

Title: Investigation of Using Belgian Case of Social Tourism in Almaty

Author: Zhanna Assipova & Balnur Amir

Affiliation: Kazakh National University

Contact: assipova.zhanna@gmail.com

Abstract:

After decades of the Soviet era and a communist and socialist way of tourism provision, Kazakhstan has moved to a market economy. Nowadays, tourism in Kazakhstan is driven by market economy rules. However, state and community have the intention to preserve social tourism. This paper examines different cases of social tourism all over the world and finds an appropriate case which will be suitable for Kazakhstan's society. The main idea is to determine the opportunity of organizing social tourism by the Belgian case of "Holiday Participation Centre" and check out readiness of supply and demand representatives for social tourism development. This paper presents the findings of an exploratory, qualitative study with potential social tourism beneficiaries, and tourism industry's private stakeholders. Consequently, it is suggested that the proposed case of social tourism may be a cost-effective addition to social policy and also drive development of tourism in the area.