* Tourism Business Development under the Influence of the Global Event Preparational Process: Case study of Expo 2017 in Astana, Kazakhstan

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According to Dolles and Soderman (2008) mega-events have wide diapason of influence related to political, socio-cultural, economical, natural environment.

Every case is different: depends on type of events, host country’s level of development, participating countries, weather & seasonality (Fourie and Santana-Gallego, 2011).

Kazakhstan is a new field of study as soon as it is a beginner in tourism industry and just recently has realized its potential and came to the stage of the industry development (Tiberghien, 2014).
Aim:
* Investigation of the tourism business development in Astana under the influence of the Expo 2017 preparational process.

Objectives:
* 1. To assess the currently existing tourism development strategies in the republic of Kazakhstan from the business perspective.

* 2. To analyze the influence of changes caused by Expo 2017 preparational process on tourism business development in Kazakhstan.

* 3. To evaluate challenges and opportunities faced by entrepreneurs and existing tourism businesses in the country.
Key literature

* The impact of mega-events on tourist arrivals (Fourie and Santana-Galego, 2010)
Analysis and explanation of the effect on increase of visitors’ number caused by hosting mega-events.

* The positive and negative economic contributions of mega-sporting events to local communities (Gong, 2008)
Identification of possible impact on local infrastructure on the example of sporting events, investigation of positive and negative aspects, which can be used to compare the changes caused by one type of event with others.

* Mega events, local economies and global status: what happened before 2008 Olympics in Beijing and 2010 World Expo in Shanghai. (Sun and Ye, 2010)
The example of pre-stage of Expo 2010 in Shanghai, describing the situation before the event by itself: preparation stage and its impact on the destination.

* Predicting the economic impact of the 2010 FIFA World Cup on South Africa (Bohlmann and Heerden, 2008)
Description of possible effect that would be caused by the hosting of Mega event: analysis of current economical situation in the destination and forecast of economical changes; a real life example of” before the event” destination’s development stage.
* Young & developing country (25 years of Independence)
* Located in the Centre of Eurasia
* Potential for tourism development
  (Nature based tourism, cultural tourism, winter sports, health treatment)
* Tourism contribution:
  85th position in Tourism and Travel Competitiveness Index;
  GDP 5.3%, aiming to increase in 4.8% by 2024;
  Employment 5% (424,000 jobs);
  Visitor export 1.8%;
  Investment in tourism 5.2% of total;
  Domestic tourism is more developed than international.

(WTTC, 2014)
Study the existing material, governmental programs, strategies on tourism industry development.

Analyze the effect from EXPO 2017 preparation process on changes in tourism business development.

Compare the cases of mega-events impact on destinations’ tourism business development in order to find out if impact is differ or results are programed.

What could be done in primary research?

Data collection from with small and big business enterprises in order to identify changes in business strategies influenced by Expo 2017: 1. survey; 2. interviews.
* Lack of prior studies
(Kazakhstan tourism development, EXPO’s influence on destinations)
* Limited access to the information from organizations and some business companies.
* Reliability of the provided information
(Unwillingness to share the information, human factor)
Methodology

* Create survey for the general data collection to scan the environment
* Prepare the questions and plan the interview sessions for detailed information collection.
* Information accessibility and reliability are the main issues of the study.
References


