



# Versatile Hospitality Industry around the Globe A Case Study on Development and challenges in Hospitality Industry - Kazakhstan

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**Abstract:** *The Kazakh Government, long characterized as authoritarian with a history of human rights abuses and suppression of political opposition, has started an initiative named the "Tourism Industry Development Plan 2020". This initiative aims to establish five tourism clusters in Kazakhstan: Astana city, Almaty city, East Kazakhstan, South Kazakhstan, and West Kazakhstan Oblasts. It also seeks investment of \$4 billion and the creation of 300,000 new jobs in the tourism industry by 2020. In May, 1999 the Kazakhstan Tourism Association (President - Roza Asanbayeva) was founded with the approval of the President of Kazakhstan Nursultan Nazarbayev. KTA is a non-commercial, non-governmental organization including following members: the Kazakhstan Association of Hotels and Restaurants (Honour President - Kuat Tanyrbayev), Amadeus computerized reservation systems, tour operators, insurance companies, airlines, universities and the media. The association's main objective is to protect the interests of over 400 members, by lobbying the government and promoting tourism within the national economy. The 2006 comedy film Borat, which portrayed Kazakhstan as a comically backwards, racist and antisemitic country, resulted in an increase in tourism. The government banned the film and took out advertisements to defend the nation's honor. By contrast, upon the release of the sequel, Borat Subsequent Moviefilm, in 2020, the national tourism agency Kazakh Tourism adopted the film's catchphrase as its slogan – Kazakhstan. Very Nice! – and produced a number of videos featuring it.*

**Keywords:** The government banned the film and took out advertisements to defend the nation's honor, objective is to protect the interests of over 400 members, the government and promoting tourism within the national economy..

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