

и тот факт, что уровень образования страны не удовлетворяет их в полной мере. Таким образом, доказано, что первичная образовательная миграция часто приводит к последующей трудовой миграции.

Ключевые слова: Индустрия 4.0, управление талантами, рынок труда, инновации, миграция, высококвалифицированные специалисты.

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TOURISM DEVELOPMENT ON THE EXAMPLE OF CENTRAL ASIAN COUNTRIES

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ABSTRACT

The purpose of the research is to analyze the condition of tourism development and the main factors affecting tourism development in Kazakhstan in a recent years. The three countries from Central Asia were selected as a benchmark to find a best practice suitable for this region and suggest a practical guideline for the tourism industry in Kazakhstan.

Methodology. This study conducted the content analysis of the government programs, reports, and the previous literature. This study reviewed the statistical indicators of tourism growth, related factors, the contribution of tourism to GDP, and the employment rate of Central Asian countries such as Kazakhstan, Tajikistan, Uzbekistan, and Kyrgyzstan.

The originality / value of the research. Systemizing the experience of developing the tourism industry of the countries of Central Asia allows understanding a comprehensive vision for the development of the tourism industry in the region to expand its position in the global market of tourism services.

Findings. Based on the analysis and comparison of tourism development in the countries of Central Asia, the authors identified the potential for the development of domestic tourism in such countries, identified strengths, and weaknesses, and made recommendations for their elimination.

Keywords: tourism development, investment in tourism, sustainability.

INTRODUCTION

Tourism in the world is becoming an increasing priority area for developing national economies, providing GDP growth, an increase in the number of jobs, and, as a result, the incomes of the population [1]. Tourism is a promising and effective source of national income growth, especially for countries distinguished by favorable natural and climatic conditions, recreational opportunities, and cultural and historical monuments [2].

Central Asia is a vast landlocked region of modern Asia with unique tourism resources and a huge potential for tourism development. According to Britannica, the region includes Kazakhstan and four former Soviet republics of Central Asia [3]. As defined by German geographer Alexander Humboldt in 1843, where Central Asia is limited to the following region: the territory of Mongolia, Western China, Punjab, Northern India, Northern Pakistan, Northeastern Iran, Afghanistan, regions of Asian Russia, and the region of five Asian post-Soviet countries (Kazakhstan, Kyrgyzstan, Tajikistan, Turkmenistan, and Uzbekistan) [4]. This region is rich in various natural resources, with a strategically important location in the center of the Eurasian continent, located in the zone of political and economic interests of various countries of the world, which has again begun to acquire important geopolitical significance [5]. Most of these countries have historical and cultural attractions which can be a destination for domestic and international tourists. However, unlike in several other countries, the direction of domestic tourism is poorly developed in Central Asian countries due to the low level of tourism infrastructure, the discrepancy between the price and quality of tourist services, the low level of service, and the lack of qualified staff in the industry [6].

At present, the countries of Central Asia occupy a very modest place in the world market of tourism services. After the collapse of the Soviet Union, tourism in Central Asian republics began to develop independently, without common approaches and concepts. This is largely determined by the fact that the new states have chosen their models of socio-economic development, which are different from each other. The dynamic development of the tourism industry in the region is mainly affected by natural and climatic conditions; a variety of recreational resources; the presence of cultural and historical sights; economic and political transformations in some countries of the region, and the rate of economic growth in them which contribute to the activation of business tourism there, and a unique combination of modern technical achievements and ethnic exoticism. In addition to cultural, historical, and natural resources, the development of the tourism industry in Central Asia is also influenced by the economic state of the countries and the degree of elaboration of programs for its development. The government programs of each country aim at the sustainable development of the industry in the country to establish links and promote the development of cooperation between local communities, national and non-governmental organizations, and travel agencies. Most of the countries in this region have similar economic conditions, while the government plan for tourism development varies. Comparing these countries will create a good benchmark for future planning and tourism development. This study compares Kazakhstan with other neighbors including, Tajikistan, Uzbekistan, and Kyrgyzstan. Comparing the four countries will provide knowledge on the current conditions of each country in tourism development, the impact of tourism development on their economy and GDP and other indicators of economic development, and their plan, which will help policymakers in Kazakhstan to have a bigger picture of Central Asian countries tourism development and plan for the future.

MAIN PART

Tourism is considered a priority sector in the strategies and plans of the Central Asian countries [7]. However, their tourism sector's current level of global competitiveness is rather low. The Central Asian region is located between several of the world's largest economic regions, such as Europe, Northeast Asia, and the Middle East. Several capitals and major cities (Almaty, Baku, Bishkek, Hohhot, Islamabad, Karachi, Tashkent, and Urumqi) in the Central Asian region have a unique potential for year-round weekend recreation and business opportunities. Since 2016, this market has grown at an average rate of 8.3 % per annum and is projected to outpace the global tourism sector by 2030 [8]. While Central Asian countries score high in the attractiveness of their natural and cultural assets, they perform very modestly in other important dimensions, such as transport infrastructure and tourism services [9]. Statistics show that in 2019, the main reasons to travel to central Asian countries were business, visiting family, vacation, and weekend tours for domestic tourists, while for international tourists, culture, nature, sport, and adventure have the highest percentage (Table 1) [10]. Visiting relatives and family and the business trips are why people visit the neighboring countries.

Table 1 – Main purposes for traveling to Central Asia in 2019

Market segment, 2019	Arriving tourists		
	Internal, (%)	Neighboring countries, (%)	Distant countries, (%)
Business tourism	20,94 %	23,52 %	16,63 %
Visiting relatives and friends	20,01 %	20,85 %	7,40 %
Nature/Sport/Adventure	13,10 %	16,17 %	26,95 %
Culture/Religion	13,63 %	15,82 %	32,80 %
Vacation	17,01 %	14,88 %	7,91 %
Weekend tour	15,31 %	8,76 %	8,31 %

Note – complied by the authors based on [10]

The countries located in this region benefit from natural and cultural resources. For example, Kazakhstan, with a territory larger than Western Europe, is a land of high mountains and vast steppes famous for their indescribable beauty. The traditional places of recreation in this country are the mountainous regions of southern and eastern Kazakhstan. Ski tourism is becoming more and more developed; many vacationers and tourists flock there to get to the beauty of lakes and glaciers, forests, and alpine meadows. The republic's territory has a longer duration of sunshine, especially in summer, which increases the comfort of rest, and creates conditions for sanatorium treatment and tourism, which creates the opportunity for tourism development, including the development of active forms of recreation in mountainous areas. In latest years, the contribution of tourism to the country's GDP is 5.6 % [11].

Tajikistan is one of the most ancient states, rapidly gaining popularity among tourists due to its transport and visa accessibility. Beautiful nature, opportunities for both a relaxing and eventful holiday, numerous sights, and the monuments of the Zoroastrian civilization of Sogdiana make the country an attractive destination for tourists. Tourists are interested in visiting the healing thermal springs, getting acquainted with the flavor of the local population, carefully preserving their traditions, and tasting the culinary delights of meat dishes. The share of tourism in the country's GDP was 2.2 % before COVID-19 times [12].

While tourism in the Republic of Uzbekistan is traditionally associated with the UNESCO World Heritage Sites of Samarkand, Bukhara, and Khiva, the history goes back centuries, the ancient walls of the ramparts remember the phalanxes of Alexander the Great, the hordes of Genghis Khan and the battle formations of Tamerlane's soldiers. Cities such as Tashkent, Kokand, Andijan, and Shakhrisabz are endless modern oriental fairy tales. According to the World Travel and Tourism Council, in 2020, the share of tourism in the country's GDP was 1.9 % [13] which shows the country was not successful in advertising the magnificent beauty of the historical and nature globally.

And finally, Kyrgyzstan is one of the few points on the map where countless untouched, pristine places have been preserved. This attracts active researchers and eco-tourism enthusiasts from all over the world. More than three-quarters of the country is made up of mountains, making Kyrgyzstan a Mecca for fans of the mountain and active tourism. The picturesque mountain gorges of the Tien Shan, the virgin wildlife of the Ala-Archa reserve, the seething swift rivers, and the high-mountain lake Issyk-Kul. The contribution of tourism to the country's total GDP reached 5 % before the onset of the pandemic [14].

The economic significance of tourism is largely determined by the impact it has on the employment rate. However, the formation of an employment module in the countries of Central Asia was associated with serious difficulties. They stemmed from the seasonal nature of work in tourism, large differences in working conditions, and the frequent absence of formal contracts to perform many types of work in small tourism businesses. Table 2 shows Uzbekistan leads in terms of unemployment rate in the country, Kazakhstan ranks second, and Kyrgyzstan and Tajikistan occupy the following positions in 2019.

Table 2 – Population, unemployment rate and jobs created in tourism industry in 2019

Country	Population	Unemployment rate	Job related to tourism
Kazakhstan	19,5 mln	4,9 %	3,2 %
Uzbekistan	34,2 mln	9,4 %	0,8 %
Kyrgyzstan	6,7 mln	2,9 %	1,3 %
Tajikistan	9,8 mln	2,1 %	2,8 %

Note – complied by the authors based on [15].

The largest number of citizens employed in the tourism sector is in Kazakhstan. Tajikistan also provides tourism jobs for 2.8 % of the total population, 1,3 % of Kyrgyz are employed in the tourism field, and 0,8 % of the Uzbekistan population worked in tourism in 2019.

Comparative analysis of tourism development in Central Asian countries. Even though the four countries have prosperous resources for tourism development, the governments did not actively invest in tourism. The economic conditions of the countries and lack of infrastructure did not create a good image for international tourists. Table 3 shows that Kazakhstan and Kyrgyzstan have higher tourists than Uzbekistan and Tajikistan, with the lowest tourist arrival in 2019 [16]. Tourism contribution to the GDP in Kazakhstan is the highest, which shows the amount of tourism spending is significant and the importance of this revenue in Kazakhstan's economy.

Table 3 – Share of tourism industry impact on key economic indicators in 2019

Factors	Kazakhstan	Tajikistan	Uzbekistan	Kyrgyzstan
Number of arrivals	8,7 mln	1 mln	6,7 mln	8,5 mln
Tourism contribution to GDP, %	5,6 %	2,9 %	1,1 %	3,8 %
Tourism contribution to employment, %	3,2 %	2,8 %	0,8 %	1,3 %
International tourists spendings within the country, local currency	2,3 bln \$	0,2 bln \$	0,3 bln \$	0,5 bln \$
Tourism spending within the country, \$	2,9 bln \$	1,6 bln \$	1,6 bln \$	708 mln \$

Note – complied by the authors based on [16]

Reviewing government policy and tourism investment and planning in each country and comparing them will provide some knowledge on the current situation of the tourism development and will create a guideline for future planning for the countries in the region.

National tourism priorities and the need for a regional strategy for the development of the industry. In recent years, all Central Asian countries have developed national tourism strategies and plans that will guide the development of their tourism sectors. The vision and goals set out in the countries' national tourism strategies share common features, such as an increased focus on sustainability, conservation of natural and cultural resources, and increased international competitiveness and innovation in the tourism sector. Their main goals are to promote economic growth, create jobs and improve the quality of life of their citizens.

Most Central Asian countries focus their significant national strategies on the following priorities: sustainable development of tourism assets through responsible planning and management and sound environmental and social protection; improving institutional structures and tourism management; decrease in seasonal effects; improved air and ground communications and accessibility; effective branding and promotion of tourism in international markets; improving tourism infrastructure and tourism services and quality standards; digitalization of the sector, and attract private sector investment and develop public-private partnerships. Table 4 compares Kazakhstan, Kyrgyzstan, Uzbekistan, and Tajikistan in terms of government programs and strategic priorities for tourism development.

Table 4 – Government programs for Tourism Development and Strategic Priority

Country	Program	Strategic priority	Purpose
Kazakhstan	State program for the development of the tourism industry of the Republic of Kazakhstan for 2019-2025	Development of tourism assets Transport accessibility of tourist destinations and facilities Quality and availability of tourism products and services	9 million incoming visitors and 8 million domestic tourists 650,000 people employed in tourism
Kyrgyzstan	Tourism Development Program under the Government of the Kyrgyz Republic for 2019-2023	Marketing and promotion of the Kyrgyz Republic as a tourism center in the Central Asian region Digitization of tourism Development of tourism in regions of the country Creation of favorable conditions for conducting business in the field of tourism and attraction of investments	The tourism sector should contribute 7 % of GDP by 2023
Uzbekistan	The concept of development of the tourism sector in the Republic of Uzbekistan in 2019-2025	Improving the legal framework in the field of tourism Development of tourism infrastructure Expansion of domestic and regional routes with neighboring countries Taking measures to reduce the impact of seasonal factors Development of domestic tourism Strengthening the promotion of tourism in the domestic and foreign tourism market Improving the system of training highly qualified specialists and advanced training of workers in tourism services	11 810 (thousand) foreign tourists will visit Uzbekistan Export of tourism services for 2170 (million US dollars) 25,010 (thousand) trips of domestic tourists 3,050 hotels and similar facilities accommodation 64 (thousand) rooms in accommodation facilities 128 (thousand) places in accommodation facilities 1450 tour operators
Tajikistan	Tourism development strategy in the Republic of Tajikistan for the period up to of the 2030	Strengthening the institutional base of tourism Development of modern tourism infrastructure Strengthening the tourism potential and proper organization of complex promotion Ensuring the competitiveness of tourism products by improving the quality of service. Development and promotion of the national brand, and sub-brands of tourist areas. Marketing of tourism products Development, protection, and rational use of natural recreational resources, as well as historical and cultural heritage Strengthening the capacity of human resources for productive employment in the tourism industry. Compliance with international standards and ensuring the safety of tourists Creation and development of tourism clusters and providing innovation and investment for the development of the tourism industry	2,500,000 tourists will visit the country 8 % of GDP and 15 % of exports are contributed by tourism 10 % share of tourism capital industries in the investment complex and 3 % share of tourism in the revenues of the state budget. Tourism services in the amount of USD 1,233.6 million. 500 registered organizations providing services in the field of recreation and recreation 10 % (of the total) employed in the tourism industry 50th place among hospitable countries in the ranking of the World Economic Forum

Note – compiled by the authors based on [17; 18; 19; 20].

A review of the government plan in Kazakhstan shows that investment in transport accessibility and quality of the product is one of their priorities. Kyrgyzstan focuses on the digitalization of tourism and attracting investors. In contrast, Uzbekistan's main priority is the development of tourism infrastructure, expanding domestic and regional routes with neighborhood countries, and promoting domestic tourism. Tajikistan's priority is developing modern tourism infrastructure, improving the quality of the tourism product and services, and protecting national recreational, historical, and cultural resources.

This study conducted a SWOT analysis to provide an overview of the tourism development in central Asian countries. The results revealed that the region has a unique natural and cultural heritage with many sites listed in UNESCO World Heritage Sites, being part of the Silk Road and welcoming people, which can be a destination for many international tourists. This is an excellent opportunity to attract tourists after the Covid-19 pandemic; the economic condition is not good globally, and tourists are searching for affordable places to visit and spend time after a few years in which traveling was banned. Tourists search for personalized service, safe and convenient transportation, clean and comfortable rooms, good food, cultural, historical, and natural sites. Domestic and intra-regional tourism will recover faster than international tourism. The Covid-19 pandemic created new patterns and trends in the tourism sector, especially in the short term. It increased the demand for the domestic and regional tourism, which creates the opportunity for the industry to invest and plan to visit tourist sites inside the country or in the neighborhood. Addressing these issues can be a key to increase tourists' overall visits and spending. Strengthening the tourism value chain by improving the range and quality of tourism services and increasing the participation of local SMEs and the private sector will improve the distribution of tourism revenues at the national level.

Investment and promotion of adventure tourism can attract more sensitive tourists to health issues and usually travel to remote areas. Consequently, their demand is likely to recover faster than other segments. Adventure travelers are increasingly looking to forge a personal connection with locals by connecting to share experiences. The region has a unique potential for ski and winter tourism. Until recently, skiing was mainly based in domestic markets and is complemented by arrivals from neighboring countries. Central Asian countries should focus on building a skiing culture among their national tourist audiences while seeking to attract customers from neighboring countries and markets with high national participation rates in skiing.

Promoting country as part of the Silk Road, which is the world's most extended network of cultural routes connecting Asia and Europe with hundreds of historical buildings and monuments, caravanserais, ports, and cities, linking religions, culture, ideas, knowledge, trade, and business can attract tourists [21].

Analyzing the weakness of the central Asian countries revealed the main weakness of the countries in this region is lack of infrastructure, limited investments, awareness of conservation of tourism sites, language barriers, and weak global marketing (Table 5). The countries in this region failed to create a good image of the country resources internationally. Lack of investment in infrastructure and limited accessibility and connectivity prevent tourists to visit the countries in this region.

Table 5 – SWOT analysis for tourism development in Central Asian countries

Strengths	Weaknesses
Untouched natural resources, unique tangible and intangible cultural heritage and diversity among Central Asian countries; Diversity and uniqueness of nomadic and sedentary cultures throughout the region, ethnic groups and religions; Historic cities, legacy of ancient empires and UNESCO World heritage sites; Globally recognized generic brand Silk Road; The local population is friendly	Lack of brand recognition and image, which leads to insufficient knowledge of the Central Asian countries and a weak perception of them as tourist destination; Limited capacity in social responsibility practices and conservation of tourist sites; Language barriers and the lack of skilled workers, destination managers and guides
Opportunities	Threats
Growing international interest; The constant expansion of international tourists, especially fast-growing Asian markets, and travelers looking for new experiences and unusual destinations; Tourism as an industry that can support economic recovery after COVID-19	Growing global risks and geopolitical conflicts with serious potential implications for the travel industry; Climate change with global warming and environmental degradation
Note – compiled by the authors	

CONCLUSION

This research aims to investigate the situation of tourism development in four countries in Central Asia: Kazakhstan, Tajikistan, Uzbekistan, and Kyrgyzstan in a recent years. The results show that these countries suffer from skills gaps in tourism, coordination among the policymakers and industry players, and lack of infrastructure and marketing. While their main tourist segment are tourists from neighboring countries, transportation and connectivity between the neighbors are issues that highlight the need for regional cooperation in tourism that can help strengthen economic, social, and cultural ties between countries, improving the region's image.

Kyrgyzstan has successfully held the World Nomad Games three times, which contributes to the formation of the image of nomadic culture in the country. There is an opportunity to expand the market through promotion that combines the experience of nomadic culture with traditional natural resources such as mountains and lakes. Kyrgyzstan has rich natural resources such as mountains and lakes. A wide range of activities are offered, using natural resources, such as swimming in the lake, mountain climbing, trekking and horseback riding. In the past, there were few activities to enjoy in winter, but in recent years, with the support of development partners, efforts have been made to develop tourism products for winter tourism, which will shorten the off-season.

Uzbekistan has the potential for pilgrimage tourism for Muslims from Southeast Asia. Although more than 30 years have passed since the collapse of the Soviet Union, the streets and houses still resemble the past and are in demand among tourists visiting Uzbekistan.

Tourism in Tajikistan does not lag behind other advanced sectors of the country's economy, such as hydropower and mining, and is considered by the government of the country as a priority industry. The local government of Tajikistan have identified more than 20 types of tourism, most of which are associated with cities, since most of the country is made up of mountains and this might be attractive to foreign tourists.

Finally, one of the opportunities to promote tourism in Kazakhstan in recent years is that the number of domestic tourists is growing due to the inability to travel abroad due to the COVID-19 pandemic to certain countries of the world. Kazakhstan can diversify fields from a resource-dependent economy towards sustainable development and strives to promote tourism as one of the priority fields. COVID 19 has shown that if the tourism industry relies only on inbound tourism, it will become a vulnerable one. Therefore, in order to ensure the flexibility of tourism, it is important to stimulate the demand for domestic tourism in order to support the industry in case of an emergency situations. The situation with the spread of coronavirus infection showed that residents of Kazakhstan, who preferred foreign holidays, began to pay attention to domestic tourism, which is a good opportunity to review domestic tourism resources and develop a healthy industry in the future.

All of the above will make Central Asian countries more attractive to foreign visitors and investments. Domestic tourism is the market that these countries neglect, while this market is the recovery key after the Covid-19 pandemic. Several factors can be highlight for improving industry condition. There is a need for a more flexible and agile program that can adjust the policies based on the region or environment crisis that the countries in this region did not consider. The planning of activities of the tourism industry most often repeats the development scenario of the previous year, as a result of which there are no key actions to strengthen its position in the face of increasing competition in the market and based on external forces.

Improving the quality of the services can be one of the essential policies in the long term to attract tourists to the country. The discrepancy between the price and quality of the services provided leads to the low competitiveness of the services provided and the loss of market positions.

Managing the tourism resources of the countries, creating public awareness, avoid inefficient and irrational use of tourist resources are other essential factors that need special attention.

Countries in this region need a suitable strategy to prioritize their market, invest in marketing, improve the infrastructure, and create a good image for the international tourist to visit the country.

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ОРТАЛЫҚ АЗИЯ ЕЛДЕРІНІҢ МЫСАЛЫНДА ТУРИЗМНІҢ ДАМУЫ

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АНДАТПА

Зерттеу мақсаты. Зерттеу жұмысы соңғы жылдардағы Қазақстандағы туризмнің даму жағдайын және туризмнің дамуына әсер ететін негізгі факторларды талдауға бағытталған. Орталық Азияның үш елі аймаққа қолайлы озық тәжірибелерді іздеу және Қазақстандағы туризм индустриясы үшін практикалық нұсқаулық ретінде таңдалды.

Әдіснамасы. Бұл зерттеуде мемлекеттік бағдарламаларға, баяндамаларға және алдыңғы әдебиеттерге мазмұндық талдау жасалды. Бұл зерттеу туризмнің өсу статистикасын, ықпал етуші факторларды, туризмнің ЖІӨ-ге қосқан үлесін және Қазақстан, Тәжікстан, Өзбекстан және Қырғызстан сияқты Орталық Азия елдеріндегі жұмыспен қамту деңгейін қарастырды.

Зерттеудің бірегейлігі / құндылығы. Орталық Азия елдерінің туристік индустриясын дамыту тәжірибесін жүйелеу туристік қызметтердің әлемдік нарығындағы позициясын кеңейту мақсатында аймақтағы туристік индустрияны дамытудың кешенді көрінісін түсінуге мүмкіндік береді.

Зерттеу нәтижелері. Орталық Азия елдеріндегі туризмнің дамуын талдау және салыстыру негізінде авторлар осы елдердегі ішкі туризмді дамытудың әлеуетін анықтап, күшті және әлсіз жақтарын анықтап, оларды жою бойынша ұсыныстар жасады.

Түйін сөздер: туризмді дамыту, туризмге инвестиция, тұрақтылық.

РАЗВИТИЕ ТУРИЗМА НА ПРИМЕРЕ СТРАН ЦЕНТРАЛЬНОЙ АЗИИ

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АННОТАЦИЯ

Целью исследования является анализ состояния развития туризма и основных факторов, влияющих на развитие туризма в Казахстане в последние годы. Три страны Центральной Азии были выбраны в качестве поиска передового опыта, подходящего для этого региона и предложения практического руководства для индустрии туризма в Казахстане.

Методология. В этом исследовании был проведен контент-анализ государственных программ, отчетов и предшествующей литературы. В этом исследовании были рассмотрены статистические показатели роста туризма, сопутствующие факторы, вклад туризма в ВВП и уровень занятости в странах Центральной Азии, таких как Казахстан, Таджикистан, Узбекистан и Кыргызстан.

Оригинальность / ценность исследования. Систематизация опыта развития туристской отрасли стран Центральной Азии позволяет понять комплексное видение развития туристской отрасли региона для расширения ее позиций на мировом рынке туристских услуг.

Результаты исследования. На основе анализа и сравнения развития туризма в странах Центральной Азии авторы определили потенциал развития внутреннего туризма в этих странах, выявили сильные и слабые стороны и дали рекомендации по их устранению.

Ключевые слова: развитие туризма, инвестиции в туризм, устойчивость.

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MEMLEKETТІК САТЫП АЛУДАҒЫ ЖЕРГІЛІКТІ ҚАМТУДЫ ДАМУДА СТАНДАРТТАУ ЖҮЙЕСІН ҚОЛДАНУ МҮМКІНДІГІ

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АҢДАТПА

Зерттеудің мақсаты – мемлекеттік сатып алу шеңберінде сатып алынатын тауарлар мен жұмыстардың сапасын қамтамасыз ету проблемаларын анықтау және оларды шешу, сондай-ақ оларда жергілікті қамтуды дамыту бойынша ұсынымдар әзірлеу.

Әдістеме – зерттеу барысында жалпы ғылыми танымның түрлі әдістері, салыстырмалы талдау, экономикалық-статистикалық және құқықтық талдау әдістері қолданылды.

Зерттеудің ерекшелігі/құндылығы – зерттеу нәтижелері мемлекеттік сатып алу, құрылыс және стандарттау саласындағы қызметті реттейтін заңнамалық және нормативтік актілерге өзгерістер мен толықтырулар енгізу үшін пайдаланылуы мүмкін.

Зерттеу нәтижелері – зерттеу бағыттары бойынша әдеби шолу жүргізілді; сатып алу нысанасы бөлінісінде бюджет шығындарын салыстыру ұсынылды; мемлекеттік сатып алу шеңберінде орындалатын жұмыстардың сапасын қамтамасыз ету жөніндегі қызмет ашылды; мемлекеттік сатып алудағы жергілікті қамту үлесін арттыру үшін стандарттау жүйесін қолдану мүмкіндігі айқындалды; мемлекеттік сатып алу жүйесін жетілдіру бойынша тиісті ұсыныстар әзірленді.

Түйін сөздер: мемлекеттік сатып алу, жергілікті қамту, жұмыс сапасы, тауар сапасы, стандарттау жүйесі.

КІРІСПЕ

«Қазақстан – 2050» стратегиясында қаражат жұмсаудың тиімділігі тұрғысынан бюджет саясатын жетілдіру көзделген. Бюджет қаражатын жұмсаудың тиімділігі көбінесе мемлекеттік сатып алуды жүзеге асыру кезіндегі шығыстардың тиімділігіне байланысты.