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FOREIGN EXPERIENCE IN THE DEVELOPMENT OF SOCIAL TOURISM

Abstract: Tourism, as one of the priority directions of the development of the industry of Kazakhstan, should be maximally accessible to all segments of the population of our country. While the most affluent citizens of the Republic of Kazakhstan can not limit themselves in choosing forms of travel and resorts, the middle class is focused on “moderate tours” to inexpensive destinations, socially vulnerable segments of society often do not have the opportunity to have a good rest at all. At the same time, it is this category of citizens that most needs the development of an inexpensive, but high-quality recreation infrastructure, primarily within our country.

Keywords: social tourism, sociological survey, low-income strata of the population, charitable activities, social protection.

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ЗАРУБЕЖНЫЙ ОПЫТ РАЗВИТИЯ СОЦИАЛЬНОГО ТУРИЗМА

Аннотация. Туризм, как одно из приоритетных направлений развития индустрии Казахстана, должен быть максимально доступен всем слоям населения нашей страны. В то время как наиболее обеспеченные граждане Республики Казахстан могут не ограничивать себя в выборе форм путешествий и курортов, средний класс ориентирован на «умеренные туры» по недорогим направлениям, социально уязвимые слои общества зачастую вообще не имеют возможности полноценного отдыха. При этом именно данная категория граждан больше всего нуждается в развитии инфраструктуры недорогого, но качественного отдыха, прежде всего в пределах нашей страны.

Ключевые слова: социальный туризм, социологический опрос, малообеспеченность слоев населения, благотворительная деятельность, социальная защита.

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ӘЛЕУМЕТТІК ТУРИЗМДІ ДАМУЫНДАҒЫ ШЕТЕЛДІК ТӘЖІРИБЕ

Аннотация. Туризм Қазақстан өнеркәсібін дамытудың басым бағыттарының бірі ретінде еліміздің тұрғындарының барлық топтары үшін мүмкіндігінше қолжетімді болуы керек.

Қазақстан Республикасының ең ауқатты азаматтары саяхат пен курорт түрлерін таңдауда шектелмейді, ал орта топ арзан бағыттарға «қалыпты турларға» бағытталған, ал қоғамның әлеуметтік жағынан осал топтары көбінесе саяхаттауды ұйымдастыру мүмкіндігіне, яғни жақсы демалуға ие бола бермейді. Сонымен қатар, дәл осы санаттағы азаматтарға, ең алдымен, біздің елімізде арзан, бірақ сапалы демалу үшін инфрақұрылымды дамыту қажет.

Түйін сөздер: әлеуметтік туризм, социологиялық сауалнама, халықтың аз қамтылған топтары, қайырымдылық қызметі, әлеуметтік қорғау.

Introduction. It is obvious that when considering the phenomenon of social tourism in the world, attention should be paid, first of all, to the developed capitalist countries. There is a big difference in the structure of mentalities and state systems, which hinders scientific research, since cultural differences between different countries are difficult to distinguish from the features of the implementation of the social tourism system. At the same time, if the analysis of the system is carried out only in one country, then there is a high probability of obtaining too unusual a solution, the application of which is impossible in Kazakhstan.

Methods. Due to the above circumstances, the most convenient for studying the world experience of social tourism would be a group of countries with similar values and with approximately the same level of socio-cultural and economic development, and belonging to developed countries.

Discussion. Social tourism is developed abroad in most EU countries, Japan and North America. But social tourism systems are based on three different criteria for subsidizing: by standard of living, categories of citizens and the merits of a citizen to society. In the first (liberal) type of social tourism, funding comes from the state budget. The obvious advantage of such a system, typical for European English-speaking countries, is the freedom of choice of users of tourist services. The social-democratic type of social tourism characteristic of the Scandinavian countries and Finland, with its

equalization of monetary and in-kind benefits, embodies the idea of “tourism for all” [1]. In this model, the state assumes the main costs of providing assistance to the poor, freeing private service enterprises from non-production costs - advertising of a tourist product, development of tourist infrastructure, etc. The German socio-market (or socio-insurance) model is financed mainly by mandatory deductions from wages. That is, for this type of social tourism, the dependence between the personal contribution and the receipt of tourist benefits is characteristic. The idea of solidarity implies that the members of the collective together bear the costs of providing themselves with tourist services. This model also includes a corporate type based on seniority, of which Japan is a prominent representative [2].

In Western Europe, social tourism serves as a factor of economic development, social stability and improvement of society. But the role of the state is most often reduced to the creation of a legislative framework and a special executive body. Tourist enterprises conclude agreements with this body on the acceptance of special vacation checks in payment for the services they provide. So, in Switzerland there is a commercial system of social tourism called “vacation receipts of the YECL cash register”. During the holidays, these checks are transferred to companies providing tourist services to pay for expenses incurred both in the country and abroad. It is characteristic that the Swiss travel ticket office does not limit the circle of users of receipts with income,

but encourages participants (including foreign ones) with the set, nature and cost of services.

In France, the system of vacation checks, managed by the French National Association of Vacation Checks, operates mainly on the territory of the country. Nevertheless, in 2005, the turnover amounted to 1 billion euros, the number of service enterprises reached 135 thousand, and the holders of checks - more than 6 million people. It is significant that 80-100% of income is directed to the modernization of tourist social facilities and the implementation of activities that meet the objectives of social policy in tourism [3].

A number of countries with unstable national currencies and high inflation (Italy and Spain) have abandoned such a mechanism of social tourism due to its low profitability. Social tourism in Spain originated in the mid-1980s and was fully subsidized through the Ministry of Labor and Social Affairs. But it developed mainly due to the fact that officials set discounts on trips of pensioners at their discretion. Since 2005 Spain demonstrates a successful experience in the development of social tourism for unemployed pensioners. The Program developed by the Institute of the Elderly and Social Services is aimed at improving the lives of unemployed pensioners through their participation in tourism. The program is valid from October to June and includes the stay of pensioners and a number of other categories of citizens in the tourist regions of the country on full board, including transport. Under the same conditions, excluding transportation costs, pensioners and persons equated to them can rest in Andorra, Portugal, the Canary and Balearic Islands. At the same time, as a rule, half of the cost of rest is paid. Today, the experience of Spain is being adopted by France, Brazil, China, Chile, etc.

In the field of social tourism for the disabled, experience has been accumulated in the UK and Spain. For example, in Catalonia, 19

comfortable and inexpensive routes have been developed for the disabled. In Finland, small firms have been established to provide tourist services for disabled people, and in France this type of tourism has spread to rural areas. A system of youth hostels is developing all over the world [3].

There is no subsidized social tourism in the USA and Germany. In the USA, financing is carried out mainly at the expense of private funds. There is a special network of Christian hotels in Germany, which mainly serve members of parishes, as well as the disabled, the elderly and other people in need. The increased cost of services is compensated by grants from the funds of parishes. Whereas in a number of developed countries, social tourism today is increasingly focused on the middle strata of the population. It is no coincidence that in the 1990s he was assigned the functions of a designer of society and an engine of economic development.

Results. When considering the issue of social tourism in Kazakhstan, it is necessary to identify the fundamental regulations that provide prerequisites for its development. First of all, this is the Constitution of the Republic of Kazakhstan, namely Article 1: “The Republic of Kazakhstan asserts itself as a democratic, secular, legal and social state, the highest values of which are a person, his life, rights and freedoms” and article 28:

“A citizen of the Republic of Kazakhstan is guaranteed a minimum wage and pension, social security by age, in case of illness, disability, loss of breadwinner and on other legal grounds” [4].

The Law of the Republic of Kazakhstan dated June 13, 2001 No. 211-II “On tourism activities in the Republic of Kazakhstan” gives only the definition of social tourism: “social tourism is tourism fully or partially carried out at the expense of the employer and (or)

other third parties;” and does not define any mechanisms of work, coordinating bodies, methods financing and stimulation [5].

In addition, Kazakhstan has a code “On the health of the people and the healthcare system”, introduced in 2009. Article 52 of this Code states the following:

- Restorative treatment and medical rehabilitation are provided to citizens suffering from congenital and acquired diseases, as well as the consequences of acute, chronic diseases and injuries.

- Restorative treatment and medical rehabilitation are carried out in healthcare organizations, as well as in sanatorium-resort organizations.

- Citizens are provided with vouchers for sanatorium treatment in accordance with the procedure established by the legislation of the Republic of Kazakhstan in the field of healthcare and labor legislation of the Republic of Kazakhstan” [6].

As can be seen from the above analysis, our state has made attempts to develop social tourism in Kazakhstan, but there is no systematic approach, and there is no specialized law regulating the activities of organizations engaged in social tourism. The result of this is the inconsistency of the activities of various state social structures and private charitable

foundations, which makes it difficult for citizens of the Republic of Kazakhstan to receive social tourism services.

The positioning of Kazakhstan as a welfare state imposes certain obligations on our country in relation to those who, for one reason or another, cannot provide themselves with a full life in our state. It is necessary to provide them not only with maintenance at an acceptable level for a person, but also to give them a chance to socialize by raising their standard of living and demonstrating examples of a better life in order to awaken in these people the desire for development.

Conclusion. There is no specialized law on social tourism in Kazakhstan, which slows down its development. The main focus is on the disabled and low-income citizens, and mainly on the medical and sanatorium part of tourism. Other types of social tourism have practically no examples in the Republic of Kazakhstan.

The acute issue is the information provision of the population. With the exception of some positive aspects, information is difficult to access.

A single operator of social tourism in Kazakhstan could deal with such issues, he would be able to work out and improve the system of information notification of citizens and work out the legal aspects of this industry.

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