



KAZISS

DOMESTIC TOURISM IN KAZAKHSTAN

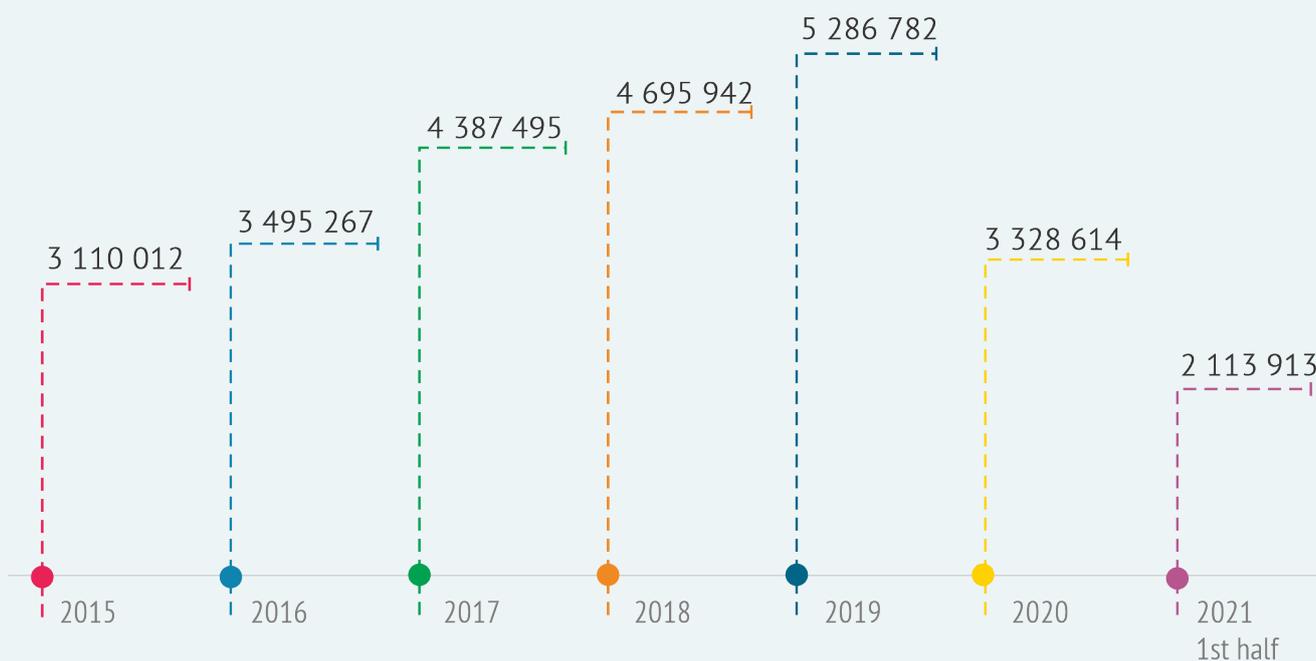
The tourism industry is one of the areas of diversification of Kazakhstan's economy, which should become a trigger for the growth of economic activity in the regions.



For this purpose, the **State program of development of the tourism industry of the Republic of Kazakhstan for 2019-2025** was developed and adopted in 2019. However, the epidemiological situation in 2020 indicates the need to redefine the content and concept of the organization of recreation, thereby creating conditions for the recovery and development of the tourism industry.

In recent years, according to the materials of the Statistics Committee of the Ministry of National Economy of the Republic of Kazakhstan, there has been a growth in the number of visitors to the direction of domestic tourism in Kazakhstan. The number of domestic tourists increased from more than 3 million visitors in 2015 to more than 5 million in 2019. However, due to the pandemic in 2020 there has been a decrease in the tourist flow, which shows quite a dynamic growth in 2021, when only in the first half of the year the number of domestic tourists was more than 2 million people.

The number of serviced resident visitors in the accommodation facilities (domestic tourism):

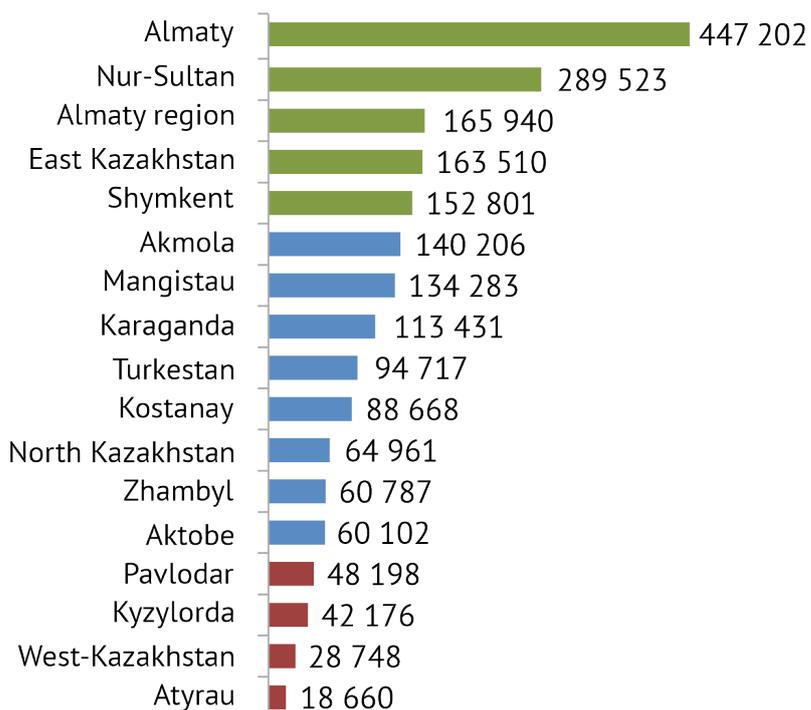


Within the framework of the state program a **Map of Touristification** of Priority Resort Areas was developed, which included the coasts of lakes Alakol and Balkhash, Schuchinsko-Borovsky, Bayanaulsky, Imantau-Shalkarsky resort zones, Almaty Mountain cluster, Mangistau, Turkestan and Nur-Sultan.

Meanwhile, in the first half of 2021 **most of the domestic tourists came from** Almaty city – 447 202 tourists, as well as Nur-Sultan city – 289 523. In general, the top 5 also included Almaty, East-Kazakhstan region and Shymkent.

Unpopular destinations for domestic tourists were Atyrau, West Kazakhstan, Kyzylorda and Pavlodar regions. The gap with the most popular city of Almaty is 12 times on average.

The number of serviced resident visitors in places of accommodation January-June 2021:



Overall, the COVID-19 pandemic was the biggest challenge for the tourism industry, **tourism has fundamentally changed, focusing on domestic travel.** As Airbnb short-term rental service CEO Brian Chesky notes, «*Since the beginning of June 2020, we've seen people go to the cities closest to them*»¹. Separately, **there has been an increased interest in small camping trips, sports tourism, eco-tourism and authentic vacations** in an atmosphere of traditional life, traditions and cuisine.

However, the pandemic has made its adjustments in the organization of leisure. As the experience of foreign countries shows, measures to counter the spread of infection in tourist areas are quite diverse. Thus, **the main conditions for the resumption of tourism in European countries is a significant reduction in the spread of the disease**, and stabilization of the situation for a long period of time.

Another condition for the resumption of tourist travel in the European Union is **sufficient availability of the local health care system**, both for locals and tourists, so that in case of a sudden increase in cases of disease, primary care, hospitals and intensive care services are not overburdened. Remote tourist areas may have limited medical services.

Israeli specialists have developed **products and technology that can help the tourism industry** return to safe and efficient operations:

- **«Artificial nose»**, that can «smell» the virus. This technology, developed by an Israeli company, makes it possible to detect molecules of carriers of the coronavirus. The installation of this device in public places allows us to understand how safe they are;
- **A «smart» robot** – a robot that is being tested in hospitals. It is intended to replace some of the staff in wards treated for coronavirus to protect the health of medical teams. The technology could also be used in airports and hotels during check-in and security checks;
- **A mask that can be worn for long periods of time** - Israel has created a mask that will make it easier to breathe during flights and long journeys. It is currently being used experimentally in hospitals and helps medical teams work without difficulty;
- **Thermal imaging cameras** – are one way to detect coronavirus carriers in public places - it is to check body temperature when entering public places. The next technological solution is under development and will allow thermal imaging to scan the bodies of large groups of people at the same time. This technology can be used anywhere from hotel lobbies to the entrances to tourist attractions and sites.

¹ Airbnb CEO Brian Chesky predicts local travel and digital... <https://www.businessinsider.com/airbnb-ceo-brian-chesky-predicts-future-of-traveldigital-nomad-2020-5>

