856	10 167	
68 857	76 053	81 015	83 103	92 053	109 094	118 355	138 062	152 601	168 603	181 201	One-time capacity bed places
4 980 999	5 629 201	7 085 020	7 560 134	7 186 444	7 165 232	6 925 106	7 582 785	9 544 646	9 602 762	10 520 133	Bed days provided
25,6*	26,1	30,5	32,9	27,4	23,1	22,8	22,7	25,0	23,2	20,7	Bed occupancy
4 742	4 478	4 779	4 798	5 149	5 275	5 054	4 979	5 385	7 990	7 504	Average cost of bed places, in tenge
37 440,6	45 245,8	47 836,9	53 486,4	59 714,2	72 401,9	72 597,2	82 853,4	108 359,8	103 948,3	120 527,2	Scope of accomplished services, in mln tenge.

Source: <http://stat.gov.kz>, 2020.

Table 1.1.8*Key performance indicators of accommodation placements in Nur-Sultan city for 2019*

Total	5star	4star	3star	2star	1star	no star	other options	
3 592	24	71	85	15	10	1 890	1 497	Number of placements
75 913	3 981	5 056	4 927	508	419	35 312	25 710	Number of rooms of them:
1 466	277	496	x	1	-	x	-	Apartaments
10 167	x	821	492	111	x	5 318	2 102	Luxe class apartaments
50 520	2 372	3 714	3 886	x	x	26 374	13 453	Standard rooms
12 845	-	16	25	17	22	2 981	9 784	Without any facilities
181 201	6 190	7 998	7 538	x	x	66 531	91 339	One-time possible occupancy
23,7	34,4	30,5	31,5	19,7	26,5	20,7	-	Occupancy in percents
10 520 133	730 200	878 516	886 696	62 247	75 543	4 369 927	3 517 004	Provided bed places
5 561 747	539 024	628 285	704 740	39 654	40 452	2 547 877	1 061 715	Quantity of rented rooms
7 964	36 385	20 410	13 279	11 104	5 623	7 504	5 653	Average price of bed places

Source: <http://stat.gov.kz>, 2020.

Table 1.1.9*Visiting Kazakhstan by citizens of different countries*

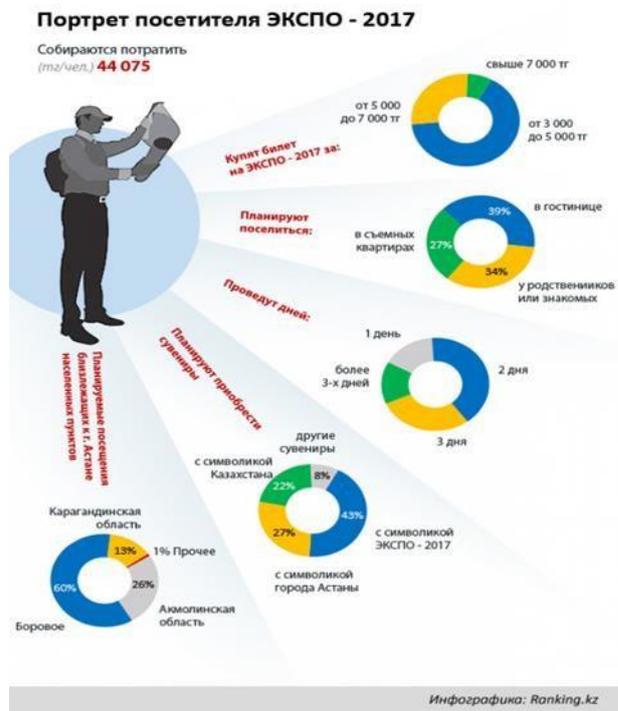
	Country	2016	
	Total visits	6 509 391	100 %
1	Uzbekistan	2 459 757	38 %
2	Russia	1 587 409	24 %
3	Kyrgyzstan	1 348 709	21 %
4	Tajikistan	207 009	3 %
5	China	117 465	2 %
6	Azerbaijan	94 864	1 %
-	European countries	201 405	3,1 %
7	Germany	90 286	1 %
8	Turkey	89 611	1 %
9	Ukraine	73 390	1 %
10	USA	26 402	0,4 %

Source: UNWTO

Table 2.1.1*Kazakhstan Tourism expenditure in the country*

	2017	2018	2019
Travel, \$	2 135	2 255	2 463
Passenger Transport, \$	221	396	459

Source: UNWTO

Figure 1.1.3*Portrait of inbound visitor of Expo-2017*

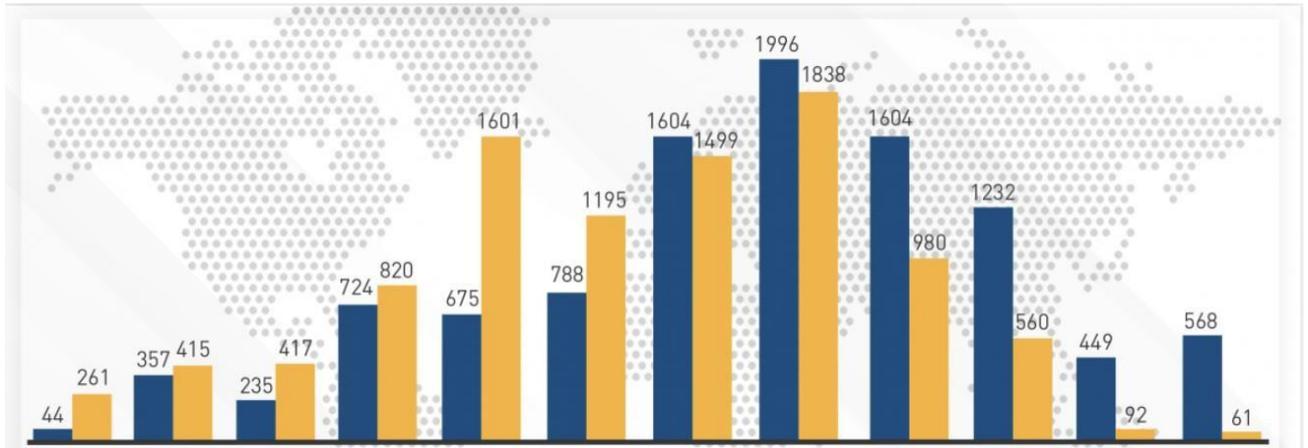
Source: Ranking.kz

Table 2.1.2*Serviced by visitors to accommodation establishments for inbound tourism (non-residents)*

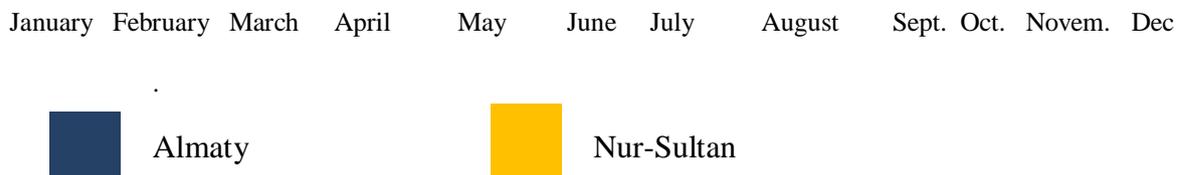
Republic of Kazakhstan	154 776	371 241	608 094	191 681	196 169	461 123	752 757	979 781	143 966	164 684	196 705	252 726
Nur-Sultan city	40 212	89 968	140 739	191 681	43 050	112 791	178 384	236 280	34 689	39 769	47 511	63 758
	2018 year*				2019 year*				2020 year*			
	January-March	January-June	January-September	January-December	January-March	January-June	January-September	January-December	January-March	January-June	January-September	January-December

Source (stat.gov.kz)

Figure 1.1.4



Analysis of the stay of Chinese citizens within the 72-hour visa-free transit



Source: Border Service of the National Security Service of the Republic of Kazakhstan

Table 2.1.3

Recommended plan for using the Marketing Mix strategy for transit tourists

Market Mix	Description	Explanation
<i>Product decision</i>	For the segment of transit tourists from China, a gastronomic tour is offered to different cuisines of the world with a main emphasis on Kazakh national dishes. That is, depending on the length of stay per day, from 5 to 10 establishments will have tastings of different dishes and, if desired, with the possibility of purchasing. During the tour, in addition to moving, the service includes a special guide who tells the characteristics and uniqueness of each dish.	Chang came to the conclusion that many tourists from China prefer local food, since it is through the regional cuisine that they have the opportunity to enjoy not only the dish, but also the service, long-term traditions and cultural characteristics of the country. Also in Nur-Sultan there are 846 catering establishments in 2017. More than 20 types of national cuisine are also offered.

<i>Pricing decision</i>	One-day tour price – 200 USD Two-day tour price – 350 USD Three days tour – 500 USD	For the calculation, data with an average check for restaurants of the medium and luxury segment in the city of Nur-Sultan, standard guide services and transport services were used.
<i>Distribution decision</i>	The main channels for this tourism product will be local travel agencies such as AST qualified to serve internal and external tourists of the city of Nur-Sultan.	In the city of Nur-Sutan, the number of travel agencies is limited as well as from the service, since the main focus is on outbound tourism.
<i>Promotional decision</i>	The most effective channels are mailing lists, onboard brochures, and video promotions on the plane and at the airport. Also brochures at the information desk.	The Camilleri study indicated that the traditional Air Travel Distribution channel is still an effective method, as business travelers and leisure travelers also receive primary information on board the aircraft.

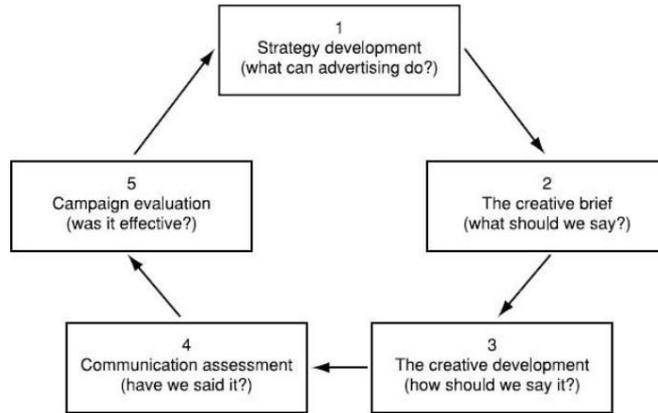
Table 2.1.4

Motives and criteria of tourists

Domestic Tourists	International Tourists	Transit tourists
<ul style="list-style-type: none"> • Availability of business trips. • The presence of entertainment businesses. • Invitation to ongoing events. • Having relatives and friends. 	<ul style="list-style-type: none"> • Availability of an invitation to events of an international scale. • The need for offline negotiation of a business agreement. • Availability of affordable and cheap air travel. • Availability of the status of the capital of the city of Nur-Sultan. 	<ul style="list-style-type: none"> • Geographic location of Nur-Sultan. • Visa-free policy of the country. • Availability of a comfortable airline with a convenient route. • Relatively cheap stay for a short time.

Figure 1.1.5

The advertising cycle



Note: Adapted from *Advertising in tourism and leisure* Book, by Morgan, N., & Pritchard, A, 2001, Copyright 2001 by Routledge.

Table 2.1.5

SWOT analysis of Nur-Sultan city as a touristic destination

Strength	Weaknesses
<ul style="list-style-type: none"> • Geolocation is mainly in the center of Kazakhstan, which makes it possible to attract tourists from all regions. • Developed air and railroad infrastructure (two railway stations and an airport, according to official data on the website, with a throughput capacity of 750 people per hour, 600 tons of cargo per day) • A large arsenal of exhibition halls, facilities for organizing events (more than 20) • There are many sports facilities for all kinds of sports (according to astana.gov.kz 6 arenas) • Takes 2nd place in the Republic in terms of variety and quantity of supply in the catering sector (2GIS report for 2019) • There are a large number of rooms, in the city there are 433 hotels and other types of 	<ul style="list-style-type: none"> • The weather conditions, which are mainly in the winter months, are the most repelling of tourists. The city is in second place as the most cold capital with windy blizzards. • Lack of tour products for domestic and foreign tourists. The triadvisor website offers only 17 tour products, many of which are not relevant today. • Passivity of local travel agencies when developing a marketing plan for a destination. • The entertainment sector is not systematic and lacking in choice. • There is no tourist eco-system in the city, little information in different international languages, passive travel propaganda, etc.

housing, according to booking.com	
Opportunities	Threats
<ul style="list-style-type: none"> • The city has every opportunity to become the Euroasian center of MICE tourism. • The city can be presented as a sports capital at the republican level. • The destination can become an interesting and exciting bridge for transit tourists from Asia traveling to Europe. • Increase in profits from travel services and products. • Building a strong brand of the city and sense of place. • Activation of the private sector of business to attract tourists and organize tourism products. 	<ul style="list-style-type: none"> • Development freezing in tourism after the pandemic. • Fluctuations in the tourism market and the loss of potential customers. • Stagnation at the stage of development in the field of business tourism. • Missing the opportunity to attract and increase transit tourists. • Strong orientation for foreign tourists. • Develop a tourist swell without good management, systematic trekking, research base, and increased corruption.