

## APPENDIX 3 COVER PAGE, CONTENT AND DECLARATION



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### **Study of 5 stages of travel at a destination (Turkestan)**

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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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School of Liberal Arts

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## DECLARATION

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We hereby accept the terms of the above Declaration.

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**APPENDIX 4 PROJECT-BASED APPROACH TEMPLATES**

**Table 1.** *Brief description of the budget investment project*

<i>Name of the component</i>	<i>Description</i>
The SP project name	
Source of financing	
The SP customer’s name	
The SP location	
The SP objectives	
KPIs	
The SP components	
Project scale and project capacity	
Target groups, including main beneficiaries	
Legal acts, including documents of the state planning system, in accordance with which the project is supposed to be implemented	
Total SP cost	

**Table 2.** *Functional responsibilities of the SCRUM team*

№	Surname, name and position	e-mail, cellphone number	Functions of the project participant	Responsibilities of the project participant
1	2	3	4	5
1.				
2.				
3.				
4.				
5.				
6.				

**Table 3.*****Period and cost of the event***

№	Name of activities and components	<i>Period</i>	<i>Period</i>	<i>Period</i>	Total
		<i>cost</i>	<i>cost</i>	<i>cost</i>	
1.					
1)					
2)					
2.					
1)					
2)					
Total					

**Table 4.*****Detailed stages of the SP realization***

№	Individual components and stages of implementation	<i>KPI</i>		
		<i>Measure</i>	<i>Period of project</i>	<i>Cost (thousands of tenge)</i>
1.				
2.				
3.				

**ABSTRACT**

**Tourism is becoming one of the most important spheres in the world today. Many**

**countries are promoting their economies through tourism. At the same time, there are factors that develop tourism. The diploma project analyzes 5 stages of one of the tourism development tools. The object of the study was the city of Turkestan. The main issue is the development of tourism in Turkestan. In the diploma project, the tourism of Turkestan was analyzed in 5 stages and a statistical synthesis was carried out. As a result, a project related to 5 stages was presented. The project is aimed at developing tourism in Turkestan.**

**Бүгінгі күні туризм әлемнің аса маңызды сферасына айналууда. Көптеген мемлекеттер туризм арқылы экономикасын жылжытуда. Сонымен бірге, туризмді дамытатын өзіндік факторлар болады. Дипломдық проектте туризмді дамытатын инструменттердің бірі 5 стадий талданды. Зерттеу объектісі Түркістан қаласы болды. Тақырыптың негізгі мәселесі Түркістан қаласындағы туризмнің дамуы болып табылады. Дипломдық жобада Түркістан қаласының туризмі 5 стадий бойынша талданып, статистикалық синтездеу жүргізілді. Нәтижесінде, 5 стадийға байланысты проект ұсынылды. Проект Түркістанның туризмін дамытуға бағытталады.**

**Сегодня туризм становится одной из важнейших сфер в мире. Многие страны продвигают свою экономику за счет туризма. В то же время есть факторы, развивающие туризм. Дипломный проект анализирует 5 этапов одного из инструментов развития туризма. Объектом исследования был город Туркестан. Главный вопрос - это развитие туризма в Туркестане. В дипломном проекте туризм Туркестана был проанализирован в 5 этапов и проведен статистический синтез. В результате был представлен проект, относящийся к 5 этапам. Проект направлен на развитие туризма в Туркестане.**

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## INTRODUCTION

**The relevance of research:** Currently, tourism services are becoming a whole tourism industry, that is, a rapidly developing service sector. The intensification of entrepreneurial activity in this market sector not only determines a new sector in the economic structure of a number of countries, but also allows it to become the economically dominant sector of the national economy of a number of countries.

Today, the tourism industry of Kazakhstan is an independent link in the economic structure. It is an economic system consisting of a complex of industries and divisions, the functions of which satisfy the needs of tourists with various functions. At the same time, the growing demand for various types of recreation and entertainment is a source of income for the economy. This was due to the commercial nature of tourism, which not only developed new types of tourism, but also allowed the formation of new organizational forms of tourism companies. Tourism plays a very important role in the economy of many countries, and this type of recreation contributes to the restoration of human strength and working capacity and, accordingly, uses the psychophysiological resources of society, contributes to the rational use of free time, plays a special role. in employment and living standards.

Thus, the tourism industry indirectly affects the living standards of the local population and their employment, which affects the creation and development of infrastructure and services in tourist areas. All these amenities are used by both locals and tourists. We can say that the tourism industry is not a type of tourism, but the provision of related services at an appropriate level, which is determined by the degree of their cost. It is a set of services that differ in quality and quantity of goods at different income levels of tourism consumers. Different levels of income determine the formation of types of tourism products and the demand for their types. In turn, the profitability of tourist services allows expanding their quantity, quality and types.

Domestic tourism is rapidly developing in Kazakhstan today. Kazakhstan is considering infrastructure and services for domestic tourism to increase the number of visitors to the country. The recent incident with COVID-19 in the country, that is, in the world, forced Kazakhstan to focus on the development of domestic tourism. Although there are no tourists from other countries during the quarantine, the number of people choosing domestic tourism is growing. Today, the most popular tourist destinations in Kazakhstan are Almaty, Nur-Sultan, Turkestan, Saryagash and Borovoe. In particular, Turkestan is considered the birthplace of cultural tourism, and the opportunities for its development are expanding.

The purpose of this diploma project is to study 5 stages of tourism work for the development of tourism in Turkestan. In general, there are many models that describe the stages or even cycles of tourism. Most of these models were rated by pre-trip, trip and post-trip. And for this exploration, we will share periods such as inspiration, planning, booking, travel, and also after travel, that is, impressions after the trip. We used the “5 stages of the journey” model, which includes stages. At the 5th stage, the advantages of traveling in Turkestan and the preferences of tourists will be taken into account. The blessing of the stages is the development of tourism in Turkestan.

**The object of research:** the process of forming 5 stages of tourism when used in Turkistan.

**The subject of the research:** methods of using 5 stages of tourism for the development of tourism in Turkistan.

**The aim of research:** is to study the application of the 5 stages of tourism in the development of tourism in Turkistan.

**The objectives of research:**

- consider improving tourism in Turkistan and its role in tourism in Kazakhstan;
- to study the types of study methods, technologies and features of 5 stages in Turkistan;
- to define methods in practice using 5 stages in Turkistan;
- analyze the use of 5 stages in tourism;

**The leading idea:** development of applied products on the project topic.

**Methods of research:** theoretical (study, analysis and generalization of psychological, method of analogies, modeling); empirical (experiment, observation, testing); statistical (quantitative and qualitative analysis of research results).

**The final product of the project** is to compose a product of improvement of 5 stages in tourism in Turkistan.

**The practical significance of the research** The practical significance of the study lies in the fact that the provisions and conclusions contained in the work are developed on the basis of 5 stages, improvement of tourism in Turkistan, the importance of 5 stages for tourism, the most necessary methods of tourism development in Turkistan.

**The structure of the research:** introduction, eight chapters, conclusion, bibliography and appendix.

**Literature review:**

Tourism is developing rapidly in the world. Tourist tourism is studied in 5 stages for the arrival in the developing country and the period after the trip. The 5 stages consist of inspiration, planning, booking, travel, post-stage travel. Each stage has a function for the tourist. Inspirational trend travel expert Daniel Levin said in his speech that there is a lot of information to attract more tourists. Inspire them. The study of the inspiration part of the project discusses the components of inspiration that Turkestan uses to attract tourists. Therefore, the expert opinions organized by tourism projects in Kazakhstan were raised. According to the organizer of the Silk Road Fair, Kazakhstan can attract tourists with its culture and history. And the center of Kazakhstan's culture is Turkestan. In addition, branding experts Anholt and Nikovorova's expert opinion on branding in tourism will be considered. At the planning stage, tourists begin to look for information about where they are inspired to travel. Today, information services are provided by telephone and the Internet. Therefore, the level of information retrieval was analyzed based on Google statistics. The level of information on the main website of Turkestan [turkistan.tourism.center.kz](http://turkistan.tourism.center.kz) was analyzed. At the booking stage, booking services will be provided on the social network page and website of Turkestan. At the stage of travel, the sources of information on domestic tourism in Turkestan are analyzed. The information was reviewed by Google Academy. At the last stage, the social network page of Turkestan and information on the 5 stages of Kazakh tourism were analyzed. Statistics for the diploma project were found on the information sites UNWTO and official tourism.



**Methodology:**

A research on the topic was conducted for the purpose of the diploma project. The study consisted of several approaches. They are: statistics, analysis, analysis, synthesis.

Stage 5 Statistical analysis was conducted to study the pace of development of tourism in Turkestan. To be effective, the statistics of world tourism and tourism in Kazakhstan were synthesized. These statistics were analyzed by Turkestan statistics and analyzed in 5 stages.

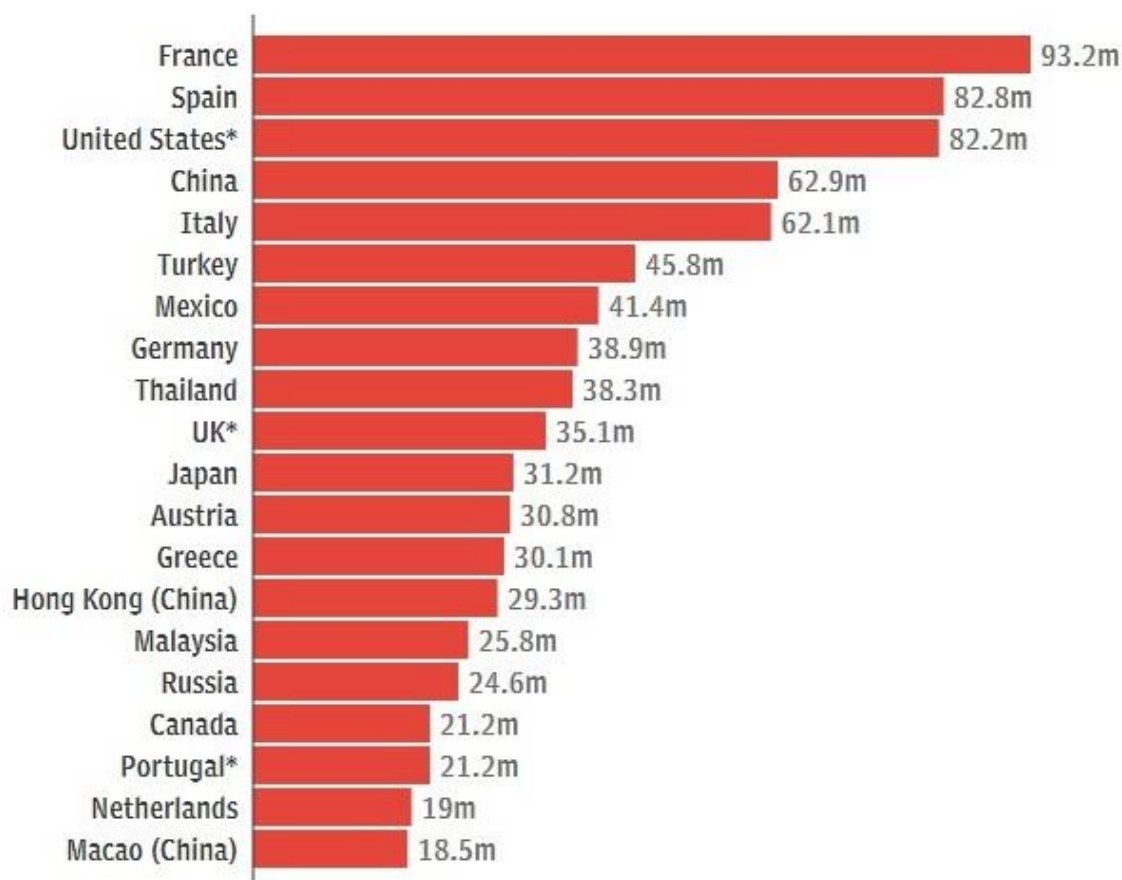
For the analysis of tourism in Kazakhstan and the world, special tourist sites were synthesized and the necessary information was considered. The main purpose of the research method is to understand and study the scope of the topic. Further, a general study was conducted by analyzing the considered statistics and the opinion of experts. In addition, the research method consisted of quantitative and qualitative methods. When analyzing the statistics, the level of quality was compared, considering the quantity. For example, the number of subscribers in the social network of Turkestan and the quality and activity of its content were studied.

The tourism sector is a rapidly developing factor in the world. Its development leads to the development of economic, social and cultural factors of the state. As a result, tourism contributes to the social growth of the state, the development of infrastructure, increasing profits. And for the development of tourism, the number of tourists and the state will create favorable conditions for tourists. When choosing a tourist trip, first of all he is inspired by the trip. Therefore, tourism should inspire the tourist before the trip. As a result, the flow of tourists in the world will grow and tourism will evolve.

According to UNWTO research, there were 1.5 billion international tourist trips worldwide in 2019. This is 4% more than in 2018 [1]. This means year after year the flow of tourists has only grown. France remains the leader in world tourism. Having received 89.4 million visitors in 2018, France reached 90 million foreign tourists in 2019 [1]. Spain became the second with 83.8 million people. "Bronze" in the United States is 78.7 million tourists [1]. Tourism grew every day in its own way. All this has its own approach and conclusion, and these are 5 stages of tourism.

## The world's 20 most visited countries in 2018

*International tourist arrivals in millions (2018; \* denotes projection)*



**Graph 1. World tourist flow**

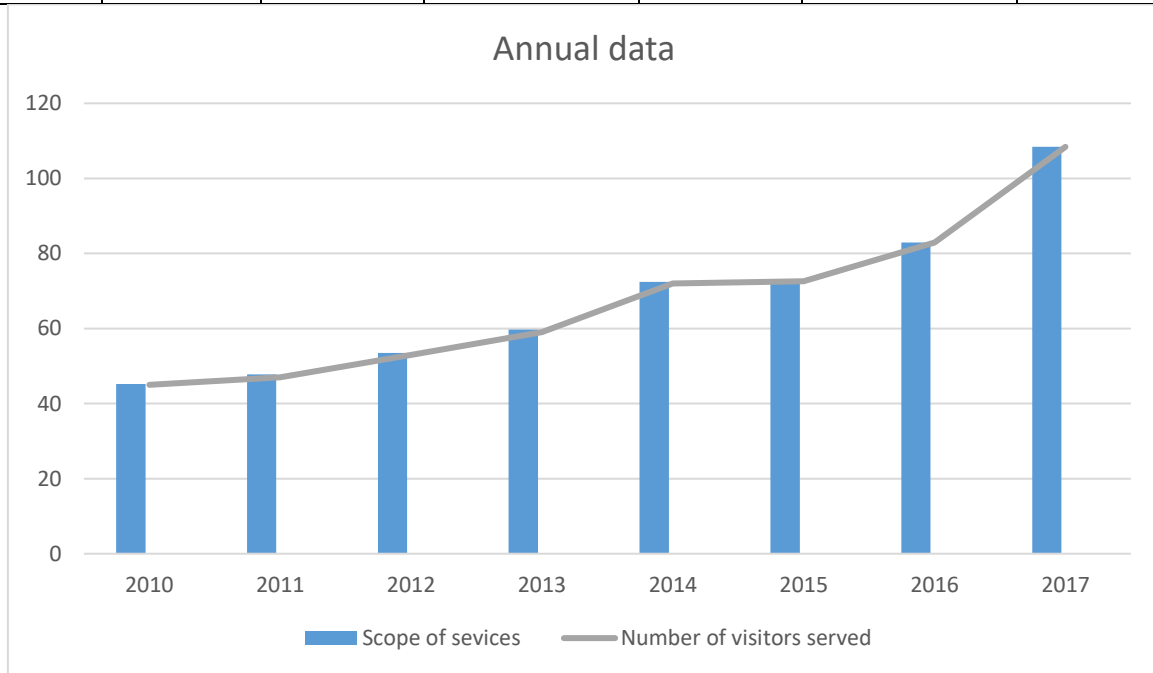
Not every tourist travels at once. Therefore, it goes through 5 stages of tourism. Each country inspires tourists with its own tourism, which is a stage of inspiration. Then, the tourist plans his trip with the same inspiration, which is the planning stage. Then, he made a decision and made a reservation, which is the reservation stage. Then he goes on a trip, this is a travel stage. After returning from the trip, he shares his memories, which is the post-travel stage. It is through these stages that tourism develops through tourism. Similarly, tourism forms its direction of development through 5 levels. The inability of countries to develop tourism in sufficient quantities is often due to poor planning of these 5 stages. Therefore, the 5 stages can be considered as 5 directions of tourism development. Every year, as tourism develops one of the 5 stages, the growth rate increases.

The UNWTO also named the list of countries that showed the largest increase in tourist arrivals in 2019 [2]. First of all, experts note the success of the Central Asian countries. Thus, foreign tourist flow to Uzbekistan increased by 27.3%, to Kazakhstan - by 10%, to Azerbaijan - by 11.4% [2]. According to statistics, Kazakhstan is growing every year.

**Table 1. The number of tourists in Kazakhstan by city**

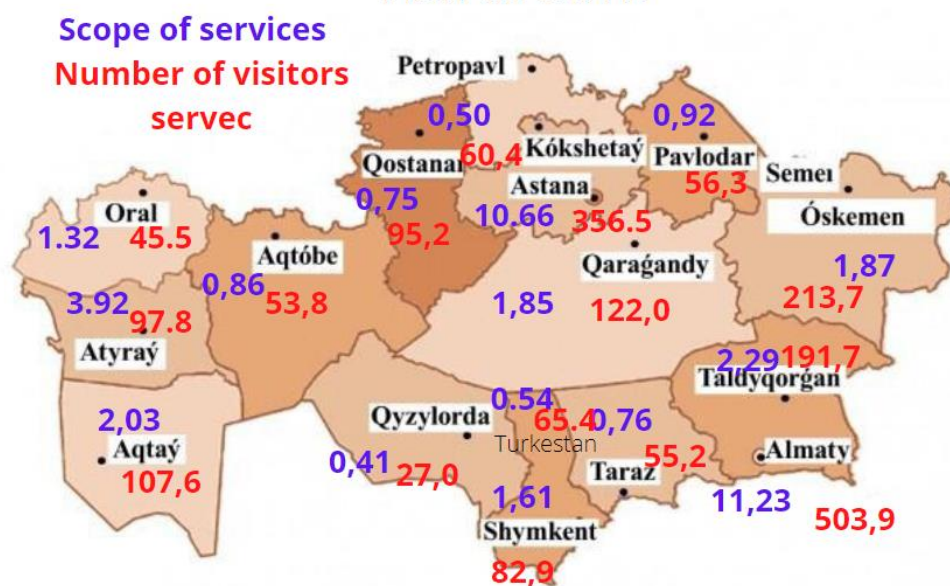
	2019		2018		Growth over the year	
	Hotel accommo	Sanatoriu m services	Hotel accommodati	Sanatoriu m services	Hotel accommodati	Sanatoriu m services

	ation		on		on	
Nur-sultan	14 908	14 769	14 908	13 463	-	9.7%
Almaty	18 624	12 554	18 245	11 689	2.1%	7.4%
Kyzylorda	7 838	11 323	7 838	11 039	-	2.6%
Atyrau	12 264	11 282	12 264	11 089	-	1.7%
Kostanay	7 617	11 039	7 491	11 285	1.7%	-2.2%
Pavlodar	9 251	10 465	8 279	9 637	11.7%	8.6%
Ust-Kamenogorsk	9 053	10 390	9 053	9 881	-	5.2%
Kokshetau	8 033	9 622	7 746	10 581	3.7%	-9.1%
Semey	8 096	9 489	6 575	9 635	23.1%	-1.5%
Petropavlovsk	11 935	9 392	10 119	8 858	17.9%	6.0%
Aktobe	10 194	9 144	9 496	8 806	7.4%	3.8%
Karaganda	8 182	9 031	6 871	8 909	19.1%	1.4%
Taraz	11 396	9 007	11 396	8 580	-	5.0%
Aktau	10 974	8 853	10 974	8 853	-	-
Ural	13 054	8 826	12 123	8 146	7.7%	8.3%
Shymkent	10 535	8 713	10 057	8 241	4.8%	5.7%
Turkestan	10 466	8 326	-	-	-	-
Talgykorgan	8 330	8 092	5 713	8 092	45.8%	-



**Graph 2. Growth of tourists**

## Accommodation of tourists. Half of 2018



**Graph 3. Distribution of tourists and use of the service**

In 2019, the share of tourism in Kazakhstan's GDP was 5.6%, while by 2025 it is planned to increase the figure to 8% [3]. For these purposes, an annual increase in investment flows and an increase in the expenses of domestic and foreign tourists by an average of 7-8% per year are required [3]. The modern tourism industry is one of the largest highly profitable and dynamic segments of the international trade in services. Tourism generates about 10% of the world's total product, 30% of world exports of services, 7% of world investments, 10% of jobs and 5% of all tax revenues [3]. This all develops the country in the necessary sectors for growth. Also, Kazakhstan every year makes new tourism records. In Kazakhstan, investment in tourism has reached a record in the history of the country - 153.7 billion tenge [3]. Thus, over the past ten years, the average annual growth of investments in fixed assets in the field of arts, entertainment and recreation was at the level of 10%, and at the end of 2019, the growth in investments reached 46.2% per year. In monetary terms, the volume of capital investments in 2019 amounted to 153.7 billion tenge, setting a new record in the history of the country. At the same time, the state's contribution to the financing of the sphere amounted to 40.2%, the share of equity capital - 46.2%, and the remaining 13.6% are bank loans and borrowed funds [4]. In Kazakhstan, there are more than 100 tourist sites that can become so-called "tourist magnets" and "points of tourist growth". The development of their tourism infrastructure requires significant investment. However, due to limited financial resources, 10 republican destinations and 50 regional ones were selected, which were included in the Tourism Map of Kazakhstan.

This level of development in Kazakhstan is considered in detail in 5 stages. At the same time, 5 stages should not be studied in Kazakhstan, but each of the top 10 tourist destinations should have its own system of 5 stages that motivate tourists to travel.

Turkestan is one of the TOP 10 tourist centers. Turkestan is a city that develops the direction of culture in domestic tourism. According to statistics, in 2019, 1.5 million

tourists visited Turkestan [5]. At the same time, it is hoped that by 2025, these statistics will reach 5 million tourists [5]. Currently, the state is financing the development infrastructure of Turkestan. For tourists to come to Turkestan and get results, tourism must go through special stages.

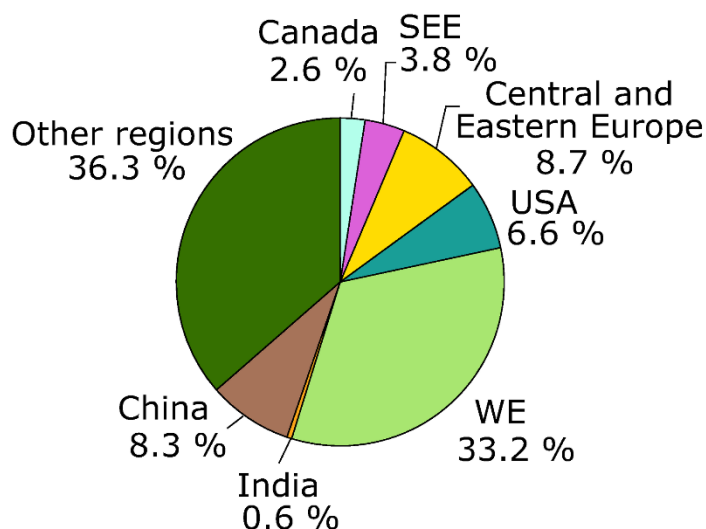
The purpose of this diploma project is to study 5 stages of tourism work for the development of tourism in Turkestan. In general, there are many models that describe the stages or even cycles of tourism. Most of these models were rated by pre-trip, trip and post-trip. And for this exploration, we will share periods such as inspiration, planning, booking, travel, and also after travel, that is, impressions after the trip. We used the “5 stages of the journey” model, which includes stages. At the 5th stage, the advantages of traveling in Turkestan and the preferences of tourists will be taken into account. The blessing of the stages is the development of tourism in Turkestan.

### Inspiration

Inspiration is the first step that motivates a tourist to travel. As a first step, the tourist searches for information and is inspired to travel with specific information. This is an urgent process, and the tourist needs to promote this or that tourist activity. To do this, the tourist does not need detailed information, that is, only the process of motivating him to travel. In short, the tourist must be motivated to travel.

Today is the XXI century, the time of tourism development. Today, 155 out of 195 countries are engaged in tourism [6]. World tourism is developing rapidly and increasing its statistics. In 2012, the world's tourist flow reached one billion for the first time, ie 1 billion 35 million. Revenues from tourism reach a trillion, in 2012 they amounted to 1 trillion 75 billion dollars [6]. These statistics are the beginning of the development of digital tourism, which is now in a new era of tourism. Therefore, Level 5 is a good way to develop through digital tourism.

### World share of international tourist arrivals, 2020



4 graph. Arrival of tourists in the world by country

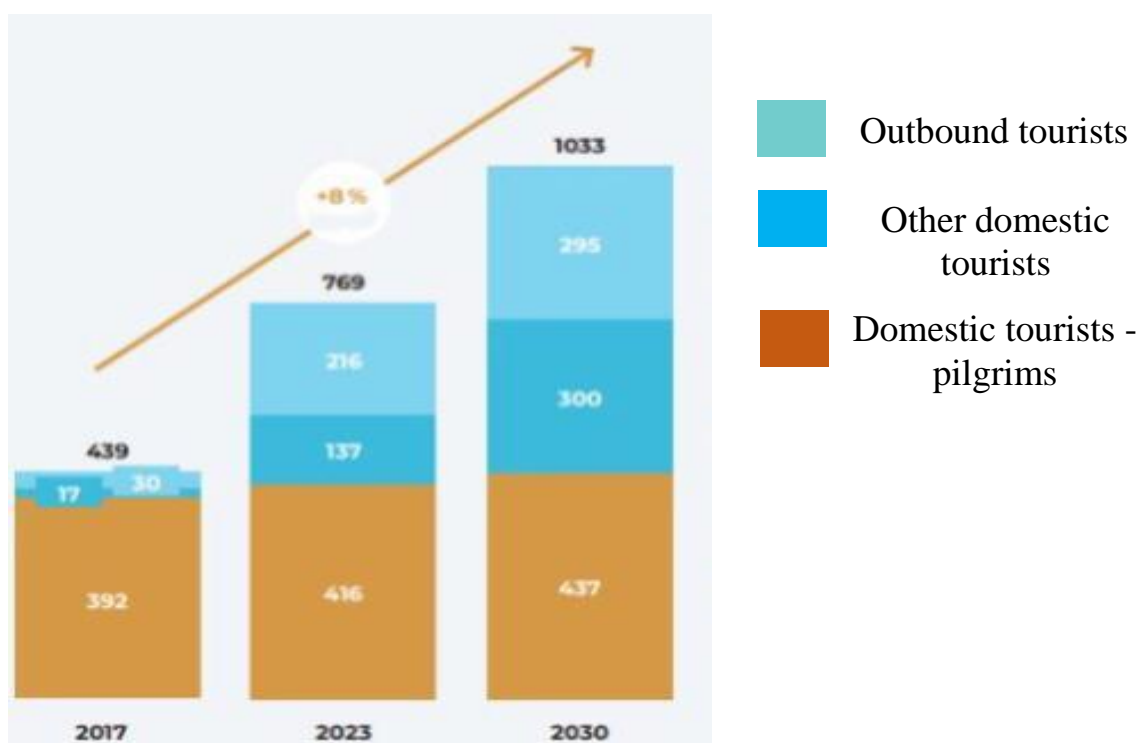
Online formats are widely used today to inspire tourists. Internet marketing and advertising can help a tourist take the first step on a journey. Travel expert Daniel Levine said, “If you want to attract more travelers, don't give them too much information. Inspire them. There is too much information to understand. They are looking for mentors to help them determine what they need. Not only do you tell them what you will get when you get here, but also tell them what you will take home with you at the end of the trip.»[7].So, the

way to inspire a tourist in a short period of time through marketing advertising without giving full information is that tourism gives good results. As tourism and marketing have to go hand in hand, it is important to use current marketing trends. According to statistics, in 2015, in the search section of Yandex, Russian users requested about 70 million information about travel and tourism, which is 1.4% of all requests on Yandex [8]. It is inspired by advertising through search platforms, online advertising, social networks.

Inspiration can be achieved through traditional marketing, ie media, radio, newspapers and magazines, television commercials, radio sundresses. However, the benefits in this area have not been fully realized. Currently, it is not possible to find the target audience using traditional marketing, and all ads are displayed to the entire population at once, regardless of age. Modern Internet marketing identifies and describes a specific target audience and promotes tourism products. For example, targeted advertising on social networks, types of advertising through Google ADS. Specially designed for keywords, video work, copywriting advertising.

However, according to experts, tourism in Kazakhstan does not keep pace with world tourism trends. During the Silk Road Fair, the editor of the British company Silk Road Fair said that the essence of tourism in Kazakhstan is cultural tourism [9]. Due to the fact that the state does not find its own tourist destination, it is unable to maintain its own statistics. The number of tourists who come to the country every year is less than 80 thousand tourists, and according to experts, the number of millions of tourists crossing the border is only those who come on business trips [9]. Therefore, experts believe that it is better to develop cultural tourism and use digital technologies. Turkestan can be considered as an object of cultural tourism. According to the organizers of the fair, Kazakhstan can be interested not only in its shores, but also in its culture.

Tourism in Turkestan can be promoted with modern marketing tools. Therefore, the diploma project will study and analyze Internet marketing tools. Therefore, the project analyzes the development of Turkestan as a separate tourist brand, ie through the formation of branding.



5 - graph. Number of demand visitors for Turkestan

The demand for travel in Turkestan is growing from year to year, and the inspiration of tourists from domestic cultural tourism is not left out. Tourists come to Turkestan with 3 inspirations.



- the increase in the popularity of authentic sites that allow you to get new experiences and get to know new cultures gives inspiration to the tourist;



- the growing popularity of tourism among Muslims: such tourists choose objects that match their faith and values;



- a significant number of representatives of the Turkic peoples: over 20 nationalities. the number is 160 million people.

Recently, the use of marketing in tourist regions is growing in importance. In 2002, S. Anholt, one of the leading experts on branding, showed that a brand can be applied to a territory using the term territory branding [10]. In her opinion, G.Yu. Nikovorova said that the use of branding in the territory reflects a marketing asset [10]. Therefore, branding is important for Turkestan tourism and advertising is important to inspire tourists.

In order to inspire a tourist, first of all, you need advertising creativity. In addition, marketing research will be needed to promote local ownership. Motivation, features, target audience, branding of Turkestan in marketing research. Branding takes into account such factors as the logo, mission, purpose of the tourist facility.

Turkestan can inspire tourists with its cultural sites. In general, Hodja Ahmed Yassavi encourages tourists to travel with advertising. Ontustik Tourism Center has been working since 2015 to promote tourism products. Its task is to promote regional tourism products in the domestic and foreign markets. There is also cooperation with the national company "Kazakh Tourism", which promotes the product.

Turkestan calculates the number of tourists by the number of ticket recipients for Hodja Ahmed Yassavi. It is also associated with historical sites in advertising communication. So, there is a brand in Turkestan that inspires tourists, you just need to be able to promote it.

Branding has been formed in Almaty to inspire tourists. As Almaty is the center of Kazakhstan, most tourists connect Kazakhstan with Almaty.

In order to develop tourism in the field of tourism, it is necessary to pack it as a product. This is evidenced by the fact that the tourist is motivated by the product and moves to the next stage.

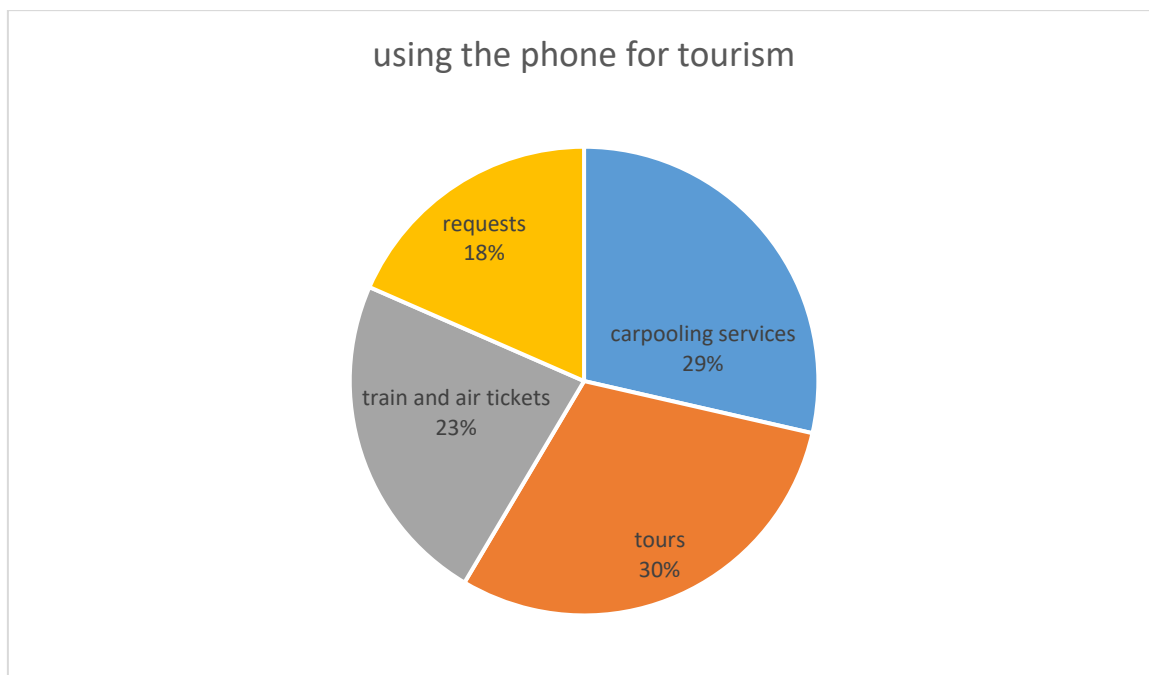
## **Planning**

Planning is the second stage of the trip. At this stage, the tourist is inspired by the trip and begins to plan his trip. To do this, they look for special information, get acquainted with travel companies, think about logistics, that is, consider the planned trip and back.

Before the trip, the search for information by tourists on special sites and social networks has expanded. Nowadays, people view their travel information on special sites and link to comments on social networks. Therefore, today it is important to have complete information at the planning stage. This is because if a tourist does not get full information when planning a trip, he may become psychologically suspicious and change his mind. Therefore, using all digital marketing tools, websites and social networks should be filled with the necessary information. The digital economy is a source of income for tourism, increasing the number of tourists. For developing countries, cyber technology is expected to grow by 1.3% in GDP in 2010-2016 [11]. This rate has doubled every year. Digital technologies are developed for tourism through a website, chat bot, QR code, programs.

According to Google statistics, during the travel planning period, users make about 400 searches. This huge reservoir of data is actively used travel companies in order to influence the decision of the traveler and persuade him in favor of a particular route, company and hotel. 74% of travelers in the world plan their travel online, which determines the prospects for the online tourism market [12]. The majority of domestic tourists used the Internet in the planning and organization of their trip in 2017-2018. The trend of digitalization of travel services forces market players to adapt to new realities. For example, mobilefirst proposes to focus not on versions for desktops when developing booking services and tablets, and on applications for smartphones. At the same time, there was a significant increase in the requests of travelers from mobile devices: they searched for carpooling services from smartphones by 62% more often than in 2016, tours - by 65%, train and air tickets - by almost 50% [12]. In total, the share of requests from mobile devices increased to 40%. About half of users searching on a mobile phone or tablet make a reservation from this device. To take advantage of this trend, it is necessary to provide the user with the convenience not only to search, but also to pay for services from a smartphone.





**Graph 6. Tourists use the phone for travel**

However, the average Kazakh traveler still gives tour operators, who turn a blind eye to the progress of digitalization, hope for several years of prosperity. By

According to a global survey by Travelport, 51% of holidaymakers still prefer to buy tours from specialized companies, regardless of the convenience of their digital platform [13]. In general, the global trend of digitalization of the travel industry testifies to a quick and global change in this market. In Europe, the services of tour operators with visits to the physical offices of companies are used by no more than a third of travelers. The rest plan their trip on their own using online services. In Kazakhstan, the market is developing taking into account global trends, therefore, a similar situation will not be long in coming. Online sales will grow, and on two levels - the independent compilation of the tour by buying tickets and hotels separately on the Internet, as well as buying already

"Collected" trips from tour operators online. Electronic sales will replace offline agencies, some of which will be closed, while others will be reoriented to the digital environment.

Tourists often look for information in tourist statistics and reviews. That is why there are special sites in Kazakhstan. For example, Trip Advisor can provide travel information through reviews. However, in Kazakhstan, tourism sites and reviews and social networks are underdeveloped. Blogs that provide accurate information to tourists make a good impression. However, there are no specially designed tourist video blogs in Kazakhstan, but there are videos of interest. And there is not much content on social media. These shortcomings also affect the planning stage of Turkestan.

Video blogging has long been practiced in the United States. YouTube blogger reviews have a big impact on travel planning. However, the video about the cultural sites in Turkestan was shot only by an interested person, and if the video is in the tourist direction, the planning will take effect immediately, because the tourist wants to see it.

Turkestan's mistake in providing information at the planning stage is the lack of special applications. When planning a place to eat or a hotel, tourists do not plan on their own; they pre-order through special phone applications. In the XXI century, there is a need to move away from tourism, because the tourist will plan his trip in accordance with modern requirements without leaving home. In this case, special applications help tourists to plan

the distance.

In general, sites in Kazakhstan:

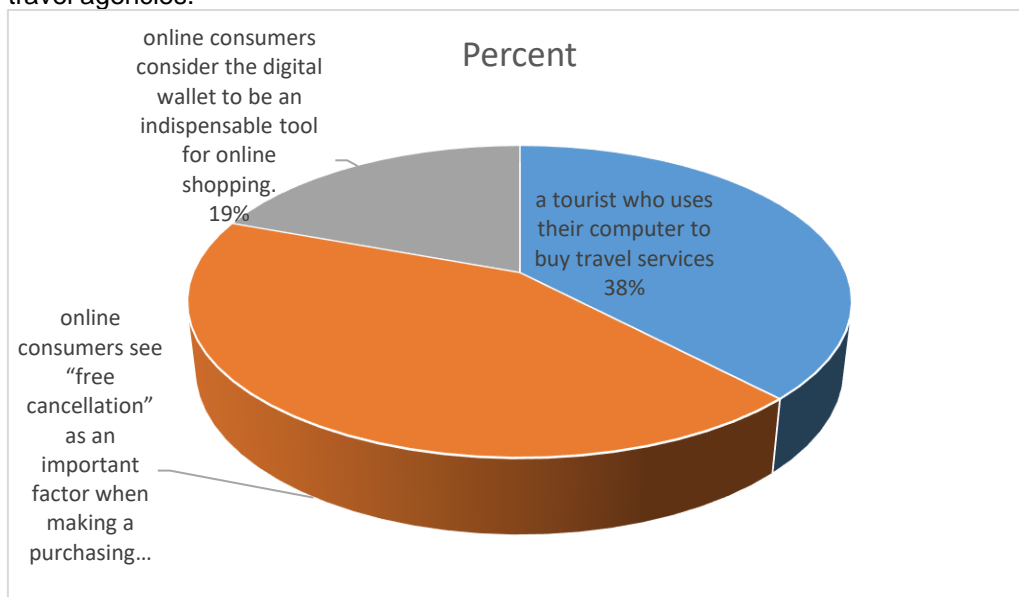
- The organizer of tours in Kazakhstan, ie the website of tour operators: tq.kz.
- Kazakhstan tourism development website: qaztourism.kz
- Republican tourist portal: visitkazakhstan.kz
- Kazakhstan Tourist Association: www.kaztour-association.com

There are popular tourist destinations in Kazakhstan. However, the number of practical sites and programs for tourist destinations, ie cities and regions, is very small. This is a big obstacle for tourists when planning a trip to Turkestan. A tourist who does not receive information is limited to planning a trip. For example, in Turkestan, the city of Venice is reported only in the media, and the amount of information about the destinations on special tourist sites is limited. Lack of special information for foreign tourists leads to the cancellation of the trip. In addition, it is clear that Kazakhstani sites do not have special content. The next application at the planning stage is a social network where tourists can get information.

Special social network in Turkestan: @turkistan\_tourism\_center. Tourists can easily find the name of the social network. However, the social network does not contain special information and links to the site. Lack of special content, lack of daily information, lack of feedback on the social network of Turkestan has a negative impact. Due to the lack of information platforms during the planning period, half of the tourists may cancel or postpone the trip. This is because lack of information hinders insecurity and planning.

### Booking

Travelers want and want to travel at this stage, but have not yet made a purchase. The main thing at this stage is to make the deal as accurately and easily as possible. Tourists can contact traditional tour operators or inquire about travel and ticketing through websites: direct airline, hotel and travel agency websites, and online travel agents. General booking takes place in two directions: offline and online. At this stage, tourists want everything to be successful. Therefore, this stage must be carried out with extreme caution. Euromonitor data shows that travelers are mostly making purchases on airline and hotel platforms and will continue to do so by 2025, rather than through intermediaries such as online travel agencies.



7 graphics. Tourist reservation

According to Booking.com, a third of tourists around the world prefer AI-driven

travel based on their previous searches, payment methods and amounts, and other preferences. Half of the respondents do not attach importance to who discusses the trip with them - a chat bot or a live person, if wishes are fully taken into account. The motivation to make a reservation also increases if the options proposed by artificial intelligence correspond to the wishes of the traveler, which is confirmed by a large proportion of respondents. Hotels are also interested in offering digital services to potential customers as quickly as possible, starting from the stage of choosing a room and ending with paying for accommodation on the website or through a special application. Among the technologies currently being tested is HiltonHonors, which allows users to book hotel services using the app and tailor their vacation experience to their desires. The hotel business uses this information to automatically develop an individual plan for each guest on subsequent visits. Most of the digitalization tools currently used in the tourism industry are applications. The first digital services for tourists appeared in the early 2000s and were focused on online booking of accommodation and purchase of tickets: Booking.com - a hotel aggregator made it possible for potential customers to see small hotels around the world, providing them with the widest access to the client base; AirB & B - replicated Booking.com's success by creating a new apartment rental market; Uber, Gett - taxi aggregators, attracted a huge number of people to small businesses, gave them the opportunity to earn money using their own car and, at the same time, made taxi services much more affordable [14]. Modern travel is hard to imagine without the use of such platforms. With their help, trust ratings are automatically generated between participants, allowing sellers and buyers of goods and services to be united in the market as soon as possible, including when concluding transactions and making settlements, thereby eliminating intermediary links, minimizing the cost of production and exchange processes. For example, Aeroflot, recognized second in punctuality in Europe and fourth in digitalization, in 2017 it switched to the SAP HANA platform, which provides the ability to work and implement business processes in a real-time system, which leads to simplified analysis of big data and the absence of duplication on a single platform [14]. This made it possible to digitize and process more than 30 million documents per month with an increase in the level of automated reporting sevenfold [14].

Offline sales are buying a tour with the help of tour operators. Online marketing tools are used in offline sales. Tourists can find information on local tour operators on the Internet. If you search for tour operators of Turkestan in Google, that is, by the keyword tour operator Turkestan, you will see links to 7 sites. As for Almaty, this is 3 times more than Turkestan. Now, if the keywords for Turkestan are written in English, then only links are in the native language. This is a major hurdle for foreign tourists when booking. In addition, Google will be the first to publish only active links with ads. At the same time, it is clear that offline tour operators in Turkestan did not resort to marketing tools. Since a foreign tourist plans everything remotely, it is important that his channels are active in searching for booking information.

The next type of booking is direct sites. Travel companies from Norway, Iceland and Australia sell tours very well through the sites, offering tours and excursions: they can set dates, times and buy the tour online. And there are very few platforms for direct purchases in Kazakhstan. There are no direct sections in Turkestan. On live sites, a tourist can book everything he needs on one site. However, in Turkestan, this situation has not been fully taken into account.

Turkestan has reached a new level of tourism in the last two years. Visitors can book the tour online through a special social network. Often, visits to museums or cultural sites can now be booked online through social networks such as `turkistan_toirism_center`, `joinme.asia`, rather than offline. Most trips to Turkestan are sold in full packages, and today

the prices of tour products are affordable for tourists.

**Table 2. Turkestan reservation systems**

	Offline sales	Direct site	Online sales
Turkestan	42 tour operators offer offline sales	Tours in Turkestan are booked through 5 main sites. For a year 35% booking.	Online tours are currently being made through social networks. Tours in Turkestan are booked through social networks 60%. And the pages for the tour are 6.
Note: The table was created with the help of the author.			

#### Examples of official websites of tour operators and social media

- [https://www.tripadvisor.ru/Attractions-g424931-Activities-Turkistan\\_Turkistan\\_Region.html](https://www.tripadvisor.ru/Attractions-g424931-Activities-Turkistan_Turkistan_Region.html)
- <https://ticketon.kz/event/sakralnyi-turkestan>
- <https://www.karavansaray.com/>
- [turkistantravel.com](http://turkistantravel.com)
- <https://www.elittour.kz>
- <https://turkestan.salexy.kz>
- <https://visitkazakhstan.kz>
- <https://www.kmeridian.kz>
- <https://www.qaztourism.kz>
- <https://www.jartour.ru>
- <https://kuanysh-tour.kz>
- <https://amazingturkistan.kz>
- <https://kompastour.com>

In terms of online booking, we will look at dedicated government and global booking sites. The booking.com website is used for booking in Kazakhstan. The booking period is one of the most important aspects of travel, for which availability should play an important role. In Kazakhstan, the number of domestic sites and platforms for the booking period is small. Therefore, the booking system is not easy for foreigners. After all, they have to book hotels and transport from different sites. And if you add everything to one site and provide a direct link to the booking, the number of tourists will increase. Tour operators and travel agencies of Turkestan work in the direction of domestic tourism, and tourism develops at the expense of foreign tourists. For this, Turkestan's booking system should take into account not only one-way, but also the booking system of foreign tourists. Recently, the city site turkistantravel.com was created where you can get any information about Turkestan in 3 languages (Kazakh, English, Russian). The site is very nicely designed, there are all options for planning a trip and booking hotel rooms. A

digital version of the city map is presented. However, the options are not yet involved in the work, that is, you can see everything, but when it comes to booking, then everything becomes more complicated, errors appear and the site does not work. Moreover its hard to find this website on the internet. Additionally, several websites that are shown in the list of the above sites don't work.

### **Journey**

This period occurs entirely when the tourist arrives on the desired journey. However, without going through three stages, the journey will not take place. The most important element of any trip is the impressions and impressions received during the trip. We can say that all the other stages described above, one way or another, should lead to a direct journey. Each tourist evaluates the destination with his impressions and experiences during the trip, and it is this period that determines whether they will return and inspire others to travel.

"Tourists around the world made 6% more trips in 2018 than a year earlier - a total of 1.4 billion [15]. It was expected that this milestone will only be passed in 2020," UNWTO said. Travel to the Middle East rose 10%, Africa 7%, Asia and Europe 6% [15]. Tourists visited North and South America 3% more often than a year earlier. According to UNWTO, the number of international arrivals to Europe in 2018 amounted to 713 million

[15]. Tourist traffic to Southern Europe increased by 7%, and to Western and Eastern Europe by 6%. In Northern Europe, there was no improvement due to a decrease in tourist flow to the UK amid Brexit. Tourists made 343 million trips to the Asia-Pacific region, 217 million to North and South America [15]. The tourist flow (-2%) to Central America and the Caribbean decreased slightly due to hurricanes Irma and Maria, which occurred in September 2017 of the year [15].

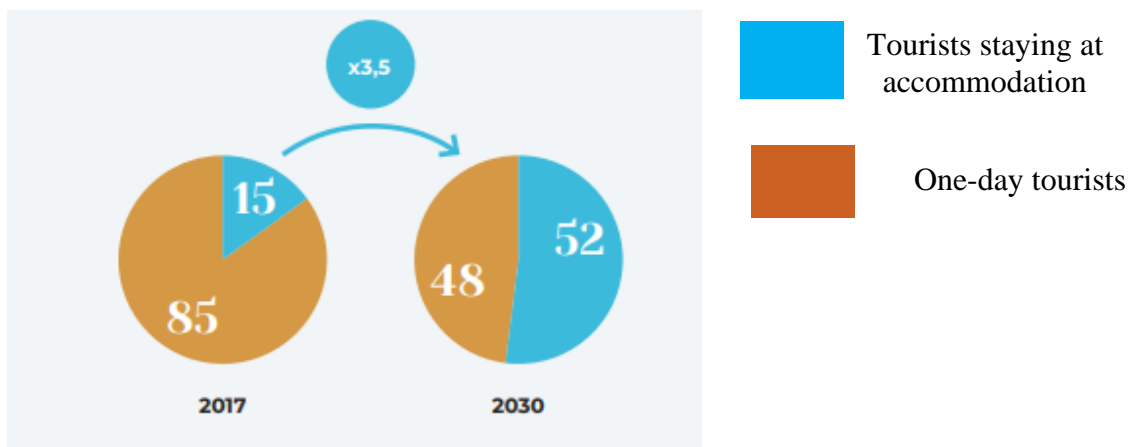


**Graph 8. The result of world tourism [15]**

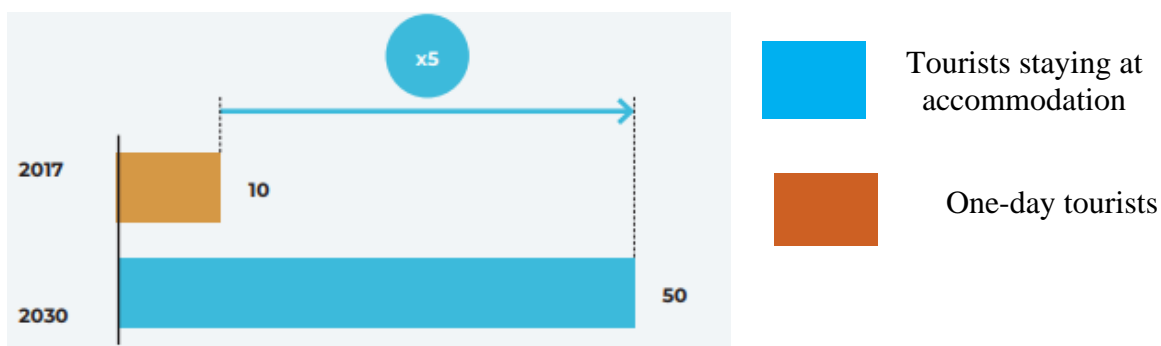
During the trip, the tourist is affected by tourist products, infrastructure, services and transport of tourist destinations. Therefore, the moment of travel should be on the scale offered to the tourist. The most important travel tool is a tourist product. All of the above statistics are the result of the tourist's journey. Excursion products are the most important basis of any trip. Similarly, Kazakhstan has its own tourism products and there are many ways to offer them. If you pay attention to the research of Kazakh tourism, Kazakhstan on its official website offers ecological tourism, mountain tourism, hunting and fishing, eagle hunting, recreational tourism, cultural tourism. However, these products are incomplete, as there is no detailed information about the finished tours. In this regard, if we consider other places related to tourism in Kazakhstan, there are about 10-15 types of tourism in other places, and the number of recommended tours is relatively small.

The number of tours in Turkestan is small, depending on the objects, and the number of tourist products is very small, since they offer only 3 types of tourism. Turkestan offers tours of cultural, historical and religious tourism. In addition, tourism products include certain similarities and the same objects. For example, the mausoleum of Khoja Ahmed Yassavi and the mausoleums of saints have a large number of tourism products. New in April 2021 is the construction of a multifunctional tourist town “Karavan Saray” is similar to Venice. Turkestan is developing in terms of tourism infrastructure. On the official website of Kazakhstan, offering tourist products, 6 tourist products from all over the country are presented for now. Most of them are located in Almaty and Nur-Sultan. However Turkestan is also actively developing its tourism through social media mostly.

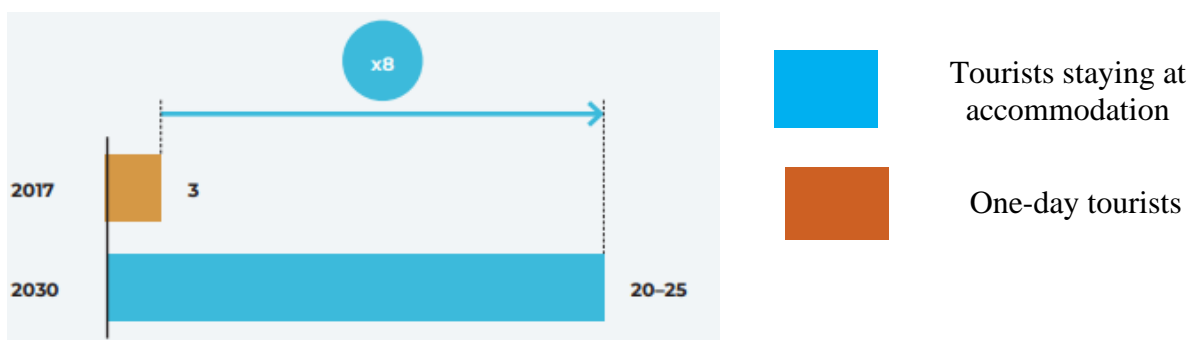
The hotel plays the most important role in terms of infrastructure. There are now 13 hotels in Turkestan, however the quantity of hotels are rising according to the new project. There are 31 hotels in Taraz, a geographical competitor. However, Turkestan is of interest to tourists. Therefore, it is important for a tourist to have a wide choice while traveling.



9 - graphics. Share of tourists using places of accommodation in Turkestan,% [16]



10 - graphics. Average bill for accommodation, USD / visit / person [16]



11- graphics. Average check for leisure, USD / visit [16]

As for the service of tourism products, quality professionals are needed here. Many foreign tourists come to Turkestan to get acquainted with the historical periods. However, it is difficult to find specialists with knowledge of three languages. Therefore, tourism specialists from other countries work in Turkestan. In terms of service, he can show a good level in tourism under the influence of several years of practice. However, citizens of neighboring countries are more often served than citizens of Kazakhstan. Foreigners cannot fly directly to Turkestan, so they can fly through Almaty with a transfer. Equipped with special buses during the excursion. In addition, since all tours are held in the center, facilities and hotels are located in the same center.

It is important to ensure the safety of tourists in Turkestan. From 2019, the tourist



police has been deployed to ensure the safety of foreign tourists visiting Turkestan. So far in the state police - five tourist police and two units of transport. Employees of the unit are equipped with all necessary equipment. Tourists can provide security before arriving in Turkestan.

The above shows several mistakes of Turkestan during the trip. It is important to resolve issues such as service, infrastructure, service, since the travel process will open the way to the development of the next stage. Turkestan is the historical center of tourism in Kazakhstan. Therefore, its tourism product must be properly designed.

### **Post-travel stage**

The postpartum period aims to appreciate the tourist's journey and share it with friends. If we find out, most tourists post their photos on social media during or after their trip. Besides, one of the traditional directions of his marketing is word of mouth. To get good results on the next leg of the trip, the leg during the trip must be at a good level. In the post-travel period, the tourist should easily find you. Often this stage is currently being developed by the internet marketer. The tour operator must have a social network. Indeed, in our time, people post on social networks the places they like, and celebrate the organizations and people they unite.

Social media shouldn't be limited to one network. Today such social networks as Instagram, Facebook, Twitter, Tik-tok are popular among users. Almaty and Nur-Sultan are leading in the use of social media for tourism. There is only one Instagram page in Turkestan, where news is published only in the city. However, due to the fact that tourists are on different social networks, depending on their interests and age, they should be widely used.

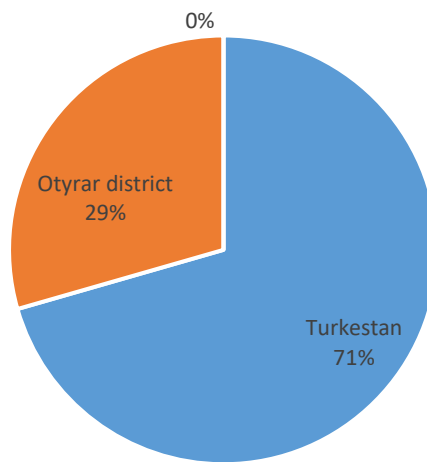
A tourist can leave an assessment of the past period on his social network, and reviews are directly important for motivating other tourists to travel. The lack of social networks today limits the development of tourism.

At the same time, it is necessary not only to open a social network, but also to maintain its activity. This way, recent tourists can actively leave their comments. For example, flash mobs using hashtags on social networks give good results. In addition, sharing your thoughts through an Instagram story also helps to form an opinion on a travel product directly. Again, psychologically speaking, the fact that tourists are sharing their thoughts on social media and that a travel company is laying a page on the social media may be a reason for other people to visit that page. For example, Iceland began active social media advertising, which inspired a marketing campaign to inspire Icelandic tourists and the country was able to create a virtual social movement. According to their research, 90% of people who travel to Iceland are willing to share their travels with others [17]. Norway also got creative with the #SheepWithAView campaign in 2016, which spread the virus and reached 64 million users in less than two months [17]. Australia has created one of the most popular social media pages, encouraging users to share photos. Every week, the site administration looked through the photos and chose the best. As a result, posts on this page reach millions of people on Facebook and hundreds of thousands on Instagram every day.

Many countries perform well through social media, engaging people by organizing unimaginable tasks. Likewise, if he organized a call in Turkestan through his social network and invited people to share their views after the trip, it would be full of information for future tourists. In addition, tourists can find information directly on the page without looking for other sites. However, despite the existence of a social network in Turkestan, its content is underdeveloped. The page could not create a visual element to attract tourists. And all this prevents the tourist from leaving his opinion.

21.5 thousand people are registered in the official Instagram account of Turkestan. However, if we look at the active registrants, there are only about 200 of them. In addition, the opinion of not a single tourist has been established. After these analyzes, it is clear that the page on the social network of Turkestan is weak. Therefore, digital technologies are important for tourism today. To do this, you need to work with specialists and remove marketing flaws.

Those who traveled to Turkestan for 9 months in 2019 through social networks:



**12 graphics. Use of social networks by tourists in Turkestan [18]**

Today, most tourists in Turkestan receive information through social networks. Therefore, the number of tourists in Turkestan has increased to 900 thousand in 2019, as shown in the diagram, who receive information from social networks and leave comments about their travels on social networks.

### **The "Marketing and sales of products (services)" section**

In the department of marketing and sales of products, ethnotour in Turkestan will show the normal price of demand and the prospects for its share in the supply of products to the population. Since Turkestan is a historical and cultural city, it is in demand to be able to present the history of the ancient Turks in tourism products. The main goal of the project is the development of tourism in Turkestan and its consideration in 5 stages. Before analyzing the marketing and sales department of the proposed project, let's get acquainted with the summary and implementation of the project as a whole.

The project is aimed at developing ethno-orientation in Turkestan, including the creation of ethno-villages. The main requirement is to create an ethno-hotel center.

- Project summary:
- Project name: Turkestan ethno-tour
- Project goal: to present and promote the products of ethnocultural cultural tours in Turkestan.
- Project image: ethno-tourist product
- Location of the project: Turkestan.
- Project promotion tools: through Internet marketing tools
- Project needs: infrastructure, transport, service
- Target audience of the project: men and women of different ages. Those who interested in historical and cultural tourism prefer the ethno-oriented one.

Basically, the project will take place in an ethno-village in Turkestan. Tourists will be able to stay in round hotels - yurts, get acquainted with Kazakh national cuisine, learn about traditions and culture. He can ride a horse and get to know the life of a real khanate in the former Turkestan. In addition to the ethnic village, tourists can get acquainted with the cultural, religious and historical sights of Turkestan. During a tour project, you can buy and book a product in one application. In addition, it can receive tourists from other tour operators. Products intended for the development of domestic tourism are aimed at attracting foreign tourists.

Next, we will analyze the project in 5 stages of tourism:

Stage 1: To attract tourists to an ethnic village, we must first inspire and motivate them to travel. For this, a special project page on the social network will open. Benefits of a Phase 1 social project - promoting a product through internet marketing. For this, special targeting and retargeting tools will be used. Many tourists today quickly spot a product on social media. Therefore, there is a need to determine the target audience and create an advertising creative.

Step 2: Inspired travelers start looking for travel planning information, after which the social media page and website should be ready. Advertise with Google Ads and Facebook Ads using specific keywords to quickly find the information you need and get to the top of the link list. The website and social networking site should be focused on specific content and detailed information.

Stage 3: the tour is focused on creating all conditions for the tourist at the time of booking the goods. Therefore, services such as transport, hotel are provided through one application. Through a special website, tourists can easily and quickly book and contact the tour operator. This way, orders can be made online.

Stage 4: all tourist services are provided during the trip. The tour product includes hotel, transport, menu, special entertainment programs, guide. The entire trip of the tourist is planned, and through the application in the online format, the tourist can see his plan for the day and get to know the destination.

Step 5: After the trip, the tourist will give his opinion about the product. Therefore, a special section of video comments will open on the site. In addition, the social network

used by tourists, Instagram, weekly challenges, games like "best opinion", "fun picture", competitions among people, hashtags and bookmarks can inspire and inform other tourists. As for the two-day program of the project:

Time	Plan
1 day	
7:00-07:30	Breakfast
08:00-10:00	Horseback riding
10:30 –	Light snacks
11:00	The ritual is a program of acquaintance with traditions.
11:30 –	Dinner
12:30	Excursion to the cultural places of Turkestan.
13:00 –	Light snacks
14:00	Acquaintance with the culture of the city
14:15 –	Dinner
16:00	Return to the ethno village and check out the archery program.
16:00-17:00	Tourist privacy
17:00-17:30	Sleep
18:00 –	
19:00	
19:30 –	
20:30	
21:30 –	
22:00	
22:00-22:30	
2 day	
7:00-07:30	Breakfast
08:00-9:00	Horse show
09:00 –	Light snacks
10:00	Acquaintance with traditional dishes
10:30 –	Dinner
11:00	Lunch and sleep
11:30 –	Trip to Venice, Turkestan.
12:30	Food
13:00 –	Free walk
14:00	Dinner
14:15 –	Return to the ethno village and ride a horse.
16:00	Tourist privacy
16:00-17:00	Sleep
17:00-17:30	

18:00	–	
19:00		
19:30	–	
20:30		
21:30	–	
22:00		
22:00-22:30		
Note: compiled by the authors.		

The above information is for project planning. Now let's talk about marketing and product sales.

**Demand Analysis:** The project will result in a three-part project. The first of them is in the ethnic direction, that is, in the entire ethno-village, rest and acquaintance with customs and traditions. The second one is in the sphere of culture, that is, the ethno-village will be used as a hotel and get acquainted with the culture of Turkestan. Thirdly, the religious tour is used as a product, that is, it deeply explains the religious direction. The more products and programs in tourism, the more they are in demand. Prices depend on transport, and in general, basic rest in the ethnic village is 15 thousand tenge per person, including meals per day.

**Quantitative parameters of demand:** the socio-economic efficiency of the tourism product contributes to the development of domestic tourism in the country. When people come to another country, they want to get to know its peculiarities, so such tourism products will meet the needs of socio-economic tourists. Therefore, quality plays an important role in pricing and prices will be judged by quality. The pricing policy is to promote a new product on the market using the floating cream marketing tool. Initially, special discounts will be organized to inspire tourists.

**Major risk factors:** Since every travel program is designed with risk in mind, the risk is planned in advance. According to the strategy, the expected results will be set at a certain level, and the ways to overcome the risk zones will be considered and planned in advance. The main risk in the ethno-village is the promotion of products to foreign tourists. For this, highly qualified specialists are hired using special marketing tools. The result is a product that can withstand risk and take its place in the market. The general characteristics of the product are ethno-oriented. Product promotion through the use of marketing tools, the development of modern tourism.

### **The “Management and implementation of the SP”**

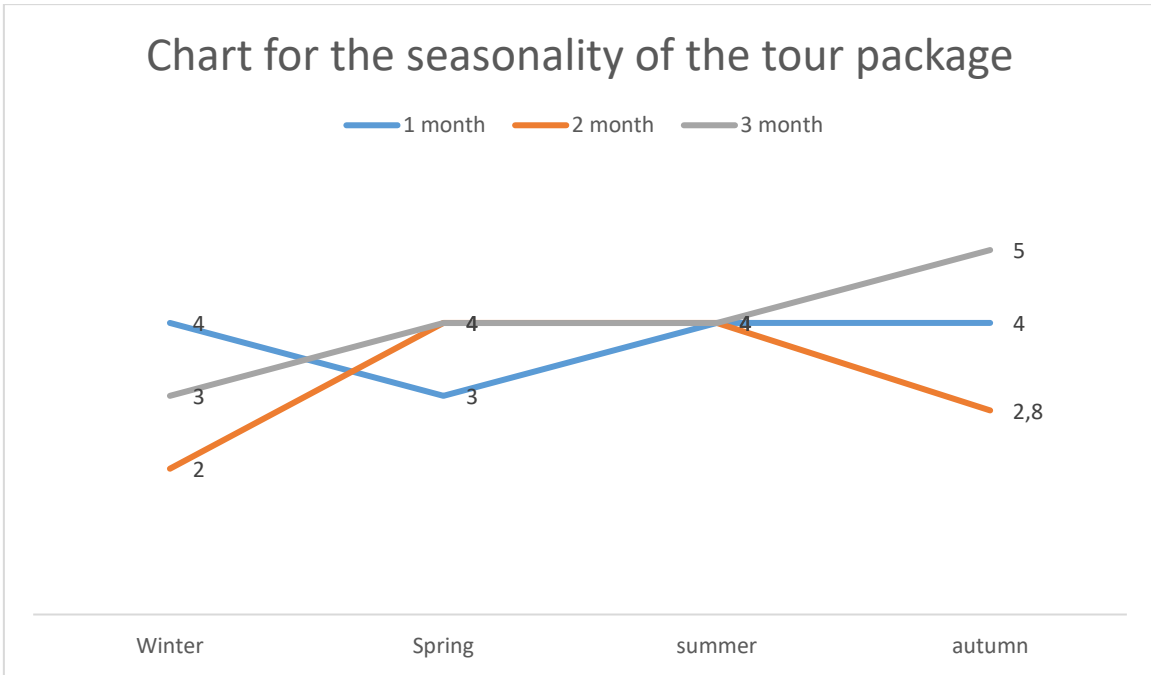
The SP Management and Implementation section will outline the overall project strategy. All ethno-tourist products are intended to bring new products to the Turkestan market and develop domestic tourism. Therefore, it will take time for its strategic implementation and formation in society. In addition, the merits and demerits of the project should be analyzed. It is important to focus on increasing the benefits by eliminating the disadvantages.

A marketing analysis of the advantages and disadvantages is required. You can consider a SWOT analysis of a travel product.

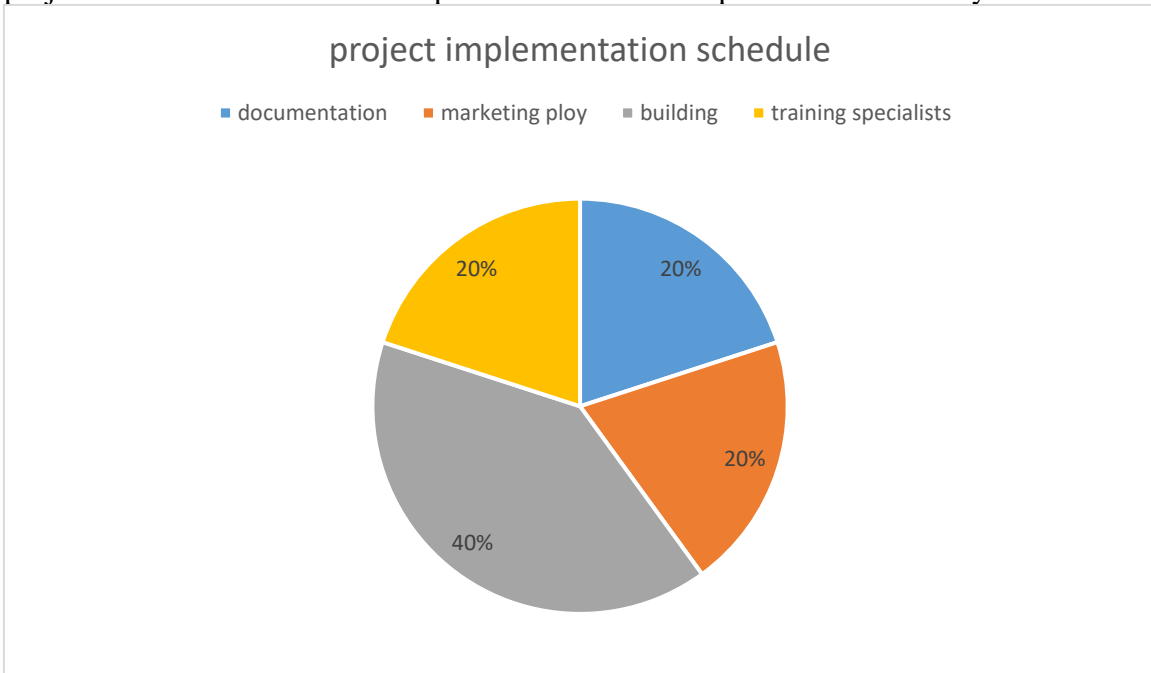
<p><b>Strengths</b></p> <ul style="list-style-type: none"> <li>- The first ethno-innovative product in Turkestan on the market of Kazakhstan.</li> <li>- Possibility of promotion through marketing tools</li> <li>- Using digital marketing and selling goods in 5 steps.</li> <li>- Private yurt hotels</li> <li>- A wide range of goods for the culture and religion of Turkestan</li> </ul>	<p><b>Weaknesses</b></p> <ul style="list-style-type: none"> <li>- There are many risks, because you have not worked in the market yet</li> <li>- There are a lot of competitors in Turkestan.</li> <li>- Long-term non-refund of funds</li> </ul>
<p><b>Functions</b></p> <ul style="list-style-type: none"> <li>- Possibility of promoting products to foreign markets for the development of domestic tourism.</li> <li>- Possibility of increasing the number of tourist products in Turkestan.</li> <li>- Availability of new hotel centers</li> <li>- Development of Turkestan in the field of tourism</li> </ul>	<p><b>Dangerous</b></p> <ul style="list-style-type: none"> <li>- Do not allow competitors to stabilize their products in the market</li> <li>- Inability to offer products to foreign markets</li> <li>- Natural and climatic hazards</li> </ul>

A SWOT analysis will be able to identify project flaws and develop a strategy for correcting them. The project will cover a wide range of domestic tourism in Kazakhstan. Indeed, according to a certain project, it is designed not only for Turkestan, but also for the tourist zones of the whole country.

The project is carried out on time, the climate is thought out in advance and safety is ensured. New tourists will be able to receive a stream every weekend.



According to the diagram, each season of the month receives a flow of tourists. The project will take 6 months to complete. The investment period will run every six months.



To meet the needs of the project, the plan and organization must first be implemented. Therefore, it is necessary to divide the needs according to the schedule in percentage and payback periods.

**The Financial screen**

**Investment plan**

Within the framework of the project, the amount of investment is 30,000,000 million tenge.

Investment cost plan for the project



<b>Investment investments Total</b>	<b>million tenge</b>
Construction of a recreation center	10 000 000
Purchase of equipment	10 000 000
Acquisition of working capital	10 000 000
<b>Total</b>	<b>30 000 000</b>

Service prices:

<b>Name of product</b>	<b>Unit measurements</b>	<b>Price, tg.</b>
Summer house	days	15 000
Winter house	days	15 000
Bath	h	5 000
Cafe (summer season)	Wed receipt	2 000
Entertainment services (summer season)	Wed price	10 000

### **Description of equipment**

**Each season will be equipped with everything you need.**

<b>Equipment ethno аула</b>				
<b>No.</b>	<b>Description</b>	<b>Quantity</b>	<b>Cost</b>	<b>Price</b>
1	Beds	4	10 000	40 000
2	Refrigerator	1	50 000	50 000
3	Table	1	8 000	8 000
4	Chair	4	3 000	12 000
5	Hanger	1	2 000	2 000
6	Cupboard	1	15 000	15 000
7	Kitchen Cabinet	1	20 000	20 000
8	Television	1	30 000	30 000
9	Teapot	1	2 000	2 000
10	Tile	1	10 000	10 000
11	Set of linen	4	3 500	14 000
12	Set of dishes	1	7 000	7 000
13	Blankets	4	5 000	20 000
14	Cushions	4	3 000	12 000
15	Curtains	4	2 000	8 000
16	Bin	1	1 000	1 000
17	Cleaning bucket	1	1 000	1 000
18	Bucket under water	1	1 000	
<b>Итого</b>				<b>252 000</b>

### **Organizational plan**

In this project, the quality of the service also depends on the staff of the complex (manager, technical staff). Starting with communication with the client at the time of registration and ending with his departure from the base. Staff must clearly understand that they are solely responsible for customer satisfaction. To provide the service, it is planned to employ an additional 5 people in the summer and 1 person in the winter.

### Explanation of variable costs

Variable costs include the cost of providing services: purchasing goods for a store and cafe, heating and electricity costs, etc.

The costs in the summer season are several times higher than the costs in the period from September to May due to the increased flow of tourists.

### Variable costs for the summer season (year) thousand tenge

Expenditures	Years of project implementation Total		
	2 021	2 022	2 023
Summer season			
Payroll of production workers with deductions	250,0	250,0	250,0
Coal and firewood	14,7	16,7	18,9
Electricity	100,0	113,6	129,0
Fuels and lubricants	127,0	144,3	163,9
Products and industrial goods	307,3	345,7	374,5
Products for cafes	29,6	33,3	36,0
Linens	17,5	19,9	22,6
Dishes and utensils	5,0	5,7	6,5
other expenses	10,0	11,4	12,9
<b>Total</b>	<b>861,0</b>	<b>940,4</b>	<b>1 014,4</b>

The inflation rate is 13.6%.

### Investment plan

In accordance with the calculations, the following activities are assumed

Events	2021										2023
	1 month	2 month	3 month	4 month	5 month	6 month	7 month	8 month	9 month	10 month	11 month
Business plan development											
Loan consideration											

Getting a loan										
Building										
Equipment purchase										
Paperwork										
Beginning of work										
End of loan payment										

### Break-even analysis

The break-even analysis demonstrates the maximum allowable volume of services that will allow the company to operate without profit or loss, that is, to cover fixed costs.

The break-even point is the stage at which a company can start making a profit. The difference between the break-even and the projected sales volume is called the financial security zone, the higher this indicator, the stronger the financial condition of the company. Throughout the project, the projected sales volumes are significantly higher than the critical point. This serves as a confirmation of the presence of the necessary margin of financial strength. And it serves as a confirmation that the company is able to repay the loan, even in unfavorable economic conditions for it.

In accordance with the project, the company plans to replenish working capital, increase the volume of tourism services. Favorable conditions and longer lending terms will reduce the cost of the service provided.

Name	Years of project implementation	
	2021	2022
Sales volume (revenue)	8 100,1	12 115,3
Variable costs	3 606,4	3 922,5
Fixed costs	1 608,1	1 679,1
Marginal income	4 438,7	8 192,7
Implementation in pcs.	4 161,2	5 088,6
average price	1,9	2,4
Unit variable costs	0,9	0,8
<b>Profit</b>	<b>2 856,6</b>	<b>6 513,6</b>
Share of margins. doh. in revenue	55,2	67,6
Margin Income Rate in Price	1,1	1,6
Critical level of fixed costs	<b>2 481,1</b>	<b>3 631,6</b>
Critical price level	1,3	1,1
Break-even point (critical sales volume)		
in thousand tenge	2 914,7	2 483,0
in pcs.	1 507,6	1 042,9
Sales, tn at a critical price level	2 325,9	2 255,6

Financial security zone%	176,0	387,9
Fixed Cost Coverage Ratio	1,8	2,3

### **Possible risks and measures to prevent them**

The causes of risks are various unforeseen events and situations.

To assess the risks of the presented project, an analysis of possible risks was carried out, followed by an expert analysis of risk prevention measures. Within the framework of this project, the following possible risks were identified.

#### **Enterprise risks:**

- incompleteness or inaccuracy of information on the financial position and business reputation of participating enterprises (the possibility of non-payments, bankruptcies, breakdowns of contractual obligations);
- the risk associated with the wrong selection of the project team;
- deterioration in the quality of services provided;
- incorrect assessment of demand, competitors and prices for services;
- incompleteness or inaccuracy of project documentation (costs, terms of project implementation, etc.);
- force majeure circumstances: external economic risk; the risk associated with the instability of economic legislation and the current economic situation, investment conditions and profit use; uncertainty of the political situation, the risk of unfavorable socio-political changes in the country or region; the possibility of natural disasters.

#### **Risk prevention measures:**

- qualification of performers;
- all estimated dates are given with a margin;
- the company's management will pay the most serious attention to the quality of the services provided;
- attracting highly professional employees to work;
- creation of financial reserves in case of unforeseen expenses;

These measures to reduce risks allow us to predict the further successful development of the project and guarantee a return on invested resources.

#### **Risk mitigation measures:**

Conclusion of contracts with insurance companies for insurance of the risk of property loss

-Insurance of fixed assets.

-Predicting cyclical fluctuations in market conditions, taking them into account in production plans.

-Adoption of other anti-crisis measures at the enterprise level: increasing the level of liquidity due to the accelerated sale of finished products, reduction of inventories, purchase of materials, etc.

-Control of the provision of the enterprise with appropriate fire-fighting equipment and security systems.

### **Socio-economic and environmental impact**

Socio-economic significance of the project:

- development of tourism;

- meeting the demand of the population in tourist services;
- Receipt of taxes and other deductions to the budget of Turkestan.
- creation of conditions for meeting the needs of tourists and passing travelers in the organization of recreation, food and other services, the need for which arises during long-distance travel from one point to another;
- attracting young people to a healthy lifestyle, developing love for nature, for their native land.

### **Environmental impact**

In general, the enterprise does not harm the environment, the provision of services by the tourist recreation center is not related to production activities.

## Conclusion

It is assumed, in fact, that in the short and medium term opportunities will still rely on domestic tourism. For some, it has the ability to remain the same component, offering a more measured key of income, protecting firms from the indiscriminate opening of mass tourist jets, by which lacks strong mass coordination.

- Domestic tourism overshadows international travel (nine billion domestic travel in 2020 versus 655 million arrivals), but beats more low average travel costs.
- The introduction of a wide range of digital tools will undoubtedly help ensure that prospective guests are confident that they will actually go on their upcoming trips, providing them with important information in real time at any stage of the trip, as well as safe and contactless interaction.

The diploma project analyzes 5 stages of tourism. The purpose of the project is to study the tourism of Turkestan in 5 stages. Special factors will be required for the development of tourism. There are 5 stages that take into account the tourist's post-travel situation, starting with the idea of coming to travel. The process of 5 stages consists of the components of inspiration, planning, booking, travel, stage post-travel. Each component affects the organization of tourism in its own way.

During the diploma project, we statistically discussed the arrival of tourists in Turkestan in 5 stages. As a result, you can see the advantages of the city in terms of tourism and development. Stage 5 is the study of the tourist's arrival, travel time, post-travel situation, ie the way the tourist travels and is analyzed to meet the needs. Therefore, it should be noted that the marketing direction of Turkestan in 5 stages is still weak.

At the "Planning" stage, the official tourism website of Turkestan, [turkistantravel.com](http://turkistantravel.com), needs to be refined, and filled with high-quality and universally available options, as well as work to improve the visibility of the website in search engines. At the stage of "Booking" of the state firm, it is necessary to guarantee the association of Kazakhstani inbound tour operators with outbound tour operators in potential markets by ensuring their role in foreign exhibitions. Moreover it is very important that the official city site is the first in the search engine in order to be easily accessible to all interested people, it is also important to eliminate the problem with booking and constant work and communication with customers.

For example, as in the 2 stages that were mentioned above, almost everything depends on business entities, as a result of this, you need to create management here: on digital marketing and website promotion, on the use of all kinds of sales channels on the Online network, on maintaining websites and pages on a universal platform

TripAdvisor, Booking.com, etc., and also perform seminars, trainings for regional organizations on destination management.

At the proper stage of the "Journey", one should work to improve the existing places and develop fresh tourism products and develop and attractions by spreading and inspiring situations around the attractions. You also need to pay special attention to vehicles, developing a fresh taxi company or applications with the support of which it would be possible to simply call a taxi, create an application for tracking the bus route and build bus stops, lure car rental firms, to attract investments in the construction of resorts. To improve the infrastructure, it is also recommended to create programs for providing tour operators with buses, construction and repair roads to tourist areas, to modernize old railway stations. It is important to mention that training and learning is indispensable for service personnel to provide a good service.

At the final stage, we advise business adherents to open franchises of famous cafeterias, shops, salons, etc. for recruiting tourists and for their convenience.

As a result, the diploma project analyzed 5 stages for its purpose, studied the way of Turkestan tourist club. It was noted that the development of tourism in Turkestan still requires components such as information and booking for foreign tourists.

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