

DECLARATION

We, the undersigned Abylaikhan Boranzhan, Aisulu Tuleubaeva, Assel Zhubikenova, Tariel Islamov grant to M. Narikbayev KAZGUU University the right to store and distribute my submission in print and electronic format.

We confirm that We are the sole authors of this senior project, and that it does not infringe any copyright. This senior project is the result of our own original work, except where due acknowledgement has been made.

M. Narikbayev KAZGUU University will clearly identify our name as the author of the submission, and will make any alteration, other than as allowed by this agreement, to your submission.

We hereby accept the terms of the above Declaration.

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Handwritten signatures of the authors: Boranzhan Abylaikhan, Aisulu Tuleubaeva, Tariel Islamov, and Assel Zhubikenova.

27th May, 2023

Running head: CHALLENGES OF MANAGING TOURIST DESTINATIONS

**Challenges of managing tourist destinations in case of mass migration: impact on
cross-cultural communications**

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Aisulu Tuleubaeva

Assel Zhubikenova

Tariel Islamov

Submitted in partial fulfillment of the requirements for the degree of
Bachelor of Service Management In Tourism

M. S. Narikbayev KAZGUU University

School of Liberal Arts

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Dean of School of Liberal Arts
Candidate of philological
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Ibrayeva A. B.
« » 2022

**TECHNICAL ASSIGNMENT
For Senior Project**

«Challenges of managing tourist destinations in case of mass migration: impact on cross-cultural communications»

I. Justification of the relevance, originality and novelty of the project.

The beginning of the Russian-Ukraine war in 2022 sparked research interest in the migration situation in Kazakhstan. The Republic of Kazakhstan, as a multiethnic state situated at the crossroads of world civilizations, is one of the regions of the planet with potential risks of ethnic conflicts. In this situation, the importance of managing tourist destinations in case of mass migration is significantly higher and consequently its impact to cross-cultural communication is huge. Therefore, research in this field is now more relevant than ever.

The aim of the senior project is to study the challenges of managing tourist destinations in case of mass migration and identify its impact on cross-cultural communication in Kazakhstan.

The findings of this research project can be used by the Kazakhstan Government in implementing migration policy in order to strengthen interethnic harmony in particular regions. The Ministry of Sport and Tourism, local executive bodies and the Assembly of the People of Kazakhstan can also use the findings.

II. Project objective

1. collect detailed information about the migration situation in Kazakhstan;
2. analyze the impact of migration on the management of the hotel and travel agencies as the main tourists' destinations in Kazakhstan;
3. identify problem areas of mass migration impact on cross-cultural communication in particular regions of Kazakhstan;
4. provide possible solutions to the identified problems

III. Scope, order and terms of work performance.

Stage 1. Conducting an analysis of the existing literature on the selected topic.

Stage 2. Description of the research methodology, justification for the choice of method (quantitative, qualitative).

Stage 3. Description of the means of data collection (interviewing, document analysis, survey).

Stage 4. Description of the results of the study.

Stage 5. Description of the conclusion, recommendations.

IV. Project quality indicators.

- a) The use of relevant regulatory documents and literature at the time of writing the senior project;

- b) Writing a graduation project in accordance with the Guidelines for writing a senior project;
 c) Compliance by members of the Scrum Team with the requirements of the Academic Integrity Policy regarding anti-plagiarism is implied.

1. Cross-Cultural Aspects of Tourism and Hospitality. A Services Marketing and Management Perspective. (By Erdogan Koc, 1st Edition 2020)
2. OVERTOURISM Tourism management and solutions. (By Harald Pechlaner, Elisa Innerhofer and Greta Erschbamer, 1st published 2020 by Routledge.)
3. Migration, tourism and social sustainability. (Jaeyeon Choe & Peter Lugosi, 18 Aug 2021)
4. Understanding and overcoming negative impacts of tourism in city destinations: conceptual model and strategic framework. (Albert Postma, Dirk Schmuecker, Journal of Tourism Futures, 15 Nov 2017)
5. Research for TRAN Committee Overtourism: impact and possible policy responses. (Peeters et al. (2018))
6. ASSESSMENT OF INTERNAL FACTORS MIGRATION IN THE REGIONS OF KAZAKHSTAN (Dina Bekteleeva, JEL CODES: J11, R23)
7. MIGRATION PROCESSES IN KAZAKHSTAN (G. K. KURMANOVA, A. A. KIM, B. A. URAZOVA, B. B. SUKHANBERDINA - West Kazakhstan University of Innovation and Technology)
8. Migration as a process of intercultural communication: development of mutual understanding of contacting cultures (Lebedko Maria Grigoryevna, Dudarenok Svetlana Mikhailovna)
9. A brief analysis of the situation in the field of intercultural and interethnic relations in the Republic of Kazakhstan: tolerance and cultural interaction. (Verevkin A.V. - Candidate of Sociological Sciences, Associate Professor, Lifanova T.Yu. - Candidate of Philosophical Sciences, Associate Professor)
10. Multiculturalism in Kazakhstan: Evolution of a Multi-ethnic Society and the Progress of Effective Intercultural Communication. (Anno Accademico 2012 / 2013)

V. Composition of the group.

Explanation: senior project is carried out in groups. The project team consists of students (3-4 people), a supervisor, if necessary - several supervisors, a representative of the customer, if any.

Scientific adviser: Axamal Issaliyeva

Students: Boranzhan Abylaykhan

Tuleubayeva Aisulu

Tariel Islamov

Zhubikenova Assel

Handwritten signatures corresponding to the names listed on the left. The signatures are: Axamal Issaliyeva, Boranzhan Abylaykhan, Tuleubayeva Aisulu, Tariel Islamov, and Zhubikenova Assel.

Stages	Supervisor's full name	1 st student's full name	2 nd student's full name	3 rd student's full name	4 th student's full name
<i>Stage 1. Conducting an analysis of the existing literature on the selected topic.</i>	A.Issaliyeva	A. Boranzhan	A.Tuleubayeva	I.Tariel	A.Zhubikenova
<i>Description of the research methodology, justification for the choice of method (quantitative, qualitative).</i>	A.Issaliyeva	A. Boranzhan	A.Tuleubayeva	I.Tariel	A.Zhubikenova
<i>Stage 3. Description of the means of data collection (interviewing, document analysis, survey).</i>	A.Issaliyeva	A. Boranzhan	A.Tuleubayeva	I.Tariel	A.Zhubikenova
<i>Stage 4. Description of the results of the study.</i>	A.Issaliyeva	A. Boranzhan	A.Tuleubayeva	I.Tariel	A.Zhubikenova
<i>Stage 5. Description of the conclusion, recommendations.</i>	A.Issaliyeva	A. Boranzhan	A.Tuleubayeva	I.Tariel	A.Zhubikenova

VII. Project Completion Form.

Project Completion Form:

We, the undersigned, agree to use this terms of reference as an agreement on the creation and use of a work of science, concluded between the members of the Scrum team and KAZGUU University, according to which the members of the Scrum team undertake to transfer to KAZGUU University the exclusive property right to the created work of science, as well as the exclusive right to use the work at its own discretion in any form and under any name in any country in the world, including the right to reproduce the work; distribution of the original or copies of the work through sale or other transfer of ownership; import of copies of the work; public display of the original or copy of the work; other communication of the work to the public; translation of the work into another language; processing and / or other alteration of the work and any other types of use not prohibited by the legislation of the Republic of Kazakhstan.

Supervisor: Axamal Issaliyeva

Students: Boranzhan Abylaykhan

Tuleubayeva Aisulu

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The image shows handwritten signatures for each party listed. The supervisor's signature is at the top, followed by the signatures of the four students: Boranzhan Abylaykhan, Tuleubayeva Aisulu, Tariel Islamov, and Zhubikenova Assel.

Abstract

The process of mass migration has a significant impact on many areas, including the field of cross-cultural communication and it is one of the main tasks facing managers at the destination in tourism. Local communities, business actors, governmental and non-governmental organizations are encouraged to work together to efficiently coordinate migration flows in tourist destinations.

Mass migration is the term used to describe the relocation of large populations, typically as a result of environmental, political, or economic factors. The impact of large migration on tourist sites may be enormous, with concerns such as congestion, strain on infrastructure, and cultural tensions all possibly occurring.

The goal of this project is to investigate the difficulties in managing tourist areas in the event of mass migration and how it affects intercultural communication. The project will concentrate on a particular case study, looking at how destination managers can successfully address the issues brought on by mass migration.

The project will begin by reviewing the literature on mass migration and its impact on tourist destinations. The case study will then be thoroughly examined after data from tourists and destination managers have been gathered using a mix of qualitative and quantitative research techniques.

The research will seek to identify the key challenges faced by destination managers in managing mass migration and its impact on cross-cultural communications. It will also look at the strategies and policies that destination managers can use to effectively manage the challenges that mass migration presents.

The findings of the project are advisory to destination managers, as well as for governments and other stakeholders involved in tourism management. By identifying the challenges and strategies associated with managing mass migration, it will contribute to the

development of more effective and sustainable approaches to destination management in the context of changing migration patterns.

Аннотация

Процесс массовой миграции оказывает значительное влияние на многие области, включая сферу межкультурных коммуникаций. В связи с чем, является одной из главных задач, стоящих перед менеджерами по месту назначения в туризме.

Местным сообществам, участникам коммерческого сектора, правительственным и неправительственным организациям, рекомендуется работать сообща, чтобы продуктивно координировать миграционные потоки в местах скопления туристов.

Массовая миграция - это термин, используемый для описания перемещения больших групп населения, как правило, в результате экологических, политических или экономических факторов. Воздействие массовой миграции на туристические объекты может быть огромным, что может привести к таким проблемам, как заторы, нагрузка на инфраструктуру и культурная напряженность.

Целью этого дипломного проекта является исследование трудностей в управлении туристическими районами в случаях массовой миграции и того, как это повлияет на межкультурную коммуникацию. Проект будет сосредоточен на конкретном тематическом исследовании, посвященном тому, как менеджеры по месту назначения могут успешно решать проблемы, вызванные массовой миграцией.

Проект начнется с обзора литературы о массовой миграции и ее влиянии на туристические направления. Затем тематическое исследование будет тщательно изучено после сбора данных от туристов и менеджеров туристических направлений с использованием сочетания качественных и количественных методов исследования.

Исследование будет направлено на выявление ключевых проблем, с которыми сталкиваются менеджеры стран назначения при управлении массовой миграцией, и ее влияния на межкультурные коммуникации. В нем также будут рассмотрены стратегии и политика, которые менеджеры по назначению могут использовать для эффективного решения проблем, связанных с массовой миграцией.

Результаты этого проекта носят рекомендательный характер для менеджеров туристических направлений, а также для правительств и других заинтересованных сторон, участвующих в управлении туризмом. Определяя проблемы и стратегии, связанные с управлением массовой миграцией, проект внесет вклад в разработку более эффективных и устойчивых подходов к управлению местами назначения в контексте меняющихся моделей миграции.

Аңдатпа

Жаппай көші-қон үрдісі көптеген салаларға, соның ішінде мәдениетаралық коммуникациялар саласына айтарлықтай әсер етеді. Осыған байланысты бұл туризмдегі менеджерлердің алдында тұрған негізгі мәселелердің бірі болып табылады. Жергілікті қауымдастықтар, бизнес субъектілері, үкіметтік және үкіметтік емес ұйымдар туристік бағыттардағы көші-қон ағындарын тиімді үйлестіру үшін бірлесіп жұмыс істеу ұсынысы талданады.

Жаппай көші-қон - бұл экологиялық, саяси немесе экономикалық факторлардың әсерінен халықтың үлкен топтарының қозғалысын сипаттау үшін қолданылатын термин. Жаппай көші-қонның туристік орындарға әсері орасан зор болуы мүмкін,

бұл кептеліс, инфрақұрылымдық жүктеме және мәдени шиеленіс сияқты мәселелерге әкелуі мүмкін.

Бұл дипломдық жобаның мақсаты-жаппай көші-қон жағдайында туристік аймақтарды басқарудағы қиындықтарды және оның мәдениетаралық байланысқа қалай әсер ететінін зерттеу. Жоба баратын жер менеджерлерінің жаппай көші-қон мәселелерін қалай сәтті шеше алатынын қарастыратын нақты жағдайлық зерттеуге бағытталған.

Жоба жаппай көші-қон және оның туристік бағыттарға әсері туралы бар әдебиеттерді шолудан басталады. Содан кейін кейс-стади сапалы және сандық зерттеу әдістерін қолдана отырып, туристер мен туристік бағыттардың менеджерлерінен мәліметтер жинағаннан кейін мұқият зерттеледі.

Зерттеу жаппай көші-қонды басқару кезінде баратын елдердің менеджерлері кездесетін негізгі мәселелерді және оның мәдениетаралық коммуникацияларға әсерін анықтауға бағытталған. Ол сондай-ақ жаппай көші-қон мәселелерін тиімді шешу үшін тағайындалған менеджерлер пайдалана алатын стратегиялар мен саясаттарды қарастырады.

Бұл жобаның нәтижелерінде туристік менеджерлерге, сондай-ақ туризмді басқаруға қатысатын үкіметтер мен басқа да мүдделі тараптар қызметінің жетілуіне ұсыныстар келтіріледі. Жаппай көші-қонды басқаруға қатысты мәселелер мен стратегияларды анықтай отырып, жоба ауыспалы көші-қон үлгілері контекстінде межелі жерлерді басқарудың тиімдірек және тұрақты тәсілдерін әзірлеуге үлес қосады.

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Introduction

Background information

Differences in culture, religion and language traditions can create problems not only for migrants, but also for the host country. However, this can also lead to problems in cross-cultural communication.

Problems in cross-cultural communication include cultural confusion, communication problems, discrimination and xenophobia. Cultural shock, language barriers and learning difficulties can also hinder the effective integration of migrants into the new society.

To improve communication and productivity, it is necessary to understand cultural differences and create a more friendly and open environment for migrants. Political leaders should see migration as an opportunity to increase human capital and cultural diversity.

Mass migration is one of the most serious issues confronting countries today. This was especially felt in Europe's densely populated, overpopulated countries. The situation has deteriorated to the point where the United Nations has adopted a migrant pact.

Problem statement

What is going on in Kazakhstan? So even though Kazakhstan does not face this issue frequently, it does exist. According to statistics, the reasons for migration are improved living conditions, political clashes, wars, and natural disasters. Thus, the highest number of migration to Kazakhstan occurred in 2005, when 75 thousand people arrived; however, subsequent immigration has decreased. The influx of forced migrants requires: additional state and local budget expenditures; the creation of social infrastructure facilities; the organization of new jobs.

Hypothesis: The difficulties in managing tourist locations during periods of widespread migration have a significant influence on cross-cultural communication.

Migrations of the able-bodied population affect the labor market, increasing or reducing its supply, exacerbating competition. If economic, legal, political and demographic problems are intensively studied, then the problem of the cultural component of migration processes is still in its infancy, despite the urgent need for further research. The value component of culture has a crucial effect in how different cultures interact and are perceived. Values are a type of axiological idea that can be expressed both vocally and nonverbally. They are the product of cognitive activity and the appraisal of the subject's relationship to the object.

The purpose of the research is to identify the main problems in cross-cultural communication among residents in tourist destinations in the era of mass migration and to find effective methods and techniques to overcome them.

Objectives:

- To highlight the difficulties in managing cross-cultural communications during mass migration that tourism locations confront.
- To investigate how mass migration affects the overall administration of tourism sites.
- To offer suggestions for managing tourist locations effectively in a setting of mass migration.

Mass migration strongly affects the economy, the unique relations between the residents of the country and visitors, jobs and quality of life. For comparison, we can take the case with relocants from the Russian Federation (RF) in 2022, due to the mobilization, and earlier the closure of borders, residents of the RF began to migrate to Kazakhstan. Such tourist destinations of Kazakhstan as Aktau, Borovoye, Almaty and others have encountered this. However, it is worth taking into account that a large number of incoming tourists leave the country. Thus, 1.66 million inhabitants of the RF entered Kazakhstan this year, while 1.64 million left, according to the Kaztag news portal, which estimates that 4.3 million

foreigners entered Kazakhstan this year and 4.1 million left. Such immigrants' short-term stays are monitored and, in the event of infractions, administrative responsibility is invoked. 45.7 thousand migrants who violated the law since the beginning of the year have been held administratively responsible; 4.2 thousand of them were immediately deported. These are not the only challenges that could arise from such a scenario; with the mass arrival in Kazakhstan in 2022, prices for food and real estate began to rise, resulting in an 11% increase in housing prices and a 20.7% increase in inflation. This is especially felt by the people, because the prices are low for newcomers to the country and high for long-term residents. Another issue was that many specialists from other countries moved to Kazakhstan, taking jobs and flooding the market with new competitors.

Research Questions:

- What are the biggest difficulties in handling cross-cultural communications amid mass migration that tourism locations face?
- How does the general administration of tourist places get impacted by mass migration?
- What tactics may be put into practice to improve intercultural dialogue in tourist areas where there is a lot of migration?
- What suggestions might be made to enhance the administration of tourist attractions in light of mass migration?

Significance of the study

This is an important problem and it needs to be solved. The slightest change in the amount of migration affects residents, prices and quality of life. This case needs to be solved at the state level and possibly introduce some rules for those entering the country. Currently, this may not have particularly affected Kazakhstan, but in the future, tourism may be actively developing and measures need to be taken now. In many countries, they turn a blind eye to

this, however, the consequences of such situations have an extremely negative impact on many aspects of life, this is the main reason why it is necessary to initially create rules and laws in order to avoid the consequences of mass migration, especially during the development of tourism in Kazakhstan.

Literature review

General information

Koc, E. (2020). *Cross-Cultural Aspects of Tourism and Hospitality: A Services Marketing and Management Perspective*.

In the book, there are various international case studies demonstrating the application of theory, and self-test questions, exercises, additional reading the accompaniment of each chapter. This book is an indispensable assistant for all students, teachers, researchers, practitioners and managers of tourism and hospitality.

Harald P., Elisa I. and Greta E. (2020). *Overtourism. Tourism management and solutions*.

Overtourism explores a growing phenomenon in tourism that is currently creating tensions in both urban and rural tourist destinations worldwide. Integrating research and practice, this book will be of great interest to advanced students, researchers, and scholars in the fields of tourism, development studies, cultural studies, and sustainability, as well as professionals in the tourism management field.

Jaeyeon C. Peter L. (2021). *Migration, tourism and social sustainability*.

The article discusses the problems associated with contradictory approaches to tourism and migration, as well as their impact on sustainability. These problems are considered from the political, social and economic side. The connections of migrants with local residents are emphasized, which is influenced by the sustainability of communities. This paper considers not one particular country, but the situation around the world, especially Dubai, Singapore, Vietnam.

Albert P. Dirk S. (2017). *Understanding and overcoming negative impacts of tourism in city destinations: conceptual model and strategic framework*.

The document examines the problem of conflicts between tourists and residents and their impact on urban tourism. A conceptual model has been developed for this purpose, which allows us to understand the mechanism and causes of conflicts. Hamburg was taken as the source of the analysis. Urban tourism is growing every year, there are more and more tourists, which is why conflict situations often arise between tourists and locals. The ability to resolve such conflicts is especially important now. This work will help us understand what problems may arise between visitors and locals for further analysis in our work.

Peeters et al. (2018). *Research for TRAN Committee Overtourism: impact and possible policy responses*.

The study reveals the problem of excessive tourism in the European Union. The study shows the indicators of excessive tourism, management approaches to them that are applicable in various directions, as well as what retaliatory measures are applied by policy. Overtourism is a big problem for popular destinations, through research it becomes clear that this problem requires the development of an individual policy.

Statistics and appendix to Kazakhstan

Bektleyeva D. (2020). *Assessment of internal factors migration in the regions of Kazakhstan. Journal of Economy and Finance*.

This article describes the significance and importance of migration, which has an impact on the internal development of the country and the population. Migration always takes place as a natural process that leads to an increase in the standard of living in society and the enrichment of the population in economic terms with the right approach of the state to this issue. Also, this article gives us an understanding of

the structure and factors affecting the internal migration of Kazakhstan based on the conducted methodological analysis.

Kurmanova G.K., Kim A.A., Urazova B.A., Sukhanberdina B.B. (2020). Migration processes in Kazakhstan. *Bulletin of "Turan" University*.

From this article, we can learn a detailed fundamental analysis of migration data that occur in Kazakhstan for the current day. Specific data on emigration are given, which show which geographical, ethnographic and demographic indicators prevail in this process. Basically, the study touches on the topic of migration and intellectual potential as a factor influencing the future development of the country. The topic of "brain drain" is touched upon as one of the urgent problems that needs to be analyzed and resolved. Many solutions have been proposed to attract high-quality specialists and retain the current highly qualified personnel. This article will help us in finding answers to many questions about migration and the outflow of the educated population of the country.

Lebedko M.G. and Dudarenok S.M. (2013). *Migration as a process of intercultural communication: development of mutual understanding of contacting cultures. Journal of Humanitarian Studies in Eastern Siberia and the Far East*.

This paper discusses some fundamental aspects of intercultural communication against the backdrop of migration contexts, treating it from the perspective of linguistic pragmatics as fundamentally similar to any other form of communication and emphasizing the need to move radically away from any essentialist substantiation of "culture." Under (mostly institutional) circumstances of asymmetric power relationships, three distinct areas of tension are identified: the tension between communicative intentions and inferencing processes; the tension between

assumptions about culture and what is actually said; and the tension between legal frames of interpretation and the inherent qualities of life stories.

Situation in Kazakhstan

Verevkin A., Lifanova T.Yu. (2020). *A brief analysis of the situation in the field of intercultural and interethnic relations in the Republic of Kazakhstan: tolerance and cultural interaction.*

The authors of this article expose the fundamental cultural mechanisms that shape the tolerance strategy in Kazakh and Kazakhstani society, outline its fundamental principles, and highlight its significance for Kazakhstan's contemporary society and the development of cross-cultural relationships with other nations. The capacity to grasp what is significant not only in one's own culture but also in another, foreign faith, and to identify the reasons that do not conflict with one's moral and spiritual ideals are all fundamental components of intercultural dialogue. This article's goal is to examine the cultural and philosophical context and function of the tolerance strategy in Kazakh culture, as well as the cultural processes that not only create tolerance in Kazakh culture but also put it into practice in society. The structural-functional, institutional, and phenomenological approaches are the key research methodologies. The term "tolerance" refers to a phenomena that describes a human attribute that combines cognitive, emotional-evaluative, and behavioral aspects. Regardless of a person's cultural or social context, ethnicity, religion, level of education, age, occupation, or political position, the latter affects their active moral posture in interactions with others.

Anno A. (2013). *Multiculturalism in Kazakhstan: Evolution of a Multi-ethnic Society and the Progress of Effective Intercultural Communication.*

When Kazakhstan proclaimed its independence in 1991, its population was made up of more than 130 different ethnicities and 42 distinct religious confessions as a result of several historical and political reasons. In spite of the potential for ethnic and religious strife, tolerance and respect for one another are the norm in Kazakhstan. This mindset, encouraged by the new administration and bolstered by Kazakhstanis' open-mindedness, has helped the population achieve a balance between their many religious views and backgrounds in all facets of everyday life, from leisure pursuits to the workplace. The goal of the dissertation is to examine the historical development of the aforementioned society, the characteristics of the interaction and integration between co-cultures, and the potential future development of Kazakhstan society, including whether it will move toward a new, unified national identity or a continuing interaction between various identities.

Bureau of National Statistics of the Agency for Strategic Planning and Reforms of the Republic of Kazakhstan. Quality Report. Migration of the population of the Republic of Kazakhstan. (2020).

Migration statistics. This website contains detailed information about migration statistics in Kazakhstan in the public domain, and also has attached documents on "The number of permits issued to foreigners and stateless persons for permanent residence in the Republic of Kazakhstan by region". The site contains thirty-two information about migration in the form of statistics, such as: arrival of migrants and their departure, migration with CIS countries, internal and external migration, migration by education level and much more. This source of information is extremely important for our work, as it contains official statistics and is directly related to the topic of the project.

Chernenko L. (2023). *How many Kazakhstani left the country in 2020.*

This article also provides statistical data on migration by region, as well as attached tables 'migration balance'

Sherbakova E. (2023). *Migration in Russia according to the results of the first half of 2022.*

This site contains statistics and information about those who left and arrived in Russia at the beginning of the first half of 2022, as well as migration growth. In addition, there is information on the distribution of migrants by type of registration, by length of stay and their increase. This site will be useful for the project due to the content of valuable information about migration in it.

Methodology

The research methods

The blending of many races and cultures creates tension in society, which has negative effects such as racial prejudice, racism, and cultural conflict. Mass migration issues have a significant impact on how tourist locations are run, which frequently causes issues and has a negative impact on cross-cultural dialogue. This topic should be studied from numerous angles and with a variety of techniques.

For this research a quantitative research method was chosen as the most appropriate for the project topic, as it allows to interview a huge number of people and find out their opinion.

The research is carried out using a questionnaire.

The aim of the project is to analyze the impact of migration on the management of hotels and travel agencies, identifying the problem area of the impact of mass migration on intercultural communication and identifying possible solutions to problems. Therefore, using a quantitative type of research is the best model for collecting information, since this approach allows us to consider the issue from multiple points of view and cultural influences. Using the quantitative method provides information on the impact of migration on the work of the tourism industry, using statistics, graphs.

The advantage of choosing this particular research method is that using a quantitative method will give the appearance of a complete situation of the problem and will allow it to be fully disclosed. For example, using the questionnaire helps to understand how people feel, since it contains both open and multiple-choice questions, the respondents can reveal their emotions through the answer.

Following the above reasons, it was decided to use a questionnaire for the project, which will use a quantitative method: both closed and open questions will be used. This will allow us to interview a lot of people at once and will give the opinion of people on this topic.

The reason why this particular research method is that topic of the work is “challenges of managing tourist destinations in case off mass migration: impact on cross-cultural communications” this topic needs to be polled by a lot of people since it has a impact on cross-cultural communications subtheme in it, this means that the opinion of ordinary people is necessary. Why not a qualitative research method was chosen, due to the reason that it implies an interview, but the topic for the thesis needs large volumes of respondents, therefore it is not advisable to conduct so many interviews, then the number will not give a complete picture of the situation.

Sample design

Sample design in the research methodology of the project is non probability sampling. This implies the survey participants will not be chosen randomly, but intentionally. In particular, the survey participants will be: travel agencies, hotels, people providing travel services. Thus, non-probability sampling makes it possible to get a more accurate result. In addition, this questionnaire will be sent to specialists in this field, which will enable us to formulate the right solution to the problem and answer important questions.

The size of the nonprobability sample is 101 respondents, it is this amount of our questionnaire passes that will be suitable for the project, due to the fact that more detailed information will be obtained. The desired profile of respondents is people over the age of 18, of any gender and ethnic origin, of any marital status, having a secondary or higher education, working or related to the tourism and hotel industry.

Findings

Data collection and analysis

The history of Kazakhstan has been marked by massive mass migration, which has been influenced by a number of different circumstances. At an annual growth rate of 1.2%, the population of Kazakhstan was projected to reach about 19.4 million in 2020 by the UN Department of Economic and Social Affairs.

During the Soviet period, Kazakhstan saw massive migration, with several ethnic groups being forcefully moved there. The demographic makeup of Kazakhstan was significantly altered by the forced migration of ethnic Germans, Poles, Koreans, and Volga Tatars during World War II. One of the major ethnic groups in Kazakhstan, it is believed that up to 1.5 million Germans migrated there during this time.

Recently, migrant laborers from nearby nations including Tajikistan, Kyrgyzstan, and Uzbekistan have started traveling to Kazakhstan. According to the Kazakhstan Statistics Agency, 6.3% of Kazakhstan's population, or over 1.2 million foreigners, lived in Kazakhstan in 2020. Among them, mostly from Central Asia, almost 800,000 were migrant laborers.

Many ethnic groups and migrant laborers have contributed to Kazakhstan's diversified population, which has been shaped significantly through mass migration. To effectively manage the population and resources of the nation, officials must have a thorough understanding of the migration history and present trends in Kazakhstan.

While coping with mass migration, the administration of tourism locations in Kazakhstan has a number of difficulties, including keeping cross-cultural connections with tourists.

The number of tourists visiting Kazakhstan has significantly increased in recent years, reaching a record high in 2019 before the COVID-19 epidemic. Given that Kazakhstan is a

multi-ethnic, bilingual nation with a broad cultural background, this surge in tourists has created a number of difficulties, notably for cross-cultural communications.

The language barrier is one of the main obstacles. Kazakh and Russian are the two official languages of Kazakhstan; while many citizens also speak English, it is not extensively used, especially in rural regions. Travelers may experience communication issues as a result, especially if they do not speak Kazakh or Russian. The World Tourism Organization (UNWTO) claims that one of the major issues affecting travelers' overall experiences is linguistic problems. The UNWTO has recommended using technology, including translation applications, to get over these obstacles.

The cultural differences between visitors and residents provide another difficulty. Given that Kazakhstan is largely a Muslim nation, some visitors might not be familiar with the locals' traditions and customs. For instance, it is common in Kazakhstan to take off shoes before entering someone's home, which may be unfamiliar to some tourists. Similar to this, it's vital to follow the dress code in many areas of the nation, and visitors are required to do so, especially while visiting religious places.

There are several ethnic groups in Kazakhstan, and even within one location, there might be a big diversity in culture. This might make it difficult to communicate and comprehend the culture, especially for new visitors. Also, the COVID-19 epidemic has brought forth brand-new difficulties, such health and safety regulations that must be successfully explained to tourists.

The administration of tourism attractions must put a strong emphasis on intercultural communication and cultural sensitivity in order to meet these issues. This may entail educating workers on how to respect and appreciate various cultures, providing language lessons for personnel, and encouraging the use of translation applications to ease

interaction with visitors. Also, it is crucial to advise visitors in a clear and succinct manner about local customs, expectations, and health and safety procedures, especially in locations where there may be language limitations.

While coping with mass migration, managing tourism attractions in Kazakhstan has a number of difficulties.

Maintaining cross-cultural contact with guests is particularly difficult when there are linguistic and cultural barriers. It is crucial to concentrate on intercultural communication, cultural understanding, and giving tourists clear, succinct information in order to overcome these issues. By doing this, Kazakhstan can keep promoting itself as a kind and inviting travel destination for visitors from across the globe.

Data collection from survey. More than 60% of responders were workers in the Hospitality and Hotel Business sector of Kazakhstan economics.

(Most of the responders were 20-45 y.o. studying, working and having a family. Less part are 45+ y.o).

97% Agrees that Mass Migration had impact to Tourism in Kazakhstan

90% Has been affected by the mass migration

51% Financial impact, 39% Political impact

90% Wants new law for relocants to be regulated in KZ

87% Wants Price regulation for services and goods,

96% Wants Price regulation for Real Estate (Buying or Renting)

87% Do not feel pressure for Historical Past of KZ against RF

Discussion

The significance of research findings

The survey's goal was to discover the major issues in cross-cultural communication among inhabitants of tourist locations in an era of mass migration and to establish effective strategies and tactics for overcoming them. Language hurdles were identified as a key issue in the poll, with 61.8% of respondents reporting communication problems. To overcome this issue, the majority of responders proposed using cutting-edge technologies such as interpreters and language classes. Based on the research of the questionnaire, we found that the main cause of many conflicts based on intercultural communications is misunderstanding and poor communication skills.

Cultural differences were also cited as contributing to disputes in tourist locations by 52% of respondents, implying that staff training and acquainting visitors with local culture can assist lessen these conflicts. Overall, 61.8% of respondents said it is the responsibility of visitors to adapt to local norms and practices in major migration regions. The key difficulties impacting not just persons working in tourism facilities, but also the general public, were addressed throughout the study. Because a huge surge of migration impacts many aspects of life, not only tourism in the country. Starting with the demographic situation and population health, we move on to the labor market. The relevance of intercultural communication subjects is expanding as the globe gets more culturally complex and heterogeneous. The capacity to communicate, regardless of cultural obstacles, has an impact on our lives not just at work or school, but also at home, with family, and in a fun setting. We questioned people from diverse spheres of work to identify the key difficulties of intercultural communication among the public. The main reasons for

migration are problems - a lack of jobs, an inability to meet their needs with available resources, and simply put, a lack of money, political instability (military conflicts or dictatorial regimes), internal contradictions, and the infamous search for oneself.

According to the poll results, 56.9% of the 102 respondents visited tourist locations during the mass migration period. As a result, kids were exposed to a variety of cross-cultural scenarios and disputes. Furthermore, 61.8% of respondents reported communication issues during the migratory surge.

To tackle the communication challenge, the majority recommended adopting new technology and diverse programs (translators). We learn about the way of life, customs, history, culture, and, in general, the lives of people from different nations via translation. Today, numerous helpers are utilized to translate documents. Of course, this is a dictionary and online translators, both of which are abundant on the Internet. They have several advantages, including increased translation speed and accuracy, as well as being free and available around the clock.

These recommendations will assist in overcoming another language barrier difficulty; according to the poll, 64.4% of participants reported that the language barrier problem is quite intense during such times.

A significant flood of migrants in 2022 did not uncover this problem, because it is a well-known truth in our nation. "Every citizen of the Republic of Kazakhstan has the right to use his native language, to freely choose the language of communication, education, training, and creativity" (Article 6 of the Law of the Republic of Kazakhstan on Languages in the Republic of Kazakhstan, issued July 11, 1997). 84.8% of Kazakhs could well write and read Russian (62% in Kazakh, 7.7% in English), and 94.4% could comprehend spoken

Russian (74% in Kazakh, 15.4% in English). People from the Volga area and the Caucasus were forcefully transferred to Kazakhstan's territory in the 1930s and 1940s. Koreans, Ingush, Chechens, Meskhetian Turks, and other nationalities were among those present. During WWII, Soviet residents fled to Kazakhstan because they did not want to live in occupied territory.

The primary causes of problems and conflicts during the migratory surge are cultural differences. Cultural distinctions are based on how individuals think; people's activities differ and are unique in each culture. The cornerstone of any culture is its own value system, which defines the majority of its distinctions from other cultures. 58.4% of respondents said they have seen or experienced disputes between locals and visitors due to cultural differences and misconceptions. Although the cultural contrasts between the countries are less visible now than they were a few years ago.

The current level of globalization and migration on the planet is mostly to blame for this. Many traditions have been incorporated and adapted in this way by other civilizations, affecting the customs of these nations.

During the study, we also found that well-trained staff is available in abundance only in large cities. Even if we talk not only about the staff working in tourist places, but the population, the trends are the same.

As cities develop in size, their motorization rises, bringing with it new difficulties such as traffic congestion, air pollution, and constant noise that creates unhappiness among individuals. The bulk of responders lived in Astana, Almaty, or Aktau. Of these, 56.4% believed the nation was highly populated. Almaty is Kazakhstan's primary economic, industrial, and cultural center. People arrive from different nations and towns. A heavily

populated metropolis suffers from poor environmental conditions, transportation congestion, and soaring real estate costs. As of June 2017, the capital of Kazakhstan was free of these issues; the capital of the country had truly crossed the threshold, becoming a millionaire.

The establishment of effective communication with the customer is critical to the successful implementation of the task. What approaches and technology do you know for dealing with communication issues in a tourist location during a large migration? This query was mostly answered by Google, trainings, language classes, translators, apps, and staff training in tourist destinations. All of these strategies are quite successful and beneficial in their own right, but we'd like to spotlight a few. Training for staff working in tourist areas can not only help to overcome communication issues, but also turning a profit is solely dependent on how effectively your employees can generate, promote, and sell services. The development of professional personal traits and behavioral abilities required for a hospitality sector employee necessitates the employment of active learning methods, i.e. those in which communication processes in a group of students are intentionally stimulated. Furthermore, contemporary technologies enhance and facilitate human existence in general. One example is the city's widely accessible audio guide aides.

Do you believe that offering cultural training for visitors could lessen tensions with local inhabitants in areas of mass migration? This question was answered positively by 64.4% of respondents. A protracted stay in another nation and the awareness that not everything is near and comparable to one's normal way of life can be stressful. Familiarization with the country's culture and traditions should occur not only through training, but also through commercials, distribution and development of local films, music, and so on. These non-

intrusive and simple methods have a very effective effect on human thinking and development. Education also has an effect on adjustment success; the higher the education level, the less frequently culture shock symptoms appear. In general, it has been established that those who are young, exceptionally bright, and well educated adapt better.

Education about the importance of respect for other cultures is necessary not only for migrants, but also for the local population. Thus, the growth of intercultural conflicts will decrease.

Do you believe that visitors have a responsibility to adapt to the habits and practices of local populations in locations of major migration? Although 69.3% agree on this subject, there is no disputing that a basic polite and friendly approach toward the host country's customs will be more than enough to address certain problems and disagreements. The adaptability of the migrating population is critical. Most guests are amenable to changes because they desire to adapt. Migrant "survival" is influenced positively by pre-contact experience, or familiarity with a country's history, culture, and living circumstances. The first step toward effective adaptation is linguistic expertise, which not only lowers feelings of helplessness and dependency, but also aids in earning the respect of the "owners." It is not required to follow traditions and ideas; honoring them will be enough for a peaceful and amicable existence in the country.

Recommendations

The provision of training for personnel employed in tourism destinations, with the aim of cultivating professional competencies and behavioral attributes that are required for optimal performance of duties - will not only contribute to overcoming communication problems, but also making a profit depends only on how well your employees are able to create, present and sell services.

Improving Modern technologies. For example, is audio guide. That are really comfortable for tourists as it's easy and fast method to get to know the city. Currently, there are already audio guides, but they are not so well developed and have their own problems. since the developer is not a resident of Kazakhstan. It would be much better if domestic developers created something similar. There is no competition in the market.

Creating conditions that will persuade people to stay, return to the state. Many people, having visited another country, decide to stay in it, as they begin to like the conditions, life, and work. It is this recommendation that will help not to face overpopulation and mass migration.

Tightening the regime of border crossing, detention and migration procedures within the country. Another procedure that will help to avoid mass migration, in many countries that have already faced this problem, have tightened border crossing rules, it perfectly helps to be sure that people who have crossed the border will return back. Now Kazakhstan has slightly tightened the rules of entry. For example, earlier, Russian citizens could stay in Kazakhstan for 90 days without a visa, then leave the country and come back again and the report of days began anew, but now it is allowed to live in Kazakhstan without a visa for no more than 90 days during each 180-day period.

Conclusion

To date, the topic of mass migration remains an urgent issue, especially cross-cultural communications related to tourist flows from foreign countries. A large influx of tourists creates a lot of problems in resolving various problems of destinations for recreation and visits. There are conflicts between local residents and tourists associated with a lack of understanding of the peculiarities of culture, traditions and rules of communication. At the same time, successful intercultural communication and migration are a good impetus for the development of the population, cities and countries. Which has a positive effect in economic, cultural and demographic terms. In addition, it increases the standard of living of the population and brings new areas for development.

In this research project, was used a quantitative research method to accurately analyze and identify the problems of the current situation with migration and intercultural communications. This method helped us to fully clarify the impact of migration and get accurate data from people who were directly related to our topic. With the help of questionnaires, statistics of the real population opened up for us, from which we could make an analysis. Mass migration in Kazakhstan occupied an important part of history. In Soviet times, many ethnic groups such as Germans, Koreans, Poles and others were forcibly resettled in the country. This had a strong impact on the demographic situation of the country. Kazakhstan has recently become one of the countries for labor migration. According to the Statistics Agency in the period from 2018 to 2019, more than 1.2 million foreign citizens live in our country, of which 800 thousand are labor migrants from Central Asia. This leads to one of the most pressing problems – the language barrier. In the presence of two official languages, the problem of English and other foreign languages is widespread. This creates difficulties in communicating with tourists who do not speak

Russian or Kazakh languages. In addition, there is a difference in culture between locals and tourists.

To identify the main problems in cross-cultural communications, we conducted a survey among people in various fields of activity, including: restaurant business, hotel industry, travel agencies and others. The survey touched upon the problems not only of employees in this area, but also of local residents. As a result of the survey, we found out that 56.9% of 102 respondents visited tourist places during the period of mass migration. They witnessed various conflicts and situations related to intercultural communication. We also found out that 61.8% of the surveyed people experienced difficulties in communicating with tourists during this period. As we pointed out earlier, this is one of the main problems that need to be solved. 64.4% said that the language barrier is strongly felt during this period. Considering the lifestyle of the main local population, we recommend using modern technologies and various translation applications in such situations. At the moment there is a huge selection of various assistants and tools available in modern smartphones. The factors of conflicts and disagreements during the mass flow of migrants are the difference in cultures and in the way of thinking of these people. According to the survey results, more than every second respondent (52%) has experienced or witnessed conflict situations.

During the analysis, were identified 2 recommendations that would help resolve these issues.

The first is the training of staff in the places where tourists stay in order to maximize effective interaction. Familiarization with the culture, ethics of behavior during your stay in Kazakhstan.

Secondly, the use of gadgets, assistant applications, translators, public audio guides throughout the city. 66.7% out of 102 respondents agree with these recommendations. They believe that these are necessary measures to reduce conflicts.

Based on the completed research, authors came to the conclusion that the problem of cross-cultural communication is one of the topical issues related to mass migration in Kazakhstan. The impact of migration is of great importance in cultural, socio-economic terms. In the research, authors have identified in which areas problems are existing in the process of interaction between the hosts and tourists. It was learned the opinion of the local population by conducting a survey. According to the research, the main problem is a lack of understanding of culture and language. As a result, conflict situations arise, for which were found a solution and identified several recommendations. These recommendations include: conducting staff training in tourist places, improving modern technologies, creating conditions for a favorable life, tightening the rules for crossing borders. Authors are believe that these recommendations will assist in improving problems with mass migration. They could also reduce the indicators of conflict situations and misunderstandings in the intercultural aspects of tourism. These recommendations are aimed at improving communication and creating favorable conditions for cross-cultural communication.

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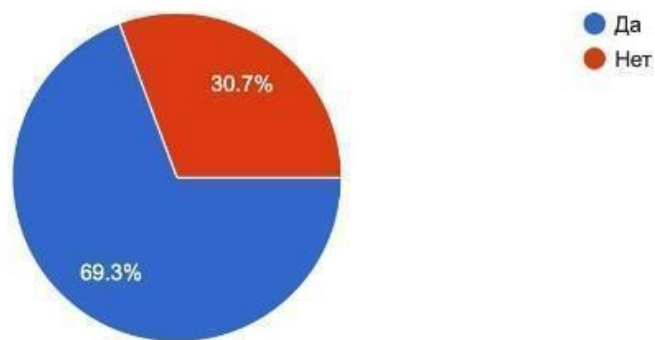
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Appendix A. Survey responses

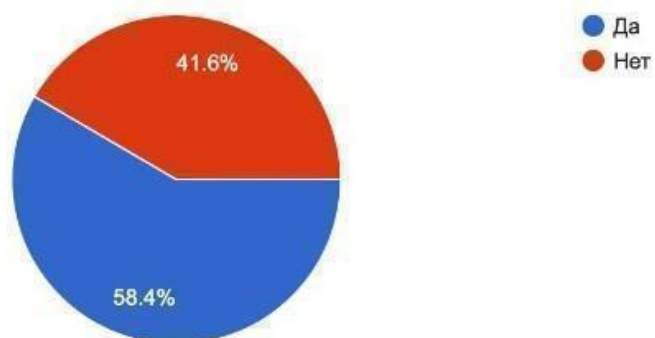
Считаете ли вы, что ответственность туристов заключается в том, чтобы адаптироваться к обычаям и практикам местных жителей в местах массовой миграции?

101 responses



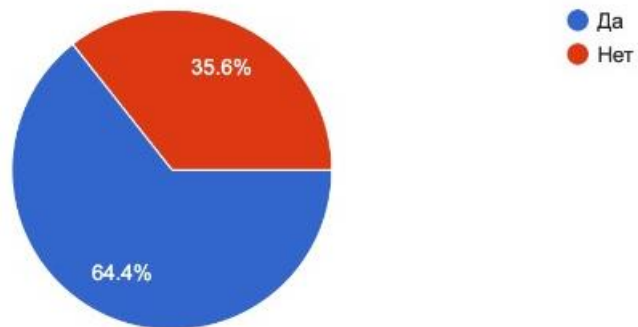
Были ли вы когда-нибудь свидетелем или испытывали на себе пример успешной межкультурной коммуникации в туристическом месте, переживающем массовую миграцию?

101 responses



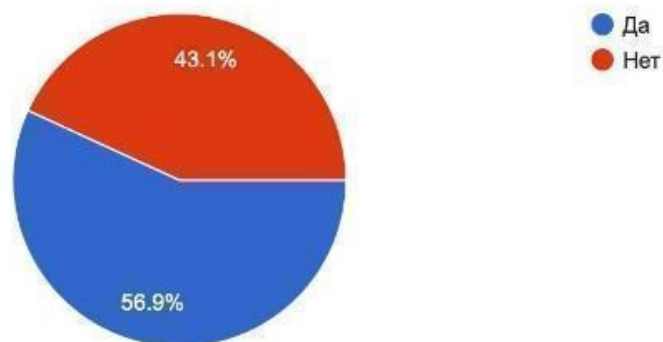
Считаете ли вы, что языковое обучение местных жителей могло бы помочь преодолеть коммуникационные проблемы в туристических местах, испытывающих массовую миграцию?

101 responses



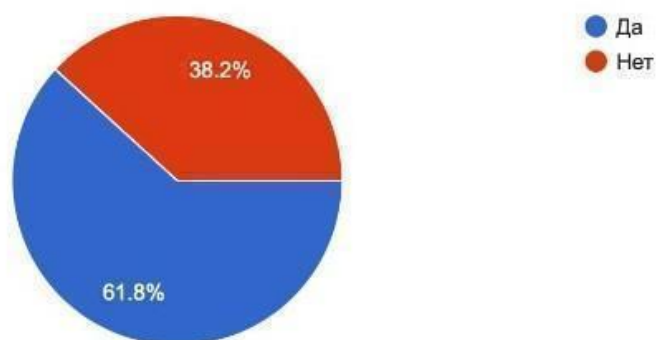
Посещали ли вы когда-нибудь туристическое направление в период массовой миграции?

102 responses



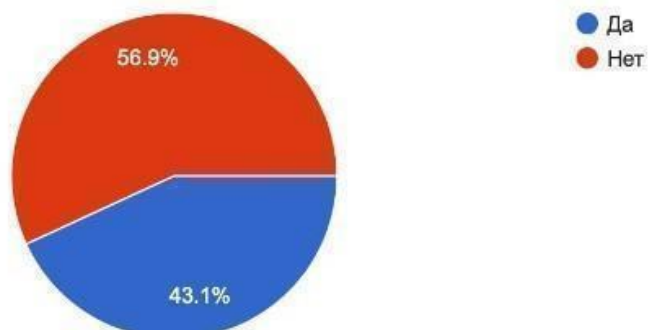
Считаете ли вы, что языковые барьеры являются серьезной проблемой в туристических направлениях, испытывающих массовую миграцию?

102 responses



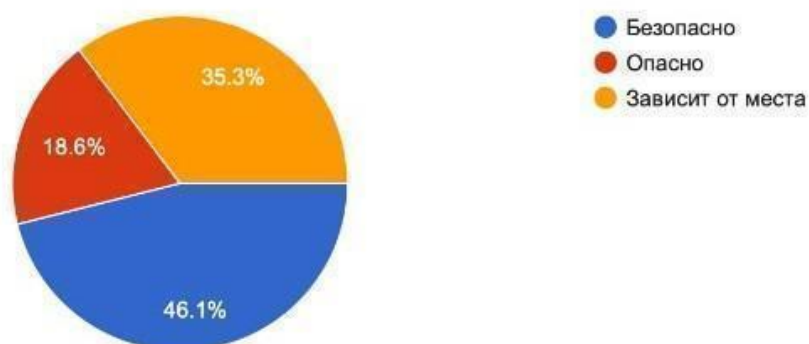
Испытывали ли вы когда-нибудь трудности в общении с местными жителями в период массовой миграции в туристическом направлении?

102 responses



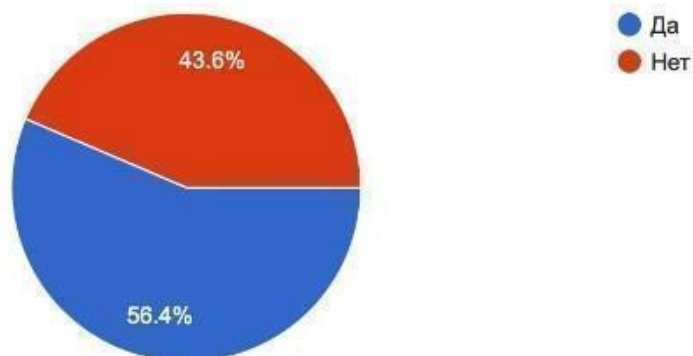
Как бы вы оценили меры безопасности в туристических пунктах назначения в период массовой миграции?

102 responses



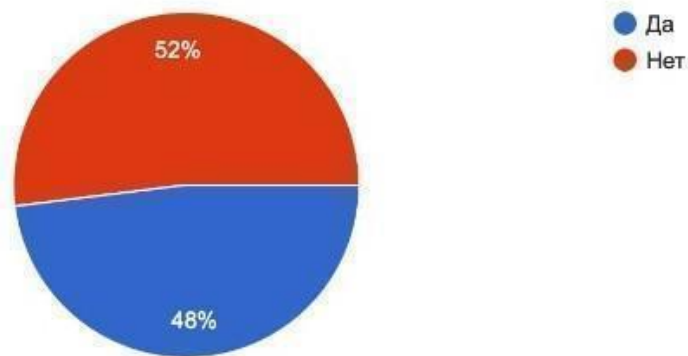
Считаете ли вы, что густонаселенность является серьезной проблемой в туристических направлениях, испытывающих массовую миграцию?

101 responses



Вы когда-нибудь были свидетелями или переживали конфликт между местными жителями и туристами из-за культурных различий?

102 responses



Считаете ли вы, что культурные различия могут привести к конфликтам между местными жителями и туристами в местах массовой миграции?

102 responses

