

# Competitiveness of the tourism cluster of Kazakhstan: Comparative analysis of key indicators

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## Abstract

In the context of modernization of the Kazakhstan economy, tourism clusters have an objective opportunity to become not only a new driver of the growth, but also to provide a control on preservation and rational use of cultural and natural heritage. The main purpose of this article is a comparative analysis of key indicators of the tourism cluster development in Kazakhstan from 2007 to 2015 on the basis of secondary data of Travel and Tourism Competitiveness Report. The study is based on a combination of statistical data from international organizations and the results of company executives' survey in the tourism industry. Competitive advantages and negative factors affecting the development of the tourism cluster were revealed based on this analysis. Necessary measures were proposed in the context of legal, institutional and financial mechanisms for ensuring sustainable and effective development of the Kazakhstan tourism cluster.