

Түйін

Автормен Қазақстандағы шағын және орта кәсіпорындарда, кәсіпорынның өнімділігіне инновацияның әсер ететіні зерттеліп, нәтижесінде эконометрикалық модель құрылды.

Summary

The influence of innovation on enterprise productivity in small and medium-sized enterprises of Kazakhstan was studied, and as a result an econometric model was constructed.

*Материал поступил
в редакцию 13.05.2018*

UDC 338.242.2

JEL classification: O: Economic Development, Technological Change, and Growth

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INFLUENCE OF MEGA EVENTS ON THE DEVELOPMENT OF HOTEL BUSINESS IN KAZAKHSTAN

Abstract

Purpose – The study is devoted to the analysis of existing approaches to evaluate the impact of hosting major sports events and the applicability for Kazakhstani practice.

Methodology –the graphic method, as well as general scientific methods are used: synthesis, analysis, comparison, generalization.

Originality/value – This work indicates that the 7th Winter Asian Games and EXPO 2017 contributed to the positive impact on social and economic development of the hotel business and the country as a whole.

The results of the research can be used in making appropriate decisions, including monitoring the effectiveness of using budget funds and attracting private investments, during preparations for the mega-event.

Conclusions – There is a link between hosting the sports mega-events and the acceleration of the pace of development of cities and countries. However, in most cases, this positive effect is short- and medium-term and occurs mainly during the preparation and hosting of the mega-events.

A mega-event can enhance the reputation and image of the country, thereby increasing trade turnover and promoting economic growth.

Key words – mega-event, major sporting event, evaluation of the effectiveness of mega-event organization, macroeconomic analysis, ex-ante analysis and ex-post.

Introduction

Mega-events are "large-scale cultural (including commercial and sporting) events which have a dramatic character, mass popular appeal and international significance" [1]. Mega-event is a possibility to get significant funds from the State. The less the location has own resources for development (financial, economic, political, social), the higher the interest in the mega-event, which is perceived primarily as a way to attract attention, resources and investments [2,3]. The implementation of projects of this scale is a potential for social and economic development in the future. As Woetzel et al. [4] said, "a dollar of infrastructure investment can raise GDP by 20 cents".

Due to its scale, major sports projects have a significant impact on many other areas, including the construction market, the real estate market, transport infrastructure, the tourism market, the hospitality industry, the food industry, etc.

As the President of Kazakhstan N.A. Nazarbayev said: "The EXPO exhibition is a global event. In terms of its relevance, it is comparable with the largest economic forums, and in terms of tourist attraction - with the most popular sports games of the world. The exhibition will help attract large investments to our country. Also, through EXPO, Kazakhstan will receive new technologies and innovations, which will directly affect the development of the green economy[5].

Having analysed the methods and methodologies for evaluating the consequences of mega-events, in the article authors uses the method of comparative and quantitative analysis to assess the impact of the 2011 Asian Games and EXPO 2017 on social and economic development, including on the hotel business.

Look at various indicators were applied, such as new employment opportunities [6], attracting money for new infrastructure that leads to changes in the city, indicators for creation a good image of the host region and further development of the community [7-11].

Quantitative data will be used to analyze the economic dimension, and qualitative data will be used for social dimension.

The economic effect of mega events. Large objects are best seen at a distance, and large sports events require a temporal perspective to assess the influence. Approximately more than seven years have passed since the Asian Games-2011. According to media reports, the Asian Games cost Kazakhstan's treasury of 233.5 billion tenge, having returned only 2.3% - 5 billion tenge by selling souvenirs, tickets and sponsorship proceeds from advertising, whereas social benefits summed up to popularization of sports among the population and creation a modern infrastructure[12].

During the five years of preparation for the EXPO-2017, 565.1 billion tenge was allocated from the budget of the Republic of Kazakhstan [13]. The exhibition became not only a driver of economic growth of the country and an inflow of investments, but also allowed to significantly increase the recognition of Astana and Kazakhstan in the world. In the construction of exhibition facilities, 366 domestic commodity producers were involved and contracts for 52.5 billion tenge were concluded. Due to this, about 50 thousand jobs were created. The effect of the exhibition EXPO-2017 in Astana was received not only by large economic entities, but also by industries such as tourism, hotel business, services and others [14]. Due to EXPO-2017, the number of hotels and restaurants was increased by more than 16% in 2017. The volume of services rendered grew by 23%. Within a year, the number of rooms available to visitors of the capital increased by 43%. The greatest amount of investments in the sphere of hospitality and catering services was provided by the business itself. This is 70.7% of all investments and more than 34 billion tenge [15].

In order to fill the gaps and obtain a broader understanding, qualitative and quantitative studies were conducted by using different methods. For the qualitative analysis, an online questionnaire and personal interviews were used. The reason for using the questionnaire was that this method allows to obtain a significant amount of data at a lower cost, to study the respondents' views about certain aspects, as well as to gain new information. We managed to question people living in different regions and cities and get comparable and easily analysed data. However, the weak side of the questionnaires is their standard nature, the lack of a 'live

contact' with the respondents, which does not always provide enough comprehensive and frank answers. In addition, by sending out questionnaires, we did not exactly know how they would react, whether they would return it.

The selected questions for surveys and interviews were the same and open, i.e. not limiting the respondent's answer. However, due to a limited time, interview questions were reduced (Table 1).

For the sample of this study, people from different fields of activity were selected. So, we were able to question and conduct the interviews with 19 respondents – representatives of the management of the Asian Games, business people, civil servants and economists of the universities of the Republic of Kazakhstan, and also in order to understand the general attitude of the population towards hosting the Games, already conducted survey [16] among 1200 residents of the cities of Astana and Almaty was used.

Table 1 – Questions for interview and questionnaire.

	Research Questions	
1	In your opinion, why did the government plan hosting a sport mega-event and EXPO 2017 in Kazakhstan?	
2	What are the pros and cons of organizing major sporting events and EXPO 2017 for the country, region and hotel business?	
3	What was the impact of the Winter Asian Games and EXPO 2017 on the cities of Astana and Almaty and hotel business?	
4	Were you satisfied with the organization of the Winter Asian Games and EXPO 2017?	
5	In your opinion, how much has the country's GDP level increased after the Winter Asian Games and EXPO 2017? Have the investments paid off in the long term?	
6	Are the new infrastructure facilities built for the Asian Games and EXPO 2017 currently in demand?	

Participants in qualitative analysis were not randomly selected. For example, representatives of the Organizing Committee of the Asian Games and EXPO-2017 were chosen because they took a direct part in the organization of mega-events and could say how successful the projects were; economists from universities were questioned in order to study this issue from an academic point of view and to understand whether these studies have already been conducted; and other participants were involved to get the overall picture.

In addition, to personally check the sports facilities of the Asian Games, we travelled to Almaty and randomly questioned several people at the Medeu sports complex. Some of the respondents provided their e-mail addresses for the survey. Also in Astana city, we visited all the new facilities built on the for the Expo 2017, asked several people from the questionnaire (Table 1).

So, the interviews were conducted at the offices or in public.

In this work, for quantitative method the statistical data of the Committee on Statistics of the Ministry of National Economy on various social and economic indicators before, during and after-event periods were analysed, in order to either prove or disprove the hypothesis that large mega-events have an impact on the social and economic development of the host region and development hotel business. As a result, more information and data on the case study were received.

Long-term investment projects. In order to understand the impact of the Asian Games on the social dimension of the two cities – Astana and Almaty, the study of the Kazakhstan Association of Professional Researchers of Public Opinion and Market ("KAPIOR") was analysed. KAPIOR unites legal entities from the leading marketing and sociological Organizations of the Republic of Kazakhstan, organizations interested in conducting professional research and effective use of their results. This study was conducted in 2011 in three stages: before-during-after the Asian Games. As a result, 1,200 respondents in Almaty and Astana were interviewed by using a method of personal street interview. In general, the expectations of the respondents were justified on all of the proposed parameters: readiness of sports facilities (57.2%), a wide range of television broadcasts of sports events (70%), informational support was rated as "excellent" (68.2%), and the respondents mainly rated the service as "good" and "excellent".

It should be noted that generally the expectations of the respondents for the proposed parameters were met, the Asian Games positively influenced the socio-economic development of the two cities and hotel business [16].

According to vice-president of JSC "Executive Directorate of the Organizing Committee of the VII Winter Asian Games of 2011", since Kazakhstan held a sports mega-event for the first time with no such experience before, the country's leadership did not set the task to cover all expenses related to the organization and holding of the Asian Games through tourism, etc. At that time it was more important to show Kazakhstan as a world sports power. The Games have facilitated to make the country more recognizable and to enhance its image. Broadcasting the Game opening ceremony was conducted by the world media companies "IGBS", "Rocket media communications" and "IEC in sports". The ceremony was broadcast on the leading news and international channels Euronews, Reuters, Eurosports Reuters, Asia News International, Channel News Asia, CCTV, Al Jazeera and on more than 450 channels around the world; the total number of viewers was over 1.3 billion people [17].

For the Asian Games, 10 sports facilities of the international standard were built and reconstructed, greatly accelerating one of the breakthrough projects of the Government of the RK to create a tourist cluster for winter types of leisure and tourism in Almaty, as well as for the development of hotel business. These unique sports facilities of the Asian Games have become the national heritage of Kazakhstan, which serve not only for the future Olympians, but also for the development of mass sports. Asiada is a long-term investment project that has given a huge impetus to the promotion of sport, healthy lifestyle, and the increase in the Human Development Index. The success of the Asian Games is in the fact that people started talking about winter sports in the country, became interested [17].

The government primarily pursued only one goal - to enhance the image of the country and its recognition in the world. This conclusion is fully supported by a survey of residents of Almaty and Astana, as was mentioned above. So, Asiada was an image project and it was not worth expecting a full payback. Meaning that issues of economic benefit for the country were not a priority, however, for the long-term they can be as the further effective use of all facilities and the development of mass sports are the priorities of the domestic policy of the State.

According to the Mayor of Astana: "In Astana, there were 5.4 million guests during 9 months of 2017. The number of operating SMEs increased by 7% in 2017 due to EXPO. Today, in the capital Astana, about 300 thousand people work in this sphere. The most significant growth was shown by restaurant and hotel business, service and trade. The volume of retail trade grew by 11% and amounted to 670 billion tenge. Now, there are 8 shopping and entertainment centers in Astana. All activity of both business and consumers brought additional income in the form of taxes to the city budget in the amount of 25 billion tenge"[18].

Opinions of economists of Astana on the impact of mega-events on the socio-economic development, including hotel business. In order to know the competent opinion on the impact of mega-events on the socio-economic development of the host regions and hotel business, We conducted interviews and questionnaires on a number of issues with the leading professors of the Tourism, Economics and entrepreneurship Departments of the Eurasian National University named after L.N. Gumilyev and economists of the East-Kazakhstan State University named after S.Amanzholov (EKSU).

The scientists indicated that hosting the Asian Games and EXPO 2017, first of all, was aimed at enhancing the image of the country, and attracting a wide range of people to a healthy lifestyle; propaganda of sports among young people and green economy, the rise of local sports to a higher level (i.e. meeting with a strong opponent enriches professionally), development of the hotel business, the creation of its own sports facilities for participation in future competitions and holding the world sports competitions. The pros and cons based on the answers of the respondents could be found in table 2.

The scientists also noted that because of the small number of highly qualified athletes, the costs associated with holding such competitions do not give the proper return. During the crisis, the State should refuse to host such expensive projects, and to use the money to strengthen the currency (tenge).

Based on the opinions, Asiada influenced insignificantly on the socio-economic development of the cities of Astana and Almaty. Medeu Stadium has been known since the Soviet Union times, therefore the image of Almaty has not improved significantly. The fund of sports buildings and facilities was slightly expanded, which created new jobs and the development of related activities. All the facilities that were built for the Asian Games in the future are commercially recouped. To date, these facilities are functioning and accepting international

competitions. Therefore, they should only replenish the budget of these two main cities of the country. Also, new modern buildings have improved the architectural appearance of the cities (Table 2).

Table 2 – Pros and cons of organizing major sporting events for the country and the hotel business

Pros	Cons
Expansion of fixed assets (housing and commercial cultural and sports facilities), which leads to the development of the urban environment. Involve people to practice winter sports. Creation of new jobs Creation of sports facilities, which can be further used for the benefit of the people and other sports events Formation of the image of the country Development of hotel business Development of a modern infrastructure for training high-class athletes	Search for additional sources of investment. Taking a land from a number of landowners. Increase in financing for additional transport and municipal infrastructure of the city. Diversion of some part of budgetary financing for the period of construction of facilities. Large financial investments, the advantage of public funds. Lack of experience in delivering major mega projects.
Note – Developed by the authors	

All respondents were satisfied with the organization of the Asian Games and EXPO 2017. Since these were the first exemplary events of the country on the global scale. It was a chance to present the country to the world community from a new side, showing own culture, traditions and history of development in order to further increase the flow of tourists.

All infrastructure facilities built for the Asian Games and EXPO 2017 are successfully operated and commercially recouped. But, it is necessary to work on a mechanism and strengthening tools for effective management. After the Asian Games, the Universiade Games were held in Almaty for which the "post-Asian" infrastructure facilities were used.

Summarizing the interviews with the university scientists, the following conclusions could be drawn: these projects were more image-oriented and did not pursue the goal of payback and getting economic benefits. The Asian Games and EXPO 2017 enhanced the development of cities, regions and hotel business, improved the living conditions of people and formed a physical and non-physical heritage.

Opinion of scientists-economists of universities of Ust-Kamenogorsk city about Asiada -2011 and EXPO 2017. In order to take into account the regional aspect, as the Asian Games and EXPO 2017 influenced other regions of Kazakhstan too, the economists of the EKSU, were questioned

The scientists noted that the residents of the regions could mainly observe the Asian Games and EXPO 2017 in the media, as for the short-term event there is no financial possibility for the majority of residents of the RK to travel a long distance.

In terms of GDP, it depends primarily on oil prices. In 2017, the GDP of Kazakhstan amounted to 35.142 billion dollars. In comparison to 2010, growth was 2.5 times. In this growth, according to scientists, there is also a small share of the replenishment of the budget from mega-events. But to claim that all the invested funds have been paid off is hard, besides, it was a non-profit project to talk about quick returns. But in the long term, they believe that there will be a return.

Practice shows that the construction of new stadiums and sports facilities for the needs of sports mega-events is often unprofitable. After the games are finished, they become not in demand, and the state is forced to spend impressive amounts of money on their maintenance. The delivery of the 2011-Asian Games in small cities (according to the world standards) did not give proper results and positive changes in the post-Asian development of the regions.

One of the main problems of the Asian Games is the short period of the sporting event itself, and its non-reproducibility in the venue. Therefore, it does not allow to ensure the recoupment of capital investments and requires an understanding of how the facilities will be working profitably in the long-term. It is necessary to constantly monitor the cities that host the Asian Games and their facilities in order to ensure the positive dynamics of development.

In general, the EKSU scientists confirmed the opinion that this mega-events was politically important for the RK, later recognition of the country will affect the development of external tourism, including hotel

business, which is important for East-Kazakhstan too, since it is the "bright pearl" of the country and the training place of Olympic champions Rypakova O., Alexandrov B. Therefore, all mega-events have a long-term positive effect in all areas.

An online survey of Almaty residents. A random sample of the poll of Almaty residents showed that the residents are very pleased with the welcoming the megaproject in Almaty. The main goal, in their opinion was achieved – Kazakhstan became recognizable on the world stage, got a great experience in delivering the mega-events of a global scale, which consequently allowed to carry out a number of other events, such as the 28th World Winter Universiade in Almaty and the International Specialized Exhibition EXPO-2017 in Astana.

Statistical analysis by various social and economic indicators of the RK before, during and after-event periods. Mega-events have direct and indirect impacts on the development of the region and its economic performance. Direct impact on the economy of the region can be attributed to the impact on sectoral balance and employment indicators, gross regional product (GRP). Indirect impacts include [19]: development of hotel business; the multiplier effect of sports sectors on other sectors of the economy; growth of fixed capital through investment in sports; growth in income caused by increased consumer spending as a result of increased wages and others. Only a few indicators available from the Committee on Statistics Ministry of national economy of the Republic of Kazakhstan website will be applied for analysis. The indicators are GRP, employment, income growth, tourism and SMEs.

The gross regional product (GRP) represents a general indicator of the region's economic activity, its performance and characterizes the newly created value of goods and services produced. Table 3 shows the growth rate in 2010 and 2017 for all regions of Kazakhstan, but the most significant increase is in Astana and Almaty - by 3,3 and 2.8 times, respectively.

Table 3 – Gross regional product of Kazakhstan, 2010-2017 (3 quarters), million tenge

	2010	2011	2012	2013	2014	2015	2016	2017
GRP of Kazakhstan regions	14 135 228,1	18 664 939,5	20 848 732,6	23 767 993,4	27 040 987,3	27 436 536,7	31 355 126,1	35 142 065,2
Akmola	378 138,7	491 004,0	557 748,3	635 978,0	769 000,9	808 720,2	910 813,5	979 801,3
Aktobe	739 032,9	1 050 758,0	1 094 840,7	1 254 675,4	1 313 654,4	1 203 916,9	1 351 528,8	1 596 953,0
Almaty region	667 582,3	838 368,5	955 871,9	1 101 139,5	1 368 746,8	1 458 457,9	1 617 666,3	1 738 066,0
Atyrau	1 720 509,4	2 559 759,5	2 576 736,4	2 879 526,0	3 201 700,5	2 807 142,9	3 315 052,3	3 842 121,1
West-Kazakhstan	686 222,3	952 112,7	1 004 262,3	1 141 805,7	1 365 255,1	1 241 556,2	1 382 383,7	1 575 737,3
Zhambyl	314 222,7	412 095,9	514 135,3	589 629,2	663 495,5	684 293,9	778 573,8	862 375,8
Karaganda	1 263 414,3	1 675 953,0	1 856 130,9	1 932 102,5	2 094 881,0	2 244 082,7	2 621 807,0	2 882 068,3
Kostanay	568 028,4	742 837,2	736 376,5	878 201,9	922 339,7	944 930,0	1 046 104,0	1 256 471,7
Kyzylorda	555 153,1	788 105,2	855 291,9	1 030 453,8	1 045 717,4	906 778,0	920 887,1	1 048 309,5
Mangistau	908 203,5	1 275 964,4	1 438 099,9	1 502 219,4	1 742 827,5	1 563 526,5	1 724 096,4	1 862 517,0
South-Kazakhstan	770 235,4	915 508,6	1 122 518,5	1 395 864,3	1 612 570,9	1 682 535,8	1 956 404,1	2 155 063,9
Pavlodar	742 660,6	940 138,7	1 001 494,0	1 062 469,0	1 200 948,9	1 229 745,2	1 348 422,3	1 588 707,7
North-Kazakhstan	306 412,8	398 172,4	428 846,0	515 478,3	549 071,3	569 604,6	656 747,7	690 101,7
East-Kazakhstan	843 331,2	1 035 013,0	1 208 319,2	1 431 363,5	1 594 506,6	1 636 745,7	1 906 319,7	2 089 432,0
Astana city	1 166 902,0	1 497 118,8	1 805 379,8	2 178 005,2	2 560 812,3	2 894 148,9	3 469 089,7	3 879 979,3
Almaty city	2 505 178,5	3 092 029,6	3 692 681,0	4 239 081,7	5 035 458,5	5 560 351,3	6 349 229,7	7 094 359,6

Note – completed by authors based on the source [20]

From 2010 to 2017 years, the population of the Republic of Kazakhstan grew from 16203274 to 17918214 people, i.e. by 10%. For the same period the population of Astana increased by 34% (from 649152 people to 972692 people), and the population of Almaty by 21% (from 1390610 to 1751308 people). To argue that the growth of the population in two cities was affected by the Asian Games and EXPO 2017 is very difficult, since the trend of growth of internal migration was always stable.

The change in the scope of sports and recreation services for 2010-2016 is shown in Figure 1. There is a sharp increase in 2011, which is probably linked with the Asian Games, then there is a gradual increase, which

confirms the hypothesis that the new sports infrastructures give multiplicative effect to organizing various large sporting events and increasing the interest of the nation to a healthy lifestyle, the development of mass sports. The volume of sports services increased 3-fold (from 55,540.1 to 159,400.3 million tenge) from 2010 to 2016 in the Republic of Kazakhstan.

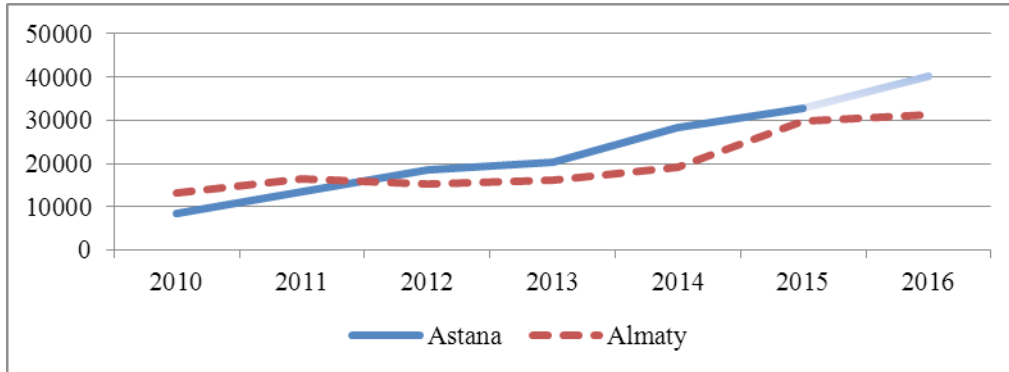


Figure 1 – The volume of sports and recreation services for the years 2010-2016, million tenge [20]

According to the results of January-September of 2017, the number of visitors to outbound, inbound and domestic tourism has increased by 4.9%, 18.1%, 25.0% and amounted to 7920.0 thousand people, 5838, 8 thousand people and 4368.8 thousand people, respectively.

The number of accommodation places involved in the placement of visitors amounted to 2,997 units, in which there are 66,555 rooms, with a one-time capacity of 154625 beds. They serviced 4107.9 thousand people (Figure 2) and rendered services to the amount of 84844.7 million tenge (Table 4). The volume of services provided by placements (excluding restaurant services) increased by 33.8% in the reporting period compared to the same period of the previous year.

The number of accommodation places in resort areas was 868 units with the number of rooms of 16911 units and the volume of rendered services was 10,665.8 tenge million.

Table 4 – The volume of services provided by the placement sites, 2010-2017, billion tenge

	2010	2011	2012	2013	2014	2015	2016	2017
The Republic of Kazakhstan	45,245	47,836	53,486	59,714	72,401	72,597	82,853	84844
Akmola	1,17	1,457	1,819	3,329	3,987	4,255	5,02	4,478
Almaty region	1,527	1,3	0,966	1,101	2,244	3,202	4,779	6,788
Astana city	8,209	10,443	11,908	13,292	18,456	18,228	22,116	30,149
Almaty city	14,135	14,223	16,565	14,458	20,597	18,587	9,662	16637

Note – completed by authors based on the source [20]

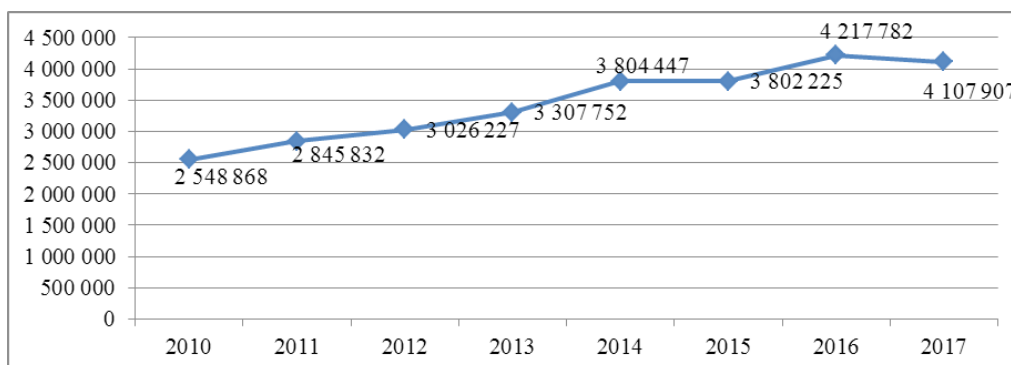


Figure 2 – Number of served visitors in places of accommodation, people [20]

The number of active small and medium-sized businesses in Kazakhstan from 2010-2017 increased by 1.7 times, in Astana and Almaty - by 2.7 and 2.4 times, respectively (Table 5).

Table 5 – Number of active small and medium enterprises, 2010-2017

	2010	2011	2012	2013	2014	2015	2016	2017
the Republic of Kazakhstan	661 598	846 111	809 750	888 233	926 844	1 242 579	1 186 629	1 145 994
Akmola	26 704	33 050	32 046	35 097	36 271	46 256	44 872	41 719
Aktobe	24 091	36 052	36 168	39 328	41 237	50 212	50 794	50 209
Almaty region	92 705	113 859	100 362	95 863	96 424	117 332	119 002	109 877
Atyrau	24 861	31 366	31 472	33 495	35 560	46 687	44 235	42 897
West-Kazakhstan	20 302	27 805	28 141	30 337	31 437	39 588	40 448	37 111
Zhambyl	31 938	39 916	38 582	43 658	45 713	63 511	56 913	58 692
Karaganda	44 748	56 552	56 987	63 791	67 557	85 906	85 034	79 276
Kostanay	33 850	42 801	41 464	45 097	46 067	60 252	53 206	48 237
Kyzylorda	16 227	21 803	22 924	27 269	30 377	41 474	38 307	37 450
Mangistau	21 967	27 923	28 678	32 835	35 620	46 488	46 648	47 015
South-Kazakhstan	113 770	135 793	111 810	125 682	126 819	183 367	173 791	177 411
Pavlodar	25 041	31 675	30 539	33 783	35 348	44 264	43 872	41 311
North-Kazakhstan	19 797	25 125	23 771	25 775	25 888	34 306	28 789	27 587
East-Kazakhstan	59 405	75 740	72 762	77 951	79 915	98 617	99 603	79 966
Astana city	35 081	49 870	51 871	58 810	64 504	99 186	100 270	97 251
Almaty city	71 111	96 781	102 173	119 462	128 107	185 133	160 845	169 985

Note – completed by authors based on the source [20]

To sum up, preparation for the Games and EXPO 2017 gave impetus not only to the development of the infrastructure of Almaty and Astana, but also had a significant positive impact on the socio-economic situation in these cities, such as growth in GRP, employment, income, tourism, hotel business and SMEs.

Conclusion

The study assessed the impact of the Asian Games on the socio-economic development of the country, the region and the hotel business in Kazakhstan on the basis of two groups of indicators: the economic and social. The method of comparative, quantitative and qualitative analyses was applied in order to conduct rigorous evaluations of the impact of mega-events on the socio-economic development of the host region and hotel business. The findings allowed to answer the research questions identified at the beginning of this study. The summary of the answers to the research question can be found in table 6.

Table 6 – Summary of the answers

№	Research Questions	Answers
1	In your opinion, why did the government plan hosting a sport mega-event and EXPO 2017 in RK?	<ul style="list-style-type: none"> • The main image project of the country, • To accelerate the development of cities and regions in general, • To change the quality of the urban environment, • To improve the living conditions of people, • To form a significant tangible and intangible legacy.
2	What are the pros and cons of organizing major sporting events and EXPO 2017 for the country, region and hotel business?	<ul style="list-style-type: none"> +• Recognition of the country and image enhancement • Expansion of fixed assets (housing and commercial cultural and sports facilities), which leads to the development of the urban environment. Attracting residents to practice winter sports. • Creation of new jobs • Development of a modern infrastructure for the training of high-profile athletes -• Search for additional sources of investment. • Taking the land away from a number of owners-land users. • Increased funding for additional transport and municipal infrastructure of the city. • Diversion of some part of budgetary financing for the period of construction of facilities. Large financial investments, mainly from public funds. • Lack of experience in organizing major sports megaprojects

Continuation Table

3	What was the impact of the Winter Asian Games and EXPO 2017 on the cities of Astana and Almaty and hotel business?	10 sports facilities of the international standard were built and reconstructed, significantly accelerating one of the breakthrough projects of the Government of the Republic of Kazakhstan for the creation a tourist cluster for winter recreation and tourism, and also a new airport and train station An impulse to promote sports, a healthy lifestyle, hotel business, increase the Human Development Index. The success of the Asian Games in the fact that the country started to “talk” and became interested in winter sports An impulse for the development of hotel business
4	Were you satisfied with the organization of the Winter Asian Games and EXPO 2017?	• All respondents were satisfied with the organization of the Asian Games and EXPO 2017. Because, this was one of the first image events of the global scale of our country; the chance to present the country to the world community in a new light, to show its culture, traditions and history of development, and to increase the flow of tourists
5	In your opinion, how much has the country's GDP level increased after the Winter Asian Games and EXPO 2017? Have the investments paid off in the long term?	• In general, as the GDP in the RK rarely depends on mega events. It is difficult to say about a quick return on investment, as it was a non-profit project. But in the long run, it is expected to have a return.
6	Are the new infrastructure facilities built for the Asian Games and EXPO 2017 currently in demand?	• The use of facilities cannot be regarded as financially literate • However, the training sessions, mass rides, hockey matches, skating competitions, training of local teams and athletes, national and international competitions, cultural events take place there • But it is necessary to work out a mechanism and strengthen tools for effective management of their application.
Note – Developed by the authors		

Preparation for the Asian Games and EXPO 2017 has had a positive impact on the labour market: a positive trend towards a decrease in the unemployment rate and an increase in the level of economic employment of the local population. Asiada and EXPO 2017 influenced the development of the hotel business.

A clear understanding of revenues and expenditures at all stages of mega-events, the impact of mega-events on the economy of the country will undoubtedly contribute to the correctness of the decisions made the governments of the countries during organization and delivering mega-events.

The mega-events, create positive externalities in the socio-economic area, give a powerful impetus to the development of sports and promote a healthy lifestyle of citizens in the host country and the participating countries of the Games, the development of tourism and hotel business, contribute to the development of international cooperation, the strengthening of peace and mutual understanding between peoples and countries.

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Резюме

В статье авторы рассмотрели влияние мега-событий на экономику страны и развитие казахстанского гостиничного бизнеса. Для этого были использованы систематический, структурный, функциональный и статистический анализ, формирование экспертных оценок, анализ контента. Азиада и ЭКСПО-2017 способствовали положительному влиянию на социально-экономическое развитие гостиничного бизнеса и страны в целом.

Результаты исследования могут быть использованы при принятии соответствующих решений, включая мониторинг эффективности использования бюджетных средств и привлечение частных инвестиций во время подготовки к мега-мероприятию.

Түйін

Мақалада авторлар ел экономикасына және қазақстандық қонақ үй бизнесін дамытуға мега-оқиғалардың әсерін қарастырды. Ол үшін жүйелі, құрылымдық, функционалдық және статистикалық талдау, сараптамалық бағалауды қалыптастыру және мазмұнды талдау пайдаланылды. Азиада және ЭКСПО-2017 қонақ үй бизнесі мен елдің жалпы әлеуметтік-экономикалық дамуына оң әсерін тигізді.

Зерттеу нәтижелері сәйкес шешімдерді қабылдау кезінде, оның ішінде мега-шараны дайындау кезінде бюджет қаражатын пайдаланудың тиімділігін мониторингілеуде және жеке инвестицияларды тартуда пайдаланылуы мүмкін.

*Материал поступил
в редакцию 23.04.2018*