

Казахстан владеет всеми ресурсами, способствующие созданию солнечной энергетики. В Казахстане сегодня есть множество ученых и изобретателей в сфере Энергии Будущего. Это Д. Нусупбекова (микроволновая химия, получение водорода из воды без электролиза), бесптопливные магнитные двигатели на энергии электромагнитного поля Земли – Н. Темиргали, А. Бултанов, Е. Шинтеков, А. Дауренбек, А. Борисенко (открывший новое импульсное состояние плазмы), В. Глушко (двигатели на основе энергии вакуума), С. Лачинян (новая физика в акустике и пиролизе, обработке воды) [3].

Литература

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Duisembayev A. A., Kungeldikyzy Sh., Omarova A. S. The role of EXPO in the formation of the tourist potential of Kazakhstan

Modern tourism industry is one of the largest high-yield and dynamic segment of international trade in services. So, today, tourism has become a major factor in the creation of additional jobs, accelerates the development of road and hotel construction, stimulates the production of all kinds of vehicles, it contributes to the preservation of folk arts and national culture, regions and countries. In this regard, in many economically developed countries, tourism industry has a higher priority than other sectors of the economy. In addition, the importance of tourism leads to the definition of the vectors of international relations of States. Thus, according to forecasts of the World Tourism Organization, the number of tourist arrivals in 2020 will be 1.6 billion. The world's tourism revenues in 2020 will grow to \$ 2 trillion [1].

Increased globalization and integration into the world economic system leads to the fact that trends in the development of tourist relations

stronger impact on the economy of Kazakhstan, defining thus a potential new growth point of national economy, not dependent on the production and export of energy resources. Meaning stimulate tourism development in the national economic system of the country has repeatedly pointed out the President of the Republic of Kazakhstan. So, in the annual Address to the Nation NA Nazarbayev noted that Kazakhstan needs to create the most favorable conditions for the development of the tourist industry and to provide, thus, strengthening the business and investment climate in the country, based parity sectors. Kazakhstan, with its unique natural resources and unique culture of the nomadic people, has a huge untapped potential for the development of tourism at the international and domestic markets. Analysis of the development of the domestic tourism industry, allows us to conclude that the trend growth rates of this sector in recent years. Thus, the number of domestic visitors in 2015 compared to 2011 increased by 853 900 thousand. People and made 3 million. Man. There is activation of the demand for domestic tourism services by foreign tourists.

In addition, the development of the business environment, a number of international sporting and other events in the country had a positive impact on the international tourist image of the country, making Kazakhstan attractive for businessmen, athletes, scientists, lovers of extreme tourism, as well as for people interested in history and the present day countries located on the Great Silk Road. So, today, the export volume of foreign trade of services amounted to about \$ 1.321 billion. And in the tourism competitiveness ranking according to the WEF Kazakhstan ranked 85 among 141 countries. In modern conditions the main purpose of the development of tourism in Kazakhstan is creating its own full-fledged tourist industry, aimed at the withdrawal of the tourism industry to develop leaders, not only regionally, but also in the international market of tourist services. Thus, according to the Program Fund "Damu" carried issuing guaranteed loans to implement 29 projects worth 1.5 bln. Tenge, subsidized interest rates on 284 projects worth 75.5 billion. Tenge financed through due to the placement of funds in the STB 732 projects worth 31.4 billion tenge.

Also, a number of measures taken to improve the legislative base of tourism development, namely: the directions of reduction of administrative barriers; developed a system to stimulate investment; formed the preconditions

for building a new institutional structure of the tourism industry. As part of the definition of priority directions of development of tourism project Kontseptsii development of the tourism industry produced up to 2020, identified five areas that would later become the centers and engines of the domestic tourism industry, a thorough analysis dolgosrochnyh development trend of the industry market, there is an understanding in matters turistskih segmenting objects. It should be noted that Kazakhstan plans to develop a tourist industry based on the cluster approach. So, today, you are working on the implementation of the five tourist cluster programs in the country: cluster "Astana – heart of Eurasia", which includes Bayanaul and Karkaralinsk resort area; cluster "Almaty – Kazakhstan free cultural zone" covering the whole Almaty region; cluster "Caspian Gates", covering the coastal zone of the Caspian Sea and part of the Western Kazakhstan; cluster "Revival of the Silk Road", which covers the territory of South Kazakhstan, Kyzylorda and Zhambyl regions; cluster "Pearl of Altai", will be located on the territory of the East Kazakhstan region.

In addition, under the clustering of tourism are developed and implemented, and other projects aimed at increasing the tourist flow to the country. This project "Western Europe – Western China", "Center – South", "Center – East", "Center – West entrance to Astrakhan" and others. A special place in the promotion of domestic tourism development takes organization and holding from June 10 to September 10, 2017 the International Exhibition "EXPO" on the theme "Future Energy". «EXPO-2017» will accumulating impact on the inflow of new, innovative ideas and technologies to the national economy and social life of the population, will sharply boost the creation of new tourism products, will have an impact on the formation of new cultural and entertainment centers, as a result, will form a completely new visit motives tourist country. The practice of the past years shows that the organization and holding of the International exhibition «EXPO-2017" is a strong enough motivator for the development of the tourist industry. So, «EXPO-2015", held in Milan, Italy raised the attendance areas by 2 times, the flow of tourists from abroad has exceeded 47%. In addition, the results of a social survey revealed that 58.3% of the surveyed visitors planned their trip to Italy thanks to conduct «EXPO-2015".

Today, more than 100 countries and 18 international organizations have officially confirmed their participation in the «EXPO-2017" will be held about 3,000 for entertainment and events. In general, experts predict

NK «EXPO-2017», for the three months of the exhibition will be visited by about 2 million. Tourists and about 5 million. Attendance Exhibition domestic and foreign tourists. Within the framework of the organization «EXPO-2017» has already developed a number of tours that cover practically all regions of Kazakhstan and located where State national natural parks. In addition, work is carried out to increase the number of placements that can provide quality services that meet international standards. Thus, in the period of the exhibition is planned to involve in the process of placing guests Accommodation objects in neighboring regions, and thereby increase the number of beds in addition to 40 thousand. People. In conclusion I would like to note that the organization and holding of the International exhibition «EXPO-2017» in Kazakhstan is one of the major fashion events, which in the future can become a major element in stimulating the development of domestic tourism. In addition, «EXPO-2017» is an instrument of indirect advertising of Kazakhstan as a tourism destination, ie, the exhibition can trigger the growth of the tourist flow to the country, not only during the exhibition, but also after it by postinformational activities of exhibitors. Thus, the conduct of «EXPO-2017» can fully ensure Kazakhstan's entry into the top 30 countries in the ranking of the competitiveness of tourism and travel in 2020.

Literature

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Калиева Г. К. Институциональные основы необходимости перехода к «зеленой экономике»

Принятая Стратегия «Казakhstan-2050»: новый политический курс состоявшегося государства» (далее – Стратегия – 2050) ставит четкие ориентиры на построение устойчивой и эффективной модели экономики, основанной на переходе страны на «зеленый» путь развития. «Зеленая экономика» определяется, как экономика с высоким уровнем качества жизни населения, бережным и рациональным использованием природных ресурсов в интересах нынешнего и будущих поколений в соответствии с принятыми страной международными экологическими обязательствами [1].