

## On approval of the Rules for the Formation and Maintenance of a Register of National Tourism Brands

### *Unofficial translation*

Order No. 291 of the Minister of Culture and Sports of the Republic of Kazakhstan of September 27, 2021. Registered with the Ministry of Justice of the Republic of Kazakhstan on September 28, 2021 under No 24545

Unofficial translation

Under sub-paragraph 20-25) of Article 11 of the Law of the Republic of Kazakhstan “On Tourist Activities in the Republic of Kazakhstan”, **I HEREBY ORDER:**

1. That the attached Rules for the Formation and Maintenance of a Register of National Tourism Brands shall be approved.

2. That, in the manner prescribed by the legislation of the Republic of Kazakhstan, the Tourism Industry Committee of the Ministry of Culture and Sports of the Republic of Kazakhstan shall:

1) provide the state registration hereof with the Ministry of Justice of the Republic of Kazakhstan;

2) within three working days of the entry into force hereof, place this order on the website of the Ministry of Culture and Sport of the Republic of Kazakhstan;

3) within three working days of the execution of the measures envisaged in this paragraph, submit to the Legal Service Department of the Ministry of Culture and Sport of the Republic of Kazakhstan information on the implementation of the measures.

3. That the Supervising Vice-Minister for Culture and Sport of the Republic of Kazakhstan shall be charged with the supervision of the execution hereof.

4. That this order shall be enforced ten calendar days after the date of its first official publication.

*Minister of Culture and Sports  
of the Republic of Kazakhstan*

*A. Raimkulova*

Approved  
by Order of the Minister of  
Culture and Sports of the  
Republic of Kazakhstan  
No. 291 of September 27, 2021

## Rules for the Formation and Maintenance of a Register of National Tourism Brands

### Chapter 1. General provisions

1. These Rules for the Formation and Maintenance of a Register of National Tourism Brands (hereinafter referred to as the Rules) have been developed under the Law of the Republic of Kazakhstan "On Tourist Activities in the Republic of Kazakhstan" (hereinafter referred to as the Law) and govern the order of formation and maintenance of the Register of National Tourism Brands (hereinafter referred to as the Register).

2. A national tourism brand shall be a tourism brand developed and included in the register by the organisation established by Decree of the Government of the Republic of Kazakhstan No. 428 of July 14, 2017 "On the Establishment of the Kazakh Tourism Joint Stock Company" (hereinafter referred to as the organisation) to promote the country's tourism opportunities in domestic and international tourism markets, as well as to form a recognisable positive tourism image of the country at the international level.

3. Tourism brands shall cover natural, historical and cultural heritage sites, locations and/or territories that are popular with tourists, as well as itineraries that include visits to these sites, unique events, services and activities that attract a large flow of tourists.

## **Chapter 2. Procedure for establishing a register of national tourism brands**

4. Pursuant to sub-paragraph 3) of Article 14-3 of the Law, the Organization shall develop and promote tourism brands in the domestic and international tourism markets for the purpose of creating the register.

5. The tourism brand shall be developed based on an analysis of the tourism potential of the Republic of Kazakhstan and shall consist of the development of a tourism brand concept (hereinafter referred to as the Concept).

6. The concept shall be drawn up by the Organization and shall include a statement of the mission of the tourism brand, the target market, the methods of application of the tourism brand and the expected outcome.

7. The drafted Concept shall be presented to the collegial executive body of the Organisation (hereinafter referred to as the Board).

8. The Board shall examine the submitted Concept within ten working days from the date of submission for compliance with paragraphs 5 and 6 hereof.

9. Following consideration of the Concept, the Board shall decide whether to approve or refuse to approve the Concept.

10. Should the Board of Management approve the Concept, the Organization shall, within six months of approval, work to promote the tourism brand.

If not approved, the Concept shall be finalised and submitted to the Board for reconsideration.

11. Promotion of the tourism brand shall entail activities such as media advertising campaigns, promotion through social media, presentations at domestic and international events in target markets.

12. Upon completion of the tourism brand promotion work, the Organisation shall, within thirty calendar days, undertake market research in order to prepare analytical and evaluation data of the tourism brand promotion work.

13. The findings of the market research shall be presented to the Management Board within ten working days of the completion of the market research.

14. Within ten working days, the Board shall examine the findings of the market research and decide whether to include the tourism brand in the register or to refuse its inclusion in the register.

15. If the Board decides to include a tourism brand in the register, the Organization shall, within ten working days from the date of the decision, enter the tourism brand in the register.

A tourism brand shall be regarded as a national tourism brand from the date of its inclusion in the register.

16. Grounds for refusal of inclusion of a tourism brand in the register shall be unsatisfactory marketing research on the results of promotion of the tourism brand.

17. If a tourism brand is rejected for inclusion in the register, further work to promote the tourism brand shall be discontinued.

### **Chapter 3. Maintenance of the Register of National Tourism Brands**

18. The register shall be maintained by the Organisation in Kazakh, Russian and English in electronic form as per the Annex hereto and shall be posted on the Organisation's website.

19. The register shall contain the following information on the national tourism brand:

1) name;

2) description;

3) location;

4) JPEG or PNG photographs, at least ten in number, at different scales and angles, giving a complete picture of the national tourism brand;

5) marketing research findings.

20. The register shall be maintained by:

1) entering information on the tourism brand;

2) updating the register when information on the national tourism brand changes, as well as removing the national tourism brand from the register.

21. In order to keep the register up to date, the Organization shall monitor national tourism brands every year for changes in the national tourism brand and the loss of the special importance of the national tourism brand for the image of the country at the international level.

22. Exclusion and/or amendment of information on a national tourism brand in the register shall be based on a decision of the Management Board following the results of the monitoring conducted under paragraph 21 hereof.

to the Rules for the Formation  
and Maintenance of a Register of  
National Tourism Brands  
Document form

**Register of national tourism brands**

No. s/o	Name of tourism brand	Description of the tourism brand (brief description, origins)	Location of the tourism brand	Photographs (as per sub-paragraph (4) of paragraph 19 hereof)	Information on the results of the market research	Register number	Other information
1	2	3	4	5	6	7	8