

JEL Z32
UDC 338.483.12 (574.24)
BBQ 65.43
P 17

Composite authors:

*Uruzbayeva N.A., Duissembayev A.A., Balgabayeva V.T., Baimbetova A.B., Mussina K.P.,
Podsuhina O.V., Omarova K.A., Assemzhar N.D., Karatayev D.D., Nassanbekova S.T.,
Omarova A.S., Sadykbek G., Filimonova I.V., Bekenova A.M.*

P 17 Development of tourist business in Astana: the current state and assessment of the impact of «EXPO-2017» / Doctor of Economics, Professor N.A. Uruzbayeva – Makhachkala, «Approbate», 2017 – 120 p.

Reviewers:

*Rustembaev B.E. - Doctor of Economics, Professor
Saduov A.Zh. - Doctor of Economics, Professor
Egemberdieva S.M. - Doctor of Economics, Professor*

ISBN 978-5-6040883-2-6

The monograph is devoted to the study of the modern potential of the tourist business in Astana from the perspective of the impact made by international exhibition "EXPO-2017" on it. The paper considers modern trends in the development of tourist infrastructure, as well as excursion services. A special place is occupied by the issues of assessing the human potential of the tourist sector and the development of digital technologies in the tourist business of Astana. The book may be of interest to researchers, teachers, university students, representatives of business structures, state and local governmental bodies in the field of tourism.

ISBN 978-5-6040883-2-6



UDC 338.483.12 (574.24)
BBQ 65.43

© Composite authors, 2017
© Design LLC «Approbate»

CONTENT:

INTRODUCTION	4
I. MODERN TOURISM POTENTIAL OF ASTANA CITY AND EVALUATION OF ITS DEVELOPMENT IN THE CONTEXT OF HOSTED "EXPO-2017"	6
1.1. The current state of the tourist business in Astana and the prospects for its development after the "EXPO-2017"	6
1.2. Human capital as a factor of tourism business development in Astana	19
1.3. The formation of digital business in the tourist sphere of Astana city	35
II. THE INFLUENCE OF EXPO-2017 ON THE TOURISM BUSINESS INFRASTRUCTURE DEVELOPMENT IN ASTANA	47
2.1. Hotel business in Astana and prospects for its development	47
2.2. Restaurant business in Astana city and prospects of its development	63
2.3. Transport infrastructure of Astana city	76
III. PERSPECTIVE DIRECTIONS OF TOURISM BUSINESS DEVELOPMENT IN ASTANA	89
3.1. The influence of exhibitions on the business tourism development in Astana	89
3.2. Excursion service and its influence on the formation of the capital as a tourist destination.....	102
CONCLUSION	117

ISBN 978-5-6040883-2-6



Composite authors:

*Uruzbayeva N.A., Duissembayev A.A., Balgabayeva V.T., Baimbetova A.B., Mussina K.P.,
Podsuhina O.V., Omarova K.A., Assemzhar N.D., Karatayev D.D., Nassenbekova S.T.,
Omarova A.S., Sadykbek G., Filimonova I.V., Bekenova A.M.*

**DEVELOPMENT OF TOURIST BUSINESS IN ASTANA: THE
CURRENT STATE AND ASSESSMENT OF THE
IMPACT OF «EXPO-2017»**

ООО «Апробация»

367000, Makhachkala, Dzerzhinsky street 17B (Business center «Grand-plaza»), k. 84

+7 (989) 669-15-15

21.05.2017. | 60×90/16.

P.s. 7,5. Print run 500 c. Order №430