

Effect of migration on tourism caused by political, economic, and social challenges.

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Submitted in partial fulfillment of the requirements for the degree of
Bachelor of Service Management In Tourism

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University School of Liberal Arts

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DECLARATION

We, the undersigned


Baimambet Aimoldir, Sagyndyk Aktoty, Zhomartova Zhazira 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.

Baimambet Aimoldir


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TECHNICAL ASSIGNMENT

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TECHNICAL ASSIGNMENT
For Senior Project

«Effect of migration on tourism caused by political, economic and social challenges»

I. Justification of the relevance, originality and novelty of the project.

Relevance Justification

Migration has become one of the primary trends of globalization as it lowered barriers among countries and facilitated free flow of resources, goods as well as population. Despite the economic benefits of globalization, it contributed towards the rise of uncontrolled migration from poor countries towards developed ones due to political, economic and social hardships. A good illustration of crisis-induced migration can be the case of the refugee crisis in the European Union in 2015 when thousands of refugees from war-torn countries such as Libya, Iraq, Syria and Afghanistan have fled to the European Union (Spindler, 2015). While one might argue the migrants could fill the gap in secondary jobs markets, it was stated that migrants have not been eager in cultural assimilation in their countries of origin due to generous social packages allowing them to live without being employed (Tidey, 2018).

Aforementioned situation with migrants in the European Union demonstrates the complexity of the migration issues. However, while overall economic benefits of accepting migrants were limited to a cheap labor force in developed nations, no previous works have been conducted in order to analyze the sector-wise effects of the migration, in particular the case of tourism. Hence, this research work is aimed at understanding the effects of migration on tourism to understand whether it represents challenges or new opportunities for the industry.

Originality and Novelty

The research work will be developed using the multifaceted approach in order to assess not only the economic impact of migration on tourism, but also address key issues caused by migration as well as opportunities for the industry members. Moreover, it will focus on the social effects of migration in countries with substantial contributions from the tourism sector on the well-being of citizens. Overall, the current research project is going to focus on the relationships between the global migration and tourism sector development. The originality of the research is that it will focus on the modern trends in migration in post-COVID period and the changes brought by the pandemic to the tourism industry.

II. Project objective

The research project is going to focus on the following key research questions:

1. What are the main impacts of migration on the tourism industry?
2. What are the potential issues and challenges caused by migration for the tourism industry?

3. How can migrants contribute towards the development of a tourism industry?
4. What are the future perspectives of tourism industry development in the era of increased migration?
5. What are the benefits of migration for the growth of the tourism industry?

III. Scope, order and terms of work performance.

- Stage 1. Conducting an analysis of the existing literature on the selected topic.
 Stage 2. Description of the research methodology, justification for the choice of method (quantitative, qualitative).
 Stage 3. Description of the means of data collection (interviewing, document analysis, survey).
 Stage 4. Description of the results of the study.
 Stage 5. Description of the conclusion, recommendations.

IV. Project quality indicators.

- a) The use of relevant regulatory documents and literature at the time of writing the senior project;
- b) Writing a graduation project in accordance with the Guidelines for writing a senior project;
- c) Compliance by members of the Scrum Team with the requirements of the Academic Integrity Policy regarding anti-plagiarism is implied.

In order to ensure high quality of the research work the following quality indicators will be adopted:

1. The use of verified academic and international sources.
2. Conducting the senior project in strict adherence to the Guidelines approved by the University.
3. Focusing on ethical matters on the course of collecting primary and secondary topics related to the research topic.

Sources to be used in the senior project:

1. Balli, F., Balli, H. O., & Louis, R. J. (2016). The impacts of immigrants and institutions on bilateral tourism flows. *Tourism Management*, 52, 221-229.
2. Williams, A. M., & Hall, C. M. (2000). Tourism and migration: new relationships between production and consumption. *Tourism geographies*, 2(1), 5-27.
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13. Illés, S., & Michalkó, G. (2008). Relationships between international tourism and migration in Hungary: Tourism flows and foreign property ownership. *Tourism Geographies*, 10(1), 98-118.
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15. Provenzano, D., & Baggio, R. (2017). The contribution of human migration to tourism: The VFR travel between the EU 28 member states. *International Journal of Tourism Research*, 19(4), 412-420.

V. Composition of the group.

Explanation: senior project is carried out in groups. The project team consists of students (3-4 people), a supervisor, if necessary - several supervisors, a representative of the customer, if any.

Scientific adviser: Issaliyeva Aksamal Maratovna
 Students: Baimambet Aimoldir B.A., Zhomartova Zhazira, Sagyndyk Aktoty

VI. The responsibility matrix of group members.

Explanation: the matrix of responsibility of group members can be built in the form of a table, diagram or otherwise, allowing to determine the degree of involvement of each member in the implementation of each individual design stage.

Example: project name: " ".

Stages	Supervisor's full name	1 st student's full name	2 nd student's full name	3 rd student's full name
Stage 1. Conducting an analysis of the existing literature on the selected topic.	Issaliyeva Aksamal Maratovna	Sagyndyk Aktoty	Zhomartova Zhazira	Baimambet Aimoldir
Description of the research methodology, justification for the choice of method (quantitative, qualitative).	Issaliyeva Aksamal Maratovna	Sagyndyk Aktoty	Zhomartova Zhazira	Baimambet Aimoldir
Stage 3. Description of the means of data collection (interviewing, document analysis, survey).	Issaliyeva Aksamal Maratovna	Sagyndyk Aktoty	Zhomartova Zhazira	Baimambet Aimoldir
Stage 4. Description of the results of the study.	Issaliyeva Aksamal Maratovna	Sagyndyk Aktoty	Zhomartova Zhazira	Baimambet Aimoldir
Stage 5. Description of the conclusion, recommendations.	Issaliyeva Aksamal Maratovna	Sagyndyk Aktoty	Zhomartova Zhazira	Baimambet Aimoldir

VII. Project Completion Form.**Project Completion Form:**

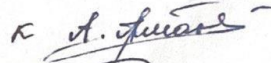
1) (write recommendations or conduct further research)


We, the undersigned, agree to use this terms of reference as an agreement on the creation and use of a work of science, concluded between the members of the Scrum team and KAZGUU University, according to which the members of the Scrum team undertake to transfer to KAZGUU University the exclusive property right to the created work of science, as well as the exclusive right to use the work at its own discretion in any form and under any name in any country in the world, including the right to reproduce the work; distribution of the original or copies of the work through sale or other transfer of ownership; import of copies of the work; public display of the original or copy of the work; other communication of the work to the public; translation of the work into another language; processing and / or other alteration of the work and any other types of use not prohibited by the legislation of the Republic of Kazakhstan.

Supervisor: Issaliyeva Aksamal Maratovna



Students: Sagyndyk Aktoty, Zhomartova Zhazira, Baimambet Aimoldir

Sagyndyk Aktoty 

Zhomartova Zhazira 

Baimambet Aimoldir 

Abstract

The current diploma research work is addressed toward the investigation of the potential influence of the migration patterns on the tourism and hospitality industry by applying mixed research techniques such as quantitative (online surveying) and qualitative (interviews). Overall, 107 survey responses and 5 interviews were collected. The survey responses were analyzed by application of the descriptive as well as linear regression models. The survey findings revealed potential negative consequences of the migration on the tourism and hospitality industry by highlighting on the potential challenges such as increasing crime rates, unemployment and overpopulation issues. However, the migration also contributed to the HR diversity, cheap labor force and economic prosperity of the industry. In order to obtain statistically significant relationships between the migration and tourism and hospitality industry, the regression analysis was applied on the collected survey data. The results demonstrated that the migration-induced challenges such as economic and social could have considerable negative impact on the tourism and hospitality industry. The research findings have practical implications for future research works as the current work was one of the first attempts to address the existence of the relationships between migration and tourism and hospitality industry. Based on these observations, the following recommendations are made. It is important to conduct more detailed analysis of the situation with migrants in Kazakhstan and their employment to assess which spheres they prefer to be

employed. Moreover, the future research works should examine potential issues such as migrant-employer relationships, the legal status of migrants, their competences as well as skills that could provide with more qualitative information about the applicability of migrants to work for the tourism industry. Moreover, it would be better to investigate the migrants' perspectives, perceptions and opinions in order to identify their motives, reasons for a migration and the future plan to assess whether if they will be employed in the tourism industry or not. These two recommendations will enable to create a picture of a migrant in Kazakhstan, his/her behavior, cultural, social and demographic aspects all of which are important in assessing their employability.

Аңдатпа

Берілген дипломдық зерттеу жұмысы сандық (онлайн сауалнамалар) және сапалық (сұхбаттар) сияқты аралас зерттеу әдістерін пайдалана отырып, туризм және қонақжайлылық индустриясына миграцияның ықтимал құбылысын зерттеуге бағытталған. Барлығы 107 жауап және 5 сұхбат жиналды. Сауалнама жауаптары сипаттамалық және сызықтық регрессия үлгілері арқылы талданды. Сауалнама нәтижелеріне сай, көші-қонның туризм мен қонақжайлылық индустриясына әлеуетті теріс әсерлерінің бар екендігін, қылмыс деңгейінің өсуі, жұмыссыздық және адамдардың толып кетуі сияқты мәселелердің пайда болу ықтималдылығы бар екенін көруге болады. Дегенмен, көші-қон жұмыс күшінің әртүрлілігіне, арзанжұмыс күшіне және саланың экономикалық өркендеуіне де ықпал етті. Көші-қон мен туризм және қонақжайлылық индустриясы арасындағы статистикалықмаңызды қатынастарды алу үшін жиналған сауалнама деректеріне регрессиялық талдау қолданылды. Нәтижелер көші-қоннан туындаған экономикалық және әлеуметтік сияқты қиындықтар туризм мен қонақжайлылық индустриясына айтарлықтай теріс әсер етуі мүмкін екенін көрсетті. Зерттеу нәтижелерінің болашақ зерттеу жұмысы үшін практикалық мәні бар, өйткені қазіргі жұмыс көші-қон, туризм және қонақжайлылық индустриясы арасындағы байланыстардың болуын қарастырудың алғашқы әрекеттерінің бірі болды. Осы бақылаулар негізінде келесі ұсыныстар жасалады. Олардың қай салада жұмыс істеуді қалайтынын бағалау үшін Қазақстандағы мигранттардың жағдайы мен олардың

жұмысқа орналасуына егжей-тегжейлі талдау жүргізу маңызды. Сонымен қатар, болашақ зерттеулер мигранттардың туристік индустриядағы жұмысқа жарамдылығы туралы жақсырақ ақпарат бере алатын мигранттар мен жұмыс берушінің қарым-қатынасы, мигранттардың құқықтық мәртебесі, құзыреттері мен дағдылары сияқты ықтимал мәселелерді зерттеуі керек. Мигранттардың туристік салада жұмыс істейтін-жұмыс істемейтінін бағалау үшін олардың уәждерін, көші-қон себептерін және болашақ жоспарларын анықтау үшін олардың көзқарастарын, түсініктері мен пікірлерін зерттеген дұрыс. Бұл екі ұсыныс Қазақстандағы мигранттардың және олардың мінез құлқы, мәдени, әлеуметтік және демографиялық аспектілері туралы түсінік береді, олардың жұмысқа қабілеттілігін бағалауда маңызды рөл атқарады.

Аннотация

Текущая дипломная исследовательская работа направлена на изучение потенциального влияния моделей миграции на индустрию туризма и гостеприимства с применением смешанных методов исследования, таких как количественные (онлайн-опросы) и качественные (интервью). Всего было собрано 107 ответов и 5 интервью. Ответы на опрос анализировались с применением как описательной, так и линейной регрессионной модели. Результаты опроса выявили потенциальные негативные последствия миграции для индустрии туризма и гостеприимства, выделив потенциальные проблемы, такие как рост уровня преступности, безработица и проблемы перенаселения. Однако миграция также способствовала кадровому разнообразию, дешевой рабочей силе и экономическому процветанию отрасли. Для получения статистически значимых взаимосвязей между миграцией и индустрией туризма и гостеприимства к собранным данным опроса был применен регрессионный анализ. Результаты показали, что вызванные миграцией вызовы, такие как экономические и социальные, могут оказать значительное негативное влияние на индустрию туризма и гостеприимства. Результаты исследования имеют практическое значение для будущих исследовательских работ, поскольку текущая работа была одной из первых попыток рассмотреть существование взаимосвязей между миграцией, туризмом и индустрией гостеприимства. На основании этих наблюдений даются следующие рекомендации.

Важно провести более детальный анализ ситуации с мигрантами в Казахстане и их трудоустройства, чтобы оценить, в каких сферах они предпочитают работать. Кроме того, будущие исследовательские работы должны изучить потенциальные вопросы, такие как отношения между мигрантом и работодателем, правовой статус мигрантов, их компетенции, а также навыки, которые могли бы предоставить более качественную информацию о пригодности мигрантов для работы в индустрии туризма. Было бы лучше изучить точки зрения, восприятие и мнения мигрантов, чтобы определить их мотивы, причины миграции и планы на будущее, чтобы оценить, будут ли они работать в индустрии туризма или нет. Эти две рекомендации позволят составить представление о мигранте в Казахстане, его поведении, культурных, социальных и демографических аспектах, которые важны при оценке их возможности трудоустройства.

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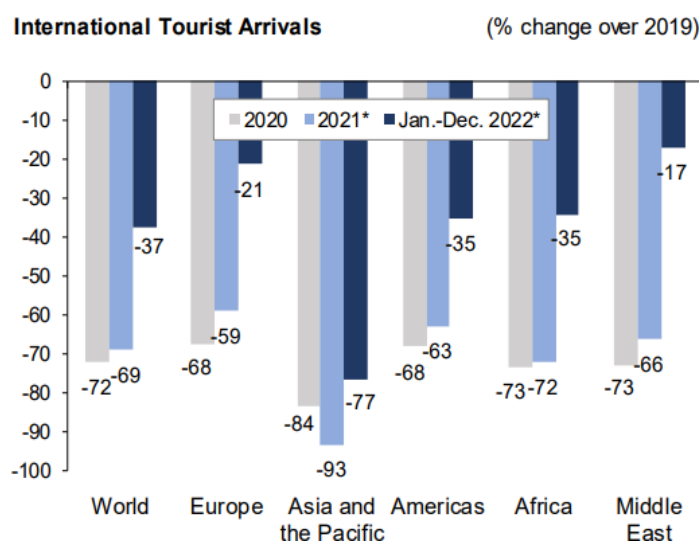
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Introduction

Research Background

Tourism industry is one of the fastest growing industries in the world, which continues its recovery from the global COVID-19 pandemic. According to United Nations World Tourism Organization (UNWTO), the COVID-19 pandemic has had the most devastating impact on international tourism (2022). The losses from decreased international tourism in 2021 accounted almost 1 trillion USD. It is reported that 900 million tourists travelled in 2022, which was the double of 2021 numbers, but the industry did not recover to the level of 2019 and remains 37% lower than pre-COVID levels. The following Figure 1 represents information about the international tourism statistics based on the regions:

Figure 1: International Tourist Arrivals by UNWTO (2022)



As it can be observed from the Figure 1, there are regional variances in the

recover of the international tourism in many regions. As of 2022, the only region that considerably decreased the gap in international tourist arrivals to the pre-pandemic levels was the Middle East with 17%. While COVID-19 remains one of the main factors influencing the international tourism sphere, another important factor influencing on the competitiveness of the tourism destinations remain the migration patterns.

The global pandemic of COVID-19 has negatively impacted on the international migration trends. According to the International Labor Organization's Migration Portal (2022), the total number of labor migrants accounted for 170 million people worldwide and migrants make up to 5% of total global labor force. Furthermore, United Nations International Migration Organization (UN IOM) reported that labor migrants play crucial role for the development of global economy.

Problem Statement

Despite the potential economic contributions by the labor migrants to the global economy, the potential impact of migration on the tourism destinations has not been assessed in a more detailed manner. According to the report by UNWTO (2022), migration was considered as an important social and economic influencer on the destinations through the cultural enrichment of the society, improving tourism product and providing with the labor force in travel, tourism, catering and hospitality sectors. However, Grenda (2017) reported about the potential migration-related threats. Among

such threats the author highlighted social threats that have adverse impacts on the national, cultural or ethnic identity as well as the public security issues. Moreover, the influx of migrants that occurred in European Union in 2015 also tend to pose significant economic threats on the system of taxation and social benefits. In other words, Grenda argued that not all migrants arriving to EU countries were willing to be employed, but rather live on the social security and unemployment payments increasing pressure on the state budgets. Moreover, Shchokin and et al., (2023) reported the negative impact of increasing rates of crimes by migrants on the attractiveness of the tourism destinations in many European Union countries. Given the controversy about the impact of migration on the tourism industry, the current research work is intended to assess the nature of influence of migration on the tourism industry.

Research Purpose and Questions

The main purpose of the current research work is to examine the influence of the migration on the tourism industry through conducting qualitative and quantitative research methods. Furthermore, the research work will be developed around the following research questions:

1. What are the main impacts of migration on the tourism industry?
2. What are the potential issues and challenges caused by migration for tourism industry?
3. How can migrants contribute towards the development of a tourism industry?

4. What are the future perspectives of tourism industry development in the era of increased migration?

5. What are the benefits of migration for the growth of tourism industry?

Research Rationale

The current research diploma is focused on the analysis of migration on the tourism industry by focusing on the Kazakhstani case. Indeed, Kazakhstan's tourism and hospitality industry is relatively small and in the process of the transformation. Taking into account the global migration processes, establishing free visa regimes with emerging countries as well as complex geopolitical situation, the migration could have potential influence on the Kazakhstan's tourism and hospitality industry. Therefore, by focusing on primary data collection from both providers of the tourism services as well as tourists, the current work will address an outlook of the tourism industry and the perceptions of the industry players about the migration processes whether if they represent a threat or an opportunity for the industry. The novelty and benefit of the research work is that it will address one of the unaddressed topics related to the tourism industry, which can have practical implications in policy-making.

Research Significance

Migration has become one of the primary trends of the globalization as it lowered barriers among countries and facilitated free flow of resources, goods as well as population.

Despite the economic benefits of globalization, it contributed towards the rise of uncontrolled migration from poor countries towards developed one due to political, economic and social hardships. A good illustration of crisis-induced migration can be

the case of the refugee crisis in European Union in 2015 when thousands of refugees from war-torn countries such as Libya, Iraq, Syria and Afghanistan have fled to the European Union (Estevens, 2018). While one might argue the migrants could fill the gap in secondary jobs markets, it was stated that migrants have not been eager in cultural assimilation in their countries of origin due to generous social packages allowing them to live without being employed (Hampshire, 2015).

Aforementioned situation with migrants in European Union demonstrates the complexity of the migration issues. However, while overall economic benefits of accepting migrants were limited to cheap labor force in developed nations, no previous works have been conducted in order to analyze the sector-wise effects of the migration, in particular case of tourism. Hence, this research work is aimed at understanding the effects of migration on tourism to understand whether it represents challenges or new opportunities for the industry.

Literature Review

Several economic, social and academic scholars have addressed migration trends. This section of the research work is dedicated to an extensive analysis of the existing academic literature to determine potential interrelationships between migration trends and tourism. The literature review will consist of key definitions, relevant theories, factors as well as challenges contributing towards the migration intentions and overall relationships between the migration and tourism industry.

Key Concepts

According to Lewis (2021), the term “migration” can be defined as “a process of relocation of an individual by changing the place of residence resulting in disruption of the basic ties with the local community and the process that limits commuting at least at any reasonable cost”. In other words, the term migration means changing the place of permanent residence contributing to the disruption of the social and community ties. The authors as Hauer and et al., (2020) and Black and et al., (2011) reported on the inducement of migration by environmental challenges such as the rise of the sea level as one of the potential reasons of mass migration of population.

Furthermore, the term “tourism” is defined as “an economic, cultural and social activities, which is based on the movement of people to countries or to the places outside of their common setting being motivated by personal as well as business motives and such people individuals are named “visitors” that consume entertainment and leisure

services offered at tourism destinations” (UNWTO.org, 2023). According to Yu and et al., (2012), the term “tourist” can vary based on specific characteristics. Based on the large-scale survey data, the authors have identified a clear travel distance threshold equaling to 75 miles outside of a regular environment, which contributes towards the definition of tourism.

Theories and Theoretical Frameworks

The migration theories and theoretical frameworks help in better understanding the motives and reasons explaining the migration trends. Historically, it can be observed that the first mass migration occurred in the 19th and 20th centuries. Ravenstein (1889) was among the first academics that examined main laws and regularities of the migration processes. The author proposed the life cycle as a main motivating factor explaining the intention to migrate from regular environment. In other words, Ravenstein (1889) stated that the migration was included by a life cycle of the population.

One of the latest theories related to the international migration is related to the development of the neoclassical economic theory. Indeed, the authors such as Massey and et al., (1993) explained the international migration from the perspective of an individual to maximize income levels. Indeed, the neoclassical theory of international migration compares individual income maximization motives of individuals with the country-level determinants including the salary rates as well as employment conditions. On the other hand, the main criticism of this theory was its limitation in explaining

international migration patterns to the wage differences among the countries and excluding other dimensions such as restrictions, differences on the cultural and social levels.

Furthermore, neo-classical migration theory considers migratory processes as optimal allocation of labor resources needed for production equally between sending as well as receiving economies. Such re-allocation of human capital is called “balanced growth” in which population migrates from rural areas into urbanized centers, which is considered to be as major catalyst of economic growth. Consequently, free flow of human capital is expected to increase shortage of labor force and simultaneously lead to high levels of marginal productivity. It eventually leads to an increase of wage levels in migrant sending countries. Moreover, it has to be noted that capital flow in nature will have opposite direction, which means that capital scarce migrant sending countries will have inflows compared with migrant sending but labor scarce economies. This phenomenon is called “equalization of price” between two or more economies in which migration processes tend to occur. Convergence of wages in labor sending and receiving countries is expected to cease migratory processes, which is also named as “Heckscher-Ohlin” model (Bajona and Kehoe, 2010). According to De Haas (2010), neo-classical migration theory was based solely on equalization process, which was mentioned previously. As a result, strict neo-classical theory excluded monetary gain of non-migrants, in other words, it ignored remittance that are sent to labor sending economies.

Exclusion of possibility of sending remittances by migrants is based on a notion, which perceives migrants as utility maximizing individuals that do not belong to any social classes (family, households and others.).

Nevertheless, an increasing complexity of migration has contributed towards the formation of new theoretical foundations. Stark and Bloom (1985) proposed a new economics of labor migration theory based on the neoclassical as a remedy to neoclassical theory's criticism. The main difference of the theory was that it was founded on the proposition that a migration decision is a family or collective decision rather than an individual decision.

The main motivation of a household was assumed to be the achievement of income source diversification in order to minimize potential negative impacts in case of failure such as losing job in a home country. Indeed, older family members usually stay in the country of origin and survive on the remittances that they tend to receive from their migrant family members in case of the developing countries with weaker social support systems.

Furthermore, Piore (1979) proposed so-called "the dual labor market theory" that is focused on the destination countries. One of the main advantages of Piore's approach is that it shifts from the micro-level views of the economics to the macro-level understanding of the structural determinants of the international migration. One of the main motives of labor migration as per the author was a constant demand for foreign

labor in industrialized societies.

Taylor (1999) had focused on role of migration, remittance in development of labor sending countries. According to author, pessimistic views on migration and development can be classified into two extremes such as developmentalist and “Dutch disease” or “Migration syndrome”. Developmentalist extreme states that migration decision is made due to a need to raise income or raise capital for development of new entrepreneurial activities. Remittances serve as catalyst of economic activities in labor sending economies. On the other hand, author states that “migration syndrome” has some potential shortcomings such as drainage of labor forces and capital in migrant sending areas, which have potential negative impact on production capabilities. As it has been previously argued, strict neo-classical theory on migration excluded role of remittances, but developmentalist theory is based on notion that most migrants tend to send remittances to their families. Furthermore, supporters of pessimistic views state that migration is an outcome of capitalist model of economy, which increases gap between rich and poor, pushing population to migrate to urbanized areas to receive more economic and financial incentives.

Furthermore, authors such as Chan (2018) and Adams (2021) examined the interrelationships between the tourism and migration based on the case of Indonesia. The main argument of the author was the distinctions between the western concepts of tourism and migration from other parts of the world. The author highlighted on the

historical patterns of travel for the experiential as well as financial enrichment arising from the migration to the tourism-rich countries. In other words, Adams accentuated on the importance of the local knowledge as well as cultural value demonstration based on the ethnographic storytelling, which was not present in case of the Western-centric tourism studies. Hence, the work takes it further in examining the relationships between tourism and migration specifically focusing on the labor migrants visiting their home countries. Overall, theoretical frameworks provide with general factors as well as reasons of migration in modern world. Analyzed theories provide with better understanding the migration trends and the information will be implemented in formulation of research hypotheses.

Migration Factors and Tourism

The factors contributing towards the migration rates tend to be different depending on the country or a region. Ladkin (2011) conducted a multi-disciplinary study on the potential factors contributing to the labor migration in tourism industry. The author argued that most of the works dedicated to the analysis of labor migration were narrow. Three main perspectives such as the tourism employer, tourism worker and the tourism researcher were identified. As for the tourism employer, it is important to look for cheaper labor force as well as the lack of recruits in the local markets. Moreover, the motivation to employ labor migrants can be explained also by the seasonality of the business, temporariness, information networking, social and cultural factors. In the case

of a tourism labor migrant the factors could range from the personal ones such as personal financing, employment expectations and motivations to the overall government's policy in the country of origin, the gender stereotypes, social networks, mobility and others. From the perspective of a tourism researcher, the study of the labor migration in tourism could include the factors such as the individual, rules, position, ideology and others (Konan, 2011).

According to Zopiatis and et al., (2014), the migrant workers play an essential role for the tourism industry. Based on the experience of Cyprus, the authors highlighted that the majority of the migration trends that occurred in 2004 from "New Europe" to "Old Europe" was motivated by the economic factors such as an increasing dissatisfaction with weak economic opportunities in most of the newly added European countries. Indeed, the migration has provided the labor migrants with an opportunity to earn more and improve their language skills, the flexibility of the labor markets in "Old Europe" enabled most of the migrants also pursue their studies while being employed in tourism sector that added more value and opportunities for further career advancements. In case of Cyprus, the influx of labor migrants in the tourism and hospitality sector was one of the consequences of accession to the European Union. The island nation's tourism industry is one of the greatest contributors of the national GDP of the country. As of 2014, 58% of workforce employed in tourism and hospitality sector was migrants.

Historically, labor migrants have formed the significant proportion of the labor

force in tourism and hospitality industry (Janta and et al., 2011). While most of the previously analyzed works considered the economic aspects of the migration and tourism, it is also necessary to examine the social relationships (Gheasi, Nijkamp and Rietveld, 2011). The social relationships of the migrant worker employed in the tourism sector could take three different forms such as the mono-cultural relationships, bicultural and multicultural relationships. The first type of social relationship (mono-cultural) is based on the segregation of the migrant labors from the locals. Such segregation could be motivated by the need to preserve cultural and ethnic identity. The bicultural relationships are based on the notion to maintain the cultural identity and learning. The multicultural relations are based on the idea of retaining own culture and learning several other cultures.

Conclusion

In conclusion, the literature review attempted to analyze several aspects of the migration's impact on the tourism industry. It addressed the key concepts and terms, theoretical frameworks as well as factors influencing on the migrating intentions of individuals.

Furthermore, the analysis has demonstrated the economic and social aspects of relations between labor-migrants employed in tourism industry. It is essential to note that the migration is influenced by push and pull factors that could vary from one country to another depending on the socio-economic, cultural as well as political

factors. As it was assumed the majority of examined works accentuated on the economic push and pull factors in explaining the migration trends and potential implications for a tourism industry across different countries. Valuable information obtained from the literature review analysis will be used in the formulation of the research hypotheses that will be tested via application of different research methods and techniques.

Methodology

Introduction

The current research work is intended to analyze the impact of the migration on the tourism through analysis of the key challenges caused by migration such as political, social and economic ones. In order to obtain vivid and relevant information, this section will outline the main research methodology of collecting primary data and its justification, sampling strategy, ethical considerations and overall procedure of collecting main research evidence. Before moving into the detailed analysis of the research methodology, it is necessary to outline main research hypotheses that will be tested based on the gathered evidence. The followings are main research hypotheses:

Hypothesis 0: The migration-induced challenges such as political, economic and social tend to have insignificant impact on tourism.

Hypothesis 1: The migration-induced challenges such as political, economic and social tend to have considerable impact on tourism.

Overall, the development of the research hypotheses will enable a researcher to define main aspects as well as interdependencies between the key aspects of a research topic.

Research Design and Method

In order to collect accurate and relevant information, the authors decided to implement the mixed data collection technique, which will consist of online surveys via

Google Forms and interviews being conducted with the experts in tourism and demographics. Bell, Bryman and Harley (2022) reported about the potential benefits of using mixed research methods such as complementary nature of the methods. In other words, the application of different methods enables a researcher to obtain more complete and relevant information about the research topic. Furthermore, mixed research method provides with an ability to investigate complex social issues as such methods are considered as multidisciplinary (Brennan, 2012). It is important to note that mixed research methods could provide with better opportunity to approach the research subject from different aspects (Myers, Well and Lorch, 2010). For instance, the mixed research method could help to explain the casual relationships among the data variables as the sources of information are diversified.

However, the application of the mixed research design is not free of drawbacks. Salkind (2010) noted that one of the disadvantages related to the implementation of the mixed research design was high levels of time consumption. Indeed, such methods require more time to implement and collect required information. Creswell and Creswell (2017) stated that despite the complementary effect of applying mixed research methods, the method is also subject to a human bias as a research data quality mostly depend on the researcher, especially in case of interviewing process.

Nevertheless, the selected method is believed to be effective in examining the

impact of migration on the tourism industry. Given the fact that tourism industry in Kazakhstan is relatively small and low level of awareness among the target population, the mixed method of research is expected to address the awareness gap by collecting information from more competent and aware experts in tourism and hospitality industry. It is important to highlight that the application of the mixed methods with two different target audience will provide with high level of research data diversity, which enables the author to examine the research object from different perspectives. Indeed, the methodology ensures the customer-perspective and company-perspective enabling to address the topic in-depth.

Sampling Strategy

Given the global nature of migration trends as well as rising importance of the tourism and hospitality, it was decided to apply random sampling technique as the specifics of the research work enables the application of random sampling. Random sampling ensures the coverage of different respondents increasing variability of research data, which enables the generalization of the survey results to the larger sample population. It is expected to collect approximately 100 complete survey responses.

In case of interviews, it is decided to implement purposeful sampling technique in order to ensure research data quality and relevancy. Purposeful sampling technique will consider the relevance of interviewees to the tourism and hospitality industry. Hence, interviews will be conducted with tourism experts and representatives of the

industry members. It is expected to conduct five interviews.

Criteria of Survey Respondent Selection

Despite the reliance on random sampling technique in collection of primary data, it is necessary to outline general characteristics of survey respondents. Here are main characteristics:

1. Age: 18-45
2. Gender: Males and Females
3. Occupation: Variable (e.g. employed, self-employed, unemployed, partly employed)
4. Education: Higher and above
5. Lifestyle: Active (frequent travelers)
6. Tourism characteristics: inbound and outbound tourists
7. Behavioral characteristics: frequently purchases and searches information online.

Overall, these seven characteristics will enable a researcher to have a general understanding of a respondent profile. As it can be inferred from the general characteristics of survey respondents, the research work is intended to determine the perceptions and attitudes of tourism service customers.

Data Collection and Analysis Procedures

In order to conduct the research on timely manner and ensure high quality of research data, it is necessary to develop a procedure, which summarizes key phases and

steps. The followings are main steps:

Step 1: Developing and designing the survey and interview

questions. Step 2: Obtaining the approval from thesis supervisor.

Step 3: Initiating the data collection process.

Step 4: Collecting research data and ensuring the support on the course of conducting surveys and interviews.

Step 5: Finalizing the survey and interview results.

Step 6: Coding the survey responses for statistical analysis. Step 7: Conducting a statistical analysis.

Step 8: Analyzing the research results.

Overall, outlined eight steps enable a researcher to ensure effective research process that will be completed on a timely manner and with high quality.

Moreover, collected primary data will be assessed through application of the descriptive and quantitative statistical method through application of the linear equational model, which will be as follows:

$$\text{LnTourism} = \beta_0 + \beta_1 * \text{Ln(Political)} + \beta_2 * \text{Ln(Social)} + \beta_3 * \text{Ln(Economic)} + U_t$$

(1) Where, Independent variables include political, economic and social challenges and dependent variable is a tourism. For the purpose of statistical analysis, it is decided to select common political, social and economic problems caused by the migration.

Furthermore, the research will consider social, economic as well as political factors that influence on the tourism as well as migration patterns. It is anticipated that the application of the linear regression model will provide with in-depth information about the interrelationships between chosen types of challenges induced my migration and todetermine which of these factors have considerable impact on the tourism.

Anonymity and Confidentiality

Primary research data collection process is subject to ethical challenges, which need to beaddressed in an appropriate manner to ensure the compliance with ethical standards. One of the main ethical issues is to ensure the confidentiality of personal information. In orderto ensure compliance with ethical standards, the survey participants' personal informationsuch as name, phone number and email will not be requested. Moreover, respondents willbe asked to sign a survey consent form, which will be as follows:

“Dear Participant!

Thank you for your participation in the survey, which is dedicated to the analysis of themigration-induced political, social and economic challenges' impact on the tourism industry. We ensure the confidentiality of the responses provided by you as no personalinformation is requested in this survey.

Your responses are important and will be used in the examination of migration on thetourism industry. By clicking the “Next” button you agree to

participate in surveying process.”

Moreover, both interview and survey respondents will be guaranteed and assured that no personal information will be used. The responses provided by the research participants will be coded for the research purposes.

Research Findings and Discussion

Survey and Interview findings

This section of the research work is intended to analyze main research findings and analyses from the conducted primary data collection process. In order to obtain valid and relevant information, it was decided to conduct both quantitative and qualitative research methods in order to achieve outlined research objectives.

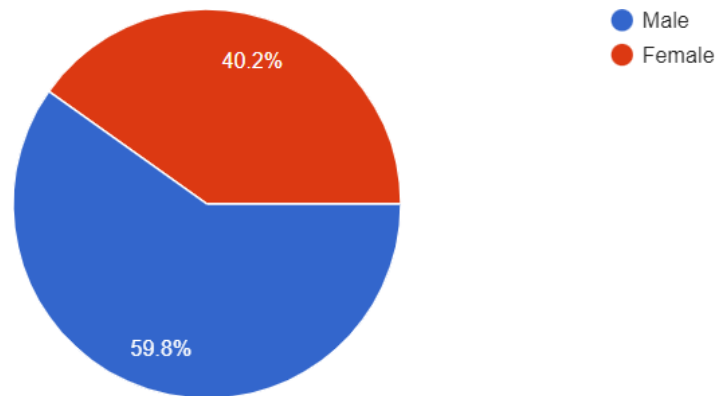
In order to examine the potential impact of the migration on the tourism and hospitality sector, the surveying method was applied. Overall, it was expected to obtain minimum of 110 surveys. However, the total number of collected surveys was equal to 107 out of which 104 were complete surveys. Therefore, it was decided to rely on 104 responses, which were complete to ensure the reliability of the information.

On the other hand, interviews were conducted with the experts in the sphere of tourism and hospitality in order to gain their perception of the interrelationships between the migration trends and tourism industry. Overall, five interviews were collected addressing seven questions (See Appendix).

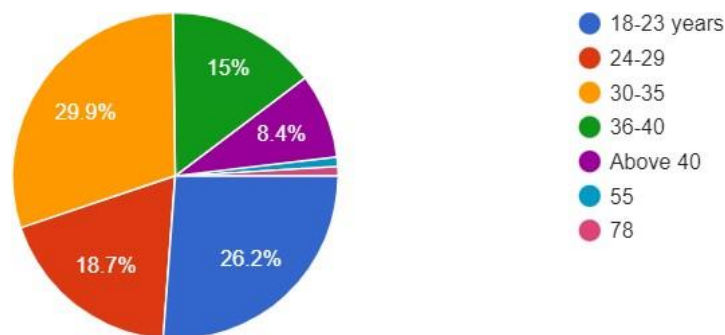
Demographic Findings

The demographic variables represent general information about the main demographic characteristics of the sample population. The following Figure 2 represents an information about the gender structure:

Figure 2 Gender Structure of Sample (byAuthor)



As it can be observed from the figure, 40% of the respondents were females whereas 60% of them were males. Furthermore, the age composition of the respondents were as follows:Figure 3 Age composition of the sample population (by Author)



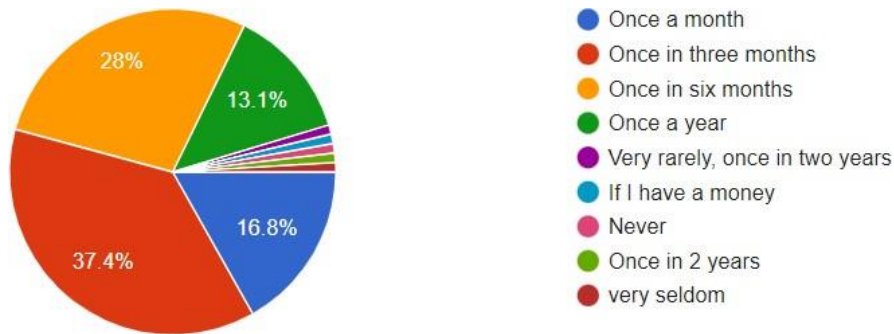
Based on Figure 3, it can be concluded that the majority of the respondents belonged to the age group “30-35 years” (29.9%), which was followed by the group of “18-23 years” (26.2%). The third largest age category was aged 24-29 years (18.7%).

Travel Behavior

In order to understand the level of tourism and hospitality awareness. Therefore, it was important to analyze the tourism and hospitality experiences of the respondents

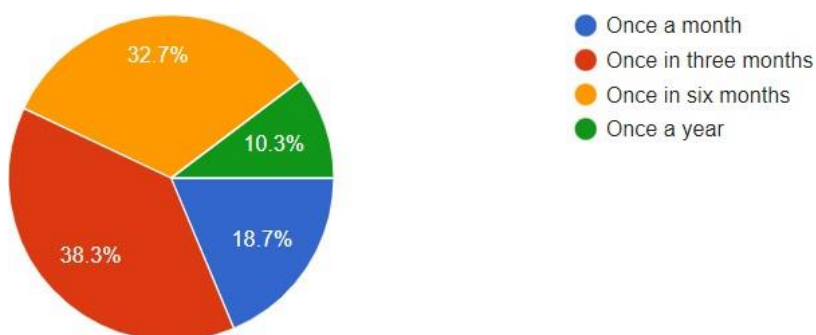
through analyzing the frequency of travel both inside and outside of the country. The information about travels abroad is illustrated in the following Figure 4:

Figure 4 Travels abroad patterns of sample population (by Author)



As it can be seen from Figure 4, the majority of survey respondents indicated that they travelled once in three months (37.4%). Moreover, the second largest response rate was in case of travelling once in six months (28%) being followed by “once a month” with 16.8%. Furthermore, domestic travel patterns of the respondents were as follows:

Figure 5 Domestic travel patterns of respondents (by Author)



On the domestic level, the travel frequency patterns were almost identical to the international travel patterns. The majority of the survey respondents indicated that they travel once in three months (38%), which was followed by a travel in six

months (32.7%) and once a month with 18.7%.

Tourism and Migration Relationships

After analyzing general demographic as well as tourism-related findings, the next step was to understand whether if the survey respondents believed in a possible influence of the migration on the tourism industry. Hence, the respondents were asked if the migration influenced on the tourism and hospitality industry. As a result, 55.1% considered that tourism and hospitality industry was influenced by the migration. Moreover, the survey respondents were asked if the migration's influence on the tourism sector was positive or negative. As a result, 50.5% of survey participants considered the impact as "negative".

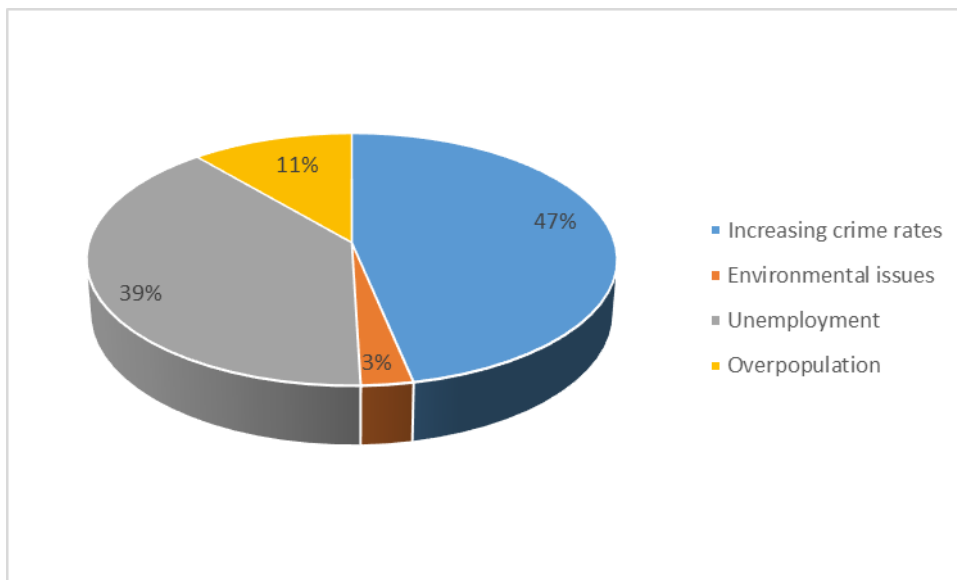
On the other hand, the interview findings revealed that the influence of the migration processes on the tourism industry was not uniform. Indeed, while some participants considered the indirect relationship between migration and tourism, the others considered the migration and tourism as two separate processes, which were not interrelated.

Furthermore, some of the interview respondents considered the impact of tourism as two-sided with both positive and negative influences. As negative influences consequences such as lowering salaries and increasing unemployment rates among host countries were mentioned. The positive influence was that the tourism employer's opportunity to hire diverse workforce was mentioned. Surprisingly,

Interviewee 4 considered that the migration could have the positive influence on the tourism if it is a short-term phenomenon. Hence, it can be concluded that the perception of migration as a negative influence on the tourism and hospitality sector was completely supported by the interview respondents.

Notably, the following 6 represents information about the potential negative influences being highlighted by the survey respondents:

Figure 6 Potential negative influences of migration on tourism industry (by Authors)



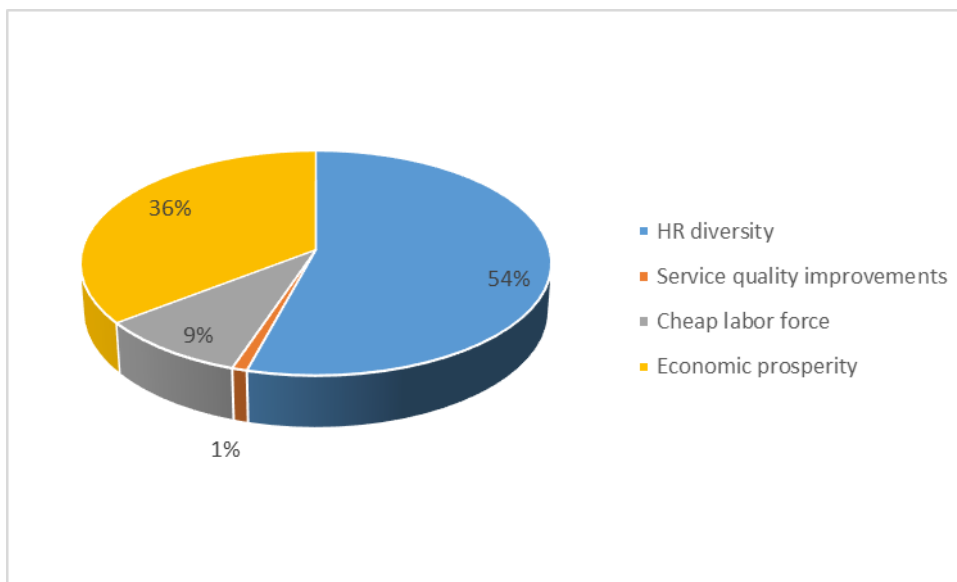
As it can be observed from the pie chart above, the majority of the survey respondents indicated that migration processes in tourism destinations could lead to an increase of the crime rates in such regions (47%). Moreover, 39% of respondents considered the migration could increase the unemployment rates among the local residents in tourism destinations.

The overpopulation was considered as the third potential negative consequences of the migration processes (11%). The survey findings about the potential negative

consequences of the migration on the tourism industry was also supported by Interviewee 4, who also considered the migration's cause of the unemployment in tourism destinations.

Next, the survey respondents were asked to report about the potential positive influences of the migration on the tourism industry. The results are summarized on the following Figure 7:

Figure 7 The positive influence of the migration on tourism industry (by Authors)



HR diversity was considered as one of the main positive influences of the migration on the tourism (54%) being followed by the economic prosperity (36%) and cheap labor force (9%). While the current research work is intended to analyze the potential impact of the migration process on the tourism industry, it was also important to analyze main reasons such as social, political and economic serving as both push and pull factors leading to migration from the interviewees.

Question: What political, social and economic factors do you consider as contributing towards the migration of people?

“So, political again, what happened in the neighboring country, we saw what kind of flow could be provoked in a very short period, socio-economic factors: the improvement of the economy is always both internal migration and migration from abroad in search of seasonal work, in search of, well, in general, we observe the best conditions in Kazakhstan, but, a rather low flow, for the time being, that's why absolutely all factors, political, social and economic, sometimes even environmental, contribute to the search for a better environmental situation, and internal migration can be, after Turkey, we saw that, in principle, cataclysms can also affect the flow of people, because being afraid of some

kind of natural elements, people can move somewhere avoiding seismic places.”

says Sadvakassov Kairat, the Deputy Chairman and Member of Directors at “Kazakh Tourism”. Furthermore, Boldin Nikita, the Executive Director of “Comfort Travel KZ” LLP says: *“Political factors: War, Civil War. Economic: these are crises. Social causes are also closely related to political causes. Or they go to other countries to work.”*

Similar social, political and economic factors were highlighted by Zhalgasov Mereke, Mangystau Safari LLP. He states that the differences in political views, unfair regulatory systems combined with the social and economic hardships contribute to the decision to migrate to another country.

On contrary, the survey respondents were asked about the role of the government in handling the migration processes. The results indicate that only 46% believed that the government had to control the migratory processes, which was surprisingly low given the consideration of the negative influence of the migration on the tourism industry. Therefore, it leads to a conclusion that the perception of the migration was negative, but tolerable by the respondents.

Furthermore, it is necessary to note that interview participants were asked about the potential issues (e.g. political, economic and social) that could be caused by the migrants in tourism destinations.

Mr. Zhalgasov says: "Political - possibly religious or radical political views that may influence tourism events. Social and economic is the wage gap between migrants and locals. There may be competition and discontent among the local population." Moreover, Interviewee 4 states that the cultural assimilation among the migrants in regards to the local culture may not occur. As a result, it could lead to several issues such as political instability influencing the quality of well-being of local citizens and hurt the economy. *"The first thing that may be a social problem due to the fact that some regions are supposedly filled with migrants, jobs in these regions are filled with migrants in the field of tourism, there may be some kind of dissatisfaction, using the example of some other industries, in the oil and gas industry, we see that some kind of social tension may arise, but at the same time, jobs do not just appear in tourism, or*

rather, their shortage does not simply arise, and does not motivate any kind of migration from the outside, that is, if there is such a shortage, then it means really serious, and you can close it only with the help of migrants, here again is an example in Mangistau, when, in the same Rixos Aktau or in some other hotels, there are no local specialists who want to work in this area, then, such market mechanisms, and in business this issue is solved from somewhere they bring employees from Azerbaijan, from Turkey, but this is basically normal, it works in the opposite direction, our guys go to Turkey in the summer to work, but if such a flow has started, and it closes jobs, then problems may arise somewhere with housing, because these people need to be placed somewhere, respectively, they take some apartments and soon, since the employer pays a higher price for them, locals prefer a high price, and some others our local workers are left without housing, that is, in such a simple example that there is still a negative social effect, there may also be an increase in food prices. Again, this is absolutely normal, most likely this is a problem of such a sufficient focal area around the accumulation of foreign labor, this is such a normal economic response to this, there are a lot of examples, and this can often be seen abroad. In addition to social tension, I don't see such big problems in the field of tourism, again I repeat that mass migration does not just happen in this area, if this occurs, then we really do not have specialists, or there are no people who want to work in this area, therefore it is fair that such jobs are filled by foreigners." - says Mr. Sadvakassov.

Interviewee 5 provides with an example of the Russian migrants that flooded into Kazakhstan in September, 2022 due to the mobilization by the Russian government. Based on this case, he states that migrants coming to Kazakhstan from Russia would not have considerable impact on the tourism from the perspective of workforce. On the other hand, the flows of Russian citizens considerably increased the prices for hotel stays and airline tickets, which might have contributed to an increasing negative perception of migrants.

Furthermore, he states the following:

“We don't have such problems in the country as a whole, for example, there are no illegal migrations, let's say yes, that is, but migrants in general can complicate the life of ordinary tourists. For example, we have countries that are conditionally on the black list, because when citizens come to our state they disappear, that is, it's not like they went from there for a week or lived in hotels and returned to their place, they hid somewhere and were illegally and such attitude it automatically creates a generally negative attitude towards the whole country and tourists who will come in the future from these countries will suffer greatly, undergo strict control and so on. It is necessary to skillfully separate the migration flow from the tourist flow, that is, well, these are labor migrants, there are refugees or someone else, really from tourism, it's really a separate status to stand idle, separate conditions, then there probably won't be such confusion.”

Nevertheless, Interviewee 5 considered the role of migrants as recipients of tourism and hospitality services rather than being employees in this industry of Kazakhstan. Hence, his response brings a light on the potential influence of the migrants on the tourism from the customer perspective rather than employee perspective, which is also important in evaluating the relationships between migration and tourism.

Regression Discussion

In order to analyze the overall impact of the migration processes on the tourism and hospitality industry, it was decided to conduct the regression analysis using the following linear equation model:

$$\text{LnTourism} = \beta_0 + \beta_1 * \text{Ln(Political)} + \beta_2 * \text{Ln(Social)} + \beta_3 * \text{Ln(Economic)} + U_t \quad (1)$$

The primary motivation to conduct the regression analysis was to analyze the degree of influence from the migration-induced challenges. The data used in the regression analysis was derived from the Likert-scale questions in the survey.

The following Table 1 represents the results of the regression analysis, which was conducted in order to determine which type of the challenges were prevalently influencing on the tourism industry caused by the migration processes:

Table 1
Regression Analysis

Multiple R	0,71976807
R Square	0,51806608
Adjusted R Square	0,1967768
Standard Error	0,03168304
Observations	107

As it can be concluded from the research work, the Multiple-R of the chosen

linear model was equal to 0.719, while R-square was equal to 0.518. Therefore, it leads to the conclusion that the chosen variables have explained 51.8% of variability. Given the fact that the standard error or standard deviation of the chosen linear model was equal to 0.0316, the model outcomes should be accepted. Furthermore, the following

Table 2

Information about the ANOVA outputs:

	<i>df</i>	<i>SS</i>	<i>MS</i>	<i>F</i>	<i>Significance F</i>
Regression	101,000	0,010	0,002	1,612	0,249
Residual	6,000	0,009	0,001		
Total	106,000	0,019			

	<i>Coefficients</i>	<i>Standard Error</i>	<i>t Stat</i>	<i>P-value</i>	<i>Lower 95%</i>	<i>Upper 95%</i>	<i>Lower 95.0%</i>	<i>Upper 95.0%</i>
Intercept	0,610	0,207	1,183	0,267	(0,223)	0,712	(0,223)	0,712
Political	0,054	0,035	(0,346)	0,005	(0,009)	0,007	(0,009)	0,007
Social	0,235	0,042	0,373	0,001	(0,001)	0,001	(0,001)	0,001
Economic	0,321	0,302	(1,160)	0,021	(1,032)	0,333	(1,032)	0,333

Based on the results of the regression analysis, it can be concluded that overall, there was a linear relationship between dependent and independent variables. The intercept of the linear regression was equal to 0.610. Among three types of challenges, economic challenges contributed largely with the intercept coefficient equaling to 0.321 being followed by the social challenges with intercept coefficient of 0.235. The political challenges were found to have least significant impact on the tourism industry.

The aforementioned regression analysis was conducted in order to test the research hypotheses, which were as follows:

Hypothesis 0: The migration-induced challenges such as political, economic

and social tend to have insignificant impact on tourism.

Hypothesis 1: The migration-induced challenges such as political, economic and social tend to have considerable impact on tourism.

Based on the regression analysis results, it can be concluded that the hypothesis 0 was rejected and 1 was accepted as out of three challenges such as political, economic and social, two (social and economic) have demonstrated considerable influence on the tourism sector.

Referring back to the findings of the interviews, it was argued that in order to ensure more sustainable development of the tourism and hospitality industry, it was necessary for the public authorities to undertake the measures that could ensure high level of sustainability by addressing the potential challenges caused by the migration to the tourism destinations. For instance, Mr. Zhalgasov stated that the regulation and legislation related to the migration should be strengthened in Kazakhstan in order not to repeat the mistakes made by the European governments during the migrant crisis in 2015. On the other hand, Mr.

Sadvakassov stated that the Ministry of Labor and Social Protection of Kazakhstan should be aligned with the authority in order to address the migration agenda on the highest potential levels in order to develop mechanisms, which could ensure more sustainable development of the tourism sector in the country by removing the potential challenges caused by the migration processes. However, he argued that

avoiding completely migration-induced challenges is not possible. Instead of avoiding, he suggested the mechanisms that could help the tourism industry to leverage on the benefits of the tourism while minimizing the potential risks.

Furthermore, the interviewees were asked about the current outlook of the tourism and hospitality industry with an aim of determining if the current levels of the migration influenced on the sector participants. According to Mr. Sadvakassov, there were no actions undertaken by the Kazakhstani government in order to address the situation with the Russian citizens that fled Russia with an aim of hiding from the military mobilization. As a result, the tourism industry had reacted by the market forces including the rising demand for the airline tickets, increasing prices for the hotels and overall price increases having negative economic consequences on the local residents. On the other hand, Interviewee 5 considered that Kazakhstani tourism sector was not severely hit by the migrants even during the influx of the Russian citizens and concluded that existing policies and regulations of migration was considerably effective.

Furthermore, Interviewee 4 stated that the country's government will have to undertake precautionary measures in order to ensure sustainable development of the tourism industry in the country. Mr. Zhalgassov states that his company has recruited two Russian citizens in their tourism agency. He highlights the following in working with the migrants from Russia in tourism: *"The manner of communication is different, there is a language barrier. But we have developed a system where they can learn the*

Kazakh language every day. Our workers help to understand the local culture and trend. This helps to better understand local tourists and communicate with them.

Therefore, I think it is necessary to develop a project where migrants can easily learn the language and culture. Then the negative consequences in tourism will be less.”

Based on this, it can be concluded that the migration processes will have considerable influence on the tourism industry in near future as the migration will continue to increase. The case of Mr. Zhalgasov demonstrates that even if the tourism participants will decide to recruit migrants as a source of relatively cheap labor, this practice is accompanied with the considerable challenges that have to be addressed as well.

Conclusion

In conclusion, the current research work was intended to analyze the existence of the potential influence of the migration on the tourism industry. In order to achieve the research objectives and goals outlined in “Introduction” section of the research, the mixed research method was implemented by combining quantitative and qualitative methods. As a quantitative method online surveying method was chosen using Google Forms specifically targeting on the perspective tourism consumers. On the other hand, in order to analyze the current outlook of the tourism industry in Kazakhstan and potential impact of the migration processes, the interviews were conducted as a form of a qualitative research with the members of the tourism and hospitality industry. Overall, 107 survey responses were collected and five interviews were conducted with the tourism representatives.

Based on the extensive academic literature review, the following two hypotheses were developed:

Hypothesis 0: The migration-induced challenges such as political, economic and social tend to have insignificant impact on tourism.

Hypothesis 1: The migration-induced challenges such as political, economic and social tend to have considerable impact on tourism.

In order to test the hypotheses mentioned above, both descriptive and advanced statistical methods were applied. The statistical analysis applying the linear regression

analysis revealed no research evidence supporting hypothesis 0, which was rejected.

However, the regression results revealed supporting evidence of influences by the economic and social challenges caused by the migration processes on the tourism industry, which led to the acceptance of the hypothesis 1.

To sum up, the research findings demonstrated that the tourism and hospitality industry was not significantly influenced by migration. In fact, for the country as Kazakhstan where tourism has only received considerable impulse in recent years, it is early to address the potential issues arising from the migration patterns. The country has experienced large influx of the Russian citizens in autumn 2022, which demonstrated that uncontrolled migration could lead to the economic issues for the locals and have negative impacts on the quality of their recreation in tourism regions of the country such as in Almaty and Astana. However, based on this experience, the migration was considered as a potential source of economic benefits for the industry as the hotels in major cities such as Astana and Almaty were fully booked.

Nevertheless, on the longer perspective, the Russian citizens that stayed with expired registration (illegal migrants) have created the public controversy whether if illegal migrants in Kazakhstan should be expelled (deported) to their home countries. While the long-term consequences of the migration on the tourism and hospitality industry of Kazakhstan will take some time to emerge, the current work attempted to analyze the potential issues that could be caused by migration influencing on the

tourism attractiveness of Kazakhstan. While migrants could become a source of cheap labor to be employed in the tourism and hospitality industry of Kazakhstan, there are potential challenges such as potential economic, social and political issues arising from their employment. Compared to migrant-dominant countries with high levels of tourism such as United Arab Emirates or Qatar, Kazakhstan has been creating employment and other social/economic benefits for Kazakhs residing outside of the country rather than considering migrants from other nationalities in its migration policy. Therefore, addressing the migration situation apart from the recent experience with the Russian citizens, could provide with the future research opportunities and recommendations that are important to highlight:

First of all, one of the potential assumptions that arises from the current work is that the tourism and hospitality industry of Kazakhstan is still immature, which explains relatively low level of negative impacts of recent influx of Russian migrants into Kazakhstan.

However, the future research work should address the long-term challenges that would be caused by the migrants by focusing on the social, political and economic issues in order to maintain more sustainable development of the industry. Secondly, it is necessary to conduct more detailed analysis of the migration environment in the country by focusing on the migrants employed in other industries in order to gain develop a general understanding about the situation with migration, their employment status, social

security and other aspects. Based on the analysis of the migration patterns and trends, the potential insights could be obtained and generalized to a tourism industry.

The current research work was based on the opinions and perceptions about the migration and its impact on the tourism industry. Based on the interviews and surveys, it can be concluded that the topic has not been addressed in Kazakhstan, especially the observations during the interviews have supported this view. Thus, it leads to the conclusion the research work has attempted to address the potential issues, which would arise from the migration and the negative publicity of the country's image if these issues will not be addressed.

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Appendix A. Interview Questions

1. What are potential negative consequences of migration on the tourism and hospitality industry?
2. What political, social and economic factors do you consider as contributing towards the migration of people?
3. Will employing migrants in tourism industry contribute towards cost-reduction due to salary gaps between migrants and the locals?
4. What are the potential negative political, social as well as economic challenges arising from migration trends for the tourism industry?
5. How can the migration-induced risks in tourism industry be resolved?
6. What is the role of the government, state agencies and tourism industry members in addressing the migration-induced challenges?
7. What measures are in place to mitigate the negative consequences of the migration in tourism industry?