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THE WORLD COME EXPO TO KAZAKHSTAN IN 2017

One of the largest international expos of the decade is coming to the capital of Kazakhstan. EXPO 2017 is a truly amazing event in the life of our country. International Exhibition, which is a symbol of industrialization, demonstration of technical and technological advances, new ideas, and interesting projects that will facilitate the integration of Kazakhstan into the world economy. For a few years, we have conducted a series of Homeland many activities, such as the OSCE summit of the Islamic Conference, the Asian Games. No wonder that now the international community has entrusted Kazakhstan the World Exhibition 2017 in Astana. The theme of the exhibition: "Energy of the Future", which is really very important and significant, especially for our country. Modern Kazakhstan - one of the countries with the richest reserves of energy resources. However, the oil, gas and coal are exhaustible natural resources. There is no doubt that the development of alternative energy sources - the overriding environmental, economic and even political task. Now, many are asking: "What effect will give Kazakhstan holding EXPO? ». Nursultan Nazarbayev noted the following: "This is a great opportunity for our country to get new energy and" green "technology. It's billions of dollars of investment, which will arrive in Kazakhstan for the preparation and holding of EXPO-2017, and further use of its facilities. "Indeed, it is difficult not to agree with the President. I would like to just add that more than 100 countries will exhibit their achievements; people from different countries will be able to express their views on this issue, if projects will really feasible that can save people from polluting and expensive sources of energy. Astana will take in his arms after 4 years, millions of people from around the world. Youth - support and future of the Republic. Thousands of young people will be able to fulfill its potential. "I have no doubt that all the people of Kazakhstan will take an active part in the preparations for the International Exhibition", - said the President. Indeed, all the people should take part in this remarkable event. Pupils and students can share their ideas and thoughts on the matter and in his spare time can get guides for foreign students by introducing them to the culture and lifestyle of the people of Kazakhstan. I am sure that everyone would agree to help in the organization of the exhibition, because it's all done in order to achieve a common goal. EXPO 2017 is - it's a great event and a great responsibility, the people of Kazakhstan should show its renowned hospitality and cordiality. The work will be considerable, but the joint efforts will not be difficult to reach the desired result. "It will be another" people building "of Kazakhstan. Five years pass by quickly. Astana success in the struggle for the right to host EXPO 2017 - is the success of all the people of Kazakhstan ", - said N.A. Nazarbayev.

EXPO 2017 is a recognized expo, also referred to as an international specialized expo, and is part of the World's Fair system. Recognized expos are smaller versions of the Universal expos commonly referred to as World's Fairs. Recognized expos center on a particular theme and are held between World's Fairs, which occur every five years. Kazakhstan has chosen the theme "Future Energy" to promote and discover sustainable, global energy solutions.

Hosting recognized expos, like hosting universal World's Fairs, World Cups or the Olympics is a major coup for any nation. The events bring hundreds of millions of dollars in revenue and immeasurable international exposure to the culture of the host nation.

Astana is municipal government, mayor and planners face an immense challenge: Over the next four years, they must prepare for the largest international event ever hosted in the heartland of Eurasia, which is expected to draw five million visitors over three months. The government of

Kazakhstan has allocated 250 million euro (\$325.25 million) to construct the EXPO site and build a new generation of mass transit and roads to serve it. The government also expects to attract 1 billion euro (\$1.3 billion) in foreign investments for the new buildings, roads and transit systems, including a new city railway system. "This will be mainly paid out of new investments. And it is in line with the average amount spent on holding other EXPOs around the world." Astana also plans to install streaming cameras throughout the expo site to broadcast the event worldwide. "Astana will become the first digital EXPO with video cameras and Wi-Fi everywhere so that every corner of the world with access to the Internet

The EXPO 2017 global gathering in Astana will showcase developments from around the world in the field of green, renewable and sustainable energy. But the leaders of Kazakhstan also see this future energy theme as forwarding their national goals of long-term sustainable economic development. Over the next five years, Astana will function as a magnet to attract significant investment to construct exposition venues and the city's expanded infrastructure. These projects will generate new jobs, stimulate domestic tourism, and mobilize Kazakhstan's economic and social resources. Venues built for the exposition will serve as fruitful longer-term investments by positioning Kazakhstan and its capital as an attractive center for future large international expositions and information presentation platforms. EXPO 2017 is this large event and large responsibility, the people of Kazakhstan must show the well-known hospitality and cordiality. Work coming considerable, but it will not be difficult to reach general efforts to the necessary result. Five years will fly quickly. Success of Astana with a fight for a right for realization of EXPO 2017 is success of all people of Kazakhstan", - N.A.Nasarbaev considers.

International specialized exhibition EXPO 2017 themed "Future Energy" will be held in the capital of Kazakhstan from June 10 to September 10, 2017. It is expected that the exhibition will be visited by over 5 million people from around the world. "Future Energy" EXPO 2017 aims to explore the strategies, programs and technologies aimed at the development of sustainable energy sources, increasing energy efficiency and reliability. Its purpose is to encourage the use of renewable energy sources and the efficient use of energy resources. Energy resources that are available to us today are an integral heritage of mankind, which must be used responsibly and rationally. The objective of this global event is to call for a sense of responsibility in the international community for the planning and control of energy consumption, as well as searching for sustainable energy sources needed for future generations and the preservation of all life on our planet. Kazakhstan's candidacy to host EXPO 2017 was endorsed at the meeting of the executive committee of the International Exhibitions Bureau in Paris on 24 April 2014. In a secret ballot of 161 representatives of Member States of the BIE, Astana's bid was supported by 103 member countries, while 44 members were against. On a par with Astana, Belgian city of Liege also claimed the right to host EXPO 2017. In its bid, Belgium proposed the theme of "Connecting the World, linking People, better living Together". Astana EXPO 2017 is designed to raise awareness and tourist attraction of Kazakhstan in the world, and to show hospitality of our people. The exhibition will also be an additional incentive for economic and infrastructural development of both the capital and the country as a whole. Structures being erected on the site of the EXPO will in the future make it possible to view Kazakhstan and its capital as a major international exhibition, information and presentation platform.

Exhibition of "Expo - 2017" is a ground of demonstrations of achievements of technological possibilities of humanity. It is "important to convert "EXPO-2017" into the center of passing to the third industrial revolution, that plugs in itself an alternative economy, creation of corresponding highly technological materials, renewable energy sources, training of personnel's and other questions" (N.A.Nasarbaev, President of Republic of Kazakhstan).

The exhibitions conducted under the aegis International Bureau of Exhibitions become the new, democratic, global institute of consolidation of efforts of all world community on an exposure, association and distribution of front-rank achievements of humanity, by the institute of "democratization" of innovations.

And Kazakhstan gets a chance to open a new page in development of humanity - the new economy based on accessible safe energy and "green" technologies.

Certainly, Kazakhstan deserved such chance objectively. In fact exactly on Kazakhstan earth a road was first open to humanity.

"Expo - 2017" is the most "ecofriendly" exhibition in all history of EXPO. A "exhibition will assist bringing in our country of large investments. Also through "EXPO" Kazakhstan will get NT and innovations, which directly will influence on development of "green economy" (N.A.Nasarbaev, President of Republic of Kazakhstan). In the last decades the world exhibitions of EXPO began to be commuted from technological questions to the problems of ecology and cooperation of man with nature. Theme "Energy of the future" contains the richest potential for innovations. An exhibition will be able to show the unprecedented to it volume of scientific ecological developments to the world.

It touches both power inventions and so-called "green" commodities that people will use in forthcoming time. A concept about them was folded yet to appearance in 2008 of term "green" economy". It is goods and services, assisting the improvement of environment, fertility of earth, energy efficiency, utilization of wastes, improvement of health and capacity, clearing of organism.

Certainly, on "Expo - 2017" it is needed to propose not only technical novelties, new commodities and impertinent opening on verge of dream, it is needed to arrange world of "hothouses" and "locomotives" of green brands and innovations, that are also ecological settlements and cities of the future.

We are sure that these initiatives will help the exhibition of "EXPO-2017" to open a new page in development of humanity and educe advantages of the "green" economy, based on accessible energy, "green" technologies, open innovations and approach.

The list of the used sources:

1. "Future energy – solutions for tackling mankind's greatest challenge".
2. "Expo2017: Future Energy and Impact on our Lives". Astana Economic Forum.

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ТУРИСТІК НАРЫҚТЫҢ СЕГМЕНТТЕЛУ ТҮСІНІГІ

Туристiк нарықты сегменттеу – маркетингтің тиімді құралдарының бірі. Ол кәсіпорын ресурстарын ұтымды пайдалануға негізделеді және тұтынушылардың қажеттіліктерін қанағаттандыру мақсатында жүргізіледі. Маркетингтік талдауға нарықтық сегменттеу тұжырымдамасын 1956 жылы америка ғалымы У.Смит енгізді. Кейін бұл тұжырымдама тұтыну тауарлары маркетингінде кең қолданыс тапты. Бұл тұжырымдама бойынша әр нарық мінез құлықтары мен қажеттіліктері әр түрлі болып келетін сатып алушылардан тұрады. Сегменттеу бір жағынан ресурстарды оңтайландыру және маркетингтік бағдарламаны жасау үшін қолданылатын стратегия, ал екінші жағынан нарықты белгілі бір топтарға бөлу әдісі.

Сатып алушылардың қалауы әртүрлі: ұмтылыстары, мүмкіндіктері, әдеттері, бәрінің сұранысы біркелкі емес. Тұтынушылардың сұранысы әркелкі болған сайын, барлығына ұнайтын тауар немесе қызметті ұйымдастыру қиындай түседі және бұл жағдайда жарнама жасау пайдасыз болып табылады. Бәсекелестіктің өршуіне байланысты кәсіпкерлер тұтынушының қалауынан шыға алатындай және нарықта сұранысқа ие өнімді ұсынуға әрекет етеді. Дегенмен, тауар немесе қызметті әр қайсысының сұранымы мен талғамына сүйене отырып жасау кәсіпкер үшін тиімді емесі бізге анық. Сол себепті, кәсіпкер алдымен қасиеттері бір топтарды саралап, анықтап алады. Бұл топтар сегменттер деп аталса, ал оларды бөліп қарастыру – сегменттеу процесі болып табылады.