

PROSPECTS OF TOURISM DEVELOPMENT IN THE REPUBLIC OF KOREA

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Abstract. In the modern world, tourism is one of the key sectors of the economy in many countries and every year it becomes an increasingly important aspect for the development of many countries. This article examines the tourism industry in South Korea, as well as analyzes the prospects for the development of tourism in the future and examines the main factors of tourism development.

In addition to the obvious reasons why tourists decide to travel to South Korea (exotic, all-season, monuments included in the UNESCO cultural heritage list, well-developed medical tourism), South Korea has created all the conditions to increase the flow of foreign tourists. This is an increase in flights between countries, hotel tax refund, developed infrastructure and security. The Korean government is using all resources to improve its country's image abroad.

The authors come to the conclusion that tourism is really significant in the economy of the Republic of Korea, which is confirmed by the targeted of state policy for the development of this area, which will further increase the investment attractiveness of the country, stimulate the influx of tourists, create new objects of tourism infrastructure and infrastructure of related industries, increase state income and increasing the level of well-being of the population.

Keywords: international tourism, South Korea, economy, tourism industry, culture, factors.

South Korea has great potential for the development of international tourism in its country. The impetus for this was the development of mass domestic tourism. The state financially supports and helps in the development of all types of tourism, they have a clear positioning, which ensures the high competitiveness of the tourism industry in the world market. Every year, the Korean government spends large amounts of money from the budget for the development of the tourism industry several times more than other countries.

The Republic of Korea is a country in which tourism has developed rapidly since the late 1980s. In the republic, tourism has always been, considered as a promising path of development. A distinctive feature in the management of the national economy of South Korea in the field of tourism is the continuous statistical accounting of the flow of tourists. The Korea National Tourism

Organization (KNTTO) strictly takes into account the number of tourists arriving and departing, the amount of foreign currency exported by tourists abroad, and the amount of money spent by foreigners in South Korea. This information helps to determine the share of the impact of the tourism sector on the country's economy, which predetermines government policy and government spending in this sector of the economy [1, p. 75].

All statistical data are collected by the Ministry of Foreign Affairs of the Republic of Korea, according to these reports, the attendance of country by tourists is recorded, as well as the dynamics of the import and export of foreign and national currency in the country is monitored, and the National Bank of the Republic of Kazakhstan keeps records of these statistics. The Korea National Tourism Organization is developing a strategy for promoting and developing tourism, contributing to the construction of infrastructure facilities, drawing up optimal routes, and this organization also pays special attention to interaction with private travel agencies for more productive tourism development in the country. Today, there are about 20 offices of the Korea National Tourism Organization in the world, whose tasks are also to promote tourism advertising in the Republic of Korea.

About a million people go abroad every year, and millions of tourists come to Korea. Now it is one of the most developed Asian countries in terms of tourism, which annually attracts about 6.4 million people [2, p. 57]. This is due not only to the desire to plunge into a new and unexplored culture, taste exotic food, see with your own eyes the country's natural wealth, modern megacities that coexist in stark contrast with ancient architectural monuments, but also with a high level of Korean service, which is based on effectively organized quality management and infrastructure. The Ministry of Culture and Tourism is engaged in the development of tourism in the country. Expanding the geography and volume of South Koreans travel abroad, attracting foreign tourists to the country are considered by the Korean government as an important link in the process of further integration of the country into the world community and is one of the priority areas of their activities. The tourism industry is ranked as one of the three largest industries (along with information technology and environmental protection industries) in Korea. The difference between economic assistance to the development of tourism in South Korea, and assistance in other countries lies in close cooperation between the state, economic institutions, travel companies, as well as cultural and information support authorities, since tourism development in South Korea is actively developing from an economic point of view, also cultural, sports and informational aspects at the same time.

If compare South Korea in terms of the total contribution of the tourism sector to the country's GDP with other countries, then it will be in 15th place with an indicator of 81.6 US \$ bn. So according to government data, in 2015, the contribution of the tourism sector to the economy of South Korea amounted to KRW85, 944.9bn, that is, 5.8% of the country's total GDP [2, p. 55].

Investment in tourism has a tremendous economic impact. In particular, every billion won of investment in tourism provides 15.5 people with jobs. A similar indicator in the manufacturing sector of the economy is only 9.2 people. Thus, if in 2005 tourism provided only 490 thousand jobs, then by 2015 this number increased to 713 thousand people, which amounted to 2.9% of all jobs in the country [3]. It is noteworthy that 69.7% of tourism spending in the country falls on the citizens of South Korea, and the remaining 30.3% on foreigners [2, p. 57].

The South Korean economy has quickly overcome the consequences of the global financial crisis and is confidently moving towards further stabilization. While job creation in the manufacturing sector has reached its limit, the tourism sector presents great opportunities, mainly for young people.

All indicators tell us about the progressive development of the tourism sector in South Korea and that every year this area has an increasing weight in the development of the country's economy. This is due not only to the attractiveness of Korean mountain resorts, the high level of urbanization of the country and the beauty of nature, but also to the high level of infrastructure development and very high quality service. In Korea, all foreign tourists can easily find information about the country in English, Chinese and Japanese at information desks located at airports, hotels, crowded places and near major attractions.

Among the factors influencing the attraction of a large number of foreign tourists to South Korea are the following: picturesque nature, traditional culture, historical monuments, equipped recreation areas, advanced technology and visual media. The latter factor can be seen as a distinguishing feature of South Korea in comparison with other countries. It is interesting that by creating a variety of television dramas, describing their culture and traditions, natural beauty, filming entertainment and historical places of their country, Koreans show the world the image of their country in the best light, and thereby motivate tourists to go to their country.

An analysis of the formation and functioning of the tourism system in the country explains why the Republic of Korea has achieved such heights in the tourism industry. There is a list the main factors of tourism growth in South Korea:

1. Comprehensive support for the establishment of tourism programs from the government. The support was not only in the financial part, but also in the planning and organization of tourism.
2. South Korea has its own distribution of positions of tourism industry, each industry is competitive in the world market.
3. One of the most important factors in the development of tourism is the developed infrastructure. In 1997, the country was going through a crisis, but despite this, South Korea was actively developing its transport infrastructure.
4. Before embarking on a course for the development of international tourism, South Korea began to develop domestic tourism en masse.
5. South Korea attracts numerous tourists due to the high level of security in the country.

6. South Korea actively positions itself among international organizations in the tourism industry.

7. The Republic of Korea has strong marketing to attract foreign tourists and provides a large number of discounts and benefits for foreign tourists.

Several types of tourism are developed in Korea. For example, cultural and educational tourism, which became possible thanks to the centuries-old history of the country and preserved buildings. Medical tourism holds a special place because South Korea is ahead of other countries in the field of high-tech operations using modern technology. At all times, Korea has valued nature, as evidenced by the presence of a large number of natural sources on the basis of which tourist centers operate. The one of the most popular types of tourism is mountain tourism, since 70% of the country is mountainous [4, p. 3].

The competitive economy of South Korea is largely determined by tourism. To ensure quality recreation, the government of the Republic of Korea annually improves the conditions for tourists, new tourist destinations with unique features are actively developing. It is cultural tourism that, can be called the tourism of our time and the experience of South Korea is direct evidence of the influence of cultural tourism on the development of the tourism industry of the state as a whole.

Educational tourism is a new direction in tourism in South Korea. More and more international students and high school graduates want to study in South Korea. The Ministry of Education of the Republic of Korea has developed a «Study in Korea» project designed to attract students and educational institutions in the country. In order to attract foreign students, the South Korean government annually allocates scholarship programs to obtain affordable and high-quality education. Of course, South Korea cannot be called a leader in this tourism industry, compared to the United States and European countries, but there are a number of fundamental differences between programs for providing training to foreigners. After all, the strategy of South Korea is not only because of the development of this sphere in education, the government is interested in attracting talented young people with good mental abilities, which will be able to fruitfully influence the economy of country in the future. Also in 2012, the South Korean government introduced a program called «KoreaStay», according to this program, foreigners can stay with a Korean family, where they will be provided with accommodation and meals, thanks to this program, students can significantly save while in this country.

South Korea has always attracted tourists with its exoticism, uniqueness and comfort, and every year there are more and more reasons to visit it. South Korea is a picturesque country with rich nature and interesting history; it is becoming more and more popular among Russian tourists. This is where the modern technological era everywhere coexists with antiquities, carefully protected by the state.

Despite its small country, in Korea, as of June 2018, there are 13 items on the UNESCO World Heritage List, of which 12 are cultural sites and 1 is a natural heritage site. Lovers of monuments and attractions have something to see: royal

palaces, fortresses, pagodas, ancient Buddhist monasteries, sculptural monuments, numerous museums, folk villages and archaeological sites [5].

In addition to the obvious reasons why tourists decide to travel to South Korea (exotic, all-season, monuments included in the UNESCO cultural heritage list, well-developed medical tourism), South Korea has created all the conditions to increase the flow of foreign tourists. This is an increase in flights between countries, hotel tax refund, developed infrastructure and security. The Korean government is using all resources to improve its country's image abroad.

It should be noted that tourism is really significant in the economy of the Republic of Korea, which is confirmed by the targeted policy of republic for the development of this area, which will further increase the investment attractiveness of the country, stimulate the flow of tourists, create new objects of tourism infrastructure and infrastructure of related industries, increase government revenues, and increasing the level of well-being of people in country.

In conclusion, we note that Korea is a country with one of the leading economies in the world, and it received this title largely due to its highly developed tourism sector, which makes a large contribution to the GDP of country, as well as creates a large number of jobs and infrastructure. In the future, the Republic of Korea is ready to develop tourism on an even larger scale and achieve even greater success in this area.

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КОРЕЯ РЕСПУБЛИКАСЫНДА ТУРИЗМДІ ДАМУ ПЕРСПЕКТИВАЛАРЫ

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Андатпа. Қазіргі әлемде туризм көптеген елдерде экономиканың негізгі салаларының бірі болып табылады. Туризм жыл сайын көптеген елдердің дамуының

маңызды аспектісіне айналды. Бұл мақалада Оңтүстік Кореядағы туризм индустриясы қарастырылады, сонымен бірге болашақта туризмнің даму перспективалары талданып, туризмді дамытудың негізгі факторлары қарастырылады.

Туристердің Оңтүстік Кореяға саяхаттау туралы шешім қабылдауының айқын себептерінен басқа (экзотикалық, барлық маусым, ЮНЕСКО-ның мәдени мұралары тізіміне енген ескерткіштер, дамыған медициналық туризм), Оңтүстік Корея шетелдік туристер ағынын арттыру үшін барлық жағдай жасап жатыр. Бұл елдер арасындағы рейстердің артуы, қонақ үй салығын қайтару, дамыған инфрақұрылым және қауіпсіздік. Корея үкіметі елдегі беделін жақсарту үшін барлық ресурстарды пайдаланады.

Авторлар Кореяның экономикасында туризм шын мәнінде маңызды деген тұжырымға келеді, бұл мемлекеттің осы саланы дамытуға бағытталған саясатымен расталады, бұл елдің инвестициялық тартымдылығын одан әрі арттырып, басқа елдерден туристер ағындарын ынталандырады, туристік инфрақұрылымның жаңа объектілерін және онымен байланысты салалардың инфрақұрылымын құруға, мемлекет кірісін ұлғайтуға және халықтың әл-ауқатын арттыруға мүмкіндік береді.

Түйінді сөздер: халықаралық туризм, Оңтүстік Корея, экономика, туристік индустрия, мәдениет, факторлар.

ПЕРСПЕКТИВЫ РАЗВИТИЯ ТУРИЗМА В РЕСПУБЛИКЕ КОРЕЯ

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Аннотация. В современном мире туризм является одной из ключевых отраслей экономики во многих странах и с каждым годом он становится все более значимым аспектом для развития многих странах. В данной статье рассматривается туристическая индустрия в Южной Корее, а также анализируется перспективы развития туризма в будущем и рассматриваются основные факторы развития туризма.

Помимо видимых причин, по которым туристы решают отправиться в путешествие в Южную Корею (экзотичность, всесезонность, памятники, входящие в список культурного наследия ЮНЕСКО, хорошо развитый медицинский туризм), Южную Корея создала все условия для того, чтобы увеличить поток зарубежных туристов. Это увеличение авиарейсов между странами, возврат гостиничного налога, развитая инфраструктура и обеспечение безопасности. Правительство Кореи использует все ресурсы для улучшения имиджа своей страны за рубежом.

Авторы приходят к выводу, что туризм действительно значим в экономике Республики Корея, что подтверждается целенаправленной политикой государства по развитию данной сферы, которая в дальнейшем приведет к повышению инвестиционной привлекательности страны, стимулированию притока туристов, созданию новых объектов туристской инфраструктуры и инфраструктуры смежных отраслей, увеличению государственных доходов и повышению уровня благосостояния населения.

Ключевые слова: международный туризм, Южная Корея, экономика, туристическая индустрия, культура, факторы.