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DYNAMICS OF SOME SOCIO-ECONOMIC CHANGES IN KAZAKHSTAN FAMILIES (BY RESULTS OF SOCIOLOGICAL RESEARCH)

The article presents a sociological analysis of various aspects of family structure in Kazakhstan. The dynamics of changes in the structures of families in the transformation period is shown. It is based on data from international research projects supported by grants from the European Union. The designated projects are aimed at studying the life of the population of the countries of the former Union of Soviet Socialist Republics (USSR). These are large-scale sociological surveys with a representative sample, the results of which are still used to write scientific articles, since they reflect the social processes of countries in a period of transformation, accompanied by changes in social ties and institutions. The results showed that over the past ten years there have been quite noticeable changes, both in marital status and in the structure of families in Kazakhstan, both in the urban and in the rural. One of the main changes is a decrease in the proportion of those who were married, both among men and among women; first, this change was due to the increase in those who never married. The structure of Kazakh families has also changed; the share of extended families has increased. In general, residents of Kazakhstan are positive about the prospects for changing the welfare of their families.

Key words: family, families of the population of Kazakhstan, transformation period, family changes, social structure.

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Қазақстандық отбасылардағы кейбір әлеуметтік-экономикалық өзгерістердің динамикасы (әлеуметтанулық зерттеудің нәтижесі бойынша)

Мақалада Қазақстандағы отбасылардың құрылымы жайлы әртүрлі аспектілерде талданылған әлеуметтанулық зерттеудің нәтижесі көрсетілген. Негізгі мәселе – мемлекеттегі динамикадағы халықтың әлеуметтік-демографиялық сипаттамалардың негізінде отбасылық модельдерді қалыптастыру. Трансформация кезеңіндегі отбасылар құрылымындағы өзгерістер динамикасы көрсетілген. Жұмыстың негізі ретінде Европалық Кеңестің гранттық қолдауымен жүзеге асырылған халықаралық ғылыми жобалар алынған. Аталған жобаларда Кеңес Социалистік Республикасы Одағының (КСРО) құрамына кірген бұрынғы елдердің халқының өмірін зерттеуге бағытталған. Бұл кеңмасштабты әлеуметтанулық сұраулар репрезентативті іріктеу жиынтықта және олардың нәтижелері қазіргі кезге дейін ғылыми мақалаларды жазуға қолданылады, себебі трансформациялық кезеңдегі мемлекеттегі әлеуметтік үрдістерді көрсетіп, әлеуметтік байланыстар мен институттардың өзгерулерін талқылайды. Нәтижелер көрсеткендей өткен он жыл бойынша отбасылық жағдайдың өзгергендігін, Қазақстандағы отбасы құрылымының қала және ауылдық жерлерде де өзгергендігін көрсетеді. Басты өзгерістердің бірі ретінде – некеде тұрғандардың санының азайғандығын көрсетеді, ол ерлер мен әйелдердің ішінде де бірдей көріністе. Бұл ең алдымен некеге бір рет болмасын тұрмағандардың санының көбеюімен байланысты. Сонымен қоса қазақстандық отбасылардың құрылымы да өзгерген болатын, ол кеңейтілген отбасылардың санының көбейгендігін білдіреді. Жалпы алған кезде, қазақстандықтар отбасылардағы әл-ауқаты деңгейінің келешектегі өзгерістерін жағымды бағалауда.

Түйін сөздер: отбасы, қазақстандық отбасылар, трансформациялық кезең, отбасының өзгеруі, әлеуметтік құрылым.

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ДИНАМИКА НЕКОТОРЫХ СОЦИАЛЬНО-ЭКОНОМИЧЕСКИХ ИЗМЕНЕНИЙ В СЕМЬЯХ КАЗАХСТАНА (ПО РЕЗУЛЬТАТАМ СОЦИОЛОГИЧЕСКОГО ИССЛЕДОВАНИЯ)

В статье представлен социологический анализ различных аспектов структуры семей в Казахстане. Основная проблема – формирование моделей семей в разрезе социально-демографических характеристик населения страны в динамике. Показана динамика изменений структур семей в трансформационном периоде. За основу взяты данные международных научных проектов, поддерживаемых грантами Европейского Союза. Обозначенные проекты направлены на изучение жизни населения стран бывшего Союза Советских Социалистических Республик (СССР). Это широкомасштабные социологические опросы с репрезентативной выборкой, результаты которых до сих пор используются для написания научных статей, поскольку отражают социальные процессы стран, находящихся в трансформационном периоде, сопровождающемся изменениями социальных связей и институтов. Результаты продемонстрировали, что за прошедшие десять лет наблюдаются достаточно заметные изменения как в семейном положении, так и в структуре семей в Казахстане, как в городе, так и на селе. Одно из основных изменений – снижение доли состоявших в браке как среди мужчин, так и среди женщин, в первую очередь, такое изменение произошло за счет роста ни разу не вступавших в брак. Также изменилась структура казахстанских семей, увеличилась доля расширенных семей. В целом, жители Казахстана позитивно оценивают перспективы изменения благосостояния своих семей.

Ключевые слова: семья, казахстанские семьи, трансформационный период, изменения семей, социальная структура.

Introduction

The purpose of this article is to trace how the Kazakhstani family has changed from 2001 to 2010. Such aspects as the marital status of the residents of Kazakhstan, the structure of the modern family of Kazakhstan in the city and in the countryside, the material security of families, as well as the subjective assessment of the well-being of their families by respondents in the past, present and future will be considered. In present article showed comparative sociological research conducted by the Public Opinion Research Center (CIOM, Almaty). Wide national surveys were done in all regions of Kazakhstan, it was scientific HITT project (Health in the Time of Transition, «Public health and social changes in the transition period», a comparative sociological study in 8 post-Soviet states, a grant from the European Union) in 2010 and within the LLH project (Living Conditions, Lifestyle and Health) in 2001. Main objective of these researches – study social well-being, lifestyle and health. In total 1800 respondents were interviewed in 2010 and 2000 respondents in 2001. Method of research is quantities standardized interviews F2F with respondents of 18 and older. As the result sample represents the whole population of Kazakhstan by different socio-demographic characteristics. In order to select households it was used a route sample, respondents in households were selected based on the next day rule birth.

Literature Review

The generally accepted model of the family consists father, mother and children; this is an idealized type. This type of family is part of a system of female and male roles that describe the structure and function of the family. Key characteristics in defining the concept of a family include the description of the nuclear family - man, woman and their children, which is ubiquitous in every society and at all times (Skolnick & Skolnick 1989). In modern society, the typical family does not always coincide with this ideal concept, there are various families, so in addition to the ideal nuclear family, children are raised in single parent families as well as in extended families, some of these families are foster families, some of these parents - representatives of same-sex marriages (Kinnear K. L. 1999). The collapse of the Soviet Union entailed various changes and consequences, not only in the political, economic, social spheres of independent Kazakhstan, but also in the field of family and marriage relations. (Agadjanian Victor 1999). Studies carried out in the republics of Central Asia indicate the negative impact of transformation on the life satisfaction of the population of these countries (Abbott 2002; Abbott, Wallace & Sapsford, 2011; Cockerham, Hintoe, Abbott & Haerpfer 2004; Nazpary 2002; Namazie & Sandfrey 2002; Abbott & Wallace 2009a). At the same time, the situation in Kazakhstan is slightly better than in the rest of Central Asia and some post-Soviet countries of the Caucasus (Abbott, Wallace & Sapsford, 2011; Richardson, Hoelscher & Bradshaw 2008).

The family is the foundation of any society, as noted by researchers from different countries and at different periods. Such classics of sociology as E. Durkheim, M. Weber, P. Sorokin wrote about the importance of the institution of the family for the functioning of society. In the theories of P. Sorokin, the family is considered as an organized social group, which is at the base of the hierarchy of social structures. The main functions of the family allocated by Sorokin are education and upbringing, that is, the primary socialization of new members of society. The family is also seen as one of the channels of social vertical mobility (Sorokin, 1992). P. Berger defines the family as one of the main subjects of social control: during the process of socialization, norms of behavior in society and basic life values are instilled in the new generation (Berger, 1996).

A. Kharchev defines a family as some social group, which members do marriage or have relations as parents, community of life and mutual moral responsibility connect, and social necessity for which is due to need of society for physical and spiritual reproduction of nations (Kharchev, 1979). Accordingly, considering the transformation of families in Kazakhstan, it is necessary to review how the primary characteristics of the family have changed: marriage, family structure, everyday life.

Giddens (Giddens, 1999) examined the history of the development of the institution of the family and changes in the structure of the family in detail in his works. The pre-industrial era was characterized by families-organizations that consume what they themselves produce. Largely, such families were self-sufficient. The large number of children in such families was of great importance for the family, as it provided additional benefits in labor help. Children began working at the age of seven or eight for the benefit of the family as a whole, or they went to apprentices and might never see their parents again. Since the beginning of industrialization began an active process of displacement of smallholder families from their land. The production of goods and services has moved to workshops and factories. Men and at first the children began to leave their homes to work there. The family ceased to be a production unit, «work» and «home» were divided. The financial motives behind the marriage (dowry) and the need for a large number of children have become significantly less significant. The formation of a new type of family relations and a new type of family began – a family closed from external influence from clan and clan communities, for which emotional closeness between family members is of paramount importance. This process is accompanied by a decrease in the number of children in the family and the formation of closer relations between all family members.

The displacement of the family from the system of production of goods and services in the process of industrialization, the entry of women into the labor market, as well as the decrease in the number of children in the family negatively affect the stability of the family. Because of such changes, the mutual dependence of family members on each other disappears. This, in turn, may be one of the reasons for the increase in the proportion of unmarried and the increase in the number of divorces. A similar picture is observed in Kazakhstan.

Materials and Methods

In Kazakhstan, the Public Opinion Research Center (CIOM) conducted this survey. It was a large-scale sociological survey throughout Kazakhstan. The main goal of this research is to understand social transformations and lifestyle of post-soviet population after collapse USSR. As a result of this project it have been written some papers, scientists from different countries still use this data for analysis. Generally, 1800 and 2000 respondents were interviewed in this projects, it was used face-to-face method that is personal interviews using standardized questionnaire. Questionnaire was developed by experienced researches from several European and post-soviet countries. A standardized interview is an interview that uses a questionnaire with clearly defined order and wording of questions in order to maximize the comparability of the data collected by different interviewers. Sample consists of population at the age of 18 and older, finally it is very representative. It represents the distribution of the general population of Kazakhstan by all socio-demographic characteristics, including gender, age, ethnicity, type of settlements and etc. A combined method using stratified and random approaches was applied to select households and respondents. Respondents in households were selected based on the rule of the nearest birthday.

Results

Marital status of citizens of Kazakhstan. For 10 years, from 2001 to 2010, there have been some changes in the structure of the marital status of residents of Kazakhstan. There has been a noticeable increase in the proportion of never married in all age groups. This is especially noticeable for young people between the ages of 18 and 29: the percentage of never married in this age group increased by 5.4%. Some results of marital status are represented in table 1.

Table 1 – Marital status of citizens of Kazakhstan in 2001 and 2010

	2010					2001				
	18-29	**30-34**	**35-44**	**45-54**	**55 - older**	**18-29**	**30-34**	**35-44**	**45-54**	**55 - older**
Never married	59,6%	10,9%	6,2%	4,2%	2,8%	54,2%	7,6%	4,1%	2,5%	1,4%
Married (including civil marriage)	38,4%	75,2%	81,3%	75,7%	62,3%	40,2%	79,6%	83,5%	82,7%	59,5%
Divorced	1,8%	13,4%	10,5%	12,0%	3,9%	5,2%	10,8%	10,0%	6,0%	5,0%
Widowed	0,2%	0,5%	1,9%	8,1%	31,2%	0,4%	2,0%	2,4%	8,8%	34,1%

The number of divorced and non-remarried people in the 30-34 and 45-54 age groups increased. At the same time, there is a significant decline in divorced and unmarried young people. There is an increase in the number of people who have never been married, both formal and civil, for both men and women, although this process is less pronounced for women. Never married 27% of men, 17.3% of women in 2010, 20.1% of men, and 14.2% of women in 2001. In 2010, 63.9% of men and 61.5% of women are married (including civil marriage), in 2001 – 72.4% of men and 61.4% of women.

Table 2 – Marital status of men and women in Kazakhstan in 2001 and 2010

	2010		2001	
	Male	**Female**	**Male**	**Female**
Never married	27,0%	17,3%	20,1%	14,2%
Married (including civil marriage)	63,9%	61,5%	72,4%	61,4%
Divorced	6,1%	8,0%	3,9%	9,7%
Widowed	3,0%	13,1%	3,6%	14,7%

Women are significantly less likely than men to remarry after the death of a spouse. This trend is typical for both 2001 and 2010. This can partly be explained by the decline in the number of men over 45 years old. Also, women are less likely to remarry after divorces.

An interesting pattern is characteristic of 2001: the proportion of men who are married (registered or in a common-law) is 11% higher than the proportion of women who are married. At the same time, divorced women in 2001 are significantly higher. For 2010, this difference is within the sampling error. It is rather difficult to explain this feature of 2001. Considering the structure of marriage status in different age groups among men and women, it can be seen that young people under the age of 30 are significantly less likely to marry than girls. Almost 71% of men and only 47.3% of women aged 18-29 have never been married. Almost half of the girls in this age group are married (formal or civil).

Table 3 – Marital status of men and women in Kazakhstan in 2001 and 2010

	2010					**2001**				
	18-29	**30-34**	**35-44**	**45-54**	**55 - older**	**18-29**	**30-34**	**35-44**	**45-54**	**55 - older**
Male										
Never married	70,9%	12,1%	6,4%	2,5%	1,4%	61,7%	10,6%	2,8%	2,3	1,2%
Married (including civil marriage)	28,4%	77,8%	83,1%	85,4%	78,6%	35,9%	82,9%	90,1%	90,1%	82,5%
Divorced	0,7%	10,1%	10,5%	9,5%	5,0%	2,4%	5,7%	6,6%	2,3%	2,4%
Widows	0%	0%	0%	2,5%	15,0%	0%	0,8%	0,5%	5,3%	13,9%
Female										
Never married	47,3%	9,7%	6,1%	5,7%	3,6%	47,4%	4,7%	5,2%	2,7%	1,5%
Married (including civil marriage)	49,2%	72,8%	76,9%	66,9%	52,0%	44,1%	76,7%	78,0%	77,4%	45,5%
Divorced	3,0%	16,5%	10,5%	14,3%	3,1%	7,7%	15,6%	12,8%	8,6%	6,6%
Widowed	0,4%	1,0%	3,9%	13,2%	41,2%	0,7%	3,1%	4,0%	11,3%	46,5%

In the 30-34 age group, the proportion of men who were married becomes slightly higher than the proportion of girls (77.8% and 72.8%, respectively, for 2010, 82.9% for men and 76.7% for women in 2001). It can be expected that this difference is partly due to men who are married to girls in the 18-29 age group. The same trend is typical for the 35-44 age group. That is, a family in which the wife is somewhat younger than her husband is characterizes modern Kazakhstan. The proportion of divorced women in most age groups is significantly higher than the proportion of divorced men.

The level of education has a rather serious impact on the structure of marital status among residents of Kazakhstan. In both 2001 and 2010, the proportion of respondents with no education or with primary education who have never been married is very low - only 3.9% and 5.3%, respectively. A relatively low proportion of never-married citizens of the country with higher and secondary specialized education, although this proportion has increased since 2001. The highest share of never married is observed among respondents with incomplete secondary and secondary education. The respondents with incomplete higher education stand out separately - the high proportion of never married in this group is primarily related to the age of representatives of this group - young people are most often under 25.

The highest share of married people is among citizens of the country with higher education, although even among them the share of married people has decreased since 2001. The high proportion of widows among the country's citizens with primary education is most likely explained by the fact that this group includes the elderly. Among rural residents, the proportion of married people is higher than among those living in cities. Although for both types of settlements, there is a tendency for the share of families to decrease due to an increase in the share of never married. Differences in the shares divorced in rural and urban areas, as well as changes from 2001 to 2010, are within the sampling error.

Table 4 – Marital status of urban and rural residents, 2001-2010

	2010		**2001**	
	Город	Село	Город	Село
Never married	23,7%	20,4%	18,7%	16,0%
Married (including civil marriage)	58,1%	66,4%	61,3%	69,3%
Divorced	9,0%	5,5%	10,7%	4,2%
Widowed	9,3%	7,7%	9,3%	10,5%

Household structure

The following indicators characterize the family structure as a household: the size of the household, as well as the number of children in the family. In recent decades, there has been a worldwide trend towards decreasing family size, from extended families of three or more generations to nuclear families of parents with one or two children. This trend is not yet typical for Kazakhstan. From 2001 to 2010, the share of households consisting of one person decreased, as well as the share of nuclear families. This is typical primarily for families from cities, where the share of households of 2-3 persons has decreased by 10.4% in 10 years. At the same time, the number of extended families is growing, consisting not only of parents with children, but also of grandparents. The number of such families in the city increased by 12% compared to 2001 (Table 5).

In rural areas, these processes, which are characteristic of the city, appeared less bright. We can say that in general, the family structure has remained unchanged since 2001. The share of one-person households decreased slightly (less than 2%), while the share of nuclear families decreased by 2.8%. The share of large families with more than six people has grown significantly from 16% in 2001 to 25.8% in 2010.

Table 5 – Family size in urban and rural areas in 2001 and 2010

	2010		2001	
	Urban	Rural	Urban	Rural
1 person	7,8%	3,1%	9,4%	5,0%
2-3 persons	44,0%	28,9%	54,4%	31,7%
4-5 persons	37,6%	42,3%	33,5%	47,3%
6 and more people	10,6%	25,8%	2,7%	16,0%

These changes in household structure were reflected in the average family size. Therefore, if in 2001 the average urban family consisted of 3.08 people, then in 2010 the size of the average urban family is 3.6 people. In rural areas, the average family size increased from 4.04 person in 2001 year to 4.5 in 2010 year. That is, both in the city and in the countryside, there was an increase in households by an average of 0.5 people.

Another characteristic of the household structure is the number of children. In this study, a question was asked about the number of children under 16 living in a household. From 2001 year, it has been tendency towards decreasing trend in the average number of children in family, such tendency observed in urban and rural. If in 2001 there were 1.41 children under the age of 16 in an average urban family, then in 2010 it was only 0.76. In the village, the average number of children decreased from 1.77 to 1.18 in ten years.

Thus, the following trend is observed, which is typical for both urban and rural families: the size of households is growing, while the number of children in a family is decreasing. It can be assumed that the increase in family size was due to the merger of nuclear families with grandparents and other relatives during the 2008 crisis, which allowed households to survive difficult times.

The economic burden coefficient, which characterizes the ratio of breadwinners who bring income either in cash or in kind, to the total number of household members, has remained practically unchanged, both in the countryside (0.42 in both 2001 and 2010) and city (0.54 in 2010 and 0.53 in 2001). The lower this coefficient, the greater the number of non-working people (children, pensioners, unemployed) per one working family member. It can be seen that this indicator is significantly lower in the village. That is, for one income-generating family member, there is a greater number of non-working family members in the village.

Material security of households

In this study, a number of both objective and subjective factors assessed the material security of households. Objective factors include the structure of basic household income in rural and urban areas, as well as the provision of durable goods. This includes the size of the household plots for growing agricultural products. Subjective factors include the assessment of the financial situation of the household at the moment, five years later, and the assessment of the financial situation of the household 10 years ago.

If in 2001, the provision with basic durables (refrigerator, TV, washing machine) in urban was significantly higher than in rural, by 2010 the situation had practically leveled off. The share of families with TVs and refrigerators in rural and in urban is practically the same: almost every family has these household items. At the same time, while the share of urban families with TVs has grown by 8.6% since 2001, the share of rural families with TVs has grown by 18.9%.

At the same time, the provision of rural households with non-essential durables (computers, cell phones, home theaters and dishwashers) lags significantly behind urban households. The only indicator by which rural households outpace urban households in 2010 is the provision of cars. In total 2001 was characterized by the same level of provision of vehicles for urban and rural households. The structure of the main sources of income can serve as one of the indicators of changes in the material well-being of households. The main indicator of the improvement in the well-being of households, both in urban and rural areas, is a significant reduction in households without sources of income over 10 years. In urban households, the structure of the main sources of income as a whole has not changed much: there has been an increase in households for which the main source of income is wages due to a reduction in the share of households without income sources and households with pensions and social assistance as the main sources of income.

The structure of basic income for rural households from 2001 to 2010 changed significantly. The share of households for which the main source of income is wages increased by 19%, primarily due to a significant decrease in households for which the main source of income is income from the sale of agricultural products. This change occurs against the background of the generally unchanged size of the area for growing agricultural products. If in 2001, the average rural family had at its disposal 14.6 acres of land, then in 2010 – 13.1 acres (for urban households there was an increase in the area for growing agricultural products from 3.3 acres in 2001 to 4.84 acres in 2010). If we analyze the change in the size of plots for growing agricultural products, we can see that for nuclear families (no more than three people per family), both in the city and in the village, the size of plots has increased. The size of plots for urban families of six or more people has also increased (most likely families consisting of three or four generations living in private houses within the city limits fall into this category).

At the same time, the size of plots for rural families larger than four persons has decreased. This is especially true for rural families of six or more. This phenomenon can be explained quite simply. As mentioned above, over the past 10 years there have been quite noticeable changes in the structure of the family. There has been a consolidation and an increase in the average household size. This is especially noticeable in the share of families of six people or more: since 2001, the share of such families has increased by 9.8%. At the same time, the size of land holdings remained unchanged. Thus, households that in 2001 fell into one group by family size and were characterized by a certain plot size, in 2010, due to an increase in family size, fell into another group, characterized by large average plot sizes. Which led to a decrease in the average size of the sites.

Another indicator of changes in the well-being of families in Kazakhstan is the provision of utilities, in particular, access to piped cold and hot water. In general, across Kazakhstan, 98% of urban and 74.5% of rural households have access to cold-piped water in 2010. At the same time, 45.5% of rural residents have access to piped water through water pumps on the street. Only 25.5% of rural families have centralized water supply inside the house.

The supply of hot tap water is significantly lower than the supply of cold tap water, especially in rural areas. Almost 78.8% of urban families and only 4.1% of rural families in 2010 had access to hot tap water. The changes that have taken place since 2001 have affected only urban families, the share of households provided with centralized hot water increased by 10.6% by 2010. The share of rural Kazakhstani families provided with hot tap water remained practically unchanged.

The subjective assessment of the family's well-being reflects the respondents' perception of their own well-being and the well-being of the family, often taking into account the lives of neighbors and friends, as well as the family's past well-being. For 10 years, from 2001 to 2010, the overall assessment of the material well-being of families, both in the village and in the city, has significantly improved. The share of families who rate their well-being as very poor has decreased (especially among urban families). More than 4 times for urban families and almost 3 times for rural families decreased the share of households who assess their material well-being as poor. The share of urban and rural households who rate their well-being as good has approximately doubled.

Table 6 – Assessment of the material well-being of urban and rural families in 2001 and 2010

Оценка	2010		2001	
	Urban	**Rural**	**Urban**	**Rural**
Very good	2,2%	1,3%	1,7%	0,7%
Good	29,2%	29,4%	14,8%	13,9%
Average	62,0%	61,5%	56,0%	62,8%
Bad	5,7%	7,3%	24,1%	21,3%
Very bad	0,9%	0,6%	3,4%	1,3%

It is characteristic that if in 2001 there was a statistically significant relationship between the assessment of the well-being of the family and the place of residence of the family (villagers assessed their well-being as a whole lower than the villagers, the significance of the χ-square statistic at the level of $\rho = 0.003$). Then in 2010 such a pattern no, urban and rural families assess their well-being approximately the same. The data obtained on the dynamics of the subjective assessment of welfare from 2001 to 2010 are in good agreement with the respondents' assessment of the changes in the welfare of the family over the past 10 years. Thus, 59% of respondents from urban families and 52.1% of respondents from rural families in 2010 noted that over the past 10 years their well-being has improved to one degree or another. Only 13.9% of respondents from the city and 13.2% of rural residents said about the deterioration in the well-being of their families.

Table 7 – Assessment of the well-being of urban and rural families over the past 10 years in 2001 and 2010

	2010		2001	
	Urban	**Rural**	**Urban**	**Rural**
Definitely improved	17,1%	9,8%	3,9%	3,0%
Rather improved	41,9%	42,3%	22,2%	23,0%
Remained unchanged	26,8%	34,1%	29,5%	35,6%
Rather worsened	12,1%	11,1%	25,9%	29,8%
Definitely worse	1,8%	2,1%	18,6%	8,6%
Difficult to answer	0,4%	0,6%	-	-

In 2001, a negative trend in assessing changes in welfare prevailed. Only 26.1% of respondents from the city and 26% of respondents from the countryside noted positive changes in the material security of their families since 1991. In addition, 44.5% of urban families and 38.4% of rural families characterized the change in well-being as a deterioration. The assessments of urban and rural families regarding changes in their well-being in the next five years are very positive. More than 73% of urban and almost 67% of rural families are confident that their well-being will improve. Only 2.9% of families from cities and 3.2% of rural families have a negative assessment of the prospects for changes in well-being.

Table 8 – Expectations of changes in the level of material well-being of urban and rural families in 2001 and 2010

Оценка	2010		2001	
	Urban	**Rural**	**Urban**	**Rural**
Will improve significantly	13,1%	7,4%	3,7%	4,1%
Will improve	60,3%	59,5%	43,2%	42,5%
Will remain unchanged	17,8%	23,6%	33,6%	40,2%

Get worse	2,8%	2,9%	17,0%	12,1%
Will worsen significantly	0,1%	0,3%	2,5%	1,1%
Difficult to answer	5,9%	6,3%	-	-

In 2001, the expectations of Kazakhstanis were less positive. Thus, 19.5% of urban families and 13.2% of rural families expected a deterioration in their well-being.

Conclusion

According to the results of the data obtained in the course of two studies conducted in 2001 and 2010 over the past 10 years, there have been quite noticeable changes, both in marital status and in the structure of families in Kazakhstan, both in the city and in the countryside. One of the main changes is a decrease in the proportion of married people, both among men and among women. Primarily due to the growth of never married. At the same time, this tendency is observed both in the city and in the countryside. The share of divorced and not remarried since 2001 has practically not changed, just as the divorce structure has not changed: there are more women in this group than men. The structure of the Kazakh family itself has changed. Firstly, according to the research data, there was an increase in the number of people in the family, both in the city and in the countryside, by about 0.5 people. At the same time, there is a significant decrease in the average number of children in families, significantly below the minimum level of simple reproduction of the population. Even taking into account the fact that the conducted studies asked about the presence of children under the age of 16 (and not 18, as is customary in official statistics), the data obtained indicate a very small number of children in Kazakhstani families. Thus, the increase in family size was due to the unification and formation of extended families, including not only parents with children, but also grandparents and other relatives. Most likely, these processes were caused by the 2008 crisis, when the unification of several families became one of the methods of survival. Since 2001, the material well-being of Kazakh families has improved. This is confirmed by both objective indicators in the form of the provision of basic durable goods, a decrease in the proportion of families without sources of income and access to quality drinking water, and subjective assessments of the well-being of families now and in the past. Residents of Kazakhstan are positive about the prospects for changing the welfare of their families in the next five years.

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LEADERSHIP AND CONNECTIVISM IN THE ACADEMIC ENVIRONMENT OF UNIVERSITIES

The article is devoted to the consideration of the problems of educational leadership in the academic environment. The new trend is aimed at the connectivist development of the structure of interaction between members of the organization, which creates advantages for the development of new scientific and innovative products of the university. The aim of the research is to analyze management styles and leadership in higher education. On the basis of a questionnaire, a test survey and diagnostics of situational-personal orientations, personal qualities and management styles, as well as the conditions for the formation of leadership and leadership potentials of leaders of different levels of management of a national university were analyzed. Shown are effective management methods at different structural levels of the university and considered the possibilities for proactive actions, which are owned by the leaders of the leading university with further extension to other universities.

It has been established that implementation of the managerial leadership principle is an important element in improving the efficiency of managers' activities, therefore, effective management of the university and ensuring the quality of education in general. It is shown that the approach to stimulating effective management in Kazakhstani universities is underdeveloped. Along with this, it should be noted that development of the collective potential of leadership groups and educational leadership is limited. This all requires further discussion, deep analysis and appropriate measures.

Key words: leadership, leader, educational leadership, managerial leadership, higher education, university, academic environment.

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Университеттердің академиялық ортасындағы көшбасшылық және коннективизм

Мақала академиялық ортадағы білім берудегі көшбасшылық мәселелерін қарастыруға арналған. Жаңа тенденция университеттің жаңа ғылыми және инновациялық өнімдерін шығара алу мүмкіндіктерін қалыптастыратын ұжым мүшелерінің өзара әрекеттесу құрылымын коннективистік дамытуға бағытталған. Зерттеудің мақсаты – жоғары білім берудегі басқару және көшбасшылық стилдерін талдау. Сауалнама, тесттік сауалнама және жағдайлық-тұлғалық бағдарларды диагностикалау нәтижелері негізінде, жеке қасиеттер мен басқару стильдері, сондай-ақ ұлттық университетті басқарудың әр түрлі деңгейіндегі көшбасшылардың көшбасшылығы мен әлеуетін қалыптастыру шарттары талданды. Университеттің әр түрлі құрылымдық деңгейлеріндегі тиімді басқару әдістері көрсетілген және жетекші университет басшыларына тән белсенді бастамаларды басқа университеттерге тарату мүмкіндіктері қарастырылған.

Басқарушы көшбасшылық қағидаттарын іске асыру менеджерлердің басқаруы бойынша тиімділігін арттырудың маңызды элементі, соның нәтижесінде университетті тиімді басқару және жалпы білім сапасын қамтамасыз ету бойынша да негізгі элемент болып табылатындығы анықталды. Қазақстандық ЖОО-да тиімді менеджментті ынталандыру тәсілінің дамымағаны, сонымен қатар көшбасшылық топтардың ұжымдық әлеуеті мен білім беру көшбасшылығының дамуы шектеулі екендігі көрсетілген, бұл қосымша талқылау мен терең талдауды және тиісті шараларды қабылдауды қажет етеді.

Түйін сөздер: көшбасшылық, көшбасшы, білім берудегі көшбасшылық, басқарушылық көшбасшылығы, жоғары білім, университет, академиялық орта.

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Лидерство и коннективизм в академической среде университетов

Статья посвящена рассмотрению проблем образовательного лидерства в академической среде. Новая тенденция направлена на коннективистское развитие структуры взаимодействия членов организации, которая создает преимущества для разработки новых научных и инновационных продуктов университета. Целью исследования является анализ стилей управления и лидерства в высшем образовании. На основе анкетирования, тестового опроса и диагностики ситуативно-личностных ориентаций проанализированы личные качества и стили управления, а также условия формирования лидерства и лидерских потенциалов руководителей разных уровней управления национального вуза. Показаны эффективные методы управления на разных структурных уровнях вуза и рассмотрены возможности для инициативных действий, которыми владеют лидеры ведущего вуза с дальнейшим распространением на другие вузы.

Установлено, что реализация принципа управленческого лидерства является важным элементом улучшения эффективности деятельности руководителей, как последствие эффективного управления вузом и обеспечения качества образования в целом. Показано, что подход к стимулированию эффективного управления в казахстанских вузах недостаточно развит, а также развитие коллективного потенциала руководящих групп и образовательного лидерства ограничено, что требует дальнейшего обсуждения, глубоко анализа и принятия соответствующих мер.

Ключевые слова: лидерство, лидер, образовательное лидерство, управленческое лидерство, высшее образование, университет, академическая среда.

Introduction

Current situation of the world economy development when the key accent directed on innovations, globalization processes and new challenges, developed countries do not just compete in production field, but in the sphere of knowledge economy and technological ideas. Nowadays education is supposed to be providing conditions of the state's stable social and economic development, and its intellectual capital becomes a strategic factor that defines prospects of development and competitiveness.

It should be noted, that the sphere of education that responds to the problems of society and civilization, should influence and support the development of positive trends in society. One of the important outcome should be finding specific solutions to emerging social contradictions. Implementation of its social and economic functions, for the years of its formation, the higher education system of the Republic of Kazakhstan has undergone serious qualitative and positive transformations. Along with this, the analysis of its current state shows the presence of numerous problems that hinder its development and require solutions. Low efficiency of universities, caused by the lack of managers of higher education trained in the new conditions is one of them. Changes in economic reality of the country have changed the process of managing educational institutions.

There is a strong belief that management of educational systems is a kind of social management, since the object of management is the education system. Society underlines requirements to the manager. It happens due to the factor, that success of the team, the work satisfaction of team members and favorable working conditions depend on the personal qualities of the manager.

In the new digital era of education development, the issues of educational leadership become more relevant. Educational organizations have significant features affecting the management system. The features of connectivist or network structure of interaction organization now supplements the matrix structure of management, operating in higher education institutions. Approach based on connectivism influences the development of university social environment, forms and develops social capital of the university.

Literature Review

The study of transformational leadership in universities is explained by the fact that the ideas that later become innovations are often born in scientific and educational organizations (P. S. Glukhov, 2013). And according to P.S.Glukhov, the competitiveness of modern organizations depends on the production of knowledge and implementation of innovation. They need managers-leaders who can manage in the deployment of innovative activities. The activity of managers is associated with the management of the development of production, personnel and business processes, and when solving tactical and strategic tasks of transformation, they are guided by the choice of certain priorities in management and use a particular leadership style (V. G. Gryazeva-Dobshinskaya et al., 2018).

New postmodern approaches in education show new possibilities of management and development of universities. Benchmarking in organizational management, educational leadership; development of intellectual and social capital of the organization, etc. have become powerful strategies. Benchmarking establishes a framework for continuous development that is achieved by certain actions after best practices are identified, applied, and continually monitored by management (P.H. Meade, 1998). Essentially, benchmarking is «comparing best practices in order to select the best one and apply it to a particular case» (L.A. Krohmal et al. 2019). Identifying the leading universities in the world and working with them, studying their practices and history of achievement is one of the strategies used in higher education.

A.L. Kovaleva defines managerial leadership as «interaction between members of the team, in the center of which there is a leader (dean, head of department, head of structural unit), whose personal qualities largely determine successful and effective activity of this unit, its effectiveness and social significance» (A.L. Kovaleva, 2012). Also researchers of managerial leadership distinguish several styles of leadership: authoritarian (autocratic), democratic, liberal (self-deprecating).

Updated understanding of educational leadership appears in modern studies (F. Corbett, E. Spinello, 2020; N.Yakavets et al., 2015) Educational leadership is associated with the development of leadership qualities of team members as informal leaders, on the one hand, being initiators of creation and implementation of new experience, on the other hand, consolidating the organizational network of educational institutions.

Management psychology, theories of organizational behavior and management reveal rich traditions of organizational leadership: leader personality theory, behavioral approach, situational leadership theory of P. Hersey and C. Blancher, progression to the goal of R. House, substitute leadership concept of S. Kerr and J. Germier, «I-concept» of leadership of B. Shamir, attributive approach, transformational leadership, etc. (L. V. Kartashova, 2018; V.A. Spivak, 2000; N. P. Derzkova, 1999).

Transformational leader unites followers to achieve some higher collective goal, motivates them to move to a higher motivational level, increases their ethical expectations (P.S. Glukhov, 2013, p. 55). Managers with transformational leadership help their employees grow and develop their leadership skills (Bass and Riggio, 2005).

A. Sadeghi and Z.A. Lope Pihie's research shows that academic leaders are associated with transformational leadership and performance (Sadeghi and Lope Pihie, 2012). The authors argue that university employees value managers with a combination of transformational and transactional leadership. The components of leadership styles that are significant predictors of management effectiveness in an educational organization are also noted: idea-generating influence, inspiring motivation, personal approach, intellectual stimulation, non-interference leadership, and active management by deviation exclusion.

B. Bass' concept of multifactor leadership positions «transformational leadership» as the most adequate change management situation in the organization (Dile D., Cangemi J., Kowalski C., 2004, 2007; Avolio B.J., Bass B.M., Jung D.I., 1999).

Gryazeva-Dobshinskaya G.et al., evaluate the potential of transformational leadership and argue that: «Transformational leadership includes such basic style features of leaders' behavior as expansion of subordinates' interests, support of their personal growth and self-esteem, their intellectual and creative stimulation and enthusiasm, encouragement to go beyond short-term individual interests, aspiration for changes corresponding to new significant goals of the collective» (V. G. Gryazeva-Dobshinskaya et al., 2018, – P.113). Thus, in a perfect organization of education it is possible to combine three styles of leadership of heads of departments: managerial, educational and transformational. At the same time, such a combination in one person without professional training is unlikely. In the research we decided to study how university managers of different levels assess their leadership abilities, how they see new perspectives, new potential of the organization's connetivist network.

Let us consider the ideas of Connectivism theory

Connectivism is a new theory of learning that applies to leadership with a discussion of the yet unexplored possibilities of using connectivism to redefine leadership in the twenty-first century.

F. Corbett and E. Spinello believe that connectivism has the potential to be seen as a core competency for effective leadership in the twenty-first century, and offer the following definition: connectivism redefines the leadership paradigm for the 21st century, recognizing that leadership is a dynamic, connected and collective process of influence, based on the principles of digital knowledge and interpersonal neural networks (F. Corbett, E. Spinello, 2020).

The nature of connectivism is hybrid, inter-disciplinary, and raises many interesting questions. Research scholars believe that in addition to establishing connectivism as a theory of learning, future research on the application of connectivism to leadership will be important and could contribute significantly to the evolution of traditional views of leadership from understanding the actions of individual leaders to determining the emergent dynamics of the connected collective. A better understanding of connectivism can be achieved through identifying and quantifying the specific values, behaviors, and technological tools that are associated with connectivist approaches to leadership. In the era of the knowledge economy, as noted by Liang T.Y., Zamulin A., the new leadership is horizontal (not vertical), collegial (not individualistic), consultative (not Command-and-Control), bio-logic-based (not machine logic-based) (A. L. Zamulin, 2012; T. Y. Liang, 2007).

In a changing world, there should be no doubt that those who want to achieve quality education should ensure its presence first and give priority to the development of potential leaders (Beare, H., Caldwell, B., & Millikan, R., 1992). On the other hand, educational leadership contributes to the development of the organizational culture of universities, and the development of «intellectual, organizational, and social capital of the educational organization» (Yakavets, N., 2016). Their unity creates conditions for development/promotion of innovations both in education and in the production of university scientific and innovative products.

The purpose of the article is to analyze management and leadership styles in higher education in the context of globalization processes; to develop recommendations for the formation of social and organizational capital of the university through educational leadership technologies and connectivist approach.

Research methods

In order to study and describe leadership abilities and leadership style, a three-part test questionnaire was offered to 200 respondents. The respondents were the heads of structural subdivisions of al-Farabi Kazakh National University (KazNU). According to G.G. Yeremeeva, leadership in university is necessary at all levels of management (G.G. Yeremeeva, 2005). Hence, leadership is a component not only indispensable, but also irreplaceable, necessary for association of all personnel for achievement of the general purpose of higher education institution. KazNU has advanced on 436 positions in QS WUR rating since 2010 and took 165 place in 2020. Such success was provided by modernization of management system based on international standards ISO 9000:2015 (G.S. Minazheva, 2020), implementation of result-oriented management system (RBM) and coordinated teamwork. The University development strategy (www.kaznu.kz) is implemented through RBM and operates the system of indicative planning and rating system of performance assessment of teaching staff, departments and faculties. A unified data management strategy is also implemented to ensure effective decision-making (G.M. Mutanov et al., 2020).

In the questionnaire, the sample was distributed:

(a) gender: 77.5% women and 22.5% men;

(b) management experience: none – 16%; up to 5 years – 37%; 6 to 15 years – 30.5%; 16 to 25 years – 11%; 26 to 35 years – 3%; over 36 years – 2.5%;

(c) age: 20 to 29 years – 13%; 30 to 39 years – 26%; 40 to 49 years – 28.5%; 50 to 59 years – 20.5%; 60 to 69 years – 10.5%; 70 to 79 years – 1.5%;

(d) tenure at the level of: department – 79%; faculty – 7%; university – 14%. This is explained by the fact that the department is the nucleus of the entire educational process, research and educational activities of the university.

Results and discussion

According to the results of the questionnaire, it was found that among the respondents only 17% of the respondents have a management/managerial education. This indicates that most of them were not specially trained, and they gained managerial skills from their own work experience. According to respondents, they adhere to management style: authoritarian – 6%; democratic – 79%; liberal – 9.5%. Also 3% of respondents adhere to a mixed style of management depending on the situation.

The majority of the respondents (>60%) mentioned the following qualities inherent in a leader-manager: decisiveness, ability to make decisions independently and timely and take responsibility in critical situations; reliability, ability to keep your word and protect your subordinates; strong-willed character, ability to overcome obstacles on the way to the goal; exactingness towards oneself and others, ability to evaluate the results of work, etc.

The results of the analysis of the test surveys are recommended to be used to support the leadership of the heads of structural units and to be taken into account in the training of their followers. Also it is necessary to take into account and carry out training sessions on leadership development.

According to the results of the analysis of leadership problems in higher education, it was revealed that not only managers, but also every employee has leadership qualities. Consequently, the problem of the relationship between the formal leader and the informal leader deserves special attention. The effectiveness of innovation implementation in the educational process largely depends on the motivational structure and professional values of the informal leader.

1. The study shows the need to train experienced leaders in the educational system. Only 5.5% of respondents have special education of a manager, 21.0% of respondents have experience of managerial work from 26 to 36 years. This group is characterized by a high level of competence in both professional and managerial activities. They are real leaders capable of preparing and training a new generation of followers. This group includes representatives of the rectorate and faculties.

The second group has managerial experience from 6 to 25 years (41.5%), which includes mainly middle managers. Their leadership qualities are manifested in the execution of the top management assignment. If the first group of leaders needs the qualities of strategic planning, forecasting, designing based on the labor market demand and calculating the risks in the process of implementation of new educational programs, the second group of leaders is focused on organization, coordination of execution of specific tasks considering the real capabilities of the teaching staff. The middle group of respondents includes respondents from 40 to 59 years old. This group includes representatives of departments of faculties. The department is the nucleus of the completely educational process, research and educational activity of the university. Consequently, the cultivation of leaders in higher education begins with the departments.

The third group of respondents consists of leaders in management who have up to 5 years of experience (37%) and employees who have recently joined the group of junior managers (16%). According to the results of the study this group includes respondents aged 25 to 29 years. It was found that only 17% of the respondents have an education in organization management; corporate governance; management in education system; business economics and managerial courses, etc., Therefore, in the leadership of higher education we should pay more attention to those who have no experience or insufficient experience in management in higher education. A special role here is played by the system of professional development retraining through special courses on management in higher education and human resource management. We believe future educational programs should introduce courses on social relations in the team, social management. The specialist of the new format should know the basics of social management.

2. The study revealed a gender asymmetry in the use of leadership qualities and potential of university employees. As in all educational institutions, women prevail in higher education institutions. In addition, 77.5% of women and 22.5% of men are involved in managerial activities. The asymmetry is expressed in the fact that men (99.0%) predominate at the highest level of management. Potential opportunities of women are mainly realized in the middle level of management.

3. The levels of manifestation of leadership qualities of respondents at the level of university, faculty and department were revealed.

At the department level, leadership qualities are mostly expressed at an average level (60.0%). That is, only about 10.0% of employees have the most prominent leadership qualities, and in 30.0%, they are not observed or weakly expressed at all. It was revealed that the selection of managerial staff at all levels of management in the system of higher management is mainly based on objective criteria, without taking into account psychological, communicative, moral and ethical parameters of the applicant. The work experience and achievements in scientific and teaching activities are not always indicators of his leadership qualities.

We were interested to find out what definition respondents give to the concept of «Leadership». The results of the survey show that 70% of the respondents believe leadership is having influence and the ability to draw others to action (Fig.1). 11% of respondents believe that leadership is about success and authority. And only 19% of the respondents believe that it is not only success and authority, but also the possession of influence and the ability to enthuse other people to action. According to 84.8% of the respondents the concepts of leader and manager are not identical, i.e. not every manager can be a leader, and 7.6% of the respondents believe that a manager is already a leader by default and also 7.6% of the respondents believe that not every manager can be a leader, but an effective manager can become a leader.

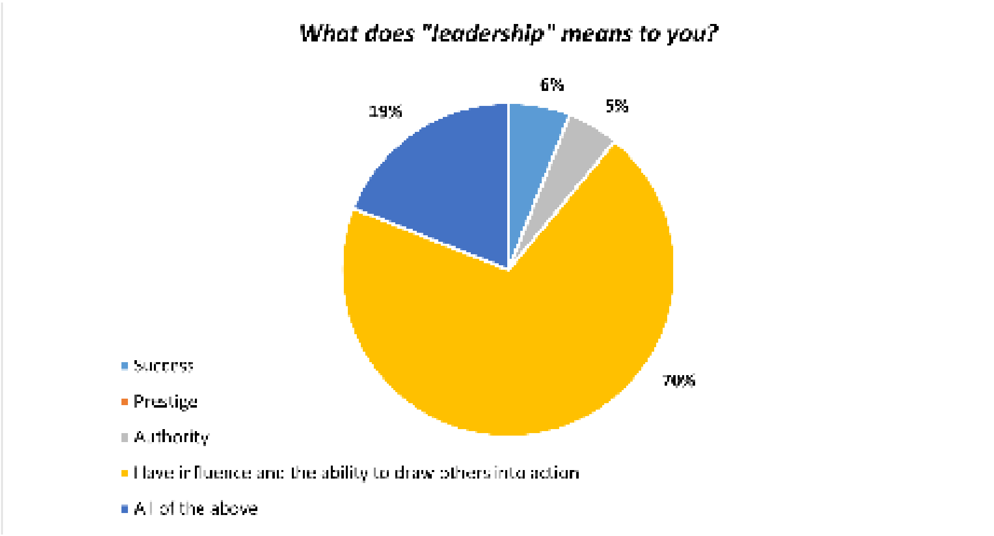

Figure 1 – Respondents' definition of Leadership

In the opinion of 96% of respondents, education and professional competence are the most important for the manager, 70% of them note combining these qualities with leadership, innate talent for leadership, high intelligence and creativity, life experience and practice, 35% of respondents noted combining them with the qualities of will, only 15% – with emotional maturity. The remaining 4% of respondents consider the following as the most important for a manager high intellect and creativity, volitional qualities, responsibility, life experience and practice.

To achieve the objectives set for the manager, according to the respondents, the manager needs the following competences: first of all, strategic vision; the ability to make effective decisions; high interpersonal communication skills; experience in solving complex problems; breadth of thinking and openness to people.

The role of the teaching staff in the managerial activity of the department/faculty/university was evaluated by the respondents as follows: 46% – respondents as high; 38% as average; equal numbers of respondents (8.4% and 7.6%, respectively) indicated as insignificant and low.

The majority of respondents (65%) indicated that all faculty members are involved in decision-making, 27% of respondents indicated that faculty members are not always involved, and 8% indicated that faculty members are not involved.

Respondents emphasize that pressing problems are widely discussed at weekly meetings of the department, dean's office and rectorate, at the Faculty and University Academic Council. They include active participation of all members of the team with the participation of members of the Academic Council from among the students. Collegial decisions are made in all areas of activity and tasks. Also the development strategy and action plan of each specific structural unit are developed, recommendations and suggestions are made, each teacher is responsible for his area of work and has the opportunity to express his opinion and put forward his idea.

The vast majority of respondents (65%) noted that the university staff is characterized by openness to change, the ability to derive lessons from experience and successfully apply them in new or non-standard situations; 57.7% describe the staff as having the ability to explore new options and solutions, the ability to achieve results in new or (and) more complex situations, having the desire to constantly «raise the bar»; 42% of respondents noted that the staff has the desire to initiate and lead change processes (Fig.2). 23% of respondents deny that the staff is open to change; 27% of respondents believe that the staff lack the ability to achieve results in new and/or more challenging situations and are unable to learn from experience and successfully apply it in new or unconventional situations; 31% believe that the staff lack the desire to constantly «raise the bar» and 46% of respondents indicated that the staff lack the desire to initiate and lead change processes. The percentage of respondents who found it difficult to answer ranged from 6% to 18%.

Answering the question of what a modern leader should look like, the respondents noted the

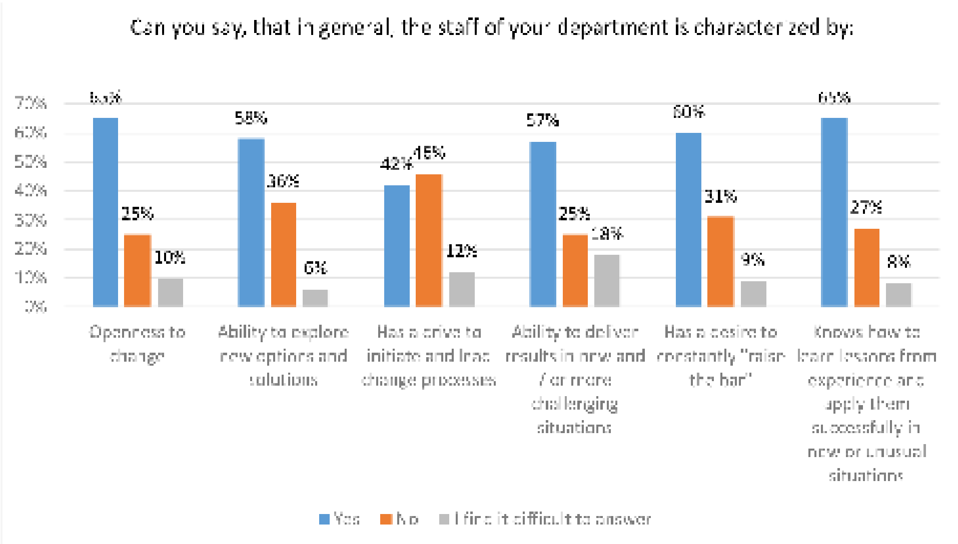

Figure 2 – Respondents' openness to change

following qualities: to be able to direct the work of their wards to achieve the goal (69.2%), to be an effective manager (73%), to give an objective assessment of the work done by the subordinates (38.5%), to promote the career of their colleagues (wards) (30.8%), to act as a coach motivator (15.4%) help their colleagues (wards) (3.8%). The results of the study show that the modern leader must have professional qualities as a manager and as a coordinator in the development of professional potential of the team and motivator to achieve the goal of the organization. The modern leader should possess physical, professional, psychological and moral potential.

The purpose of the research was also to find out whether the university leaders have these qualities.

The first group of respondents are committed to the highest level of ethics, tact, and responsibility. In addition, 85.0% of the respondents answered that they possess all of the above qualities of a leader. This group of respondents can be characterized as leaders of educational management.

The second group of respondents is characterized by less active manifestation of leadership qualities. Their passivity is manifested by low assessment of their own leadership qualities, they are not persistent and not determined, they have a slow reaction and lack rationality, they cannot adapt in innovative changes. This group needs to further develop management skills and use their potential skills effectively. Apply more motivational and educational, consultative methods to improve the leadership skills of the interviewees.

A small part of the respondents belongs to the third group. These employees show little managerial qualities, do not comply with ethical norms, do not accept criticism, have subjective opinions, and cannot predict difficulties in advance.

Most of this group is characterized by the lack of experience due to their young age but they have great potential as a professional and manager. It is necessary to create conditions for the development of managerial skills.

Conclusion

Studies concerning the strategic role of «managerial leadership» in ensuring the quality of education and development of academic environment in universities focused on the disclosure of problems of managerial leadership of heads of structural units of different levels, which affect the effectiveness of the university and the quality of education. We believe that the implementation of the principle of managerial leadership is an important element in improving the performance of managers, consequently, the university and the quality of education. Based on the test survey, opportunities for proactive and independent action are identified. Leaders grow through experience and support; their active development can increase the leadership qualities of the system as a whole. Maximizing leadership capabilities means that the selection and development of leaders is an integral part of the work of the university and the system, rather than a discrete process.

The approach to performance management and incentives has been found to be underdeveloped. The development of the collective potential of leadership teams, rather than the individual potential of leaders, educational leadership, is still limited, despite numerous statements and studies suggesting that collective potential is a greater driver of performance than individual potential.

From our findings, we conclude that «managerial leadership» in higher education, is a management strategy, a strategy for developing leadership and the institution. Therefore, managers must be personally and actively involved in addressing the «learning and research complex»; implementing an integrated communication system, educational leadership; and using the full potential of staff at all levels.

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DE-RADICALIZING THE YOUTH IN KYRGYZSTAN VIA SOCIAL MEDIA AND ITS IMPLICATIONS FOR CENTRAL ASIA

This paper analyzes the role of social media in fighting radical extremism in Kyrgyzstan by looking at the pilot project conducted by Search for Common Ground Organization that was initiated from 2016 to 2017. The pilot project was aimed at the youth population in order to raise the awareness for issues of radical recruitment risks and create a social media platform for public discourses about radicalism problems. Firstly, the paper introduced the sources and reasons for the emergence of radicalism problems in Kyrgyzstan and Central Asia after the collapse of the Soviet Union. Here, the triangular rise of nationalism, religious ignorance and secularist beliefs were discussed alongside the erosion of education system and the issue of ideological vacuum. All this resulted eventually in the social marginalization of the youth and the society overall. Secondly, we analyzed the reasons of why terrorists and radical movements targeted the youth via the social media platforms and discussed in detail how the social media campaign could help in fighting against it via the distribution of various counter-extremist information sources and tools. Thirdly, the problems and limitations of the project were discussed, where matters such as the difficulty on recognizing the sources of factors enabling the causes of radicalism or criticism towards effectiveness of the use of positive counter-radical messages have been mentioned. Fourthly, the paper draws lessons from this project for the Central Asian region in terms of its importance, relevance and applicability in different contextual environments. In conclusion, this paper showed on the one hand the vulnerability of the social media to the influence of radical ideas and ideologies, but also on the other hand the potential of the social media as a tool to counter the radical movements and protect the youth from social marginalization, risk of radical recruitments and manipulation.

Key words: radicalism; social media, Kyrgyzstan, youth, Central Asia.

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Қырғызстандағы жастардың әлеуметтік медиа арқылы дерадикализациясы және оның Орталық Азияға салдары

Бұл жұмыста 2016-2017 жылдар аралығында басталған Search for Common Ground Ұйымы жүргізген пилоттық жобаға қарап, Қырғызстандағы радикалды экстремизмге қарсы күрестегі әлеуметтік медианың рөлі талданады. Пилоттық жоба жастардың санасын көтеру мақсатында жүргізілді, жалдаудың радикалды тәуекелдері мәселелері бойынша және радикализм проблемалары туралы қоғамдық пікірталас үшін әлеуметтік медиа алаң құру.

Біріншіден, газет Кеңес Одағы ыдырағаннан кейін Қырғызстан мен Орталық Азиядағы радикализм проблемаларының пайда болу көздері мен себептерін таныстырды. Мұнда ұлтшылдықтың, діни надандықтың және зайырлы нанымдардың үшбұрышты көтерілуі білім беру жүйесінің эрозиясымен және идеологиялық вакуум мәселесімен бірге талқыланды. Мұның бәрі жастардың және жалпы қоғамның әлеуметтік маргиналдануына әкелді. Екіншіден, біз террористер мен радикалды ағымдардың жастарды әлеуметтік медиа платформалары арқылы нысанаға алуының себептерін талдап, әртүрлі экстремистік ақпарат көздері мен құралдарды тарату арқылы әлеуметтік медиа науқанының оған қарсы күресте қалай көмектесетінін егжей-тегжейлі талқыладық. Үшіншіден, жобаның проблемалары мен шектеулері талқыланды, мұнда радикализмнің себептерін тудыратын факторлардың көздерін танудың қиындығы немесе позитивті радикалды хабарламаларды қолданудың тиімділігіне қатысты сындар айтылды. Төртіншіден, газет Орталық Азия аймағы үшін пилоттық жобалардың маңыздылығы, өзектілігі және әртүрлі контекстік ортада қолданылуы тұрғысынан осы жобадан сабақ алады.

Қорытындылай келе атап өтуге тиіспіз, аталған мақалада бір жағынан радикалды идея мен идеологияға әлеуметтік желілердің осалдығын, екінші жағынан, жастарды әлеуметтік маргинализация мен радикалды әрекеттерден қорғауға қарсы құрал ретіндегі әлеуметтік желілердің әлеуетін көрсетеді.

Түйін сөздер: радикализм, әлеуметтік медиа, Қырғызстан, жас адамдар, Орталық Азия.

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Дерадикализация молодежи в Кыргызстане через социальные сети и ее последствия для Центральной Азии

В данной статье анализируется роль социальных сетей в борьбе с радикальным экстремизмом в Кыргызстане на примере пилотного проекта организации Search for Common Ground, который был инициирован с 2016 по 2017 год. Пилотный проект был направлен на молодежное население с целью повышения осведомленности о рисках радикальной вербовки и создания социальной медиаплатформы для публичного дискурса о проблемах радикализма. Во-первых, в статье представлены источники и причины возникновения проблем радикализма в Кыргызстане и Центральной Азии после распада Советского Союза. Здесь наряду с эрозией системы образования и проблемой идеологического вакуума обсуждался треугольный рост национализма, религиозного невежества и секуляристских убеждений. Все это в конечном итоге привело к социальной маргинализации молодежи и общества в целом. Во-вторых, мы проанализировали причины, по которым террористы и радикальные движения нацеливались на молодежь через социальные медиаплатформы, и подробно обсудили, как кампания в социальных сетях может помочь в борьбе с ней через распространение различных источников и инструментов контрэкстремистской информации. В-третьих, обсуждались проблемы и ограничения проекта, где упоминались такие вопросы, как трудность распознавания источников факторов, способствующих возникновению причин радикализма, или критика эффективности использования позитивных контррадикальных сообщений. В-четвертых, в статье извлекаются уроки из этого проекта для центральноазиатского региона с точки зрения важности, актуальности и применимости пилотных проектов в различных контекстуальных средах. В заключение следует отметить, что данная статья показала, с одной стороны, уязвимость социальных сетей к влиянию радикальных идей и идеологий, а с другой – потенциал социальных сетей как инструмента противодействия радикальным движениям и защиты молодежи от социальной маргинализации, риска радикальной вербовки и манипулирования.

Ключевые слова: радикализм; социальные медиа, Кыргызстан, молодежь, Центральная Азия.

Introduction

The US Department of State and the Bureau of Counterterrorism financed the project named «*Social Media for De-radicalization in Kyrgyzstan: A Model for Central Asia*» that was implemented by the Search for Common Ground Organization (SCG) for the time period between September 2016 until October 2017 (Jailobaeva & Asilbekova, 2017: 6). This pilot project has served the purpose to raise the awareness of recruitment risks in preventing and countering violent extremism among the Kyrgyz youth population via the social media outlets (Karimova & Baktygulov, 2019: 2). It was also initiated in order to tackle the problem of radicalization in a more «softer» way than conventional «hard» methods.

According to its project proposal, its goal was also to provide for young participants per online social media channels a platform for expressing personal grievances and initiating public discourses through promotion of positively related contents (Jailobaeva & Asilbekova, 2017: 6).

Until the year of 2016, social media was not considered as a tool for de-radicalization policies (Karimova & Baktygulov, 2019: 4). But with the supportive statement made by the heading figure of the Kyrgyz People´s Assembly in October 2016, the message was conveyed not only to the public but also reached NGO´s in taking an active stance and opened up their way for funding (Karimova & Baktygulov, 2019: 4).

Literature review

Kyrgyzstan has been plagued since its days of independence with numerous religious and ethnic tensions. Alongside that, more than one-third of the population lives under the UN poverty line, where unemployment issues became another challenge to be addressed (Karimova & Baktygulov, 2019: 3). It is also argued that after the collapse of the Soviet Union, the educational system itself was eroding and affected the youth culture in such a way that the ability to «*critical thinking*» was simply lost (Karimova & Baktygulov, 2019: 4). Here, the loss of the previous Soviet educational system meant that there was a vacuum in educational values, as education has a multipurpose role in educating citizens in terms of showing them what is good and bad; perpetrating them the importance of hard work; informing them about the upholding of individual and societal civic rights; and integrating them into the local, national as well as global marketplace. Considering that atheism during the times of the Soviet

Union played a restricting role with a secularist belief, with the fall of the Soviet Union it meant that people were just freed from their shackles to freely discuss religion on the state level (Shiva, 2016: 11). Extremists often used this momentum to use religion as a mean to establish an alternative political identity that threatened as a result the state's legitimacy (Shiva, 2016: 11). Of course, the secularism movement might not be the only factor bringing the youth to be at risk of radical recruitment, but it is rather the combination of all factors considered.

With a triangular rise of nationalism, religious ignorance and secularist beliefs rising, it brought a boiling pot of different religious streams creating an unstable form of political identity (Shiva, 2016: 11 and 12). A disengaged youth was plagued by social marginalization and stratification within a society where socio-ethnic tensions generated secular-religious schisms. And, eventually all that dismantled youth's hope for a better future and trust in the government (Shiva, 2016: 12). Besides these factors, another factor that could also played a massive role in the rise of ethnic and religious tensions was the economic state itself after the collapse of the Soviet Union, since there was no doubt that the early, mid and late 1990's were tough periods for post-soviet countries, who also had to deal with the issues of economic transition and settling down within the era of globalization and the polarization of the political order around the world.

The problem of radicalization of the youth in Kyrgyzstan through social media outlets is a big concern. Social media being used as an instrumental tool to attract new recruiters is not only a threat to the national security, societal well-being and civic societies establishment, but also for the development of the young Kyrgyz population as it comprises a big chunk of the population.

According to the study done by UNPBF funded project «*Youth as Agents of Peace and Stability in Kyrgyzstan*» that targeted the youth by looking at the rate of the likelihood for fifteen risky localities to be influenced by radical beliefs due to societal disconnectedness issue, they found out that institutions like the primary or secondary education need to be more strongly engaged with the youth in order to rebuild the broken path between the traditional family values to basic moral education (Levy, Jamankulov & Sartbay, 2019: 2). Without any direct involvement of parents as well as teachers it is not possible to «morally» protect the youth from being exposed to violence and despair on social media (Levy, Jamankulov, & Sartbay, 2019). Of course, here comes the question of how well and with which effective methods do primary and secondary educational institutions teach the young people. After all, these institutions form the basis of the society and the mentality of the young people. Furthermore, the topic about de-radicalization problem is very complex and a one-fit approach might not be a panacea for it, but at least a way to reach out to the young people and informing them.

Radicals as well as terrorists strike exactly at the comprehensive problems that the youth face with socio-economic problems, lack of social cohesion in the society and with the politicization issue of religious beliefs as a means to a radical end. According to a local human rights activist an appropriate religious education to young people is an effective instrument in reducing the likelihood of a recruitment process (Sultanov, 2018: para. 6). It was argued that educating the society on the basis of human rights and building upon ideas of solving issues at a peaceful manner is good way to reach out with a vocal tone to the youth (Sultanov, 2018: para. 8).

Research methodology

For this paper, we will apply a qualitative discourse analysis approach in order to analyze the project named *«Social Media for De-radicalization in Kyrgyzstan: A Model for Central Asia»* implemented by the Search for Common Ground Organization. The aim of this paper is to thoroughly analyze the aforementioned project from different aspects. These aspects concern the project's contextual importance, its relevance for Kyrgyzstan, their implementation problems and what kind of lessons we can draw from this project for the entire Central Asian region in combatting issues of radicalism and terrorism. Hence, this paper should serve the purpose to enlighten scholars and experts in the field of national security matters or Central Asian region as a whole to understand the importance and relevance of NGO projects as well as their weight in helping to combat such sensitive security matters.

All materials were extracted from only official secondary sources of information. In this regard, the paper analyzes only existing sources of information that were provided on the Internet. These for instance include officially published reports, brochures or journal articles.

The paper is divided into four sections. The first section discusses the problem statement, which this project aims to tackle in Kyrgyzstan. In the second section the role of the social media in the project is analyzed. Following that, the problems and limitations of the project are discussed in a detailed manner. Lastly, a section is dedicated to the lessons that we can draw from this project for the Central Asian region.

Results and discussion

The Role of Social Media for the Project

According to the project leaders, social media was and still is nowadays the most effective way to spread positive narrative of counter-extremist information (Sultanov, 2017: para. 9). While probably this might be the true for the 21st century, where the Internet and social media have taken over the way how information is transmitted, received and digested, we should though not forget that other sources of information retrieval and transmission can be done via non-cyber ways such as institutional or ideological propaganda. The project itself was split into three stages of firstly a preparatory stage, secondly a research stage and finally a development and launch stage for social media campaigns (Sikorskay & Baktygulov, 2017: 5). It relied on fifty young Kyrgyz people to reach out awareness campaigns in eight communities, which were heavily affected by the radicalization with their social media movements the target audience (Karimova & Baktygulov, 2019: 5). By receiving grants by the NGO, these fifty young Kyrgyz citizens were able to conduct independently various social media campaigns through usages of mobile apps and social webs (Jailobaeva & Asilbekova, 2017: 6). The project evaluation report and surveying the target group of young Kyrgyz participants revealed that social media outlets such as Facebook, Instagram, VK or YouTube were primarily used to get sources about radicalism (Jailobaeva & Asilbekova, 2017: 25).

An Advisory Working Group was formed that comprised of state officials, social media professionals and religious clerks who helped the young project leaders in social media campaigns, seminars and fields of research for the project in their assigned community to conduct properly the outreach campaign (Sikorskay & Baktygulov, 2017: 5). This advisory body was especially needed for implementation purposes and training of fifty young leaders (Sikorskay & Baktygulov, 2017: 5).

Based on survey findings at the end of the project, at the stage of media campaign launch about twenty-nine infographics and three videos in three different languages of Kyrgyz, Russian and Uzbek were produced (Search for Common Ground Organization, 2016: para. 2). These info-graphs addressed not radical issues by depicting them with negative connotations, but rather showed positive and peaceful sides of Islam with verses of Quran and by exposing young viewers with heartwarming phrases to crucial values linked to positive family relationships (Search for Common Ground Organization, 2016a). This way, instead of trying to instill negative associations and emotions about Islam, the project aimed to not eradicate the issue from its roots but fight evil with the good instead of fighting evil with the evil. In this regard the method was not to persuade but to educate the young person. This method should «prevent» the young to become manipulated and give him an understanding of what the religion of Islam in reality is as well as how the message can be tainted for the sake of manipulating people for recruitment purposes. Moreover, with the application of SMM tools, they were able to see which ones had the most views, likes and commentaries on the videos (Sikorskay & Baktygulov, 2017: 7). In the process of creating videos, it was essential to create not just positive narrative, but effective ways to depict the tragic hero as accurately as possible with his own subjective feelings, thoughts and viewpoint (Search for Common Ground Organization, 2016a).

In one of the videos titled as «*Construction*», they were able to produce the story following a character of a working migrant who has conflicting thoughts about radical ideas and was unsure of how to properly reset his thoughts into the right path (Search for Common Ground Organization, 2016a: section on «Constaction»). He asks himself whether to follow those «radical» teachings and is often stuck with questioning his existence and meaning of life (Search for Common Ground Organization, 2016a: section on «Constaction»). Though he has time to make a decision on his own, the recruiter always tries to pressure him to give in to be induced to these radical beliefs and not to have second thoughts about leaving (Search for Common Ground Organization, 2016a: section on «Constaction»).

Other projects from SCG also helped to integrate different communities together that have struggled with the rise of radicalism movements. The *Jashtan Project* in Kyrgyzstan addressed similar issues of radicalism in twenty-seven localities with the involvement of the youth in leadership programs (Sultanov, 2017a: para. 2) (Sultanov, 2018a: para. 1 and 2). This project helped to conduct start-up businesses in cities such as Min-Kush and Saruu, which have facilitated in opening youth centers to self-organize discussions in funding community-based social projects (Sultanov, 2018a: para. 5 and 8). Thus, mitigating factors that caused radicalism among the youth to prosper and spread.

Such factors were the following: identity crisis, deficiencies in self-development programs and lack of communication skills with the elderly population (Sultanov, 2017a: para. 8)

Problems and Limitations of the Project

One of the main limitations of the project was the difficulty to recognize the sources of factors enabling causes of radicalism. While some said it was the combination of nexus between poverty and socio-economic problems leading to recruitment, others said it was the religious illiteracy (Sultanov, 2017a: para. 13). The comprehensive nature of multiple factors and reasons why the young are so susceptible to radical information on the social media outlets also shows us the different ways on how the young people can be recruited. In this case, it is worth saying that even if the young and vulnerable segment of the population does to a certain degree understand the dangers and risks of what radicalism or extremism is as well as is able to use critical thinking to differentiate the good from evil, there is no hundred percent guarantee that they will likely not be continuing to be understanding of that very fact till they become adults. Often, there is a chance that the young people will become somehow re-motivated to follow and listen the radical messages and beliefs after they turn adults. Hence, one must be aware of these little risks and the future projects should put their maximum effort and resources to capitalize on their goals in order to get the maximum out of the results not only for their project outcome, but also for the overall benefit of the society and the target group.

The focus on women as target audience has been neglected in this project, especially in relationship to religion (Jailobaeva & Asilbekova, 2017: 34 and 35). If we take into consideration also the factor that more people will become more engaged with the Internet and the social web or have become already actively engaged since then, then the importance of such projects will grow over time. It was also argued that this is particularly crucial for children transferring from primary schools to secondary education needs not to be overlooked by future research studies of NGO´s (Jailobaeva & Asilbekova, 2017: 34).

The feedback from the final evaluation reports about the project revealed that future studies should take into consideration for social media campaigns the specificities of social media outlet users in terms of their gender, age or level of education and affiliation to religion (Jailobaeva & Asilbekova, 2017: 34). From my own point of view, this should also help to understand deeper the susceptibility rate of the young people according to socio-demographic variables. This could prove to be especially useful in acquiring rich and first-hand knowledge about an under-researched group of segments of the young people. Another key criticism was that info-graphs or positive messages through videos did not always directly relate to the people in terms of their meanings, and often the youth itself did not understand and were not able to differentiate between concepts such as «extremism» from «terrorism» (Jailobaeva & Asilbekova, 2017: 35). This problem was especially evident with translations from Kyrgyz to Uzbek language in videos, as the meanings were lost in the process due to lack of cultural adaption (Jailobaeva & Asilbekova, 2017: 35).

The duration of the pilot project was thought to be rather short and could have been extended for several more months (Jailobaeva & Asilbekova, 2017: 35). But once again, the pilot project had its time period set firmly and sticking to it showed that the project managed to get results that it desired. Moreover, considering that a fixed amount of financial support was provided would also mean that a result-based approach was prioritized. With that said, results had to be rather effective, accurate and managed on a timely basis. While time constraints might have to a certain degree played as an additional factor for how much information and how deeply analytical the project could delve into the problem matter, prioritizing for getting accurate results and its effectiveness was the right choice. Last but not the least, with the lack of religious leaders' involvement in the project overall, the project lacked a role model in delivering basic teachings of Islam in seminars for participants (Jailobaeva & Asilbekova, 2017: 34 and 35). This aspect probably could have been given more importance overall in terms of re-enlightening the young people by giving them the chance understand that religious leaders exist and get help if needed. After all, the role of the leader is to «lead» people or in other words also «guide» them towards the right path. Without a leader, people would not be given clarifications and justifications for their good or bad deeds. Having a leader by your side, which is especially crucial for young people, a person has a role model to follow and look up for. And as long as this role model shows good qualities of properly leading people towards the right and virtuous path, be it in terms of religious faith or in professional life aspects, the young people will become more confident and be able to differentiate for themselves the good from the bad.

Lessons Drawing for Central Asia

Given the counter-extremism social media campaign initiated in Kyrgyzstan in countries like Tajikistan, Kazakhstan or Turkmenistan in the future, it is likely that their web accessibilities might have restrictions for both project initiators and participants. Thus, the pilot project would not be entirely viable in such countries.

However, it is worth taking note that SCG also created a toolkit for application of the project elsewhere with step-by-step process explanations. The toolkit recommends for further action research studies in social media and to work with target audience at a grassroot level (Sikorskay & Baktygulov, 2017: 24). Creation of an online platform for reports and promotion and distribution of positive narrative should be supported by project initiators (Sikorskay & Baktygulov, 2017: 24). This is helpful in establishing social networks for upcoming projects in opening start-ups or independent activist groups (Sikorskay & Baktygulov, 2017: 24). Last but not the least, organizing seminars or trainings to increase Internet and religious literacy with the help of volunteers, religious clerics and social activists is an essential ingredient to take into consideration (Sikorskay & Baktygulov, 2017: 24).

It is also important to understand that such pilot projects need to culturally adapt original practices from Kyrgyzstan to the local context of other Central Asian states. For instance, making sure that effective media campaigns have crisp, short and clear delivery of messages (Jailobaeva & Asilbekova, 2017: 35). While only small grants were provided for youth participants of the project, it is recommended to increase the share of grants in the future to have a stronger campaign outreach and involve active young people in a unique project, with which they could help not only their compatriots but also do something good for their country (Jailobaeva & Asilbekova, 2017: 35). OSCE also recommends strengthening rights of national minorities and to uphold principles of human rights in order to build trust among the participants for online and offline practices (Peter, 2017).

Overall, a more comprehensive approach needs to be developed for upcoming projects that operate on both offline and online tasks with a greater financial support and durational stage. Considering that the coronavirus situation in the whole country has somewhat limited the offline activities of NGOs in fighting against extremist ideological risks, there is also a need for new ideas on how NGOs now should conduct their research on an online format. This would of course pose a huge challenge for both the society and NGOs in terms of adapting to the new realities, but also positively influence the way that such projects could be approached from a different angle in an unforeseen circumstance like the spread of the COVID-19 pandemic. Central Asia should always be aware of the fact that it has inherited the Soviet mentality, political characteristics of its system and shares historical ties with it over the last several centuries, and some still live being hunted by the Soviet past with lasting issues of identity building processes and various socio-economic matters. Hence, it is worth saying that one cannot run away from the past but may face it and move on with the best intent to change for the better.

Conclusion

To conclude, by conducting an action research focused project that targeted the youth in specific communities, Kyrgyzstan was able to pioneer as the first country to use social media as a tool to fight radicalism via the help of an NGO. Given the local context of Kyrgyzstan and its specificity of communities, such projects by the NGO would need customization to other regional states context to serve the same purposes in helping the youth and other group of people to become resilient against extremist ideologies, their content and propaganda.

One of the main barriers to the de-radicalization program was the culture itself among the youth. The lack of identity issue was prevalent with bipolar influences of secularism and politicization issue of Islamic religion (Karimova & Baktygulov, 2019: 4). Apolitical behavior and lack of trust towards the government also undermined the grassroots initiatives of preventive measures at the community level. Here, it is crucial to understand that the context of where people live and the communities as well as local government's level of political commitment towards de-radicalization initiatives also matter. Besides these barriers, sources of recruitment risks have been identified through the project, such as the weak educational system and lack of economic incentives for the young population. As a result, leaving them vulnerable to look for alternatives by searching for the meaning of life in ways that they start easily believing in destructive ideological propaganda. It is though by no means the fault of the people for being deceived or falling into these destructive paths of dogmas, but something that could have been prevented if the right preventive measures were used and implemented on time. Concerning that, I would also add the aspect that often certain de-radicalization efforts might work for some communities, while they might not work for certain other communities. This should be taken into consideration and analyzed thoroughly before launching any large-scale NGO-related projects.

In terms of the Kyrgyz government fighting through hard measures the radical recruitment movements and identifying them on the social web, they relied more on reactive rather than preventive mechanisms. This is exactly what has been addressed with this project, and in the future preventive measures should be given more political clout and attention by the public, government and international organizations. Often fighting fire with fire might ignite the problem even more and enflame like a time-ticking bomb. Hence, taking preventive measures are tools that rather educate and not directly remove the risk completely, as the social media along with the Internet has a huge pool of various types of different information that can be both good and bad. This project has helped the young people to understand that they are not alone and can build a strong community to withstand «together» instead of fighting it all by themselves with their own ways.

In the same analogy, the Kyrgyz media itself also pinched the government on how to differentiate between hate-loaded discourses that have a detrimental impact from emotional comments and freedom of expression (Alkanova, 2018: para. 1). Since we speak of pluralistic viewpoints where our project aimed to promote to provide a public discourse for expressing «grievances» of the Kyrgyz youth, it is important to understand such differentiations more thoroughly. The same was also true for differentiation between «appropriate» and «inappropriate» nationalistic public discourse as it can be used as a pretext for terrorists (Alkanova, 2018: para. 9). Others have called upon deficiencies of a legislative basis for using the infamous «*Article 299*» in Kyrgyzstan for the purpose of bringing people to court for hatred- and nationalistic-driven comments on the Internet (Alkanova, 2018: para. 11).

In a nutshell, this project proved to be effective in its own way. It had a target audience that it focused on and had a well-thought out blueprint and program on how to operationalize this pilot project. On top of that, an Advisory Working Group had been created to help fifteen young members of the pilot project to conduct and realize the outreach social media campaign.

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WHAT THE «KAZAKHSTAN TRUTH» NEWSPAPER TELLS ABOUT COVID-19

Mass media around the world have actively covered the situation with coronavirus. The current outbreak of infection has been much more famed in media than previous epidemics, like SARS or Ebola. Kazakhstan is no exception. The purpose of this article is to analyze journalistic texts on the coronavirus and tried to highlight existing trends, identify errors and give a description of the overall picture of the stream of publications using the example of country's main newspaper. The scientific significance of the work lies in the fact that earlier similar studies on the topic have not been conducted. In terms of methodology, the content analysis was chosen as the main research method. All published articles were broken into several sectors manually. The data was summarized. Having preliminary sorted all the information, further manually work was carried out to calculate the necessary quantitative data. The value of the work lies in the data obtained during the process of work. The following main results were received: on average, the periodical publishes almost two articles about coronavirus per day; foreign news portals prevail as sources of information; among the genres informational notes and reports from press conferences prevail, and there are no author's interviews or journalistic investigations; vast majority of photographic materials newspaper borrows from Internet, illustrative photographs prevail; most of the journalists in their articles refer to officials and are not looking for independent experts; there is the limit of information and it is simply copied from article to article; the editorial office seeks to maintain neutrality – there is no material that would have a racist, offensive (in relation to the country or infected people) character. All findings were divided into positive and negative. To overcome negative aspects some recommendations were made. This is the main practical significance of the work's results.

Key words: Kazakhstan, mass media, coronavirus, The «Kazakhstan Truth», copyright materials.

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«Казахстанская правда» газеті коронавирус туралы не айтты

Бүкіл әлемдегі бұқаралық ақпарат құралдары коронавируспен байланысты жағдайды белсенді түрде жариялауда. Қазіргі кездегі инфекцияның өршуі, тақырып ретінде, SARS немесе Эбола сияқты алдыңғы эпидемияларға қарағанда бұқаралық ақпарат құралдарында әлдеқайда танымал. Қазақстан да ерекшелік емес. Бұл мақаланың мақсаты – коронавирус туралы публицистикалық мәтіндерді талдау, қолданыстағы тенденцияларды бөліп көрсету, журналистік қателіктерді анықтау және жарияланымдар ағымының жалпы көрінісін беру (елдің бас газеті мысалында). Жұмыстың ғылыми маңыздылығы – мұндай зерттеулер бұрын жүргізілмейді. Зерттеудің негізгі әдісі ретінде контент-анализ таңдалды. Барлық жарияланған материалдар қолмен бірнеше блоктарға бөлінген. Деректер жинақталған. Бұрын ақпаратты сұрыптағаннан кейін, сандық көрсеткіштерді есептеу бойынша қосымша жұмыстар қолмен жүргізілді. Ғылыми маңызы алынған сандық мәліметтерде жатыр. Зерттеудің негізгі нәтижелері: газет орта есеппен күн сайын коронавирус туралы екі мақала жариялайды; жаңалықтар көзі ретінде шетелдік жаңалықтар порталдары қолданылады; жанрлар арасында ақпараттық жазбалар мен баспасөз конференцияларының баяндамалары қолданылады, автордың сұхбаттары немесе журналистік зерттеулер жоқ; көпшілігінде газет фотосуреттерді Интернеттен алады, иллюстрациялық фотосуреттер басым болады; журналистердің көпшілігі өз мақалаларында шенеуніктерге сілтеме жасайды және тәуелсіз сарапшыларды іздемейді; ақпарат шектеулі және ол жай мақаладан мақалаға көшіріледі; басылым бейтарап болуға тырысады – нәсілшіл, қорлайтын (белгілі бір елге немесе жұқтырған адамдарға қатысты) материалдар жоқ. Барлық көрсеткіштер оң және теріс болып бөлінеді. Жағымсыз жақтарды жеңу үшін бірқатар ұсыныстар беріледі, бұл нәтижелердің практикалық маңыздылығы.

Түйін сөздер: Қазақстан, БАҚ, коронавирус, «Казахстанская правда», авторлық құқықпен қорғалған материалдар.

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Что рассказала «Казахстанская правда» о коронавирусе

СМИ всего мира активно освещают ситуацию с коронавирусом. Нынешняя вспышка инфекции, как тема, гораздо популярнее в СМИ, чем все предыдущие эпидемии, такие как SARS или Эбола. Казахстан здесь не исключение. Целью данной статьи является анализ журналистских текстов о коронавирусе, попытка выделить существующие тенденции, выявить ошибки журналистов и дать общую картину потока публикаций на примере основной газеты страны. Научная значимость работы заключается в том, что ранее подобные исследования не проводились. Контент-анализ был выбран в качестве основного метода исследования. Все опубликованные материалы разбиты на несколько блоков вручную. Данные обобщены. Предварительно отсортировав информацию, дальнейшая работа по расчету количественных показателей также проводилась вручную. Ценность заключается в полученных числовых данных. Основные результаты исследования: в среднем периодическое издание публикует две статьи о коронавирусе в день; в качестве источников информации преобладают зарубежные новостные порталы; среди жанров преобладают информационные заметки и репортажи с пресс-конференций, нет авторских интервью или журналистских расследований; фотоматериалы газета заимствует в подавляющем большинстве из Интернета, преобладают иллюстративные фотографии; большинство журналистов в своих статьях ссылаются на чиновников и не ищут независимых экспертов; информация лимитирована, и она просто копируется из статьи в статью; редакция стремится сохранять нейтралитет – нет материалов, которые бы носили расистский, оскорбительный (по отношению к определенной стране или инфицированным людям) характер. Все показатели разделены на положительные и отрицательные. Для преодоления негативных аспектов даны некоторые рекомендации, в этом заключается практическая значимость результатов работы.

Ключевые слова: Казахстан, СМИ, коронавирус, «Казахстанская правда», авторские материалы.

Introduction

The «Kazakhstan Truth» («Kazakhstanskaya Pravda») is state, republican socio-political newspaper, which received its current name in 1932. It was published in Orenburg, Kyzylorda, Almaty. In 1999 the editorial staff moved to Astana. In 2005, the newspaper celebrated its 85th anniversary (Kozybaev et al., 2006). Accordingly, in 2020, the periodical marks 100 years. The rich historical past served as one of the factors in choosing the materials of this particular media for analysis. The second factor was the positive feedback on the work of the mass media from the highest authorities, in particular, the words of the President of the Republic of Kazakhstan K.K. Tokayev; citation: «The «Kazakhstan Truth» has been one of the leading periodical among domestic mass media for many decades. The newspaper reflected the most relevant events in the life of Kazakhstan, discussed the most important issues in the development of society .... In the new historical conditions The «Kazakhstan Truth» has proved its relevance and competitiveness, retaining the recognition of numerous readers» (kazpravda.kz).

For a modern person, it's not the quantity of news that matters, but the quality of the streams, therefore more and more people when they want to know the news use the Internet (infpol.ru). That is why the circulation of the newspaper of more than one hundred thousand copies (distributed throughout all regions of the country), is currently not a clear indicator of popularity. However, it should be noted that The «Kazakhstan Truth» is published in electronic version in two languages at once: Russian and English, which significantly expands the audience due to the international segment.

This is how the periodical positions itself in the media space: «The «Kazakhstan Truth» – national daily newspaper is the most important source of official and business information. On its pages the decrees and orders of the Head of state, resolutions of Parliament and the Head of government, new laws of the Republic, messages on rearrangements in the highest authorities are published ... Publications of The «Kazakhstan Truth» enable readers to learn as much as possible about real life in the republic» (kazpravda.kz).

This is a number of reasons why the subject of research was chosen.

Selected subject is a topical issue, an outbreak of a new type of coronavirus (COVID-19), affecting several countries of the world, currently worries everyone.

For weeks, news outlets around the world have covered the coronavirus. Television channels have been flooded with information about the outbreak that originated in China with live updates. The media has diligently reported on the number of deaths, infected patients as well as possible causes of the virus (Radu, 2020).

The current outbreak has been much more prominent in media coverage than recent epidemics, including Ebola. For example, the «Time Magazine» study shows that there were 23 times more articles in English-language print news covering the coronavirus outbreak in its first month compared to the same time period for the Ebola epidemic in 2018.

100 high-circulation newspapers from around the world have collectively published 9,387 stories about the outbreak. Of these, 1,066 articles mention «fear» or related words, including «afraid»…Such stories often used other frightening language – for example, 50 articles used the phrase «killer virus» (Wahl-Jorgensen, 2020).

In the journalistic article «How global media covers the coronavirus» (Radu, 2020), the author gives examples and analyzes errors when covering the topics of such major world periodicals as: «*Daily mail*» (Great Britain), «*Le Courrier picard*» (France), «*Der Spiegel*» (Germany). All these media had to apologize after publications with shades of racism and xenophobia.

The theme of coronavirus is also covered in all Kazakhstani media, without no exception. And, it would be interesting to conduct a research of domestic texts. Indeed, earlier such scientific studies for obvious reasons have not been conducted.

Kazakhstan, as in many other countries of the world, was quarantined. For many citizens the main sources of information during quarantine were social networks and official media. And, if in social media each person can create a news feed to his/her taste, from the desired sources, then in the state media this is not possible. Therefore, it is very important to evaluate information published precisely in state media.

So, using the example of the main newspaper of the Republic of Kazakhstan, let's try to analyze journalistic texts on the coronavirus and try to highlight existing trends, identify journalistic errors and give a description of the overall picture of the stream of publications.

Materials and methods

The total number of publications based on search results on the official website of the newspaper (www.kazpravda.kz) for the keyword «coronavirus» from the moment the electronic version appeared until February 20, 2020 – fifty three materials. They will become the main material of the study.

Five publications were cut off from the main array, since they are not related to the issue under discussion. Publication dates: May 14, 2015; May 18, 2015; October 13, 2015; August 11, 2017; May 15, 2018. These materials cover situations with other types of coronovirus, such as MERS (Middle East Respiratory Syndrome), SARS and PDCoV (swine virus), so they are not of particular interest to us.

Let us clarify that publications in Russian are considered. Upon completion of the study, the results are translated into English.

The content analysis was chosen as the main research method, which allows us to give both a qualitative and a quantitative assessment. All published articles were fully read and were broken into several sectors manually. All data is summarized in the final table, where the information is placed in several sections. Having preliminary sorted all the data, further work was carried out to calculate the necessary quantitative data. All calculations were also made manually. A small volume of articles allowed this. In addition, due to the specifics of Kazakhstani media materials, namely the presence of local words in the texts (for example, akim – the head of the city) and language markers, the use of any computer programs for data analysis would give distorted results.

So, in each published material, the following criteria were highlighted: date of publication; material name; number of views; author (journalist); publication initiator (source links); authorship of photographic materials; speakers, experts; keywords; characteristic of coronavirus. All data are tabulated. See excerpt from Table 1.

Table 1 – Summary of materials on coronovirus published in the newspaper «Kazakhstan Truth». Fragment

№	Date	Material Name (number of views)	Author (journalist)	Links to the source of information. Initiator	Authorship of photo materials	Speakers. Experts References	Keywords (how coronavirus is described)
1	23.01.2020	Due to the deadly coronavirus on the border of Kazakhstan and China tightened control (2330)	Ekaterina Eliseeva	Press conference in Nur Sultan	today.kz	Deputy Chairman of the Committee for Quality and Safety Control of Goods and Services of the Ministry of Health of the Republic of Kazakhstan Zhandarbek Bekshin	lethal type of coronavirus (2); remote thermometric control; sanitary quarantine points; symptoms of coronavirus; reminders with preventive measures
2	26.01.2020	Chinese scientists have successfully identified a new coronavirus for vaccine manufacturing (3726)		China Daily News agency	NIAID (National Institute of Allergy and Infectious Diseases, USA)	Head of the Institute of Viral Diseases at the Center for Disease Control and Prevention. Name not specified	new deadly coronavirus; the new coronavirus that caused the epidemic in China; the desired strain for the manufacture of the vaccine; the first case of recovery infected with a new coronavirus
3	26.01.2020	Atyrau residents scared by fake about patient with coronavirus (1520)		My city News Portal press service of the Health Department of Atyrau region	Global Look Press		deadly coronavirus; distribution of false information; the first symptoms; doctors recommend immediately seeking help
4	29.01.2020	Impossible to close the border (300)	Natalia Hakobyan			Chief Sanitary Doctor of the Republic of Kazakhstan Zhandarbek Bekshin	coronavirus infection

Results and discussion

We begin by conducting a qualitative and quantitative analysis of materials published in the media from January 15, 2020, when the newspaper first reported a new type of coronavirus. An article entitled: «*In China, they talked about the symptoms of a new type of coronavirus*» was created by the media editorial board based on materials from «Ria.ru». Photographic materials were also not their own, they were borrowed from Fotolia / Sudok1. The editors describe the virus as «pneumonia of unknown origin», «a new type of coronavirus». Also on the pages of the newspaper there was first official information that «the virus can provoke damage to the respiratory system». Maria Van Kerkkhove, head of the new diseases unit of WHO (World Health Organization), acts as an expert in the article. Readers viewed the electronic version of the article 2286 times (the number of views was taken by us as an indicator of the popularity of the material). Immediately, we note that if there was an opportunity to leave comments on the newspaper's official website, none of the readers took advantage of this opportunity, there were not questions or other types of feedback.

1. Quantitative indicators

The first item in the analysis was the quantitative indicators of the articles, specifically the number of published articles on the topic per day. As can be seen from the graph, the topic reached its maximum surge in the period from January 30 to February 7. Maximum rates – six articles per day (February 3 and 5). There are also days on which the newspaper did not publish materials about coronavirus at all: press conferences and briefings were not held, official information was not received from the Ministry of Health and other organizations in the form of press releases, and there was no initiative from journalists' side. On average, the periodical publishes almost two articles per day (1.84). Details are given in Figure 1.

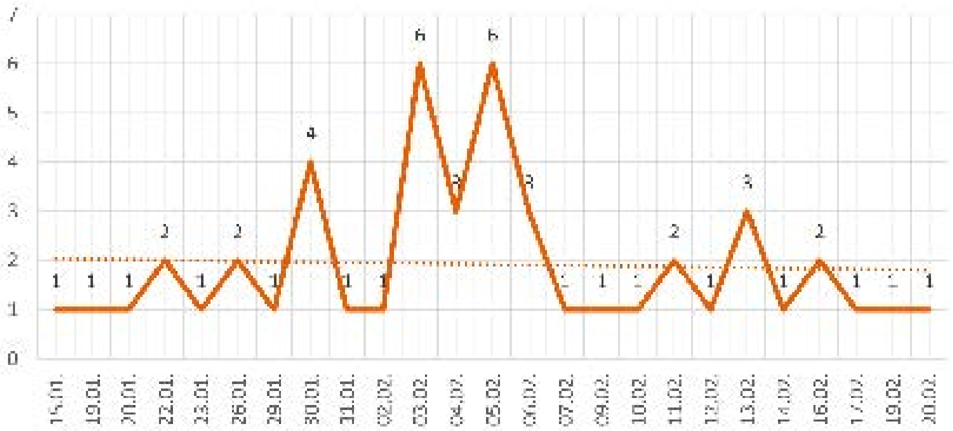


Figure 1 – The number of published materials on coronavirus per day in the newspaper «Kazakhstan Truth»

Further, based on the number of views of each published material, a peculiar rating of the popularity of articles was compiled.

Therefore, according to the received data, the highest rated material was published on February 11, 2020. An article entitled «*Riots in the Kordai region and coronavirus: Elbasy held a meeting of the Security Council of the Republic of Kazakhstan*» received 4,296 views on the mass media's official website.

Meanwhile, for comparison, the most unpopular material among Internet users is the article «*Isolated and Hospitalized*» – just 70 views. It was published on February 6, 2020. On the same day, an article was published, which ranks second in the rating – 4,077 views – «*The doctor who first warned of coronavirus died in Wuhan*». This fact indicates that the publication date does not affect the popularity of the material.

Also, the number of articles per day, according to the graph, does not affect popularity. The second place in the number of views was taken by the material, which was published third on the day of February 6, 2020. Details are presented in Figure 2.

Figure 2 – Number of views (popularity) of articles on coronavirus on the official website of the newspaper «Kazakhstan Truth»

2. Qualitative indicators

Further, during the period under consideration, twenty six copyright materials and twenty two materials were recorded without an indication of the author. Information portals prevail as sources of information, in particular, the newspaper borrowed and adapted to its format and style thirteen materials from «Ria.ru». Among the sources of information are: «BBC.com», «China Daily», «My city», the official website of the Ministry of Health of the Republic of Kazakhstan and even posts on social media. Details about authorship of published materials are presented in Figure 3.

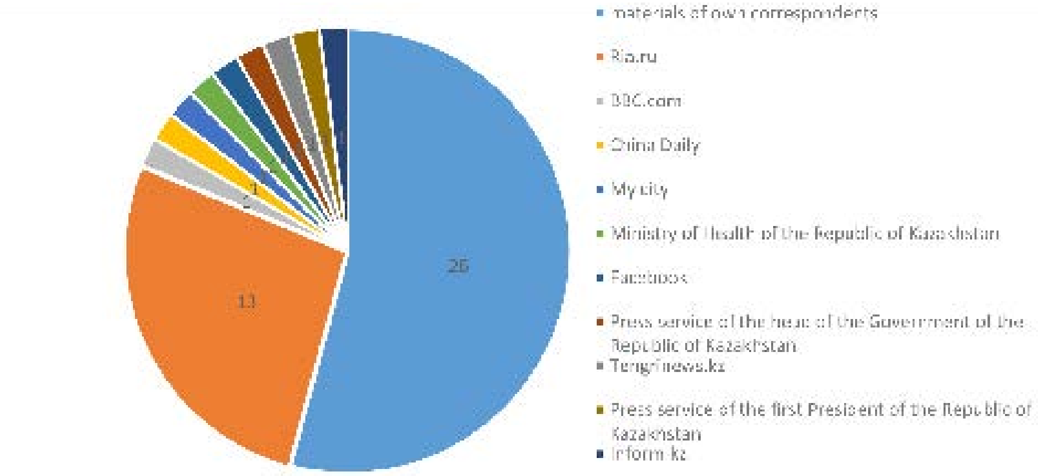


Figure 3 – Authorship of materials on coronavirus in the newspaper «Kazakhstan Truth»

Further, among the materials where the surname and name of the journalist are indicated, a statistics was also carried out for specific authors.

As follows from the collected data, two journalists: Zhanat Tukpiev and Aidan Demesinov wrote seven articles each; Ekaterina Eliseeva – four, the rest are the authors of one material. Note that if a journalist constantly writes on the same subject, he becomes an expert in the field. But, given the fact that among the materials prevailing informational notes, reports from press conferences, and there are no author's interviews, journalistic investigations and other journalistic genres, it's impossible to talk about the presence of an expert journalist in the editorial office. Detailed analysis of copyright materials showed the following results. See Figure 4.

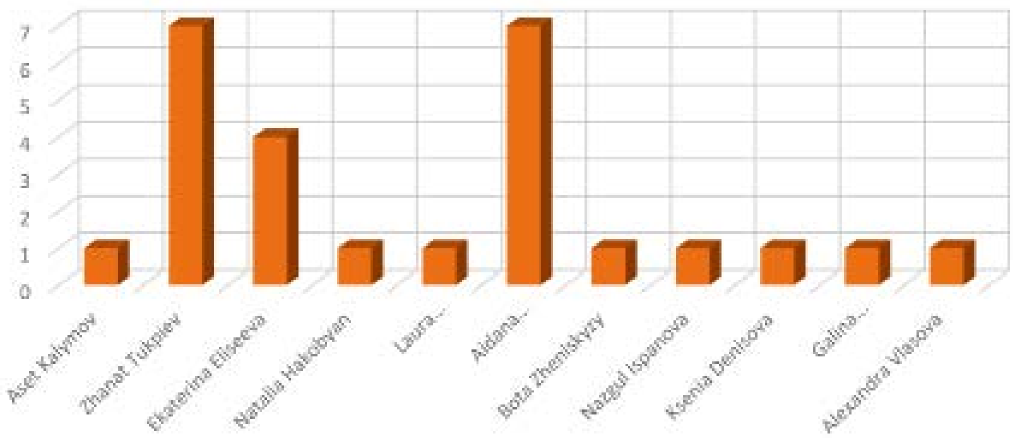
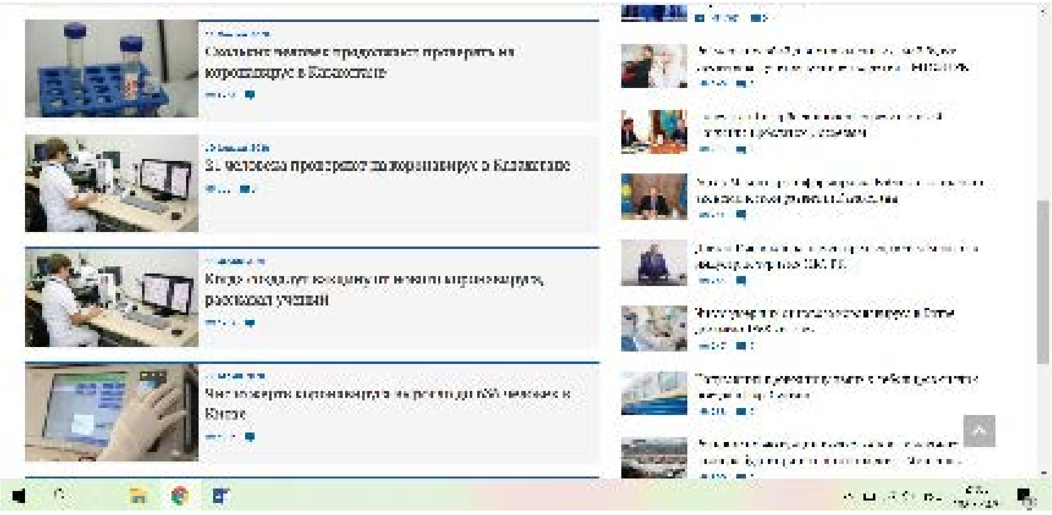


Figure 4 – The number of copyright materials of specific journalists

Let's look at the data concerning the illustrative accompaniment of articles in the newspaper. According to the collected information, illustrative photographs prevail in The «Kazakhstan Truth», here we should explain that illustrative photographs are not directly related to the event or news, they simply reflect the general idea of medicine or of this or that medical equipment. These can be standard situations in a hospital; they depict medical workers, medical rooms, patients from the back, graphic elements related to medicine, etc. Often compiling materials into issues, the editors do not even notice that in a few days only so-called illustrative photos were published. Sometimes even the same illustration is used in different materials. For example, as it shown in Screenshot 1.



Screenshot 1 – Articles with the illustrative accompaniment on the coronavirus from the website of the newspaper «Kazakhstan Truth»

During the period under review, the media published twelve articles with illustrative photographs. Five articles without a photo. Four articles with photographs where the authorship of the images was not indicated. Only two copyrighted photographs were published in the newspaper, and both of them were taken at a press briefing. The vast majority of photographic materials the newspaper borrows from Internet portals and photo-bases. According to international practice, articles with images get 94% more total views (Bullas, 2020). This, perhaps, explains the desire of the editorial board to publish articles with photographs, even though borrowing photos negatively affects the media image. Detailed data on photographic materials are presented in Figure 5.

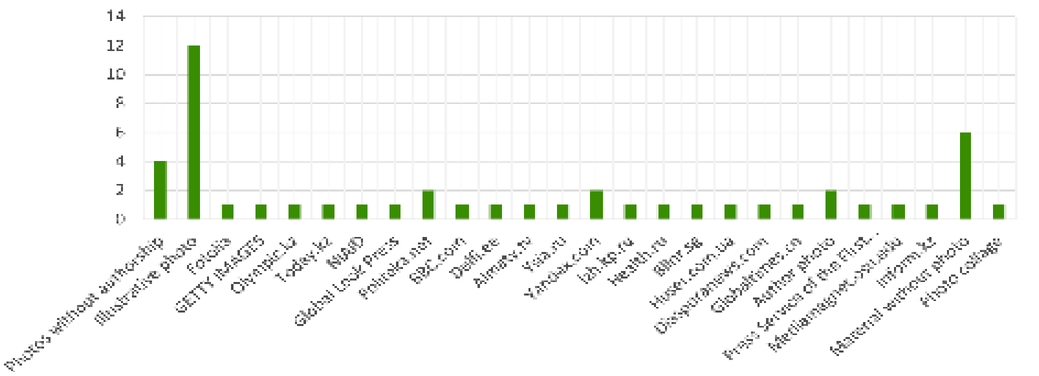


Figure 5 – Number of photographic materials for articles on coronavirus in the newspaper «Kazakhstan Truth» by categories

The next factor by which we can consider the quality of articles is the involvement of experts, the insertion of citations into the text, direct speech; attracting experts to comment on the situation, «the presence in the materials of specialists whose opinion can be trusted».

As follows from the data, most of the journalists in their articles refer to officials of the Republic of Kazakhstan – 23%. This is explained by the fact that the most part of the author's materials were written on the basis of press conferences at which public servants report to the population.

Yelzhan Birtanov, Minister of Health of the Republic of Kazakhstan, takes the second place in citation (17%). He was singled out from the «officials» category as a separate one, since he is directly responsible for the situation with the coronavirus. If we combine the obtained numerical data, we get 40%. 40% of all speakers are representatives of the state apparatus. This fact indicates that journalists are not taking the initiative and are not looking for independent experts.

Third place – experts from the field of medicine – these are doctors and professors. However, it is worth noting that these are specialists who were contacted by other media, and not directly by the workers of The «Kazakhstan Truth». They just reprinted quotes from other media.

Note that in 14% of all materials there are no speakers at all; and in 6% the position is indicated but there is no name or surname, which is an indicator of unprofessionalism from the journalist's side and inattention from the issuing editor's side.

It is necessary to focus on the fact that Xi Jinping, President of the PRC, scored a large percentage of citation (14% of the materials) only because one of his phrase: «The epidemiological situation in the country is serious and complex». It was reprinted word for word by the newspaper without any changes and additions nine times in nine different materials from different authors.

In particular, in the articles: «*Why we are not doing rapid tests for coronavirus at the airports of Kazakhstan, explain Birtanov*»; «*The coronavirus is excluded from the Kazakhstanis who arrived from China – Ministry of Health*»; «*Stop sending fakes to each other – the Ministry of Health reports about coronavirus*»; «*Almost 200 fakes about coronavirus were recorded by international organizations – the Ministry of Health of the Republic of Kazakhstan*»; «*In Wuhan, the doctor who first warned of coronavirus died*»; «*More than 200 people arrived on a special flight from Beijing to Almaty*»; «*When Kazakhstani students evacuated from Wuhan will be discharged*»; «*Kazakhstan is ready to develop a vaccine against coronavirus – the head of the Ministry of Health*»; «*Two passengers of the Diamond Princess liner have died from a coronavirus*».

This fact, which regular readers of the newspaper could not fail to notice, is not in favor of the editors. This is an indicator that there is limited information and it is simply copied, wandering from article to article.

Based on the above headings, we can conclude – no creative undertakings. Yes, this may be connected with the topic itself, it is too serious and does not carry a creative beginning, but even this fact does not justify the presentation of information according to a template, which does not facilitate the perception of facts. The article titles themselves are a prime example of using one template. In addition, the iteration of the same information from day to day, signals the inability of the media to find the data, which is needed to the audience. Details are presented in Figure 6.

As for the analysis of keywords in each article – the editorial office seeks to maintain neutrality – the bulk of the words are neutral. Everything is to be expected – state media in Kazakhstan rarely publish assessment

Figure 6 – Cooperation with experts, speakers

materials; there is no personal opinion of journalists in the materials. There is no material that would have a racist, offensive (in relation to the country or infected people) character, which is a positive feature for the county, apart from other countries. A new global health crisis that have included misleading reports and even racist tones, the international media has struggled to make sense of the new strain of coronavirus, being both lauded and criticized by media experts. Analysts say coverage has been carried in areas not yet exposed to the virus and has included some racial stereotyping, while not enough attention has been focused on real stories shared by patients (Radu, 2020).

Conclusion

After monitoring and analysis of publications of the main official print mass media of the Republic of Kazakhstan, based on the obtained data, the following main conclusions can be drawn:

1. On average, the periodical publishes almost two articles about coronavirus per day.
2. The publication date and the number of articles per day does not affect the popularity of the concrete material.
3. Information portals prevail as sources of information.
4. It's impossible to talk about the presence of an expert journalist in the editorial office.
5. Among the materials prevailing informational notes, reports from press conferences, and there are no author's interviews, journalistic investigations and other journalistic genres.
6. Illustrative photographs prevail in The «Kazakhstan Truth».
7. The vast majority of photographic materials the newspaper borrows from Internet portals and photo-bases.
8. Most of the journalists in their articles refer to officials of the Republic of Kazakhstan.
9. Journalists are not taking the initiative and are not looking for independent experts.
10. There is the limit information and it is simply copied, wandering from article to article. Iteration of the same information from day to day, signals the inability of the media to find the data, which is needed to the audience.
11. The editorial office seeks to maintain neutrality – the bulk of the keywords about the situation with coronavirus are neutral. There is no material that would have a racist, offensive (in relation to the country or infected people) character.

All findings can be divided into positive and negative. To overcome the negative aspects associated with the lack of official information on the coronavirus, the editorial board could well use the services of translators. There is no shortage or lack of information in English. Even the Coronavirus Information Center (elsevier.com) has been opened. The publication of quickly translated materials could significantly increase the rating of the publication. Alternatively, one might consider creating a rubric in which doctors could write.

As for the complete absence of copyright photographs, as an alternative solution to this problem could be infographics, a format that is now gaining great popularity among the audience due to its simplicity and illustrative presentation of the data.

Research data of the study can be used in the future when conducting similar studies in related fields.

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TRANSPORTATION CORRIDORS «CHINA-EUROPE EXPRESS» IN THE CONDITIONS OF DEVELOPMENT OF INTERNATIONAL ECONOMIC RELATIONS

In the article the author examines the current state, including the problems of the development of international transport corridors running from China to the countries of the European region. The proposal and development of the Belt and Road Cooperation Initiative by the Sino-European Railway Express has played a pivotal role in promoting trade of China and Europe and the countries along the route. The author shows the features of the development of economic relations after the new coronavirus epidemic in 2020.

To stimulate the rapid economic recovery of the countries along the route, the PRC came up with a new concept of dual domestic and international cycles, and the China-Europe Express became an important transport link connecting China, Central Asia, Central and North Asia and Europe. The author of the article notes that the initiative from the Chinese side has become an important engine of global economic growth, taking advantage of the «One Belt – One Road» policy.

However, excessive operating costs, asymmetric market information, underdeveloped infrastructure along the route, and heavy reliance on government subsidies limit the sustainable development of China-Europe railway transit routes. In the context of international economic relations, this article analyzes the many challenges facing China-Europe Railway Express, and the author proposes appropriate solutions and proposals to prove the prospects for the development of the above-named project.

Key words: International trade; China-Europe Express; world economy; dual circulation strategy; Chang'an train; One Belt – One Road project; countermeasures; infrastructure, government subsidies.

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Халықаралық экономикалық қатынастарды дамыту жағдайындағы «China-Europe express» көлік дәліздері

Мақалада автор Қытайдан Европалық аймақ елдеріне дейінгі халықаралық көлік дәліздерін дамыту мәселелерін қоса қазіргі жағдайды қарастырады. Қытай-Еуропа теміржол экспрессінің «Бір белдеу – бір жол» ынтымақтастық бастамасын ұсыну және дамыту Қытай мен Еуропа мен маршрут бойында орналасқан елдер арасындағы сауданы дамытуда шешуші рөл атқарды. Автор 2020 жылы жаңа короновирустық індеттен кейінгі экономикалық қатынастардың даму ерекшеліктерін көрсетті.

Маршрут бойында орналасқан елдердің экономикасын тез қалпына келтіруді ынталандыру үшін ҚХР Қос ішкі және халықаралық циклдердің жаңа тұжырымдамасын ұсынды, ал Қытай-Еуропа экспрессі Қытай, Орталық Азия, Орталық және Солтүстік Азия мен Еуропаны байланыстыратын маңызды көлік байланысына айналды. Мақала авторы Қытай тарапынан бастама жаһандық экономикалық өсудің маңызды қозғалтқышына айналғанын, «Бір белдеу – бір жол» саясатының артықшылығын пайдаланатынын атап өтті.

Алайда шамадан тыс пайдалану шығыстары, нарықтық ақпараттың асимметриясы, маршрут бойындағы инфрақұрылым объектілерінің артта қалуы және мемлекеттік субсидияларға қатты тәуелділік Қытай-Еуропа темір жол транзиттік жолдарының тұрақты дамуын шектейді. Халықаралық экономикалық қатынастар контексінде бұл мақалада China-Europe Railway Express кездесетін көптеген мәселелер талданады; автор жоғарыда аталған жобаның даму перспективаларын дәлелдеу үшін тиісті шешімдер мен ұсыныстарды ұсынады.

Түйін сөздер: халықаралық сауда, Қытай-Еуропалық экспресс, әлемдік экономика, Қос айналым стратегиясы, Чанъань пойызы, «Бір белдеу – бір жол» жобасы, қарсы шаралар, инфрақұрылым объектілері, мемлекеттік субсидиялар.

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Транспортные коридоры «China-Europe express» в условиях развития международных экономических отношений

В статье автором рассматривается современное состояние, включая проблемы развития международных транспортных коридоров, пролегающих от Китая до стран европейского региона. Предложение и развитие инициативы сотрудничества «Один пояс, один путь» со стороны Китайско-европейского железнодорожного экспресса сыграли решающую роль в содействии развитию торговли между Китаем и Европой и странами, расположенными вдоль маршрута. Автором показаны особенности развития экономических отношений после новой коронавирусной эпидемии в 2020 году.

Чтобы стимулировать быстрое восстановление экономики стран, расположенных вдоль маршрута, КНР выступила с новой концепцией двойных внутренних и международных циклов, а экспресс Китай-Европа стал важным транспортным звеном, соединяющим Китай, Центральную Азию, Центральную и Северную Азию и Европу. Автор статьи отмечает, что инициатива с китайской стороны стала важным двигателем глобального экономического роста, использует преимущества политики «Один пояс – один путь».

Однако чрезмерные эксплуатационные расходы, асимметричность рыночной информации, отсталость объектов инфраструктуры вдоль маршрута и сильная зависимость от государственных субсидий ограничивают устойчивое развитие железнодорожных транзитных путей Китай-Европа. В контексте международных экономических отношений в данной статье анализируется множество проблем, с которыми сталкивается China-Europe Railway Express; автором предлагаются соответствующие решения и предложения для доказательности перспектив развития вышеназванного проекта.

Ключевые слова: международная торговля, Китайско-европейский экспресс, мировая экономика, стратегия двойной циркуляции, Чанъань поезд, проект «Один пояс – один путь», контрмеры, объекты инфраструктуры, государственные субсидии.

Introduction

According to the latest data, in 2020 China-Europe freight trains will serve more than 10,000 trains, reaching 10,180 trains, again set a record with 927,000 TEU containers, 54% more than last year. The «One Belt, One Way» project, China-Europe trains will go to Europe, to 21 countries and will cover 92 cities.

Since the outbreak of the epidemic of 2020, the Railways Department has established a mechanism for regular consultations with railway enterprises in Russia, Kazakhstan, and other countries to reduce transportation times and improve transportation efficiency; development of the Kaliningrad-Baltic-Germany-Sassnitz route, etc. New routes of operations, as well as the entry into the market of new economic countries such as Lithuania, Serbia, and Ukraine, have added a new impetus to the development of the China-Europe express.

COVID-19 has played a role in accelerating economic recovery and has significantly reduced international trade and investment. Against this background, he stimulated the recovery of the world economy and contributed to the qualitative development of the international economy. However, with the development of the China-Europe rail express, many problems have arisen, such as asymmetric market information, underdevelopment of infrastructure along the route, and heavy reliance on government subsidies.

In view of the sustainable development of the China-Europe Express, this article analyzes the current challenges faced by the China-Europe Express. From the point of view of the world, economy and solutions are proposed to provide real proposals aimed at the future development of the China-Europe express.

Literature review

The author Sun Chang Yue is mentioned in the 01. 2021 issue of the Journal of the Modern Enterprise. The study states the following factors: currently, the PRC has signed 203 documents on cooperation in the joint construction of the Belt and Road with 138 countries and 31 international organizations. In addition, more than 2000 projects have been created. Currently, in the last 10 months alone, Chinese companies have invested 98.34 billion yuan in direct non-financial investments in 57 countries along the Belt and Road, up 24.8% from the previous period. At a critical moment in the global fight against coronavirus, the rushing China-Europe express trains have become a «guiding thread» and a «link of fate» for countries and regions on the path to a joint fight against the epidemic (Sun Chang Yue, 2021).

Another Chinese expert, Li Ni, noted that as of January 18, 2021, the number of China-Europe Express «Chang'an» trains in 2020 reached 3720. The «Chang'an» train can run 2 times a day in the European direction, which further reduces the cost of train logistics, and thus improved overall service efficiency (Li Kuimei, Li Ni, 2019).

Yang Yuxia (School of International Business and Economics, University of International Business and Economics) also conducted an in-depth study of the state of development, challenges, and countermeasures of the China-Europe Rail Express. The solution to the problems and the proposed measures will strengthen the work to ensure the safety of the China-Europe rail express, train professional talents and improve the infrastructure at the ports of exit (Yang Yuxia, 2021). This article also refers to the official website of the Chinese Railways Administration and the China-Europe High-Speed Train Construction and Development Plan (2016-2020).

Other foreign intergovernmental documents developed by individual states should also be noted. These include «The quality of China-Europe Express trains continues to improve»; National Railway Administration of the People's Republic of China, 2.07.2021; National Railway Administration of the People's Republic of China, 2.07.2021; China-Europe Express trains will launch more than ten thousand trains this year; «China Government Net News, 11.11.2020»; «Pan Lily. Thoughts on training personnel in China-Europe Express trains against the background of high-quality work»; «Investigation of the problems and measures to counter the China-Europe Express [J]. National circulation economics»; «Agreement between the Government of the Republic of Kazakhstan and the Government of the PRC on the joint deployment of cooperation in the energy sector»; «Asia-Pacific region in the context of globalization»; «Analysis of the Economy. Country, Market, Company «and other works (Sun Chang Yue. More than 200 projects under the» One Belt, One Road «initiative, 2021; Izhu Liu.» One Belt, One Road «project 2.0, 2019; Yang Yuxia, State Research Development, Challenges and Countermeasures of the China-Europe Express Train in the Current International Environment, 2021; Li Kuimei, Li Ni. Study on the Challenges and Countermeasures of the China-Europe Express, 2019 and others).

Interesting research by Kazakh authors, including: A.M. Asanova, B.K. Nurgaliev, and other expert scholars (A.M. Asanova, Establishment and development of Kyrgyz Chinese relations, 1991 – 2000; B.K. Nurgaliev, 2020 and others)

As part of the development of economic relations between Europe and China, the author of this article analyzes the problems faced by China-Europe Railway Express and proposes appropriate solutions and prospects for the development of an international project.

Research methodology

The authors of this scientific article used planning documents of official state bodies and non-governmental organizations, economic and statistical data, monographs and studies of expert scientists, scientific publications, and data from Internet sources.

The research methods are based on systematic methods and systems analysis, scientific theories of an economic and legal nature, information materials, including the work of domestic and foreign scientists, as well as legal documentation.

This article uses research tools related to general scientific methods and special methods, such as comparative analysis, economic and statistical methods, literature analysis, and chronological order.

Discussion and results

China-Europe expresses train channel situation, China Europe express train is currently divided into three parts.

· West passage. One of the ports of Alashankou (Khorgos) in Xinjiang. It relates to the Russian-Siberian railway through Kazakhstan, as well as through Belarus, Poland, Germany, and other European countries. The second is to leave the port of Khorgos (Alas Hankou), pass through Kazakhstan, Turkmenistan, Iran, Turkey, and other countries and reach European countries; or go through Kazakhstan, cross the Caspian Sea, enter Azerbaijan, Georgia, Bulgaria, and other countries, and reach European countries. The third is from Turgat (Ilkashtan), which relates to the planned China-Kyrgyzstan-Uzbekistan railway, leading to Kyrgyzstan, Uzbekistan, Turkmenistan, Iran, Turkey, and other countries, as well as to European countries.

· Middle channel. Departure from the port of Erlianhot in Inner Mongolia, connection with the Russian-Siberian railway through Mongolia and exit to European countries.

· East passage. Departure from the port of Manchuria (Suifenhe, Heilongjiang) in Inner Mongolia, connection with the Russian-Siberian railway and arrival in European countries. The China-Europe Express Line connects not only Europe and the countries along the route, but also East Asia, Southeast Asia, and other regions; it is not only a railway canal, but also a multimodal transport corridor.

1. The status quo of China-Europe Express trains: from striving for quantitative growth to qualitative development.

China-Europe Express trains have grown from take-off to a rush, and then passed into a stage of quality development. The stage of rapid growth of scale and quantity is not over yet. However, financial subsidies, which are an important support for the sharp increase in the number of China-Europe express trains, are gradually being reduced, and China-Europe express trains are gradually entering an era of market economy, large-scale and high-quality development.

(1) Rapid growth of the number and scale of freight trains.

China-Europe the number of China-Europe freight trains and the number of standard containers shipped continued to grow rapidly. In March 2011, since Yuxin Europe opened in Chongqing, China-Europe freight trains have developed rapidly, with a significant increase in the number of open lines, a rapid expansion of radiation and an increase in the variety of transport goods. The number of open lines increased from 17 in 2011 to 8,225 in 2019, and the total number of open lines reached 21,162 (see Figure 1):

The number of sea containers increased from 0.14 million TEU in 2011 to 725 thousand TEU in 2019. Cumulative traffic totaled 1.796 million TEU,

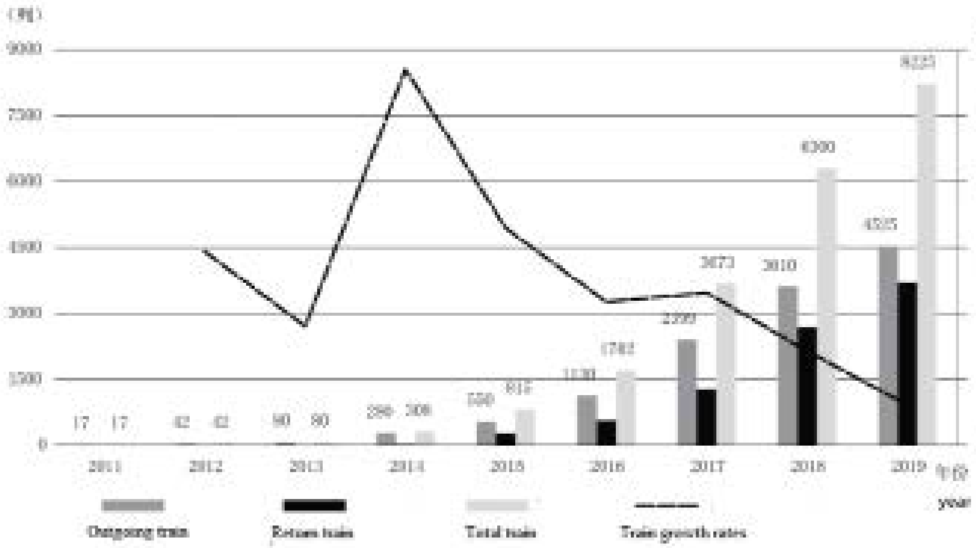

Figure 1 – The number and growth rates of China-Europe transports in the period from 2011 to 2019

a breakthrough in China-Europe Express trains traffic. The coverage and range from China-Europe Express trains are expanding rapidly. Overseas destinations have gradually expanded on Central and Western Europe to Eastern Europe, Southern Europe, and Asia. China-Europe Express's international reputation, brand influence and role in promoting trade have grown steadily.

(2) The quality of China-Europe freight trains has improved significantly.

Although the number of China-Europe expresses trains is growing rapidly, the quality of trains has also improved significantly (see Figure 2):

In 2019, several development indicators were significantly improved, such as the balanced rate of return flights, the full rate of heavy containers, the

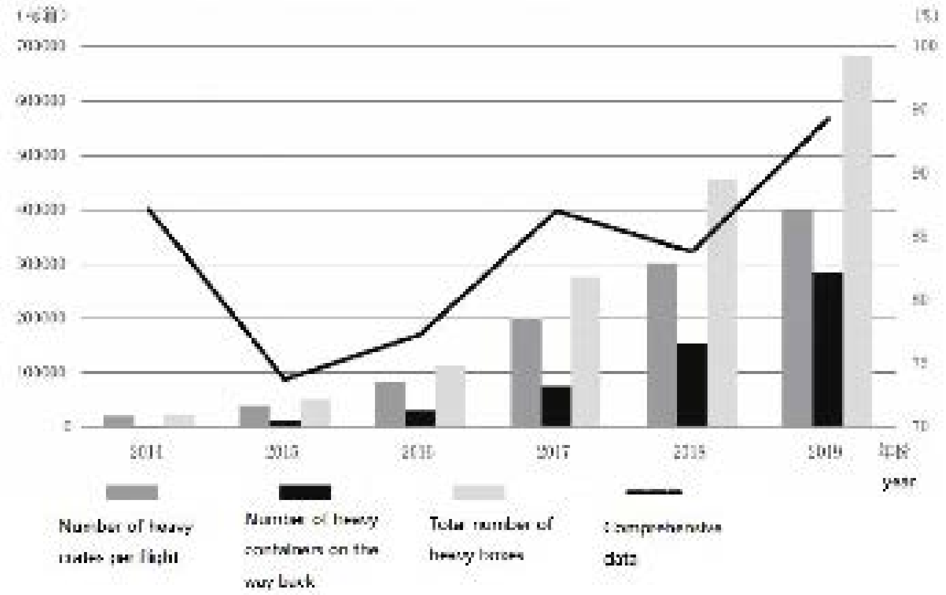

Figure 2 – The number of heavy containers and the rate of heavy containers of China-Europe trains in the period from 2014 to 2019

cost of cargo, the load intensity, and the planned speed of China-Europe trains. Among them there are 4,525 departing trains, which is 25.35% more compared to the same period last year, and 3,700 return trains, which is 37.55% more than a year earlier. The number of return trains reached 81.77% of the number of departing trains, which is 9.8 percentage points more than in 2018. China-Europe trains return traffic is more balanced; outbound heavy containers are 399,000 TEU on an annualized basis. increased by 32.4%, the share of outgoing heavy containers reached 99.2%, which is 5 percentage points more than in 2018; return heavy containers amounted to 284,000 TEU, up 84.6% year-on-year, while the share of return heavy containers was 87.9%, up 18% over 2018 percentage points; the total volume of heavy containers increased by 50% year on year, and the total heavy container ratio reached 94.2%, which is 10 percentage points more than in 2018 China-Europe train improved qualitatively .

(3) The role of the market in the development of the China-Europe rail express has become more evident.

Many local governments are promoting and supporting the opening and operation of the China-Europe Express. Governments at all levels to play a prominent role in the construction and operation of the China-Europe Express. Compared to sea transportation, the China-Europe express train has reduced the travel time by about 2/3, but the cost of transportation by the China-Europe express train is still high at this stage. Thus, to increase the attractiveness and competitiveness of the China-Europe Express as sources of supply and to facilitate the normalized and large-scale operation of the China-Europe Express, some local governments has adopted various forms of subsidies such as budget budgets, land internalization, foreign trade incentives and subsidies. state enterprises.

Of course, to promote the formation of a new model for the full opening and normal operation of China-Europe Express at the initial stage of market development, to enhance the influence of China-Europe Express, appropriate tariff subsidies for new products of China-Europe Express should also be provided. It is also necessary to provide appropriate tariff subsidies for new products of China-Europe Express. This is also an important supportfor a sharp increase in the number of express China-Europe. However, in recent years, some cities where local industry, local finance, location, and other basic conditions are insufficient or relatively tight to keep the China-Europe Express running have continued to increase subsidies for the China-Europe Express, leading to competition for supply between cities.

Intense price wars continue between railway companies and the structure of supply and demand in the market is distorted, which also makes it difficult to take advantage of the overall scale of China-Europe trains. For this reason, once subsidies are phased out or even substantially reduced, some China-Europe express trains will find it difficult to continue to operate steadily. The relevant national departments have drawn attention to the distorting effect of subsidies on transport prices, which has led to the problem of misallocation of resources.

In response to the fact that China-Europe express trains rely heavily on «subsidies», they formulated a waiver of the subsidy policy. In 2018, the Ministry of Finance formulated a subsidy waiver policy, requiring local governments to lower the subsidy standard for China-Europe Express trains: based on the full freight rate, the subsidy will not exceed 50% of freight in 2018, the subsidy will not exceed 40% in 2019, and the subsidy will not exceed 40% in 2020. More than 30%, and as directed by the Treasury Department, the upper freight limit is U.S. $ 0.8 per box (40ft container) kilometer. With the gradual introduction to subsidy reduction policies, China-Europe Express entered the «post-subsidy era» of high-quality development, and the role of the market in the development of China-Europe Express has become more prominent.

2. Existing problems of the Sino-European railway express

(1) Inconsistency of national road traffics standards of the route.

The China-Europe Express train has three main roads passing through Russia, Central Asia, Central and Eastern Europe and other countries. These countries have insufficiently adapted railway equipment for China and lack information management. In addition, these countries have incompatible railway standards, such as different track spacings and the gauge of Chinese railways. It is 1435 mms, and the railways of Kazakhstan and Russia – 1520 mm, which requires the replacement of cars at least twice along the route of the China-Europe express. This has caused problems such as an increased burden on customs border guards and a reduction in China-Europe express transport. Efficiency increases the risk of loss and damage to the goods.

(2) Transportation costs remain high and dependence on government subsidies is also high.

Currently, the China-Europe Express costs about U.S. $ 7,500 per trip, while the combined sea freight costs only half of the China-Europe Express,which is approximately equal to about 4,000 US dollars. Excluding government subsidies, shipping costs of combined China-Europe Express and ocean freight exceed the $ 3,500-4,000 gap. Although rail transport is superior to maritime transport in terms of travel distance, transport time and transport safety, it is still at a disadvantage in terms of cost savings and economic benefits.

To reduce the cost of businesses and attract more resources, the government provides three types of train subsidies: the first is to subsidize the transport of containers. The cost of each container ranges from 2,000 to 4,000 RMB, and the maximum subsidy can be up to 6,000 RMB. The second type is subsidies to enterprises, the price is 1 million yuan per trip. The third type is a direct comparison of the cost of rail transportation with the price of sea freight. Taking this ocean freight price as an example, the subsidy is provided for the cost of land transportation more than the cost of sea transportation, and part from the subsidy can be up to 60% of the cost of land transportation. All three of the above methods require government involvement and spend a lot of public funds.

(3) Lack of professional talent.

China Railway International Multimodal Transport Company (CRIMT) is a subsidiary of China Railway Container Transport Co, Ltd. (CRCTC) since its inception. The company has mainly dealt with international rail transport in the country found in 1996. A 100% company was previously involved in rail transport in China. Now, as a unified operating platform, China-Europe Express is facing new challenges and new situations. Lack of an excellent team that understands international logistics know-ledge, understands foreign languages and has a global perspective. The development of high-quality China-Europe freight trains is currently a challenge that China Railway Multilink Corporation continues to address. As Belt and Road becomes wider and wider, the pressure on international intermodal transport is increasing. Now we urgently need to resolve the issues of coordination of overseas railway ports and overseas container management of the Chinese Railways. To speed up container traffic, improve operational efficiency, etc., professional talents for an international vision, marketing experience, familiarity with rail organization, safety management and financial knowledge are required.

3. Problem solutions and recommendations:

(1) Improving port infrastructure and promoting economic development of countries along the route.

First, the Chinese government is allocating funds to expand handling equipment at ports of exit and to expand logistics and storage facilities. Second, China sincerely invites countries along the China-Europe railway express to participate in the construction of the China-Europe railway express. China and countries along the Sino-European Railway Express line are jointly involved in the construction and maintenance of infrastructure along the route, using a variety of financing methods. China should encourage Chinese companies to establish production bases, logistics warehouses and shopping centers in the adjacent areas of China-Europe overseas routes to promote the economic development of neighboring countries. The economic development of neighboring countries can further guarantee and contribute to the development of China-Europe Express.

(2) *Unify the performance characteristics of China-Europe trains.*

Relevant national departments unify and standardize China-Europe Express business operations, enact relevant laws and regulations, and use the expanded Internet to create a one-stop-shop management platform for China-Europe Express, for improve data transfer speeds, and effectively implement paperless trading China must reach an agreement on the import and export of goods with the countries through which the China-Europe train passes. In the China-Europe train, the mutual recognition of information on customs declaration, inspection and customs clearance is indeed realized. This could reduce import and export declaration procedures and the number of transfers of customs clearance, as well as increase the speed of China-Europe Express trains.

(3) Development of professional talents for China-Europe train.

First, colleges and universities will open related specialties in line with the demand for talent on China-Europe trains; reform the existing learning model to develop sophisticated talents that adapt to development. Professionals must not only be proficient in foreign language and international trade, but also must be proficient in international laws and regulations, as well as knowledge in business management. In addition to the study of theoretical knowledge, colleges and universities should develop targeted study programs with relevant Sino-European operating companies and regularly organize student travel for internships.

Second, universities can also target the training of interdisciplinary talents for China-Europe trains. Chinese colleges and universities are partnering with national colleges and universities on the European train route to formulate a unified curriculum, half of the which is taught in Chinese universities and the other half abroad.

Third, China-Europe Class organizes regular on-the-job training and certification of employees to motivate employees to work.

Fourth, international recruitment. China-Europe Railway Express publishes talent recruitment information on an international platform, recruiting international professional and sophisticated talents.

Fifth, to create a global operating system for China-Europe trains to unify the working language and operating procedures, China-Europe to harmonize working language and working procedures.

(4) Market Development of China-Europe Express.

The emergence and development of the China-Europe railway express can greatly contribute to the economic development of the interior regions of China and countries along the route. Currently, limited by the actual capacity of China-Europe Express, China-Europe Express should prioritize the transport of goods with high prices and time requirements. In the future, the relevant government departments may develop and launch trains of higher capacity. At the same time, the relevant government departments can develop new energy trains. In this way, oil resources can be saved, the environment is protected, and the capacity of the China-Europe Express train can be increased. The China-Europe Rail Express is a new project. In the early stages of the development of China-Europe Express trains, governments of all levels can provide appropriate subsidies to increase market share and improve the competitiveness of China-Europe Express trains in the international market.

However, the relevant government departments should clarify the position and role of the Sino-European Railway Express in the national economy. China-Europe Express must rely on high-quality and fast international transport to gradually realize market-oriented independent development. At a later stage, prices for the China-Europe train should be determined based on the actual volume of goods transported and the number of trains. The price of the China-Europe Express trains of the change in the ratio of supply and demand in the international logistics market. The Sino-European Express Railroad, like China's high-speed railroad, after a period of industrial support, can rely on the strength to leave the country, carry out market transactions, and be responsible for its own gains and losses.

Conclusion

The China-Europe Express was opened with 2011 and has been continuously improved on various efforts. The opening of the China-Europe railway expresses not only contributed to the economic development of the central and western regions of China, but also contributed to the economic growth of the countries along the China-Europe railway express.

- *Strengthen consultation and joint construction to ensure seamless connectivity.* First, it is necessary to focus on solving existing canal congestion problems and facilitate the transformation of lines, depots, transfer stations and auxiliary facilities and equipment. The second is to accelerate the information about China-Europe trains and build digital trains. Third, make every effort to create a model for safe international transport, conduct accurate research and judgment, and respond appropriately to major risks that may arise. Fourth, there is a need to deepen international coordination and promote innovation in standard rules, as well as actively promote cooperation with international organizations such as the Organization for Cooperation between Railways, the International Railway Union, the World Customs Organization and the Universal Postal Union. Fifth, further strengthening of pragmatic cooperation at the level of planning of docking and connection projects, as well as the opening of new channels and new routes that extend over a wider area.

- *Improving the quality of service and accurately meeting market demand.* First, focus on customer needs and continue to innovate new logistics organization models and new business formats in response to tiered and differentiated logistics needs. Second, strive to improve the quality of services at all levels and, using various internal and external coordination mechanisms, continue to overcome the constraints related to transportation, customs clearance, warehouse, distribution, settlement, and other links, and actively promote transportation facilitation and customs clearance. The third is the active implementation of technological innovations, optimization of the organization of transportation using the Internet and the capabilities of big data, further improvement in operational efficiency, expansion of research and development of various technologies of transport equipment that adapt to different transport needs and complex transport environments, and constantly improve the safety of transportation.

- *Strengthen ties and integration to boost economic and trade development.* The first are to improve the overall coordination mechanism at the national level and include China-Europe trains in the discussion of the construction of the « belt and track « and the construction of large Eurasian canals and large markets with the respective countries, as well as to promote economic integration, development, and convergence of countries along the route. and sharing the results.

The second, it is needed to strengthen the link between China-Europe Express and international cooperation in the field of production facilities, fully rely on the construction of industrial cooperation parks and free trade zones along the route, optimize the production chain and supply chain schemes against the help of China-Europe. Express and strengthen political communication and communication in terms of ports, taxation, customs clearance.

The third, it is strengthening international financial cooperation, promoting banks, insurance, and other financial institutions in countries along the route, and combining the characteristics of China-Europe rail transport logistics and commodity transactions to further improve services and innovative products in the delivery of goods and trade. settlements, financial guarantees, and transport insurance. The China-Europe Rail Express will play a more important role in the future and will give new impetus to the development of China and the world economy.

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DIRECTIONS OF DEVELOPMENT OF DIGITAL PROJECTS IN THE HOTEL BUSINESS

Since the digital system is a key condition for a new stage of economic relations, it is clear that an effective model of its management in a changing environment is needed. And this model is based on the principles of project management, including flexible methods. In the digital economy, the flow of information is very large, there is a high need for the use of digital technologies in project management, based on the processing of large amounts of information. Long-term, reliable, and secure storage of large amounts of information is becoming increasingly important.

The role of digital transformation in the development of the hotel business is also very high. Especially in today's pandemic, contactless service is not possible without the development of digital technologies.

This study examines the possibilities of using digital systems in the hotel business and the features of digital project management. While the success of the hospitality industry is directly assessed by the high quality of customer service, the study found that quality service is associated with the development of project services for the introduction of modern digital technologies in business. Although the vast majority of services in various sectors of the digital economy are reflected in the work of researchers, the specifics of digital projects in the hotel business have not been studied. This article provides the first steps to analyze the development of digital projects in the hospitality industry. The following studies are intended to determine the impact of the digital system on the effectiveness of the development of project activities in the virtual environment.

Key words: digital economy, digital project management, e-hotel.

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Қонақ үй бизнесіндегі сандық жобалардың даму бағыттары

Сандық жүйе экономикалық қатынастардың жаңа кезеңінің негізгі шарты болып табылғандықтан өзгермелі ортада оны басқарудың тиімді моделі қажет екендігі анық. Ал, бұл модель жобалық басқару ұстанымдарын негізге алады, соның ішінде икемді әдістемелерді басшылыққа алады. Сандық экономикада ақпараттар ағыны өте үлкен, ақпараттың үлкен көлемін өңдеуге негізделген сандық технологияларды жобалық басқаруда қолдану қажеттілігі өте жоғары. Ақпараттардың үлкен көлемін ұзақ мерзімде, сенімді, қауіпсіз сақтау маңыздылыққа ие болуда.

Қонақ үй бизнесінің дамуында да сандық трансформацияның ролі өте жоғары. Әсіресе, бүгінгі пандемия жағдайында контактісіз қызмет көрсету сандық технологиялардың дамуынсыз мүмкін емес.

Бұл зерттеуде қонақ үй бизнесінде сандық жүйені қолдану мүмкіндіктері мен сандық жобаларды басқару ерекшеліктері қарастырылған. Қонақжайлылық индустриясының табыстылығы тікелей клиентке көрсетілетін қызметтің жоғары сапасымен бағаланатын болса, сапалы қызмет көрсету заманауи сандық технологияларды бизнеске енгізу үшін жобалық қызметтің дамуымен байланысты екендігі зерттеу барысында анықталған. Сандық экономиканың түрлі салаларындағы қызметтердің басым көпшілігі зерттеушілердің еңбектерінде көрініс тапқанымен, қонақ үй бизнесіндегі сандық жобалардың ерекшеліктері зерттелмеген. Осы мақалада авторлармен қонақжайлылық индустриясындағы сандық жобалардың дамуына талдау жасаудың алғашқы қадамдары жасалынған. Келесі зерттеулерде виртуалды ортадағы жобалық қызметтің дамуының тиімділігіне сандық жүйенің ықпалын анықтау көзделген.

Түйін сөздер: сандық экономика, сандық жобаларды басқару, е-қонақ үй.

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Направления развития цифровых проектов в гостиничном бизнесе

Поскольку цифровая система является основным условием нового этапа экономических отношений, то очевидно, что в изменяющейся среде необходима эффективная модель ее управления. Данная модель базируется на принципах проектного управления, в том числе руководствуется гибкими методологиями. В цифровой экономике поток информации очень велик, необходимость использования цифровых технологий в проектном управлении, основанном на обработке больших объемов информации, очень высока. Большое значение приобретает долговременное, надежное, безопасное хранение большого объема информации.

Роль цифровой трансформации также очень высока в развитии гостиничного бизнеса. Особенно в условиях сегодняшней пандемии бесконтактное обслуживание невозможно без развития цифровых технологий.

В данном исследовании рассмотрены возможности применения цифровой системы в гостиничном бизнесе и особенности управления цифровыми проектами. В ходе исследования было установлено, что если успешность индустрии гостеприимства оценивается высоким качеством услуг, предоставляемых непосредственно клиенту, то качественное обслуживание связано с развитием проектной деятельности для внедрения в бизнес современных цифровых технологий. Хотя подавляющее большинство услуг в различных отраслях цифровой экономики нашли отражение в работах исследователей, особенности цифровых проектов в гостиничном бизнесе не изучены. В этой статье авторами сделаны первые шаги по анализу развития цифровых проектов в индустрии гостеприимства. В последующих исследованиях предполагается выявить влияние цифровой системы на эффективность развития проектной деятельности в виртуальной среде.

Ключевые слова: цифровая экономика, управление цифровыми проектами, электронный отель.

Introduction

While the tourism industry is an element of the economic system, the hotel business is an important part of the tourism industry. The development of the hotel business is a key prerequisite for the development of tourism, as it is important to promote hospitality to tourists and provide services following international standards. The issues of effective project management in this area are relevant because a successful project leads to the development of the industry. And the digital economy has a big impact on the success of projects. Today, the importance of virtual updates is special. Many Kazakhstan companies, including the hotel business, are adapting most of their operations to the digital system, and the number of digital projects is growing. Many scientists have identified key issues in the use of virtualization in project management, the most important of which is the creation of an effective results-oriented project team. Projects are always important in shaping the company's corporate strategy. However, the hotel business does not pay much attention to the financing of project activities. To improve project management practices, researchers have developed a complex and universal project management structure and proposed principles and methods of project management. Methods that have been effective for many years are undergoing positive changes due to the development of information technology. The development of information technology has also developed virtual management.

The successful development of hotels is directly related to the introduction of digital services. A system of separation and analysis of guests, a multimedia screen for displaying advertising and information content, Internet sales channels, high-tech devices in the conference hall and conference rooms allow to meet international standards of hospitality, as well as establish regular contact with customers and turn them into regular customers. gives.

Since the digital economy is a new system of economic relations, it is clear that an effective model of its management in a changing environment is needed. And this model is based on the principles of project management. Only project management can give an opportunity to effectively meet the needs of the client.

This study examines the possibilities of using digital systems in the hotel business and the features of digital project management. While the success of the hospitality industry is directly assessed by the high quality of customer service, quality service is associated with the development of project services for the introduction of modern digital technologies in business. The vast majority of services in various sectors of the digital economy are reflected in the work of researchers, but the specifics of digital projects in the hotel business have not been studied.

The purpose of the study is to identify and review the development of digital projects in the hotel business.

Literature review

According to many scientists, the digital age has brought benefits to all areas of management, such as reduced business travel costs, reduced task execution time, greater information flow management, and increased document storage. Besides, several scientists have identified the shortcomings of the digital economy: the reduction of personal relationships, the use of information technology requires in-depth professional knowledge (Bankewitz et al, 2016, Kishnani, 2017).

The main disadvantage of managing digital projects in the virtual space is the inability to establish direct contact with stakeholders, which makes it difficult to allocate resources in the event of a conflict (Blaskovics, 2018).

According to Shaikh (2019), the simplicity of digital services has a positive impact on consumer behavior, i.e. creates a positive experience on the part of consumers.

Many researchers have noted that the project team, including the project manager, is a key factor in the success of virtual project management. (Daim et al, 2012, Blaskovics, 2014).

In Blaskovics' research, he identified how virtualization affects the work of a project team leader, noting that it allows companies to improve project management methods based on its advantages and disadvantages (Blaskovics, 2018).

CI is a finished product release control code that automates the production of SI project products, increases productivity, improves delivery quality, and effectively integrates the codebase (Shivakumar, 2018).

Several scientists have also shown interest in studying the use of digital technologies in the hotel business. The actual interest in the use of digital technology in the hotel business is related to the fact that on their basis it is possible to transfer the digital environment to the usual communication mechanisms that allow the use of traditional quality schemes. (Dzhandzhugazova et al, 2015).

Hua et al (2015) studied the possibilities of using the PMS system in the hotel business, identified the shortcomings of this device, and justified the need for the development of virtual technologies.

Mo Kwon and others noted the advantages of using electronic systems in hotels, noting that these technologies have a significant impact on the development of the hotel brand. (Mo et al, 2013).

The need and possibility of digitalization of the hotel business are reflected in the above research. Effective use of innovative approaches in the field of hospitality will increase the competitiveness and development of the industry in the domestic and foreign markets.

Materials and methods

General research methods were used during the research: methods of generalization, comparison, analysis, synthesis. The materials of the Committee of the Tourism Industry of the Ministry of Culture and Sports of the Republic of Kazakhstan are used in the work.

Results and Discussion

Since digital projects are implemented in the virtual space, it is possible to consider the positive and negative effects of the virtual environment (Table 1).

Table 1 – The impact of the virtual environment on projects

The positive influence of the virtual environment	The negative impact of the virtual environment
Communication speed	Lack of direct communication (face to face)
Effective time management	The occurrence of technical defects
Speed of information and document flow	The difficulty of gaining trust
Creating an effective project team (no territorial restrictions)	Expectations related to team members in other regions due to time differences
	Difficulties in the exchange of knowledge and experience

As can be seen from the table, the impact of the virtual environment on the implementation of projects is both positive and negative. Depending on the specifics of the project, the impact of the digital system on efficiency varies. On the one hand, fully automated service allows you to improve the quality, on the other hand, contrary to the principle of individual attention to each customer, which is a feature of the hospitality industry, digital project products can lead to failure, as mentioned above.

There are different backgrounds for digital project management.

First of all, digital project management consists of 3 main phases:

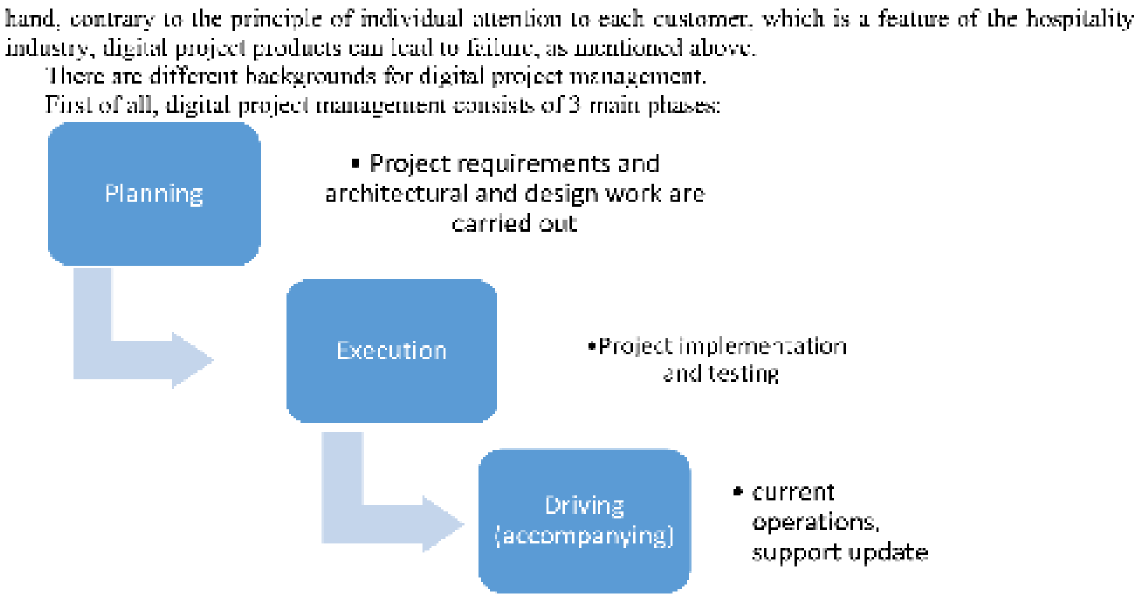

Figure 1 – Phases of digital project management

A management structure is formed to manage projects, i.e. a team is created to implement the project. The management structure allows for accountability and accountability in the implementation of business strategy.

The management model consists of an operational group that oversees day-to-day operations. There will also be management that will analyze the project and manage the table (graphics). The executive team will determine the direction of the project and make forecasts.

Common issues in the implementation of digital projects include the choice of project implementation methods and skills. Because each project is unique, so the right choice of methodology and approach to the implementation of each of them will contribute to the success of the project. Also, best practices in project management - knowledge management, continuous improvement, stakeholder management, quality assurance process, communication process, continuous integration of project indicators, and automation tools should be implemented.

Project risk management consists of risk identification, mitigation, and monitoring. It is important to identify the risks of any project promptly and prevent risks.

Change management consists of evaluating changes, planning changes, implementing, and improving them. Change management is carried out simultaneously at all stages of project management.

Waterfalls, iterative, and flexible models (Agile) are used in the implementation of digital projects. Traditional project management uses project decomposition, i.e. project work is divided into several parts and performed under the sequence of initiation, planning, implementation, assembly, project completion. However, this approach is not effective in managing digital projects because of its low susceptibility to change. Therefore, flexible approaches are used in the management of such projects, i.e. the project is not divided into sequential phases, but is subdivided into subprojects. If the planning stage is fully applied to the project, product development, testing will be carried out on individual subprojects, the necessary changes will be made promptly, avoiding additional costs as they do not apply to other parts of the project. As human knowledge grows, systems become more complex, especially as technological advances are made. Organizations face more and more complex conditions. One's personal decision can affect the whole organization. The goal of any project should be value formation, i.e. the interests of all customers of the project must be balanced. Both traditional and flexible methods of project management, as well as the combined model, are determined by the type, purpose, value of the project, the interests of the participants. Thus, in the traditional methods of project management, the categories of quality, time and cost were important, then the complexity – value – resistance, and according to the flexible methodology, the categories of speed, value, efficiency prevailed.

Thus, with the development of the digital system, a new approach to project management was formed, in 2001, the Agile Manifesto was adopted, i.e. a flexible methodology for project management was developed. The main categories in the new project management paradigm are speed – value – efficiency. In this paradigm, not only the duration of the project but also the speed of presentation of valuable results to the customer for testing is important, first of all, the simplest type of product is offered to the customer. After the introduction of flexible methods of project management, the product began to enter the market faster, the project team became more flexible to change.

Because customer requirements are constantly changing, project managers face big challenges. While everything is changing rapidly, planning is difficult, traditional project management approaches define basic plan requirements, and then apply change management to minimize the impact of change on the project, while Agile flexible project management techniques help address this issue. According to many companies, this method of project management is more effective because it involves the involvement of each employee in achieving the set goal, which means that the actions of each of them are voluntary.

Flexible methodology reduces the negative impact of personal relationships of team members on the project results, strict division of responsibilities between the project team and discipline. In this methodology, the customer and the executor do not make changes together, and even at the initial stage of the project, the customer has the opportunity to make adjustments (Table 2).

Table 2– Characteristics of traditional and flexible approaches to project implementation

Traditional methods of project management	Flexible methods of project management	Criteria for determining the flexibility of the project
Based on the plan	Based on interaction with customers, meeting their requirements	Factor-based
Based on strict regulations	During the project implementation, the content may change, the result will be unknown at the beginning of the project	The strictness of project content
The cost of change is very high, technologically complex	The possibility of change is high and the cost is low	The complexity of change
The project product is sold to the customer only in full	It can be divided into blocks and the product can be sold to the customer in parts	The mechanism of selling the product to the customer
Environmental factors are considered stable	The content of the project will change, taking into account the variability of environmental factors	The impact of environmental factors on the project
Changes in traditional project management are responsive, but corrective or warning.	Changes in flexible project management are monitored through adaptive actions	The nature of the change management process
Traditional project management is top-down control	Flexible project management involves the creation of a self-organized and cross-functional team	Organizational structure and a team of project management
Traditional project management is contract-based	APM is client-oriented	The orientation of project management methods
Stakeholder's opinion is clear, and influence is low	The interests of stakeholders can change, their level of influence is high	Level of influence of stakeholders

Note - Özkan Murat, 2016 Compiled by the authors based on the literature.

As can be seen from Table 2, the flexible approach to project management is fully aligned with the conditions of the virtual environment, the development of digital systems.

Agile is used only in organizations that can work in a rapidly changing environment, and the level of thinking of the project team must be flexible. And the digital space is characterized by a high level of flexibility, a large amount of information flow. Therefore, project management based on the Agile methodology, which is prone to digital transformation, will support the development of the economy in the new conditions and will be in demand in the customer-oriented hospitality industry.

These studies show that the degree of maturity of the project team plays a key role in the management of digital projects. Today, in the context of the pandemic, the hospitality industry, along with other industries, is undertaking digital projects. One of the prerequisites for the effective implementation of digital projects is the presence of a project team that ensures the effectiveness of projects.

And now let's describe the development of project activities in the digital economy in the hotel business in Kazakhstan.

The use of PMS technology in hotels is developing, which allows hotel owners to provide quality services to guests. It has the following features:

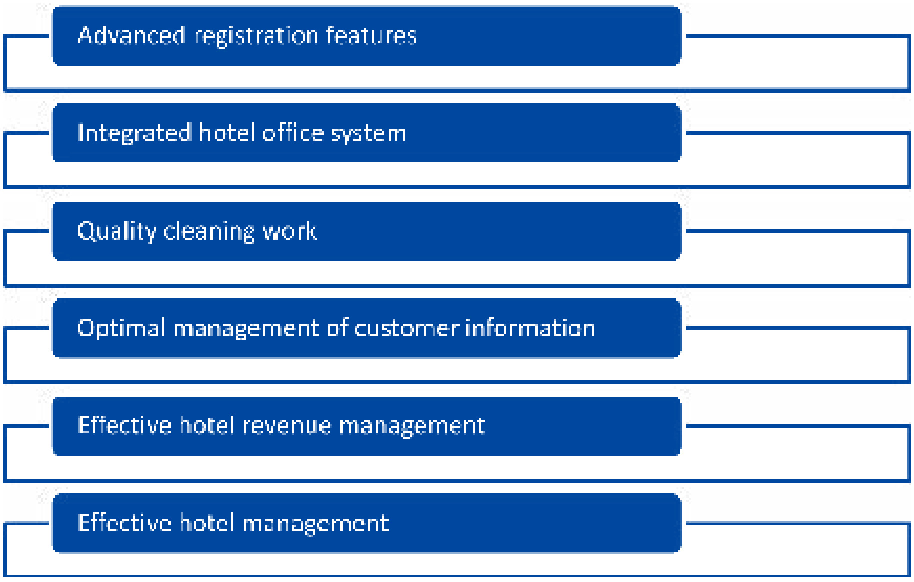

Figure 2 – Features of PMS technology

It also allows you to analyze and analyze the financial performance of the hotel, not only identifies key indicators such as «hotel occupancy during the period», «average room load», but also automates the use of the services of the Global Booking System (GBS).

The development of digital technologies is facilitated by technological and organizational and economic conditions, deployments require special space for PMS devices, the involvement of additional human resources for the timely implementation of appropriate updates for software. Such difficulties have intensified the search for new technological solutions and led to the development of virtual technologies. Special electronic systems used by large companies in the hospitality industry and individual accommodation facilities allow direct communication with customers, which develops the hotel brand and increases loyalty.

The Committee for Tourism Industry of the Ministry of Culture and Sports of the Republic of Kazakhstan is implementing the E-hotel project.

The main goal of the project is to create a system of registration and accounting of guest accommodation, a list of important information about accommodation, analysis of big data on external and internal tourism (Big Data), modeling and forecasting of tourist flows based on Big Data.

This system allows automatically calculates the «bed tax» tourist list, automatically sends notifications to the authorities about the stops of foreign tourists, as well as uses the system as a means of communication with the location.

The introduction of the E-Hotel system will create a favorable environment for tourists, increase the convenience of accommodation for foreign nationals, as well as the collection, processing, and analysis of information on temporary accommodation of foreigners.

The products of this project will be as follows:

– placement list;

– data on external and internal tourism (Big Data);

– Model of tourist flows created by Big Data;

– automatically calculated tourist «bed tax»;

– information automatically provided to the authorities;

– means of communication with locations.

This project is being implemented in Almaty and Nur-Sultan.

In Kazakhstan, the pandemic has accelerated the transition to a digital system in the hotel industry, changing the attitude of customers to technology. The experience of establishing personal communication with guests with the help of technology was formed. For example, the hotel Doubletree by Hilton Almaty has launched a project that allows choosing a contactless menu on your gadget using a QR code. The purpose of this project is to ensure the trust and safety of customers.

Conclusion

In the digital economy, the flow of information is very large, there is a high need for the use of digital technologies in project management, based on the processing of large amounts of information. It is important to store large amounts of information for a long time, reliably and securely. The development of digital technologies will also have a positive impact on the development of the hotel business. Especially in today's pandemic, contactless service is not possible without the development of digital technologies.

One of the digital technologies that will be important in the future is Big Data (Xiang Z. et al, 2017, Pilkington, M., 2016). The LockChain platform is based on digital blockchain technology, which is a sales platform for accommodation, where there are no intermediaries and no commissions. Also, the blockchain system is used on the BeeToken and Beenest platforms to pay for hotel services. ShoCard & SITA digital blockchain platform was used to manage customer identification. Amadeus is actively implementing digital technologies, modern technologies can determine the mood of the customer and classify (differentiate) the answers according to the tone of voice. The adaptation of such innovative technologies to the conditions of development of the domestic hotel business is one of the most urgent measures to increase the competitiveness of the industry and maintain its position in the market in times of crisis.

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