

Role of Tourism in Kazakhstan-India Relations, 1991-2012

*Thesis submitted to Jawaharlal Nehru University for award of the
Degree of Doctor of Philosophy*

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DECLARATION

I declare that the thesis entitled "Role of Tourism in Kazakhstan- India Relations, 1991 - 2012" submitted by me for the award of the degree of Doctor of philosophy of Jawaharlal Nehru University is and original work and has not be submitted so far in part of in dull of any other degree of diploma of any other university.

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CERTIFICATE

We recommend that this thesis be placed before the examiners for evaluation.

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Date: July, 2016

(Malini Prava Sethi)

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**DEDICATED TO.....
MY DAUGHTER MISTHI**

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CHAPTER I

INTRODUCTION

I.1 Importance of Tourism

Tourism is one of the world's largest industries and one of its fastest growing in economic sectors. It has an impact on the country economy. It is an "important for a country because when people travel to different country is included in the GDP of that country which then leads to increase in the total income of the country. Tourism is important to a country for several regions". It helps to develop and preserve the history, culture and nature of the destination. It creates jobs opportunity for local and helps to boost the country economy. It also improves the awareness in education and creates in a cross cultural environment. The history of tourism has a "great importance when it comes to tourism development. The reason is that because in history what has happened in the past, it can help one to avoid mistakes that have been made. It can also help one to see what has worked in the past so that it can be incorporated into new plans".

It is a significant activity which existed long before it was actually identified. Evidence of the very early conscious travels has been documented by scholars (Peter, 1969) (Robinson, 1976) (Pearce, 1981). It is not an industry, although tourism gives rise to a variety of industries. It mainly provides to the needs of the tourists and consists of business and organization providing facilities and services (David, 1979). It is perhaps one of the most complex industries as it is made up of many and varying enterprises, all of which are inter-dependent. Tourist industry like any other industry contributes towards economic uplift of a region. This industry is encouraged in certain region largely due to the fact that it brings economic prosperity and acts as an accelerator to economic growth and a source of employment generation direct or indirect. "Tourism became the largest single item in the world's foreign trade and is increasing in importance every year" (Peter, 1969). It is also likely to employ more people worldwide than any other enterprises (Page, S.1995).

Tourism may have a positive economic impact on the balance of payments, on gross income and production, but it may also have negative effects particularly on the environment. The unplanned tourism growth can result in such a decline in the quality of environment that tourist growth can be determined. "The environment, being the major source of the tourist product therefore it should be protected in order to have further growth of tourism and economic development in the future. Regard to the tourism based on the natural environment as well as historical and cultural heritage".

The large number of tourist industry generates lots of money it attracts to countries expect to improve their economic situation. It is the industry without “chimney”. Tourism industry is service industry it can be smoke throwing. It doesn’t “pollute the environment but at the same time it provides the people with livelihood options” where the ecology of the area is fragile. The large scale of basic industrialization is not possible. The environment is the major source of tourist product; “it should be protected further growth of tourism and economic development in future”. Reinforce the preservation of heritage and culture and tradition. “Sustainable tourism has three interrelated aspects they are environmental, socio cultural and economic. Sustainability implies immovability, so sustainable tourism includes the desirable use of resources, including biological diversity minimization of ecological and maximization of benefits for conservation and local communities”. “The tourist industry is often announced as a perfect instrument for achieving the goals of sustainable development, a vehicle by which a nation can exploit its resources while protecting them” (Barkin, 2000).

The United Nations published a guidelines in 1978, that “International visitor were those who visited a given country from abroad inbound tourists and those who went abroad on visits from a given country outbound tourists. It indicated that the maximum period a person could spend in a country and still be called a visitor would be one year” (UNDP, 1979). In developing countries, tourism makes a greater contribution to foreign exchange earning than such major other exports as textile industry or agricultural sector, without finding the same amount of trade barrier. Trade in the tourism service sector and its activities have the potential to become an engine for growth and economic development of the country. It can also be a impelling force in efforts to battle for poverty, which is one of the objective of the UN Millennium Development Goals.

Tourism industry is very large service sector “probably the single most important industry in the world” (Holloway, 2006). The large number portion of employment opportunity comes from tourism industry. “When the tourist comes into contact with the places he visits and its populations, a social exchange takes place”. Tourism plays an important role in the regional development plans. There are several aspects to a strategy of any regional development plan starting from the preparation of the plan to the section of those economic activities which need to be given priority. The tourist industry is an excellent example of the export base theory in regional development. The regional economic theory lays much emphasis on the basic/non basic approach, a distinction being made that “there is no inter

regional trade of goods and services produced by non- basic activities.”(Klaasen, 1975) most of the services rendered by the tourism sector of a region are acquired by the people from outside the region. Like, a basic activity, tourism also generates initial income in the region. By, its own spending, tourism supports other activities. For example, hotels buying bread or the transportation all these purchase are goods and services. These may be getting produced within the region but cannot be compared with the non- basic activity in the strict sense as these goods and services or a part there of are being sold to persons belonging outside the region. Region of tourist resource must have a minimum threshold to make significant regional impact. The spread of this impact of tourism from the resort through the wider region of the city is of a major importance and the increasing mobility of visitors has initiated a shift in emphasis from “resort tourism to regional tourism” (Young, 1974). This helps in achieving the economy of scale and also appeals the potential demand. However, tourism cannot be considered as a ‘Goose which lays the golden eggs’. Tourism is accepted without developing the principles of planning, brings along several disaster of economic, social and ecological nature.

The diverse ethnic heritage and a rich history have existing marks of diverse sights of interest for the visitor. The natural environment offers innumerable opportunities in eco and sports tourism, trekking and mountaineering. “Particularly Kazakhstan is popular for its activities like fishing and hunting. Landscape and tourism intersect at national identity, as “both have a profound interest in promotion place uniqueness and differentiation” (Yespembetova, 2005). Before independence Kazakhstan was regarded as an exotic appendage to tours to the Soviet Union and the members who visited were minuscule (Fergus, M. & Jandosova, 2003).

During 1990-2000, tourism in CIS countries developed in an unplanned and uncontrolled fashion. (Piirainen, 1997) has suggested that restricting of economy has resulted in the decline of official economic activity as people respond to inflation and the threat of unemployment with activity in the shadow or grey economy. This led to an unregulated and uncontrolled market activity which did not operate within the framework of the law. The political and economic situation after the collapse was not stable, and this influenced the tourism sector. Tourism became seen as a luxury, a commercial product, and social tourism declined. The tourist councils and bases of accommodation which functioned during Soviet Union were abolished over time. The number of sanatoriums and rest houses dramatically decreased. The majorities of tourist buildings were privatized, and changed

their profile, others just closed because of a fall in demand. For comparison, only 30% of tourist accommodations which were used during Soviet Union were still in use in 2000 in CIS countries. The 70% required reconstruction, renovation or were destroyed (Voronkova, 2004).

Modern Kazakhstan is a 20th century Soviet invention, having been created as a republic within the former Soviet Union in 1924. The collapse of the Soviet Union in the Republic of Kazakhstan was declared as an independent state in December 1991. Start of independence of Kazakhstan is characterized by the rapid development of international tourism. “In connection with the advent of the possibility of free travel abroad during this period develops mainly outbound tourism, which accounts largely advanced inbound and outbound tourism collectively” (Turekulova, 2015) after 2000, the economic situation became more stable and the state started to pay more attention to social welfare issues. Social security is a strong focus of the Kazakh government to this day. Until, 2030 the strategy for the development of Kazakhstan it is written that: “citizens in 2030 will be assured that the government would protect their rights and defend their interests, however, they will know that the state will take care of those few who by virtue of adverse circumstances could not find his place in life and had to turn to the state for social assistance”. Development of social tourism is part of this. Nowadays, in Kazakhstan there is no such concept as social tourism, however the state gives opportunity of social tourism for vulnerable groups of population.

Today, tourism industry in Kazakhstan shows a positive trend. “There are about 1200 small and medium size business enterprises in the tourist sector in Kazakhstan”. In every year more than 4.5 million foreign tourists inbound in the country. The number of inbound tourist of foreigners visited in Kazakhstan in the year 2014 is 6, 332, 734 tourist persons” (Statistical Year book, 2015). Most of the tourist visitor comes from the neighbouring countries: Uzbekistan- 37.1%, Kyrgyzstan- 23.6% and Russia- 22.2%. The key markets to attract tourists to Kazakhstan are Russia, China, Middle East and India.

I.2 Historical Relation between India and Kazakhstan

Relation between Kazakhstan and India are of ancient and historical. “It connects between the countries date back to more than 2500 years when members of saka tribes travelled to India and established powerful empires in the north west of the country”. “There has been

a constant and regular flow of trade in goods and, more importantly, free exchange of ideas, thought and philosophy through the great silk route in the 5th to 12th century AD. In this period it also saw the introduction of Buddhism from India to Kazakhstan and travel of Sufism through the teachings of Khwaja Ahmed Yassawi to India”. “Babar’s illustrious Mughal dynasty which included farsighted and visionary rulers and patrons of arts like Akbar and Shahjahan immensely contributed to the Indian civilization” (Sajjanhar, 2009).

The total foreign investment in Kazakhstan from India as on Sept 2015 is USD 282.4 million. Indian investments are in areas such as oil and gas, banking, engineering, restaurants, tea packaging, pharmaceutical trading, mining, steel, travel agency, trading and services. Arcelor Mittal Temirtau, SUN Group, KEC Ltd., Punjab National Bank and ONGC Videsh Limited are among the major Indian owned companies/PSUs operating in Kazakhstan. The total investment of Kazakh companies in India is USD 35.1 million as on Sept 2015 (Ministry of External Affairs, Government of India, 2016). Kazakh investments are mainly in oil and gas sector and engineering, procurement and construction (EPC) contracts. “Major commodities of export from India to Kazakhstan are Tea, Pharmaceuticals, and Medical equipments, Machinery, Tobacco and Consumer Items etc. Major items of import by India are asbestos, soft wheat, steel, aluminium, wool and raw hides. Prospects for cooperation in spheres of Oil and Gas, Civil Nuclear Energy, Uranium, agriculture, public health, information technology, education, culture and defence are promising”.

Kazakhstan is on the periphery of the Muslim world and an adjoining end of China, Russian and Central Asian civilizations. “Islam plays a minor role in state policy and there are no significant Islamic political organizations in the country. Kashmir has a significant ethno-religious dimension domestically for India with interstate plan”. Ethnic and religious sources of the rivalry interact with both state-level factors that shape the ethnic conflict such as political leadership and external factors that cause internationalization. In fact, the traditional Kazakhstan lifestyle has blended with influences from northern part of Kashmir with different looks, dresses, food habits, customs, traditions, rituals, etc. The various “civilizations that have lived in Kashmir valley from time to time they have left their impression on the culture of Kashmir. Kashmir has abundant in ancient literature, language, religion, arts, crafts, dance, music, etc”. “The handicrafts of Kashmir like Pashmina shawls, silk carpets; woodwork, etc are admired throughout the world” (Dutta, 2010). The political and strategic relations are extremely good with similar views between

India and Kazakhstan. “In fact Kazakhstan came forward and supported India for the UN Secretary General post and withdrew its membership in favour of India”.

The launching of the "cluster initiative" for diversification of Kazakhstan's economy has been widely followed by Indian business circles, scope for a mutually beneficial cooperation in areas identified under this plan like tourism, agro-industries, oil and gas machinery, construction materials, metallurgy and textiles. “Tourism is a rapidly growing industry in Kazakhstan and it is joining the international tourism networking. In year 2010, Kazakhstan joined The Region Initiative (TRI) which is a Tri-regional Umbrella of Tourism related organizations”. TRI is functioning as a link between three regions: South Asia, Central Asia and Eastern Europe. Armenia, Bangladesh, India, Georgia, Kazakhstan, Kyrgyzstan, Pakistan, Nepal, Tajikistan, Russia, Sri Lanka, Turkey and Ukraine are now Partners and Kazakhstan is linked with other South Asian, Eastern European and Central Asian countries in tourism market. Tourism and people to people contact through cultural exchange can help the two countries to understand each other.

I.3. Area of Study

I.3.1 Spatial Location

Kazakhstan is a large country in central Asia which “has long established itself at the crossroads of the world’s most ancient civilizations and trade routes. It has been the land of social, economic and cultural exchange between East and West, North and south, and between major players” in the Eurasian continent. Kazakhstan has no border on ocean, but it touches two large water bodies, the Caspian Sea to the south west and Aral Sea to the south. To the north, Kazakhstan shares a long border with Russia (Waters, 2010). “Kazakhstan is located on the border of two continents Europe and Asia, between 45 and 87 eastern longitudes, 40 and 55 northern latitudes. The centre of Eurasian continent is situated in Kazakhstan”. Kazakhstan borders upon the Russian Federation, Uzbekistan, China, Kyrgyzstan and Turkmenistan.

KAZAKHSTAN PHYSICAL MAP



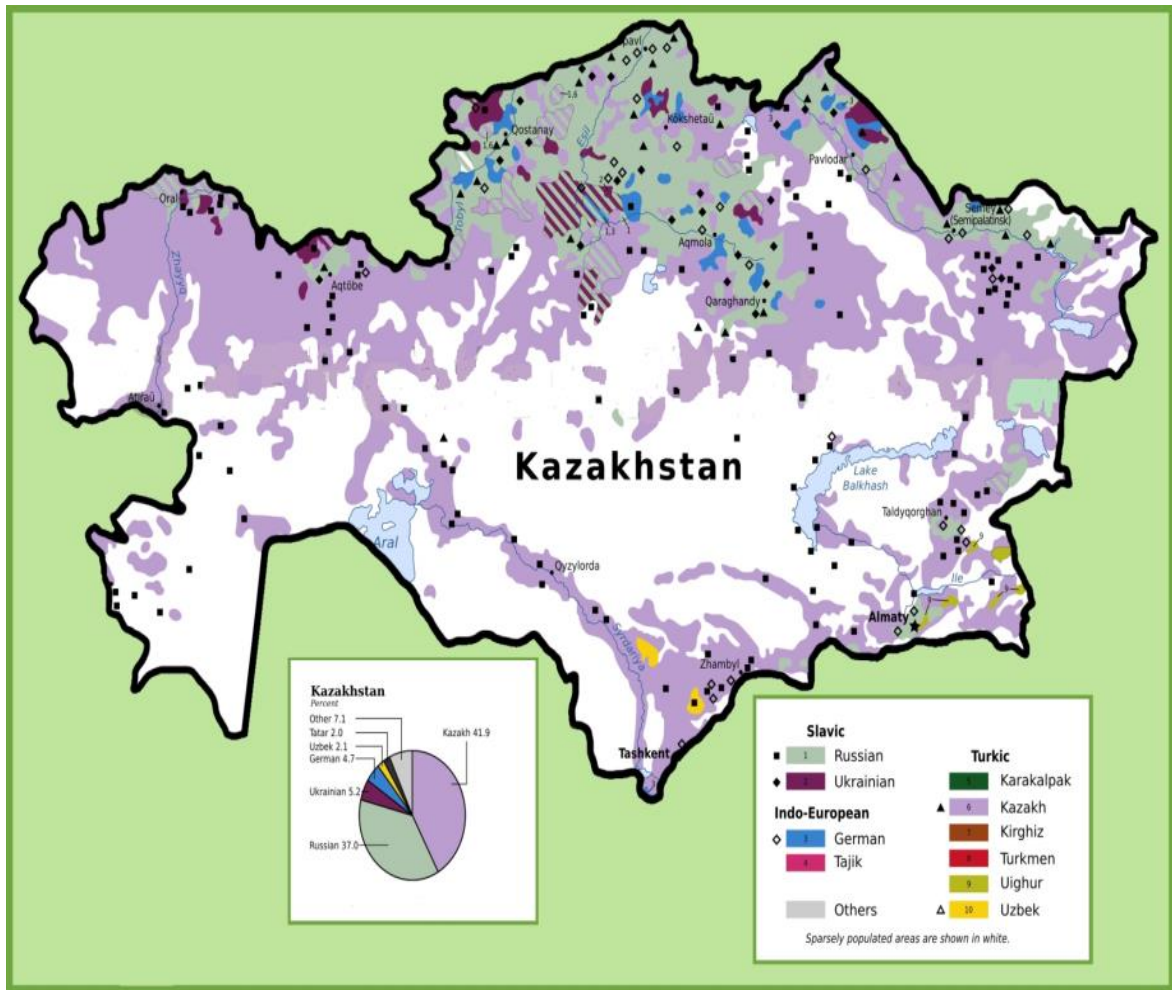
Source: www.kazakhstan-tourist.com

Map No. I.1

I.3.2 People

Before the break up the Soviet Union, Kazakhstan was the multi ethnic country. Many of the ethnic group that was not native to the republic had been deported from European Russia as a result of Joseph Stalin's anti Nazi decrees. Millions of Germans, Tatars and other enemies of Soviet Revolution were sent to Kazakhstan because of their supposed collaboration, real or potential, with the German occupation force (Janet & Charles, 2009).

Ethnic Group of Kazakhstan



Source: <https://www.google.co.in>

Map No. I.2

Kazakhstan consists of 16 regions, 86 towns, 160 districts, 186 settlements, and 7,719 villages. The largest city of the country is Almaty, with a population over 1.5 million. Extending a huge territory, Kazakhstan is one of the most sparsely populated countries in the world at 6.1 persons per square kilometre. Map no.I.2 shows different ethnic group in Kazakhstan. There are 17.1 million inhabitants in Kazakhstan today fiftieth place in the world 65.5% of the population are ethnic Kazakhs and 37, 93,764 Russians (21.5%), “In addition to the two indicated main ethnic groups over 120 nationalities live in Kazakhstan. Among them are more than 3, 33,031 Ukrainians (2.1%), 1, 78,409 Germans (1.1%), 4, 56,997 Uzbeks (3.0%) and more than 2, 04,229 Tatars (1.3%), 224,713 Uighur (1.4%) and others are (4.4%)” (Agency on Statistics of Republic of Kazakhstan, 2015)

I.3.3 Religion

Kazakhstan “inhabited with representatives of more than 120 nationalities. The main religions are Islam (70.20%) and Orthodox Christianity (26.32%)” Islam is the most commonly practiced religion in Kazakhstan; it was introduced to the region during the 9th century by the Arabs (Statistical report of the Republic of Kazakhstan, 2014). “Religion occupies a considerable place in everybody’s life. However, the time of declaration of independence in Kazakhstan the interests to religion and its study began to grow among young people and now it’s growing day by day”. “Freedom of honesty, conscious and religion restricted in the times of atheistic system soon became possible. Number of places for religious ceremonies is growing in number”.

I.3.4 Language

The official language is in Kazakh, “State institutions and local administration also use the Russian language”. “Russian is the language of inter-ethnic communication, widely spoken in urban areas, whereas people from rural regions tend to speak more Kazakh. English is used by international organizations and the foreign business community in Kazakhstan”.

I.3.5 Topography and Drainage

There is extensive topographical variation within Kazakhstan. “The highest point is the top of the mountain Khan Tengri on the Kyrgyz border in the Tian Shan range, with an elevation of 6,995 meters and the lowest point is the bottom of the Karagiye depression at 132 meters in the Mangystau province east of the Caspian Sea”. Except for the Tobol, Ishim, and Irtysh rivers portions of which flow through Kazakhstan, all of the rivers and streams are part of landlocked systems. They either flow into isolated bodies of water such as the Caspian Sea or simply disappear into the steppes and deserts of central and southern Kazakhstan. Many rivers, streams and lakes are seasonal, evaporating in summer. “The three largest bodies of water are Lake Balkhash a partially fresh and saline lake in the east near Almaty and the Caspian & Aral Seas both of which lie partially within Kazakhstan”.

I.3.6 Climate

Kazakhstan is so far from oceans, the climate is sharply continental and very dry. A lack of precipitations makes Kazakhstan as a sunny country (Curtis, 2003). The climate is a

harsh continental one with average temperature in January between -19 to - 4deg. C and in July between 19 to 26 deg. C. In winter the temperature may go down to – 45deg. C and in summer up to 30deg. C. “Diversity of geological, geomorphologic, climatic, soil and vegetation conditions on the territory of the Republic of Kazakhstan implies variety of landscapes. With increase of sun heat from the north to the south and reduction of precipitation there is a gradual change of natural zones like forest steppes, steppes, semi-deserts”.

I.4 Kazakhstan Resources

Tourist attractions include site attractions, event attractions like Olympic Games, and also religious festivals (Pearce, 1981). “On the plains of Central Asia, there are many cities with hundreds of architectural monuments from various areas; among the most famous are Samarkand, Bukhara, Khiva, Shakhrisabz, Kokand and Turkistan”. These cities were centres of science and art. Only 12.4 % of Kazakhstan is mountainous, with most of the mountain located in Altay and Tien Shan ranges of the east and north east part of Kazakhstan. There are several base-camps and expeditions to Khan-Tengri at 6,995 meters the highest point in Kazakhstan and one of the highest of the Tien Shan are frequent. The flowing rivers run through Kazakhstan are: Irtysh, Ural, Chu and Syr Darya. Irtysh River is the longest river in Republic of Kazakhstan around (1,700 km). It has more than 48,000 lakes, the largest of which are the Caspian Sea (374,000 sq km), Aral Sea and Balkhash Lake.

The forest steppe of Kazakhstan is quite different from the forest steppe in European Russia countries. Some 9.4% of Kazakhstan land is mixed prairie and forest or tree less prairie, primarily in the north or in the basin of the Ural River in the west, including entire the west and most of the south is either semi desert (33.2%) or desert (44%). “It is situated 300 to 500 km farther to the north of the similar landscape in European Russia, has a more continental climate, a flat relief and a much higher percentage of wetlands”. “The flora and fauna include 155 species of mammals, 480 species of birds, 150 species of fish and about 250 species of medicinal plants including the very rare Santonica that grows no where else but in the South of Kazakhstan”. Kazakhstan is rich in commercial minerals including the world's largest reserves of chromium, bismuth and fluorine as well as leading deposits of iron, chrome, lead, zinc, tungsten, phosphorus, copper and potassium etc.

I.5 Review of Literature

The literature review has been broadly studied under the following three sub themes:

1.5.1 History and Cultural Relations

Cultural tourism is important for various reasons because it has a positive economic and social impact, it helps build image, it helps preserve the cultural and historical heritage, with culture as an instrument it facilitates harmony and understanding among people, it supports culture and helps to renew tourism. “Cultural tourism helps to establish and reinforce an identity. This is an essential element in preserving and enhancing national and local pride and spirit”. Culture and heritage features are essential in building a country’s image, thus cultural tourism can be one of the key instruments in developing a positive image of a country internationally. “Tourism makes an important contribution to culture and historical heritage by providing means for keeping the traditions alive and finances the protection of heritage as well as increase visitor appreciation of that heritage”. Tourism interest in the heritage site can be the key in providing political support for the management and protection of the heritage in question. “Well-managed cultural tourism can encourage the revival of traditions and the restoration of sites and monuments”.

“Cultural tourism makes it possible to find the balance between protection and the use of heritage. If overused, the site is ruined, and there will be no future income. In such a way there is a natural need for sustainable thinking”. Culture is a component of the variety within a country or between the countries forming the international societies (Francioni, 2004). “Culture involves visiting museums, artistic activities, galleries, cultural heritage zones or traditional culture, also includes the lifestyles formed by beliefs, languages, nutrition habits, dressing of people, architectural buildings, handworks and related atmosphere” (UNWTO, 2005). In, the beginning of 1990s, the socio-cultural and economic cooperation and integration have been initiated between countries. In this process of integration, culture has emerged as a significant tool. “The cultural accumulations forming the social structure have been carried outside the existing culture and new cultures are introduced, which are in fact one of the dimensions of globalization”. It is the most important process and tool which provide this cultural communication (Niray, 2002).

It prevents ending of local cultural values against globalization, which also includes tourism and culture sectors. “Both increase the incomes and cultural resources and provide

sustainability”. The people participating in the cultural tourism are well educated, rich and travel interested people and they are generally acceptable upper level "tourists". (Hughes & Allen, 2005) pointed out that cultural tourism forms a type of culture that is new, improving and attractive, and they were analysis to shows how the museums compete with tourism in the production of "heritage." To make them profitable, museums are marketing themselves as tourist attractions. To make locations into destinations, tourism is staging the world as a museum of itself. Although heritage is marketed as something old, she argues that heritage is actually a new mode of cultural production that gives a second life to dying ways of life, economies and places. The book concludes with a lively commentary on the "good or bad taste" debate in the ephemeral "museum of the life world," where everyone is a conservator of sorts and the process of converting life into heritage begins. It is clearer that, “while people tour cultures, cultures and objects themselves are in a constant state of migration”. “This collection brings together some of the most influential writers in the field to examine the complex connections between tourism and cultural change and the relevance of tourist experience to current theoretical debates on space, time and identity” (Rojek, 2003).

In the future, with the increasing level of education and demand for information and technology, cultural tourism demand and supply will also continuously increase further localize cultural tourism market will expand towards mass tourism, based on its products, it will be marked and therefore, new cultural product groups will be come out (Richards, 2001).

1.5.2 Tourism for Peace and Stability

In particular, tourism is important to poor countries around the world. It is a principle “export” of foreign exchange earner for 80% of developing countries and the leading export for 1/3 of poorest countries. For the world’s 40 poorest countries, tourism is the second most important source of foreign exchange after oil (Honey, 2008). “Many people mean different things when they say tourism, and there are multiple forms of tourism ranging from family vacations to business trips, from sun and surf vacations to visits to poverty and disaster sites”. In this way, there is no one definition of the word “peace.” When we use the word peace, do we define it: as the absence of war, or the absence of violence, or do we define peace as mutual understanding and a sense of appreciation of the other. Is peace through tourism defined as a lack of hostilities between nations, or do we

define tourism peace as the ability to live or visit a place without a due probabilities that the resident or visitor will be physically harmed (Tarlow, 2011). Among the positive benefits attributed to the social and cultural impacts of tourism are the promotion of goodwill, understanding and peace between people of different nations. In 1980, the World Tourism Conference in Manila declared that 'world tourism can be a vital force for world peace'.

In 1986, “the International Institute for Peace through Tourism (IIPT) was founded and two years later organized its first global conference” entitled “Tourism: A Vital Force for Peace.” And, at the 2008 Travellers Philanthropy Conference in Tanzania, Nobel Laureate and founder of the Green Belt Movement in Kenya, Wangari Maathai, declared in her keynote address, “Tourism can be a great vehicle for peace promotion” (Honey, 2008). In 1986, UN-designated International Year of Peace, with a vision of travel and tourism becoming the world's first "global peace industry," an industry that promotes and supports the belief that every traveller is potentially an "ambassador for peace."

The issue of the relationship between the two concepts of peace building and tourism is not an entirely new concept to be brought up in the study of tourism, although there is an indication that it is becoming increasingly abundant. In recent years, there are a number of edited books by (Moufakkir & Kelly, 2010; Blanchard; Lynda and Desbiolles, H., 2013) and some more research papers written by (Askjellerud, 2003; Amore, 1988; Causevic & Lynch, 2011; Clements & Georgiou 1998; Kelly, 2006; Salazar, 2006; Sarkar & George, 2010) “that concentrate on the peace building and tourism and there is likely to be an increasingly interesting and hopefully fruitful debate on tourism and peace”. Although, traditionally most think of tourism as a merely economic activity, it appears that the field is viewing increasingly it as an economic activity with social and political effects. They explore the tourism and some of its political and social outcomes using ideas imported from International Relations. One of the broad-minded ideas to the creation of established and meaningful peace is the concept of the new contact hypothesis.

The contact hypothesis holds the close interaction between people under certain conditions will lead to a good natured environment and cooperative atmosphere in which individual scan work together (Tomljenović, 2010). “Essentially, this contact approach holds that when people are exposed to each other and cooperate, mutual understanding and cooperation breaks out”. There are several numbers of related works that look upon this as

a realistic way of political stability, increasing peace and shared understanding (Pizam, Jafari & Milman, 1991; Maoz, 2010).

1.5.3 Tourist Potentials

The attractions may encourage tourists to visit in a specific area or spend their holidays in specific regions. The attractions have been classified in a number of ways (Suzuki, 1967; Peters, 1969; Defert, 1972) generally difference is made between natural features like as landforms, natural beauty, flora & fauna and manmade objects. Another one is adopts man and his culture as carried through its music, language, music, dances and folklore etc. “Tourist development is a problem of matching naturally or historically given resources to the demands and preferences of actual or potential tourists” (Piperoglou, 1967). On the other hand, (Guthrie, 1961) has pointed out,” the motivations for foreign travel are extremely diverse and there is no universal measure of tourist attractiveness”.

Central Asian countries “offer an adventurous tourist the romance of the ancient Silk Road trade, nomadic pastoral people, strikingly beautiful natural settings of snow-covered mountain peaks and endless steppes, hospitable people who proudly claim they would give their last scrap of food to a guest, tasty foods such as pilaf, manti (steamed dumplings), and samosa (stuffed pastries), interesting architectural monuments including blue-tiled mosques, colourful bazaars, brightly coloured rugs and textiles and exciting customs such as buzkashi (the polo-like sport that is played with a goat carcass)”. These experiences also fulfil one of the paradoxical wants of the sophisticated tourist, the desire to be where there are not many other tourists (Ryan, 1991). Shopping tours provide the main source of income for many Central Asians countries who buy goods in wholesale markets abroad which are then retailed in local markets. Also there are a growing number of tour operators who provide domestic tours for locals who can afford such trips. Although these firms are an important part of tourism in Central Asia, the author deals only with tour operators that provide at least some services for foreign tourists. Compared to Silk Road tours, adventure and extreme tourism in Central Asia represent a complete break from Soviet-era tourism. Eleven of the 40 tourist firms surveyed specialize in mountain-climbing or alpine tours. Most of the firms that specialize in alpine tours were founded by former Soviet alpinists, who were trained and employed as professional athletes. Now they serve as guides for foreign mountain climbers. These firms also provide Silk Road tours and other adventure activities, such as hiking, river rafting, horseback riding, like tours, and hunting. A small

number of firms also provide nature tours, focusing on the unique flora, fauna and geology. Several companies provide bird-watching tours for amateur ornithologist.

(Hall M & Page S., 2006) authors indicate “the key issues associated with the area of tourism, leisure and recreation”. It provides an interrelated indication of the attraction studies that exist within tourism, leisure & recreation. Not only it explains that how important is tourism and leisure are in present society, but it also explains the “key contributions made by geographers in the global growth of tourism and leisure”. "The Geography of Tourism and Recreation" it focuses the inter relationships between tourism, recreation & leisure. Author “introduces the growing theoretical debates from the discipline of geography and the wider social science area to assess how new conceptualizations of tourism and leisure are advancing knowledge and understanding in this subject area”. People are attracted to a particular destination because it offers something they can't obtain where they currently are variations in the travel pattern reflect variation in the distribution of resources and in the tastes and preferences of potential travellers. In the traditional literature tourist “attractions have been classified in a variety of ways”. The authors have adopted different approached but results were almost similar (Suzuki, 1967; peters, 1969). These authors identified the several resources spatially and temporarily associated with vocational pattern, seasonality duration of day light, temperature and the availability of snow topography, flora and fauna etc.

The study by (Lundgren, 1972) pointed out the ways in which travel pattern have become much more flexible and diffused with ubiquitous automobile, substituting in a linear manner restrained railways or in a river streamer. (Deasy & Griess, 1966) shows that motor cars have influenced the travel patterns as well as the increase and decrease in the attractiveness of destinations and types of making suitable hotels. Tourism involves a stay component. Many forms of accommodation are available for the tourists at destination. However the demand of accommodation and other services depends on the nature of tourism practiced and the kind of tourists involved in this activity. Accommodation was “classified into commercial sector including hotels, boarding houses, holiday camp etc, and supplementary sector notably private permanent houses used for hosting friends and relations and tastily second homes, defined as property owned or rented on a long lease as the occasional residence of household that usually lives elsewhere”. The evolving nature of geography and social science is leading the analysis of the leisure and recreation phenomenon. As a, knowing subject matter “which has been seen significant contributions

made from the new cultural geographies of consumption and leisure as well as from social theory". He suggests that a "tourism industry does not exist because it does not produce a distinct product. He continues to point out certain industries such as transport, accommodation, and entertainments are not exclusively tourism industries, for they sell these services to local residents as well" (Murphy, 2000).

(Williams, 1998) he "explores the factors that have encouraged the development of both domestic and international forms of tourism, highlighting ways in which patterns of tourism have evolved and continue to evolve". "The differing economic, environmental and socio-cultural impacts that tourism may exert upon destinations are examined, together with a consideration of ways in which planning for tourism can assist in the regulation of development and produce sustainable forms of tourism". The economic benefits, one common factor encountered frequently ascribes tourism as a potential for promoting international understanding and world peace. The growth of peace and promotes understanding between people of various countries, thereby reducing the tensions between unfriendly nations. (Dutta, 2000)

In Kazakhstan, there are sufficient numbers of sites of tourist interest. Tourist agencies provide the following types of tourism: cultural, ethnic, ecological, sports, hunting and others forms of entertaining. The complete advantages of Kazakhstan are: the unique culture (historical tourism), picturesque wild nature (ecological tourism), as well as opportunities to engage in active form of leisure, such as sports tourism etc. The extents of cooperation in the fields of culture, science, education and tourism have deep roots and there is also positive trend towards a further intensification of the contacts and extent of involvement of citizens of both the countries into bilateral cooperation (Fatima, 2009).

A Chinese traveller Hsuan Tsang in a book called "The Records of the Western World" about 1350 year ago he came to India in 627-643 AD and travelled various town and villages of India for many years. He covered thousand of kilometre through desert and mountain to come to India to study Buddhism. By that time Buddhism was spread to Central Asia and China and many people travelled to India from those countries. According to (Kalhana, 1148-50 AD) in middle of 12th century, it is stated that "the valley of Kashmir was formerly a lake". This was drained by the great rishi or sage, Kashyapa, son of Marichi, son of Brahma, through a gorge in Baramulla (Varaha-mula). When Kashmir was drained out, Kashyapa asked Brahmans to come down from the mountain

tops to settle down in the new valley. Still it is in the local tradition, and in the existing physical condition of the country, we may see some ground for the story which has taken this form. The name of “Kashyapa is by history and tradition connected with the draining of the lake, and the chief town or collection of dwellings in the valley was called Kashyapa-pura”.

1.5.4 Tourist Flow

In the earliest papers it is discuss about the tourist flows was published in early 1960's by (Christaller, 1963), who was among the first to refer the evident pattern of tourist group. He argues that people, as tourists tend to create a pattern of spatial flow behaviour marked by flow from large urban centres to the remote rural periphery. (Yokeno, 1974) and (Miossec, 1976) have suggested a model to analyze the international tourist demand. These authors have concentrated to incorporate various modifications to the hypothesized. Various aspects of tourism including the models of development and scope in future have been analyzed by (Medlik & Burkart, 1981). (Pyo; Cook Howell; 1988) has made a detailed study on marketing and business of tourism. In a part he has discussed the “economic, social and environmental effects of tourism” &it has analyzed the likely effects of changes on the future of tourism. Most of the models, deal with any few of the characteristics of the tourist activity. Most of these studies are destination oriented but a compressive is very important to analyze the way tourist system is functionally integrated. Such model has been proposed by (Matheson & Wall, 1982). They divided the travel processes “into three main elements; dynamic stage covering the group to and from the destination point; inactive stage connecting to continue itself & last one is significant part describing the economic, physical and social impact on the host environment. Tourist development might be defined specially as the provision or enhancement of facilities and services to meet the needs of the tourist it might also include associated impacts such as employment creation or income generation (Pearce, 1981).

(Wong, 1996) in his article “The Impact of Tourism on Local Government Expenditure” in his work he analyzes “a regression model is developed to examine the hypothesis that there is direct relationship between the degree of reliance of the local economy on tourism and local government expenditures”. Author indicates that the share of tourism in the local economy can influence expenditures “on a variety of local government services, thus tourism should not be regarded as totally costless instrument of economic development”.

(Goeldner, 1986) authors explored the major concept on tourism like what makes tourism possible and how it can become an important factor in the wealth of any nation. (Bhatia, 1994) has given a geographic perspective to tourism. He has also covered the theoretical corporations and transition corporations in international tourism.

(Dimitri & Keith, 1998) He examines whether tourism can be defined as an industry. "Connect the gap between tourism research and economic geography, the author by brings together leading academics in geography, planning and tourism, to explain tourism's definitions". The key analysis of detailed sector, such as tour operators, the hotel industry and airlines industry from a international perspective, and supported by a broad range of international studies, the author also explores issues such as business cycles, labour dynamics, entrepreneurship and the role of the state in tourism and concludes that the production of tourism related services has characteristics commonly associated with "harder" production sectors, such manufacturing and producer services. (Jenkins & Henry, 1982) "say that in any country or region that wants to develop or expand tourist, the government needs to perform an active role in terms of adopting tourist policy, plans and regulations making certain that basic infrastructure including access to the area is adequate and other measures". In newly, developing tourist areas and especially in developing countries the government usually must perform a very active role to get tourist started. This often includes initially developing and managing major hotels, tours and travel operation and other facilities and services.

(Chib, 1985) has drawn attention on the organization of tourist in an effective manner and also on restructuring of tourist department in the third world countries. An important aspects of his study is concerned with India in particular, discussing the tourism polices and development of tourist in the hilly region's its consequences etc. (Guthrie, 1961) analyzed the tourist goods and services demand in the international world market. (Cesario, 1970) use different research methods on the area of recreational sites, attractiveness, trip distribution and travel time etc.

(Brakin,D. 2007) he "search for new experiences threatens current investment and provides alternative stresses on infrastructure like roads, transport systems, existing technology and accommodation, and access to sensitive natural locations". In both the private and public sectors see problems with small-scale, personalized tourism traffic. He "investigates the complex relationship between transport provision and tourism, while

focusing on the various modes and types of transport available, it also discusses the form and extent of transport networks that tie destinations together and the regulatory environments that dictate transport flows on an international scale”.

1.5.5 Tourism and Local Development in Community Participations

With the recent trends in transitional investment and the policies of international development agencies much more attention is being paid to rural, localized development in traditional isolated communities, especially those in mountain or resource Poor Island (Evans, 1996). A popular tool in rural developmental schemes for developing countries is investment in and growth of the tourism industry. “Tourism is seen by some as renewable, stable and sustainable resources that can lead to better economic prospects for these regions and their populations”. Increasingly, perspectives of political ecology are being used to analyze tourism development in rural regions. This approach applies method of political economy in ecological context to examine the ecological distribution of conflicts. To “investigate Political ecology it seeks the interaction of international, national, regional and local actors at the interface of environmental change, economics and politics” (Gosling, 2004; Alier, 2002).

The development of tourism maintains that “the tourism industry is one of the most environmentally sustainable forms of economic development”. The exportable product hospitality is one that is renewable, and cannot be exhausted like natural resources. It doesn’t exhibit harmful side effects such as what occurs with timber extractions or mining and manufacturing. When the product is structured and marketed as ecologically friendly community based tourism, it is argued, tourism can be even more environmentally friendly. Community based tourism is used interchangeably with other low impact tourism terms like eco and cultural tourism. “These terms are defined by industry specialist a small scale, up market type of tourism where visitors have an interest in local natural history and culture and where the local; tourist economy supports conservation efforts” (Lindberg & Hawkins, 1993). The role of the larger travel industry is thought to provide better backward sectoral linkages, reduce leakages of benefits out of the region, create employment opportunities and promote sustainable development. Overcrowding and tourism activities during peak seasons are often seen as being prime cause of ecological degradation in sensitive areas (Monz, 2000) for example, “it has shown that seemingly

harmless activities such as hiking can have a serious impact on the environment through erosion, specie destruction and the unintentional introduction of exotic species of flora”.

The impact of tourism's on local economic development and local populations has been as robust as the debate over environmental issues. He point out that tourism provides increased and better employment for locals and better chances at the local entrepreneur. With tourism often come improvements in infrastructure, particularly roads, airports and sewage works, as well as improvements in services such as health care facilities (Ashley et. al, 2001 and Sinclair, 1998). “Because tourism is such an attractive form of employment in developing countries, it successful establishment in rural areas often deters the out migration of the local population, who would mostly migrate to urban centres without such development”. In fact, tourism in rural areas is seen as an industry that can draw migrants from other part of the country searching for better forms of employment (Cochrane, 2000).

A significant amount of the literature on tourism and local communities has focused on cultural and gender role aspects. Tourism is seen by some as one of the best ways to integrate under privileged groups into developing economies. Most notably in this regard are women, who can become economically self, sufficient and independent by providing goods and services to tourists (Godde et. al, 2000; Zagaris & Emery, 1988). Culturally, tourism is viewed as being both integrating and preserving at the same time. It fosters increased understanding by allowing people of different societies to meet, because of many tourist visits culturally unique and “exotic” destinations, locals tend to preserve their cultural uniqueness and heritage for paying tourists (Lea, 1988). In contrast to the mode of thought of tourism empowering women, the study shown that in reality, women in the developing world tend to be less stably employed, lower paid and occupy lower level jobs in the tourism industry. These women often must balance domestic and market work far more than men (Chant, Levy and Lerch, 1991). He also argues that the domination of the core over the periphery exhibited in aspects of local economic development exits in aspects of culture as well. Both international development agencies and transitional community based tourism travel firms that promote community based tourism do so based on certain assumptions. This assumptions include “at the destinations, there are limited alternative income available to local inhabitants; existing source of income are maintained because community based tourism complements traditional economic activities; Local inhabitants can earn income and other benefits with little investment; insufficient environmental

protections undermines tourism development and general economic development across the region where destinations are located” (Linderberg and Hawkins, 1993).

(Bachrach & Botwinick, 1992) mention that community “participation can lead to an enhanced sense of one’s self-worth, and the self-exploration this involves also enables people to discover what their own real interests”. He often argued that the community, who are affected by a decision, should have an active role and influence in every level of decision-making and planning. “Elements of a community approach to planning would appear to provide a basis for the formulation of tourism policies which would assist both local communities and visitors. In the long term, this would satisfy local desires to control the rate of change, if any, and meet visitors’ interests in the maintenance of unique attributes of a destination” (Hall, 1998). “Community participation in the tourism planning process may generally be understood as the involvement of individuals within a tourism-oriented community in the decision-making and implementation process with regards to major manifestations of political and socio-economic activities. Nature-based tourism is particularly linked closely with the local community”. The development of tourism is generally, the privilege of enterprises or special groups’ interests in communities, most of which treat tourism like other commercial forms. On the other hand, “there is a growing support for community based approaches to tourism planning”. To involve the opportunities in rural communities the tourism have concerned attention, and raised many probabilities. Although empowerment is a concept which is implicit in most versions of ‘sustainability’, it is always assumed that a distributive form of empowerment to local communities is from the top, rather than generative empowerment from within. The United Nations system in general and the World Tourism Organization in particular, have always encouraged national authorities to develop participative mechanisms in their activities. Participation of communities is considered not only necessary in ecotourism policy construction, but as its main justification as well.

(Tosun, 2000) pointed out “of limits to community participation in the tourism development process in developing countries pointed out that it is important to involve local community in tourism development process”. If the main attraction of the tourist to a region is the richness of the local culture, then such a value helps in the preservation of local traditions which without tourism would become extinct within the communities and also inject the income into these communities. The countries like Uzbekistan, “where the arrival and presence of tourists contributes significantly to the preservation of traditional

handcrafting, wood carving, hammered cooper work, handmade silk, and carpet and the maintenance of architectural and historical monuments” (Mirababayev & Shagzatova, 2004).

The level of cooperation between various sectors and interested groups of the population interested in tourism in Kazakhstan can be characterized as low but having a tendency towards complicating. The development of tourism as an independent sector of the economy in Kazakhstan goes in accordance with the principle of primary accumulation of capital. It is accompanied by the capture of markets and tough competition between organizations and companies providing tourist services. The situation is unique in that the competition exists not between the companies and firms providing tourist services, but between the organizations which are supposed to guarantee quality and safety of these services (Glukhovtsev & Yermekbayeva, 2001).

Hence, the above literature review focused on different perspectives, “having a better understanding on how different countries approach and deal with development of the country that are in rich resources that attract the tourist and fully utilized the tourist industry’s potential”. While analyzing the benefits of the tourist industry it can provide if the civil society organization and government practice effective policies. I have focus on tourism as a development option because it is a diverse industry with three processes the State, transnational cooperation’s and developmental agencies which have an interest in as a tool for developing rural regions.

I.6 Definition, Rationale and Scope of the Study

Kazakhstan and India is known for its enormous tourism potentials such as natural attractions, socio-cultural linkages, archaeology and traditional heritage. Similar to India, Kazakhstan is a multiethnic and multi-religious country. In Kazakh foreign policy, India occupies a special place. India-Kazakhstan links date back to the days of the “Great Silk Road” which originated and passed through Central Asia, Kashmir, Iran and beyond. This route brought about a fusion of “civilizations and carried not only goods, but also progressive ideas”. Kazakhstan and India are developing productive bilateral cooperation in the sphere of economic, cultural, trade and education. There are no acute issues of international character between the two countries. Kazakhstan views India as reliable strategic partner.

Like India, Kazakhstan is also an attractive tourist destination. Ancient sites and modern cities coexist with beautiful natural landscape. Snow-capped mountains and singing dunes, deep and picturesque canyons, forest and flat lands, rivers and lakes everything could be seen and experienced in the country. India enjoys great love and affections among the people of Central Asia countries. The cultural and historical linkages Kazakhstan and India share common features of mountain tourism in northern part of Himalaya to study the tourism sector of this region for promoting indo-Kazakhstan bilateral ties. It has been observed in Kashmir 1/3rd of the income of Kashmir valley is contributed from the tourism sector prior to terrorism. Thus, Kazakhstan present 5% contribution to GDP can enhanced manifold with proper planning. “Indian & Kazak travel companies come together in jointly promoting Kazakhstan as a tourist destination either individually or as a part of the combined Silk Route”. This will give a great boosts to the hotel industry, restaurants, shops, tour guides etc in Kazakhstan thereby, “directly benefiting the common people”.

India and Kazakhstan are dynamically developing countries. Both countries have influenced each other for thousands of years in the spheres of culture, art, architecture, language, traditions, cuisine, religion and various other aspects of life. Similarities of thoughts and way of life between peoples of the two countries are the basis of attraction towards each other. “Kazakhstan is a beautiful country, blessed with ancient history, a bounty of natural beauty, four clear seasons, good infrastructure and shopping, several casinos and inhabited by a wonderful and friendly people who genuinely welcome and happily interact with overseas visitors”. Kazakhstan is also very much interested in India and Indian culture. Therefore, “this two way tourism can be a massive growth area between India & Kazakh tour companies”. It will help showcase the beauty of Kazakhstan to the Indian public thereby further boosting tourism from India to Kazakhstan. Tourism emanates many positive impacts and brings a number of intangible benefits to the Kazakhstan. A study was conducted for tourist potentials for my M.Phil which has already explored into the enormous tourist potentials in existing in Kazakhstan. Like India ecological, adventure, historical and cultural tourism are the main elements of the sector marketed in Kazakhstan. While it lacks the “extremeness” of its neighbour to south, it does contain a large portion of the Great Eurasian Steppe and tourism officials and entrepreneurs are attempting to push Kazakhstan’s ancient nomadic culture as a reason to visit.

“The tourism industry also provides opportunities for small-scale business enterprises, which is especially important in rural communities, and generates extra tax revenues, such as airport and hotel taxes, which can be used for schools, housing and hospitals”. “Successful tourism relies on establishing a basic infrastructure, such as roads, visitor centres and hotels. The cost of this usually falls on the government, so it has to come out of tax revenues. Jobs created by tourism are often seasonal and poorly paid, yet tourism can push up local property prices and the cost of goods and services. Money generated by tourism does not always benefit the local community, as some of it leaks out to huge international companies, such as hotel chains. Destinations dependent on tourism can be adversely affected by events such as terrorism, natural disasters and economic recession”.

However, the issues of environmental and cultural degradation or pollution and its management are intricately related to tourism in Kazakhstan. Development of tourism in Kazakhstan poses specific environmental and socio-cultural risks. Such as changes in land use, loss of vegetation cover, deforestation, garbage accumulation, soil erosions on the one hand and commercialization of cultural pollution, degradation and crime. “Conserving these mountain environment and culture while helping to improve mountain people it need for a comprehensive interdisciplinary approach to sustainable mountain development as well as for the effective participation and empowerment of mountain people in the use and conservation of mountain resources”.

I.7 Research Questions

- What is the contribution of tourism sector to Gross Domestic Product of Kazakhstan?
- What has been the cultural and historical trend in the flow pattern of tourists between Kazakhstan and India?
- What are the livelihood options from the tourism sector for the communities in Kazakhstan?
- Which are the tourism potential areas where community participation is in practice?
- Which are the tourist potential nodes located in the far flung, remote, peripheral regions of Kazakhstan based on the rich cultural and traditional heritage?
- Which are the dominating tourist nodes in Kazakhstan that attract a large number of tourists at present?
- What is the role of Civil Society Organizations (CSO) in enhancing community participation in the tourism sector in Kazakhstan?

I.8 Hypotheses

- Tourism development between India and Kazakhstan is a major factor between their bilateral relations.
- Tourism development will facilitate the spread of the economic activities from core to peripheral areas of Kazakhstan.
- Community participation in the Tourism sector of Kazakhstan has potential for growth and development for people in Kazakhstan.

I.9 Methodology

This study is both based on primary and secondary data. An extensive literature review was undertaken consisting of important travelogues, monographs, books and an article referring to historical period was undertaken. The data on tourism sector was obtained mainly from secondary source information such as United Nation World Travel organization, World Travel and Tourism Cooperation and Annual Report of Agency of Statistics of Kazakhstan, research paper, books on tourism, officially tourism website [www. Kaz.sat.kz](http://www.Kaz.sat.kz) and various journals and magazines of tourism, news release etc. The data obtained was categorized thematically and tabulated. Comparison were made on the basis of the digest of statistics of Kazakhstan was considered for data on tourism and other allied sectors. The digest of statistics of Kazakhstan will be taken into consideration for authentic data comparison. Use of this data helps to know the gap between availability of facilities of different regions of Kazakhstan and same comparison in India also.

I.9.1 Primary Survey

This study is both based on Primary and secondary sources. Primary study included field visit to Kazakhstan, during the period from 14 May, 2015 to 10 June, 2015. The area that was covered: - 1) Almaty 2) Astana 3) Burabai 4) Kascpeghai 5) Big Almaty lake 6) Isshyk lake. “Besides documentation and secondary data including travel brochures interviews represented the most important information sources. Interviews using open ended questions with various stakeholders who are directly or indirectly involved in eco cultural tourism and community based tourism in Kazakhstan. Different members (the director, marketing and logistics specialists) of the tourism operator ‘Nomadic Travel Kazakhstan’ selling eco cultural tours, international and local NGO’s”. The political side

was represented by government official from the ministry of tourism and sports of Kazakhstan as well as promotional director of the KTA responsible for the development of eco cultural tourism in the country. Community members selling local souvenirs, running local guest houses and working in the partnerships with the local operators “Nomadic travel Kazakhstan” in the eco site of Almaty, constituted the remaining of interviews. The major list of tourist spots and respective potential values are assessed. “Notes were taken during the interviews and subsequent analysis of the interviews was employed to identify them of interest including ecological and cultural aspects of Kazakhstan culture that can be incorporated into an authentic eco cultural tourism experience for local and international visitors”.

During my field visit Excursion Burabay in northern Kazakhstan exhibited beauty and richness in the Akmola region, an ancient land of ancient people. Fruitful soils, numerous rivers and lakes, vast pastures, rich metal deposits, generous gifts of the woods, abundance of game-animals and fish have attracted people here from times immemorial. Lakes, rivers, and streams make the region unique. The summer makes much pleasure to holidaymakers. Big Almaty Lake is surrounded on all sides by majestic peaks. Three main peaks tower above the lake which can be seen from the northern end of the dam: Sovetov (4,317 m) to the south-east, Ozyorny (4,110 m) to the south, further up the river valley, to the south-west which is a picnic spot and the lake is surrounded by Tein Shan mountain range. Inside Ile-Alatau National Park there is a fascinating place called Turgen waterfall and Turgen Canyons with amazing mountain forest landscapes and some 30 meters waterfalls inside the national park spreading 44 km to the “Assy plateau”. Silk Route caravans used to pass this canyon on the way to China and India. It’s a fabulous place deep inside the nature, still with rich historical meaning. There is a high plateau on the top of the surrounding mountains called the “Assy plateau “at 2560 meters altitude. Ili Altai National Park, Turgen Water fall and Isshyk lake was so beautiful I can’t imagine it is the periphery area of Almaty 70 to 80 km distance, the road is good conditions.

A comprehensive questionnaire (Refer to Annexure) was drafted for interviews in Kazakhstan. “The questionnaire included questions related to the community participation interests of the country”. As per open ended questionnaire these are people and stakeholders are interviewed:-

- Diplomats (1)
- Academicians (11)
- Travel agencies and Tour Operator (6)
- NGO's (4)
- Souvenir Shops (6)
- Local People (Total:25):- Shopkeeper (6), Daily wagers (8), Student (8), Hawkers (3)
- Restaurant/Hotels (10)
- Tourist Guide (4)
- Night Club (3)

Table No. I.1

List of Stakeholders

Stakeholder	1	2	3	4	5	6	7	8	9	Total
No. of People	1	11	6	4	6	25	10	4	3	70

Source: Based on Primary field survey, 2015

Number of Stakeholders Interviewed

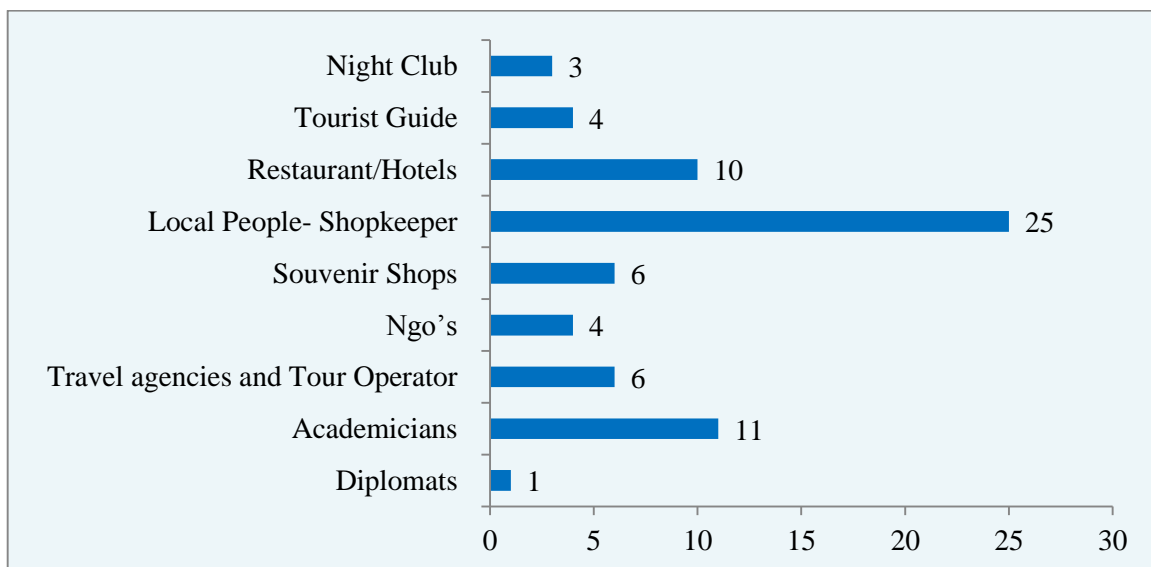


Figure No. I.1

This data was further compiled, collated and presented in a comparable format. In addition government websites and reports from various ministries were consulted. The secondary sources of information included a detailed literature review was undertaken to capture the process of bilateral relations. Simple statistical and diagrammatic representations were utilized for a better understanding.

1.10 Chapterization

The present study has the following six chapters:

Chapter I: Introduction

This chapter deals with the background of Kazakhstan and India from historical and cultural perspectives and potentials of tourism. It also highlights the mountain tourist resources, potentials of community participation, discuss flow pattern between Kazakhstan and India and development of tourism nodes in the region.

Chapter II: Tourist Resources of Kazakhstan

This chapter attempts to study the tourist potentials in terms of Attractions, Accessibility and Amenity in Kazakhstan. It also highlights the most frequently visited tourist nodes in Kazakhstan and discusses the historical and cultural linkages as existed between Kazakhstan and India during the Silk route period.

Chapter III: Tourism Linkages between Kazakhstan and India

This chapter will deal with the tourist flow, infrastructure in terms of transportation, visa regulation, administrative hurdles and indo-Kazakh relations for strengthening the tourism sector and bilateral relations between Kazakhstan and India.

Chapter IV: Identification of Core-Periphery Regions in Kazakhstan for Tourism

This chapter identifies the tourism nodes in the core and peripheral areas based on historical, cultural, and other tourism potentials. It deals with the relationship of tourism and development and suggests expansion of a tourism hinterland in Kazakhstan.

Chapter V: Community Participation and Tourism in Kazakhstan

This chapter will deal with the tourism model through the various stages of tourism growth and identify the sectors where community participation is of crucial significance. The present chapter will assess the tourism potential from the perspectives of community participation and experiences of mountain tourism of India.

Chapter VI: Tourism Sector and Civil Society Organizations (CSO) in Kazakhstan

This chapter deals with the CSO, NGOs, and other organizations working with grass root level community members whose livelihood options and income could be enhanced from the tourism sector.

Chapter VII: Conclusion

This part will present the major findings of the study.

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CHAPTER II

TOURIST RESOURCES OF

KAZAKHSTAN

II.1 Tourist Potential

Kazakhstan is eager to develop its tourism sector, with the aim of strengthening the country's attractiveness for both domestic and foreign tourists. Kazakhstan needs to benefit from the experience and expertise of countries that have a long tradition in management, marketing and service of leisure industries. If there is one industry in the world that has had a global, cross-border character from the very beginning, it is tourism. Therefore, Kazakhstan's "Open-house" policy regarding investors from all parts of the world is a natural ingredient of the country's response to the challenge of developing its tourism and leisure industry. Kazakhstan has a master plan for industrial development that aims to boost equipment manufacturing in the service of tourism, among other industries. The country has very natural resources of tourist attraction such as, landscapes, flora and fauna and its varied cultural and social characteristics.

As well as business tourism contributes to the "development of hotels many of those that visit Kazakhstan are business tourists, especially those who visit the country's largest cities, such as Almaty, Astana and Atyrau". The arrivals of business tourism create and maintain a strong demand for high quality hotels, which residue in the development of a significant number of four and five hotels in the Republic of Kazakhstan. As hotels in Kazakhstan remains far from maturity, many international hotel chains are looking to open outlets in Kazakhstan. The most popular Recreation tourism destinations for visitors are "Alakol, Borovoe, Kulsaj and Issyk lakes, Charyn canyon, the mountainous landscape of Zailiysky Ala Tau, areas located on the Kazakhstan portion of the Silk Road such as the ancient cities of Taraz and Turkestan with Ahmed Yasavi's mausoleum, and the world's first spaceport at Baikonur". However, the leisure tourism in Kazakhstan is still largely underdeveloped and retains significant future growth potential. "The government tries to boost tourism in a variety of ways, such as through passing favourable legislation for private investments in tourism industry, investing in the development of tourism infrastructure and hosting large international events" (www.kaz.embassy).

The continuous process of Kazakhstan tourism is growing from 93rd in 2011 to 88th in 2013 among the 140 countries in the report." The government is building a new tourist entertainment complex at Burabay in the Akmola Special Economic Zone (SEZ) for 450 billion tenge (\$2.98 billion), the Zhana Ile international tourism centre on the coast of Kapshagay reservoir in the Almaty region for 345 billion tenge (\$2.29 billion), the

Kenderli international resort on the shore of the Caspian Sea in the Mangistau region for 345 billion tenge (\$2.29 billion), and the Kok Zhailyau ski resort near Almaty” (Nurzhan, 2013).

II.2 Tourism Objects in Kazakhstan

The tourism concept in Kazakhstan provides for the development of major five tourism clusters in Almaty region, Astana and East region, South region and West Kazakhstan region. While Astana and Almaty are situated as business tourism centres, with Almaty also a centre of international mountaineering and trekking. “A centre of ecotourism is planned within the east cluster, cultural tourism is to be developed in the south and cultural and beach tourism in the west”. National projects are also intended within these clusters, such as the ski resorts South Kaskelen and Kok Zhailau in Almaty, Bukhtarma and Katon-Karagai within the east, Kenderli in the west and Borovoe near Astana. Kazakhstan as a vital “tourist infrastructure and lot of sights for progress of active, ecological, religious, historical and many others type of tourism”. The main tourism objects are given detailed in below:-

II.2.1 Tourism Objects

Korghalzhin: - It is situated in the Korghalzhin district of the Akmola province. There are some protected objects in these area 38 numbers of species of mammals, 298 species of birds, including rare and disappearing species like swimming birds. Particularly since form 2008, it is included in the list of preserved territories, According to UNESCO, which are a part of World natural sites of heritage.

Naurzum: - It is situated in Kostanai town, near Karamendy village in the Kostanai region. “There are fragments of dry white tailed steppes and relict pine forest with sweet and salt lakes; about 687 species of plants, 215 species of birds (mute swan – is the symbol of reserve); 30 species of mammals. Since 2008 it is included in the list of UNESCO”.

Almaty: - It is situated in the Almaty region in Ilei - Alatau Mountains range. “Spectrum of high-altitude landscape belts; 642 species of higher plants, among them 8 endemic, about 1,000 representatives of fauna; 200 species of birds; 38 species of mammals; 7 species of reptiles and 1 species of amphibians are found”.

Alakol: - It is situated in the north east of Almaty province. The main goal of this reserve is protection of birds. “Delta water-swamp landscapes, shores of the lakes and islands in the intermountain desert depression of the Eurasian centre with 107 species of vegetation, 98 species of birds, 21 species of mammals”.

Zapadno Altai ski: - It is located in the east Kazakhstan province area 60 km from Ridder town. The protected object in this area are “15 types of forests, alpine meadows and high mountain tundra of the Altay Mountains with 564 species of plants, 120 species of birds; 30 species of mammals, 5 species of fish”.

Markakol: - It is situated in the East Kazakhstan region, included lake Markakol and its surroundings. “It was organized for protection of flora and fauna of the West Altay Mountains. Hardwood forests with fragment of mountain steppes, which surround the unique lake Markakol’ with rich flora and fauna about 1,400 species of plants, among them 700 species of higher plants; 250 species of birds, 39 species of mammals”.

Barsakelmes: - It is situated on the Barsakelmes peninsula in the Aral Sea. “Since 1992, because of drying of the Aral Sea, many species of animals were transported to other reserves. Sagebrush-saltwort desert and rush brakes; 267 species of plants; 211 species of birds together with migrant birds; 12 species of mammals, the most valuable among them are kulan, saiga and Persian gazelle”.

Ustirt: - It located in the Manghystau region. “Typical landscapes and desert relief forms of the Turan lowland, the Ustirt plateau, chinks and internal-drainage basins with 600 species of plants, 100 species of birds, 27 species of mammals, the rarest of which are Ustirt mouflon, Persian gazelle, caracal; 30 species of reptiles. Archaeological and historical objects: and ancient burials, part of the Great Silk Way”.

Aksu-Zhabagaly: - It is situated on slopes of the Talas Alatau Mountains, in the South Kazakhstan and Zhambyl regions. “Picturesque high mountain landscapes of the Talas Alatau mountains, with 1,400 species of plants, among them 258 rare species; 238 species of birds, 42 species of mammals, 9 species of reptiles, 2 species of amphibians and 2 species of fish. Historical objects: the mediaeval towns Shafarkent and Isphidzhab, an ancient burial mounds, and rock drawings-petroglyphs”.

Karatau: - It is located in “central part of Karatau ridge, in the South Kazakhstan region, 17 km from Kentau town; because of abundance of endemics and rare species of plants Karatau reserve takes the first place in Republic; 1,600 species of higher plants, among them 62 endemics and 52 species are included in republic Red Book; 118 species of birds; 152 species of entomo fauna; 3 species of mammals Karatau argali, Indian porcupine, stone marten are included in republic Red Book”.

The tourist potentials have been studied under 3 major heads namely, Attractions, Amenities and Accessibility. The Attractions include monuments and tourist interest of mountaineering trekking, water bodies and forests. One major Attraction in Kazakhstan is the ancient silk Route. People from all walks of life came from far and wide to enjoy its beauty. The Amenities include the presence of facilities such as Postal services, Banks, Hospital, Accommodation and all modern technology like internet. The accessibility potentials have been covered in terms of road, railways and airways.

II.3 Attractions

Today, in the Republic of Kazakhstan the attraction of the tourist is about 8 to 10 separate good quality of tourist destinations. These include the capital Astana, The Aral Sea on the border with Uzbekistan, The Caspian Sea, Baikonour Cosmodrome. In the north are Burabai, Aktobe, Kostanay, Ust-Kamengorsk, Pavlodar, Karaganda and Petropavlovsk on the Trans-Siberian railway. In the south are Lake Balkhash, Shymkent, Kyzyl-Orda, Taraz, and the mountains of the Tien-Shan (<http://centralasiatravel.com/kazakhstan.html>). “Also in the south is the biggest tourist attraction of this country, the former capital Almaty, which is a city of more than one million people built within the mountains and the second largest city in central Asia”. The major attractions of tourist have been shown in (Map no. II.1) the map shows higher concentration of tourist potentials towards the eastern part of Kazakhstan and the part of the tourist nodes also located the western part of Kazakhstan which is close to the Caspian Sea and Central part of Kazakhstan mainly of cold desert region. The country has something for every kind of tourist can enjoy this place. A rich history and ethnic diverse of cultural heritage have resulted a large number of diverse ethnic and cultural sights of interest for the tourist, the natural environment offers numerous opportunities in eco-tourism, and also including trekking, mountaineering in Kazakhstan. It was being particularly well provided for as far as mountains are concerned. “The wealth of religious sites, mostly, but not all, connected with Islam, attract a steady

and growing number of visitors”. Further, attractions are divided into various sub headings they are:-

II.3.1 Monuments and Places of Religious Interests

The modern Kazakhstan is at the point of two ancient cultures, developed and nomadic, that co-existed many centuries exchanging the best material and religious achievements. Many monuments of culture of different nationalities, ancient civilizations were formed at this land. “Developed civilization in the territory of Kazakhstan always existed: among 25 thousand of registered monuments of Kazakhstan are sites of primitives, cities with millenary history”. Many of the places listed above have some religious interest or importance, mainly of a Muslim character. However, there are also number places of significance to Christians, both Orthodox and Catholic, to Buddhists, and to adherents of other religions. “Among these archaeological evidences there are real gems of ancient, medieval and oriental architectural art. Balandy II Mausoleum, IV-II BC, which is situated in the territory of Kyzylorda oblast, is one of the first brick cupolas in the world”.

Monuments in Mangystau province are a desert island, sovereign with development of architecture style with no analogues in the world. “Aisha Bibi Mausoleum in Zhambyl oblast is another unique work of architecture that shows the high level of development of construction technology and the territory of Kazakhstan in VII-VIII centuries”. Khodzha Akhmet Yassau Mausoleum, recognised by UNESCO as the monument of universal importance. It is an active place of pilgrimage and attracts a lot of pilgrim’s tourist to this place. “On both sides of the road you will see many hills those are the remains of ancient settlements, which were abundant in Syr-Darya valley”. In Shaulder town there is a small history museum with numerous ancient exhibits. “Traditionally Kazakhstan guests see several objects in Sairam: mausoleums of Abdl-Aziz-Bab (XVII century) and graves in honor of Akhmet Yassau parents, Ibragim-Ata and Karachach-Ana (XIX century) and minaret of XIX century”. It is quite interesting to spend some time in regional history museum in Shymkent city, it has good expositions. “The Suzak town it is situated on the limit of South-Kazakhstan region, but a couple of centuries ago when there were no railroads and car roads, Suzak was considerable city at the cross of migration routes”. It impresses by the originality of buildings and by high enclose with a fences made from local clay. There is a beautiful mosque in the city which is more than a hundred years old. The walls of the kilns have finger prints of the people who made them.

South Kazakhstan province is especially famous for its historical memorials like burial mounds, settlements of ancient, several forts, a large burial chamber, usually above ground and ancient towns. “One of the most popular attractions, located on the Kazakh segment of the Silk Road is a unique complex - the Mausoleum of Khoja Ahmed Yassau in the city of Turkestan, which is considered the "second Mecca" of all the Turkic-speaking countries of the world”. Since 2004, UNESCO is listed the mausoleum in the list of world cultural heritage. The most famous historic site in Southern Kazakhstan is Turkestan, founded in V century AD. In ancient times Turkestan was called “Yasy”. On the way from Taraz to Shymkent, about 11 km from the exit of Taraz, one passes through the village of Aisha Bibi. “The village bears its name after the mausoleum put in place here to the honour of Aisha, the bride of Karakhan, lord of Taraz in the 11 th and 12 th Century”. Otrar was among the most celebrated cities along the Silk Road during its golden era. The UNESCO World Cultural Heritage List in (August, 2013) was added by another three Kazakh monuments. As per KZInform with reference to the press service of the Almaty centre for the protection of historical and cultural heritage, the list of UNESCO was added by the largest medieval city Karamergen, Balkhash region, Talkhis settlement, Talgar district and Koilyk settlement, Sarkadin district.

In Akmola region, the archaeologists have found an ancient altar, survived by a miracle in the middle of the ploughed field. According to preliminary data, the age of the altar is approximately 4,000 years. The altar of nearly 30 cm was found in the Yesil cemetery, which consists of burial mounds belonging to different periods from the Early Iron Age to the middle Ages. It is not the first find of Kazakh archaeologists for the last years. A month ago, the scientific expedition organized by the Kokshetau University, found gold and bronze jewellerys of the Alakol period on the Sarkyramy river side. While in the excavations in the southern Kazakh village of Sayram, located at the ancient city, revealed golden jewellerys and silver coins of the XV-XVI centuries (Astana Times, May 2013).



Source: Sethi, M.P (2011): Unpublished M.phil dissertation entitled, “Impact of Tourism Sector on the Economy of Kazakhstan”.

Map No. II.1

II.3.2 Mountaineering

Many of the world's most mountaineers achieved are from Kazakhstan. Khan tengri is the 2nd highest mountain peak in the Tien Shan mountain range. It passed only by Jengish Chokusu formerly known as Peak Pobeda; 7439 m. Khan Tengri is the highest point in Kazakhstan and the third-highest peak in Kyrgyzstan. “It is also the world's most northern 7000 m peak, notable because peaks of high latitude have a shorter climbing season, generally more severe weather and thinner air”. “Belukha is a twin-peaked mountain formation that rises along the border of Russia and Kazakhstan, just north of the point where these two borders meet those of China and Mongolia”. (Map no. II.1) it shows the major peaks in the south west part of Kazakhstan. There are several small glaciers on the mountain. The most popular peaks such as Talgar Mountain (4973 meters), Sovetov Mountain (4317 meters), Ozernyi Mountain (4110 meters), Tuyuk-Su (4200 meters). Popular climbs in the western Tien Shan include Kyzyl-bash (4200 meters), Druzhba

(4100 meters) and Sairamskii (4238 meters). Most of the mountainous areas, which are of naturally suited to ecotourism, are equally popular among trekkers. “Trekking is also popular in the western Tien Shan and the Talas range, the latter on the border with Uzbekistan and Kyrgyzstan. East Kazakhstan's Altai Mountains are another popular trekking destination”.

The city Almaty has also major tourist potentials, with its Shymbulak mountain ski resort and the famous Medeo skating rink located at 1,700 metres above sea level. The Shymbulak complex allows thousands of tourist people to follow a healthy way of living. The project of a new ski resort is important for our entire country, “President Nursultan Nazarbayev said on Jan. 1, 2013 as he inspected models for facilities to be built in Almaty for the Winter Universiade in 2017 and the planned Kok Zhailau resort”. “The development of tourism in Almaty and in the region around it will create around 100,000 jobs. The city’s dynamic development depends on the rational use of our mountains. In many European countries, people learn winter sports from childhood. A tourist visiting a ski resort brings six times more revenue than tourists visiting warm countries and beaches. And if we are to develop our tourism industry in this direction, we will create thousands of new jobs and attract huge investments, including for protecting the environment. Not only Shymbulak, but other places in the region will be used, while nature will be safeguarded”.

II.3.3 Trekking

Most of the mountain areas which are perfectly suited to ecotourism are equally popular among trekkers. “The Tien Shan, the Altai and the Mangystau mountains all offer excellent trekking opportunities, but the most popular location is the northern Tien Shan, especially the Zailiyskii Alatau and the Kunghei Alatau, where hikes are of various levels of difficulty from category I to V”. Trekking is also popular in the western Tien Shan range, in east Kazakhstan's Altai Mountains are another most popular trekking destination among tourist. Trekking in Kazakhstan usually implies overnight stays in tents because hotels are not available in the mountainous area. “Although pitching a tent does not usually attract a fee, there may be special restrictions in protected areas. Trekking usually takes place between May and September, but the best time for hiking in the mountains is in high summer, the second half of July and the first two weeks of August”.

II.3.4 Ecotourism

Kazakhstan has its own attracts for the ecotourism for this reason; ecotourism has developed widely throughout the country. “Although Kazakhstan is continuously increasing the pace of technological and industrial development, this has not been allowed to diminish her dazzling natural beauty”. “This is partly because the country is so huge that there are thousands of locations so inaccessible that they remain completely unspoiled. However, the government also plays a role, establishing protected areas such as nature reserves and natural parks. The most popular are Aksu-Zhabagly nature reserve, Ile-Alatau National Park and Korgalzhyn nature reserve”.

The main ecotourism locations in Central Kazakhstan are the natural oases at Karkaraly, Kent, Bugly, Kyzylarai and Ulytau. The ecological tours “which is popular in Aksu-Zhabagly and Korgalzhyn nature reserves; or can be even narrower in scope, focusing possibly on a single animal such as the snow leopard or the Semirechinsk salamander”. The “Northern Kazakhstan in the heart of the biggest continent causes its sharply continental climate, the characteristic features of which are a long cold winter with strong winds and snow storms and a short, but hot summer”. Various ecosystems define the variety of animal species. “There are up to 160 kinds of mammals and about 200 kinds of birds. Economic stability of the area is defined by manufacture of the grain which is the main export goods of the region”. “The function of the national parks is to protect, restore and exploit natural and historic objects of special ecological, scientific and recreational significance they protect unique natural environments that serve also as tourist resorts. Restrictions in national parks are less exacting than those in nature reserves, with the exception of certain areas within them where nature reserve regulations apply”.

In, generally national parks are easily of accessible to the people, although sometimes there is an entrance fee. “Economic activity is forbidden in national parks, although hunting is in some cases permitted if a hunting licence, which can be expensive, has been obtained”. “The nine main national parks in Kazakhstan are at Ile-Alatau, Charyn, Kolsai-Koldere and Altyn-Emel in Almaty oblast; Bayanaul in Pavlodar Oblast; Kokshetau in Akmola and North Kazakhstan oblasts; Karkaraly in Karaganda oblast; Katon-Karagai in East Kazakhstan oblast; and Sairam-Ugam in South Kazakhstan oblast”.

II.3.5 Hunting and Fishing

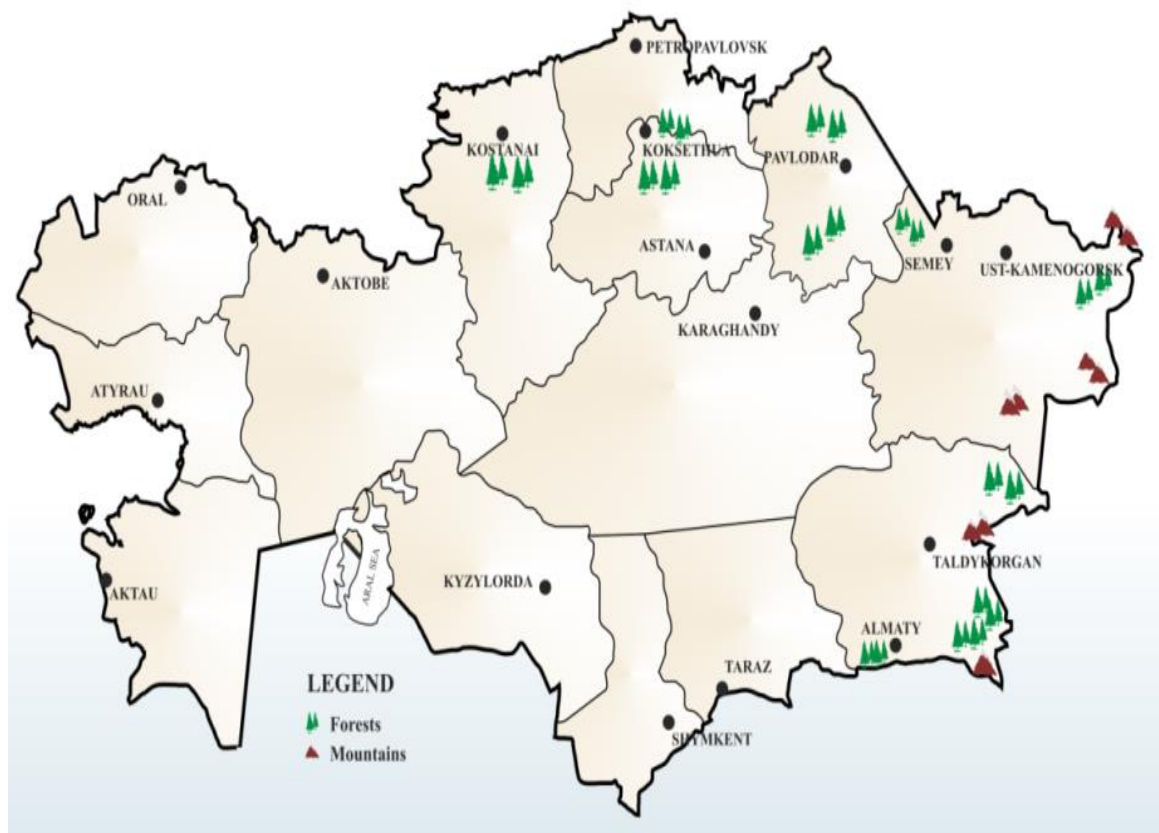
Kazakhstan is one of the most popular hunting destinations. “The most popular places are central Kazakhstan, the Ustyurt Plateau, Semirechiye and the flood-lands of the River Syr-Darya. In autumn and winter wolf-hunting takes place all over the steppe. Such a trip will typically cost about \$3,000”. These hunting excursions take place between the months of July to November. The best seasons of hunting are in autumn and spring seasons.

Hunting infrastructure is well developed, and all kinds of associated services are available. “Accommodation may be in huts, tents or yurtas; food may vary from the simple to the epicurean; and various entertainment programmes can also be arranged. An essential service that most operators in this sector offer is help with the various documentary procedures necessary for hunting and then exporting trophies. Most such operators deal very largely with foreigners and accordingly have a good idea of what their customers want”. No such administrative hurdles have faced the foreigner visiting Kazakhstan to fishing in the country. There is great variety of rivers and lakes, the sazan, the zander and the cat-fish are caught almost everywhere and can be very big some fish weighing up to 300 kg. In Semirechiye trout is found in great quantity, and the west is famous for its sturgeon. One of the most fascinating fish in Kazakhstan is the relic snakehead (Channa), which can weigh up to 17 kg. “Fishing in a delta of the river Ili in 400 kms from Almaty city or on the rivers Lepsy (480 kms) and Ayagoz (600 kms) close to Lake Balkhash”. The best season for fishing is in the spring from April 20 till June 10 and in the autumn from August 20 till October 20.

II.3.6 Forests

The “forest area is land under natural or planted stands of trees of at least 5 meters in situ, whether productive or not, and excludes tree stands in agricultural production systems (for example, in fruit plantations and agro forestry systems) and trees in urban parks and gardens”. In map no II.2 shows the major forest in “northern border of the eco region stretches from the Ural Mountains along the southern end of the West Siberian Plain, and south of Novosibirsk it continues to foothills of the Altai and Sayan Mountains”. “The southern reach stretches along the Russia-Kazakhstan border within Russia, and near Petropavlovsk it crosses the border and reaches the Middle Irtysh River in East Kazakhstan”.

KAZAKHSTAN FORESTS AND MOUNTAINS



Source: Sethi, M.P (2011): Unpublished M.phil dissertation entitled, “Impact of Tourism Sector on the Economy of Kazakhstan”.

Map No. II.2

The width of the forested steppe zone is 150 to 250 km. In Kazakhstan, reforestation is mainly carried out by planting spruce, silver fir and pine trees using different spacing arrangements and site preparation. Also mixed fruit tree forests with apple, walnut and other species mainly through seedling are established. The steppe forest area is located in the west Siberian lowland and covers most of the northern part of Kazakhstan, the province of Akmola and Pavlodar, with a total share of more than 10 % of the territory of the country. “This is occupied by intensive agriculture (grain, pastures and grasslands for hay production) and large areas of wooded lands. Fires occurring on these territories cause high losses in the agriculture and forest sectors”. Systematic wild land fire protection is therefore required by state forest and agricultural enterprises. The fires usually occur in the early spring and in autumn, especially in dry years.

Many opportunities to see that are “the desert landscapes, clay canyons, Mountain steppe landscapes, deciduous forests and taiga and Alpine meadows and mountain peaks, whose

heights reach 4500 meters above sea level such as the highest point in the Altai and Siberia Belukha Mountain”. The low hill land of central Kazakhstan is situated in “wood zone on a height of a northwest part of Sary-Arka Akmola province, Baian-Aoul of the Pavlodar province, Karkaraly of the Karagandy province “(Arkhipov, 1975). “Wood and steppe vegetation, climate and relief of region promote origin, distribution and development of wildfires, especially in hot, dry and windy weather”. The climate is extremely arid, annual precipitation is 240 to 350 mm. The semi-desert engaging the central part of country (22 % of the territory) represents the transitional zone between steppe and desert. “Typical landscapes are hillock-sandy plains with wormwood-grassy and bushy vegetation. In valleys of the drying up rivers, in crevices of hills there are small sites of meadows”. A climate rather droughty: cold and low-snow winter, dry and hot summer (Khaidarov, K. & Arkhipov, V. 2000).

II.3.7 Water Bodies

Rivers played an important role in the life and history of Kazakhstan .In fact; all the main major cities were founded on the banks of the rivers. Nowadays the rivers, especially in mountains, are attracting the large number of tourists for active holidays and recreation. The largest rivers in the country are Irtysh, Yesil, Tobol, Ural, Syr Darya, Ili and Chu. “The length of each of them is more than 1 000 km. Ural carries its waters to the basin of the Caspian Sea, Syrdarya flows into the Aral Sea, and Irtysh, Tobol and Yesil are waterways that feed the Arctic Ocean”. The total length of the Irtysh River is 4,248 km, which is the second largest figure among the rivers of the Asian region. The length of the Kazakh section of the Irtysh is 1835 km. Source of the river is located on the eastern slopes of the Mongolian Altai (border of Mongolia and China). The river before its confluence with the Zaisan Lake is called Black Irtysh. After Irtysh passes the Bukhtarma hydroelectric station, it is no longer called "Black Irtysh" but "White Irtysh". In addition to Bukhtarma, there are two more hydropower stations on River Irtysh: Ust-Kamenogorsk and Shulbinsk. They are also located on the stretch of the river below Lake Zaisan. “In Irtysh, there are about 17 tributaries, the largest of which are Tobol, Yesil and Uba Rivers. Irtysh is navigable along 3,784 km”. River Irtysh is rich in fish, such as sturgeon, white salmon are found in this river.

KAZAKHSTAN WATER BODIES



Source: Sethi, M.P (2011): Unpublished M.phil dissertation entitled, “Impact of Tourism Sector on the Economy of Kazakhstan”.

Map No. II.3

The majority of lakes located in the lowlands owe their origin to the erosion-accumulation activity of rivers in an arid climate. Generally, lowland lakes are shallow with low shores and have heavy vegetation of reeds and rushes. The lowland lakes may be either saline or freshwater. “There is a Chain of big hollows of salt Lakes: Kalibek, Ulkenkaroy, Teke and Seletyteniz in the north-eastern part of the region. There are also lakes known for the mineral salts, healing waters and peloids in the region”. One of such unique reservoirs is Majbalyk Lake. In Almaty region “the largest regional river is the Ili River, which flows almost through the center of the Almaty Region, dividing it in two parts; in the middle of which the large artificial Kapshagai reservoir has been built, which is defined by its hydroelectric dam”. Syr-darya River is one of the longest rivers of Central Asia country. The river crosses four Asian countries along its course: - Kazakhstan, Uzbekistan, Kyrgyzstan and Tajikistan. Two regions lie on the territory of Kazakhstan is the basin of Syr Darya in the South Kazakhstan and Kyzylorda. “Syrdarya is formed by the confluence of Rivers Naryn and Karadarya in the eastern part of the Ferghana Valley”.

Before 1989, the river flowed into the Aral Sea, but as a result of swallowing of the lake and its separation into two parts, River Syr Darya began to fill up the northern part of once mighty Aral Sea, now called the "Small Sea". "Several reservoirs such as Toktogul (Kyrgyzstan), Kairakkum (Tajikistan), Chardara and Koksaray (both owned by Kazakhstan) were created on the river". Syr darya river is covered with mud in Kazakhstan, the turbidity of water in the reservoir is 1200 g / cc.mol. This is due to the fact that it blurs the loose earth rocks on its way. Ili River is located in the Chinese part of the mountain Tien Shan at an altitude of 3,540 m. The length of the reservoir is 1,439 km, 815 km of which runs through the territory of Kazakhstan. Ili Rivers flows into Balkhash Lake, thus making it partly freshwater. Large inflows of Ili are Turgen Talgar, Kurt, Chilika, Charyn, truncating. "The river is navigable up to the border with China and further upstream. Carp and pike are encountered in the waters of Ili. Muskrat, reed cats, Zhetysu pheasants, white-headed cranes are common along the shores and in the reeds". River Ural is arises on the slopes of the top round hill of ridge Uraltau. The total length of the river is 2,428 km. The watershed of the Ural River is the sixth largest in the world and the river is navigable. Sturgeon, stellate sturgeon, carp, catfish, perch, bream are found in the river. In map no. II.3 it shows "the major tributaries of the Ural are Big Kizil, Tanalyk, Guberlya, Sakmara, Gumbeyka, Suunduk, and Big Kumak". Between a natural water boundary of Asia and Europe it lies in the upper stream of Ural. Upper Ural and Iriklink Reservoirs and the hydroelectric station Iriklinko are located on River Ural.

II.3.8 Silk Route

The Silk Road or Zhibek Zholy, which is the ancient name of Silk Route and in the Kazakh language emerged as a major trade route as early as the 3rd century BC. A important part of this road now belongs to the territory of Kazakhstan." Cities such as Turkestan (Yasi), Taraz (Talas) and Otrar are located along this ancient route, and in the past they used to be major settlements along the path of the caravans". Today the city of Taraz, "which made such an important contribution to the success of the Steppe Route, could be said still to deserve its old name of City of Merchants: the city market is still there, still functioning, and still huge". There have been initiatives several Central Asians countries in collaboration with China to revive the old Silk route and Kazakhstan is fourth right in adopting these initiatives. (Map no II.4) shows the major nodes in these connections are:-

The Great Silk Road



Data Source: www.google.co.in

Map No. II.4

Historians date the emergence of the Silk Road around the second century B.C., when Chinese merchants first attempted to penetrate the Mediterranean and the Middle East through Central Asia. At that time, the principal commodity traded by the caravans was Chinese silk; but silk was not only a commodity: it was an international currency too. Moreover, “it was not the only merchandise traded along the Silk Road: also important were spices, tea, mirrors, glass, coins, silverware, linen, ceramics, weapons, horses, medicine, precious stones and furs. And material goods were not the only items that moved along the Silk Road, which was also of inestimable importance in the traffic of ideas”. Thus, Buddhism which played a key role in the Turkic Khanate is believed to have reached China from India along the Silk Road through Central Asia. “Christianity also spread along the Silk Road, Nestorian Christians taking their message with them as they travelled the caravan routes as early as the beginning of the fifth century”. Zoroastrianism and Manichaeism both made progress along the Silk Route from origins in Iran. But the most widely and successfully propagated religion was Islam, which in most areas of the Silk Road countries prevailed over other religions.

As human civilization spread out over more of the Eurasian landmass later trading routes developed and extended the older Silk Road routes. A trade route passed down the Amu Darya and across the arid steppe of Western Kazakhstan to the mangyshalk peninsula, from where it circumvented the Caspian Sea and stretched as far as Moscow and into Europe. Carvan routes also crisscrossed the Great Steppe, connecting the mercantile centre of southern Central Asia (Khiva, Bukhara, Samarkand, Tashkent etc) with Northern communities.

II.4 Amenities

Any tourist nodes essentially require certain amenities and facilities for its successful development of the tourist industry. Kazakhstan is one of the most developed countries in terms of amenities and facilities. The “Hotel Kazakhstan is known as a landmark hotel in Almaty, Located on the southern business centre of the one-time capital, this 128-foot luxury hotel in Kazakhstan was built in 1970”. It is a prime example of comfort and quality service, and it offers outstanding services including internet access, notary services, a nightclub, and a casino.

II.4.1 Banks

Kazakhstan banks operates a two-tier of banking system, with the national bank of Kazakhstan occupying the top tier and all other the commercial banks and financial institutions the second. “The economy of Kazakhstan in general and the banking sector in particular, have been closely watched by foreign investors. Three local banks successfully held IPOs on the London Stock Exchange the largest by asset value Kazkommerts Bank, the third largest Halyk Bank of Kazakhstan, and the fourth largest Alliance Bank”. It shows in (Map no. II.5), Most of the major Banks are located in the cities like Almaty, Astana, Aktobe, Kostanay, Ust-Kamengorsk, Pavlodar, Karaganda and Petropavlovsk.



Source: Sethi, M.P (2011): Unpublished M.phil dissertation entitled, “Impact of Tourism Sector on the Economy of Kazakhstan”.

Map No. II.5

II.4.2 Hospitals and Medical

In Kazakhstan 80% of medical institution owns by government, thus the government plays a significant role in medical unit. “Kazakhstan hospitals currently have a sufficient potential for rendering a range of highly technological services”. “According the health ministry 299,5 billion tenge are provided for the Kazakhstan healthcare sector in the Republican budget in 2009, 411,6 billion tenge in 2010 and 368,9 billion tenge in 2011. Annually Government invests 25-30 billion tenge for purchase of medical equipment. The 16 oblast and medical departments are the key bodies in administering health care and they run most of the hospitals and polyclinics”. “In rural areas, primary care is delivered through, rural physician clinics, and small rural hospitals”. It shows in (Map no. II.5) Most of the hospitals are located nearby in the city of Astana, Almaty, Karaghandy, Koksethau and Taraz (www.astanazdoroviekz, 2013)

In many countries tourism acts as the original device of social and economic development of the country. “Medical-improving tourism is one of especially important branches of tourism for today, but unfortunately in our country, especially in days of market economy formation this sphere did not become same profitable and effective as in other countries though stabilization of sanatorium branch in republic recovers activity of sphere of tourism as a whole”. Natural resource factors recreational geographical position and localization of medical natural recreational resources remain priority factors of manufacture of a sanatorium tourist product. “From the point of view of development of medical improving tourism the recreational geographical position of the Republic of Kazakhstan can be characterized as favourable that is defined by high spatial differentiation of medical natural-recreational resources”.

The relief as the factor of recreational potential is considered at application of a landscape therapy resort treatment at which beneficial influence of staying in district with a beautiful landscape is used (Vetitnev & Zhuravlyova 2007). “The most attractive conditions for the organization of medical rest have the Altay Mountains, Borovoe, Zhetysu region, and also valleys of the rivers and coasts of lakes in different parts of the country”. Favourable possibilities for the organization of a landscape therapy are the important competitive advantage of a national sanatorium segment. Climatic therapy is a set of methods of the treatment using dosed out influence of climatic factors (Vetitnev & Zhuravlyova 2007). “Climate and weather combine to form environmental conditions that have a direct bearing on the tourists' perceptions of comfort and their health”. Health tourists also place considerable value on the climate in terms of comfort and health. In this type of tourism, the climate acts as the raw material that cures or prevents the appearance of certain illnesses. Thus, while certain atmospheric conditions and elements can help to maintain or improve health, it is also true that the ill-advised use of these elements, owing to a lack of information or lack of care, can be particularly harmful (Martín, 2005). “Kazakhstan has sufficient resources for the organization of various kinds of climatic treatment during the various periods of year. However the annual mode of comfortable weathers is unstable and poorly predicted. The warm period of year is optimum for climatic therapy”. “According to the theory of competitiveness of Porter, separate lacks of base natural-resource factors can promote innovations in branch and to formation of stronger competitive advantages” (Michael, P.,1990). The “necessity of involving of local population is not considered in the course of the organization of medical-improving tourism that defines the minimum

multiplicative effect for resort territories from development of this kind of tourism, new workplaces on regional labour markets are not created, production of local manufacturers practically is not used". "The departmental accessory of sanatoria leads to leak of incomes of medical-improving tourism development from region, therefore social contacts of tourists with local population can have disputed character".

II.4.3 Internet and Communication Access

The Internet community is growing rapidly in Kazakhstan. Between 2001 and 2005, the number of Internet users increased from 200,000 to 1 million. By 2007, Kazakhstan reported Internet penetration levels of 8.5 percent, rising to 12.4 percent in 2008. Kazakh Telecom (KT) reported an increase in its broadband subscriber base from 270,000 to 456,000 in 2008. Most of the major cities including Almaty and Astana have an internet facility and hotel accommodations have internet connection. At present, Kazakh telecom, "a National Joint Stock Company, provides local and international telecommunications services". "As the national operator and owner of a network of general-use telecommunications facilities, it offers a range of communications and includes all oblast and urban telecommunication enterprises, as well as 12 large enterprises, such as the National Telegraph Almaty Broadcasting Station, the national trunk line and others" (Ministry of Communication in Kazakhstan, 2009). To bring connective to people, community access is key, not individual ownership. "The concept of one household, one phone is unrealistic in many developing countries, especially in rural areas and among poor communities everywhere". "A more appropriate approach is to create multimedia community centres in places accessible to those often blocked out of institutions: poor people and communities, women and youth. From Peru to Kazakhstan, basic tele centres have been set up in post offices, community centres, libraries, video shops, police stations and health clinics, providing local community access to telephone and fax services, email and the World Wide Web". There are lots number of internet cafes in Almaty and Astana and other towns with a student population, but connections are not always great and places are not easy to find.

II.4.4 Accommodation

Kazakhstan can accommodate up to 300 000 tourists per year. The accommodation facilities can be divided into 4 separate categories. The first include those who are highly

experienced golfers; these hotels are designated like a 36 whole Florida links. The 2nd category is the Mediterranean-style Meret Aqua Paradise. This includes a port for yachts, surfing, diving and sailing facilities. The 3rd is the Tamshaly Entertainment Paradise which target the youth and ‘partying people. It consists of nightclubs, bars, restaurants; cafés etc. The 4th category is the Bosaga Family Paradise aiming the family market. It will comprise of an enormous botanical garden in Kazakhstan, play grounds, children’s clubs and an aqua park. Industry of hotel is directly depends on the dynamics of growth of visitors coming to the Kazakhstan, as 2010 only 68.8% of customers who used hotel services were Kazakhstan residents. Business activity has been and is going to remain the main factor of growth.

Table No.II.1

The Distribution of Star Hotels in Kazakhstan

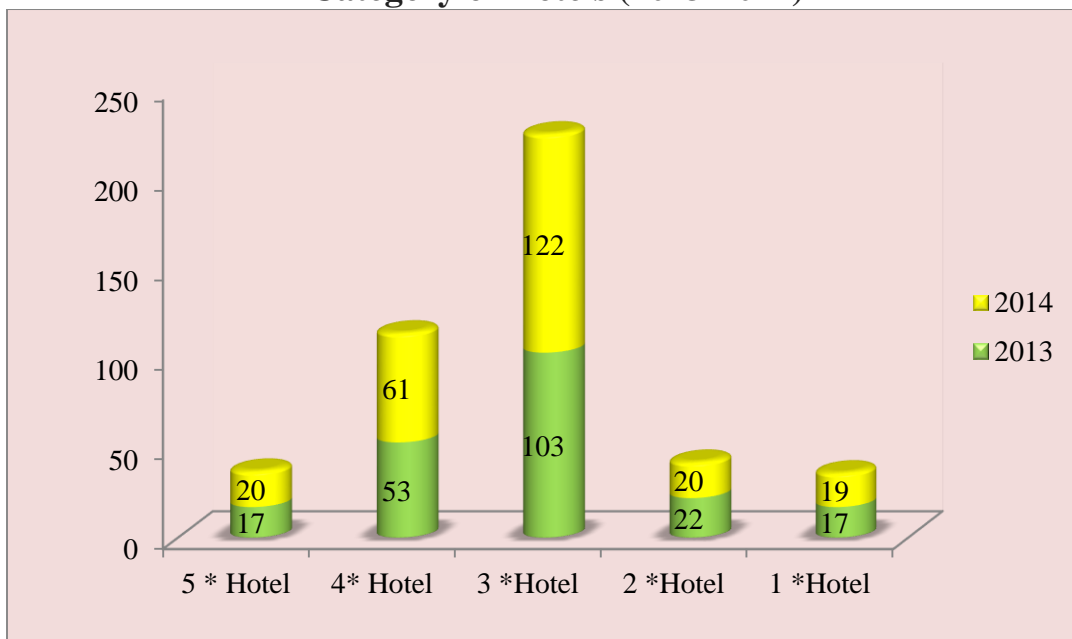
Kazakhstan	2010	2011	2012	2013	2014
5 Star Hotel	13	14	16	17	20
4 Star Hotel	43	53	51	53	61
3 Star Hotel	82	91	98	103	122
2 Star Hotel	29	28	27	22	20
1 Star Hotel	25	27	24	17	19
Uncategorised	806	873	875	955	1,184
Other places	496	556	435	511	630
Total	1,494	1,642	1,526	1,678	2,056

Source: *www.sat.kz*

As it is seen in Table no.II.1, the number of star hotels, the maximum number of occupancy is in the 3star, these hotels accommodated twice as many guests as those without restaurants. Hotels with restaurants are mainly middle-sized and a large business, whose category of is 2 stars over. The hotel occupancy with restaurants is also 34.3% higher than of those without restaurants. The best in the number of tourists, who used hotel services, are Astana city, Almaty city, Atyrau and east Kazakhstan province. The guest with lowest number is registered in Qyzylorda, Northern-Kazakhstan, Western-Kazakhstan and Zhambyl regions. The biggest occupancy of hotel room is found in Astana, Almaty city and Eastern-Kazakhstan region, the smallestcapacity of hotel occupancy is found in the Qyzylorda and Zhambyl regions of Northern Kazakhstan. The leaders in the utilization of capacity are Mangistau (64%) and Atyrau (61%) regions (Agency of Republic of

Kazakhstan, 2015). To protect the interests of tourism and hotel industries in the country, a non-profit nongovernmental organization KAGiR (Kazakhstan Association of Hotels and Restaurants) has been working since 1998. KAGiR unites hotel complexes of the Republic of Kazakhstan, representative offices of international hotel chains, providers of hotel industry mass media, such as “Hotel and Restaurant: Business and Management”, universities and colleges having faculties of service (Statistical data provided by Kazakhstan Association, of Hotels and Restaurants (KAGiR) // kagir.kz). Due to the fact that 72.05% of the hotel guests in the Republic of Kazakhstan in 2014 were travelling on business, the best way to invest in hotel business would be to focus on a corporate customer. The best regions for this purpose in the coming years are going to be Mangitau and Atyrau regions, due to the high demand for hotel services in the regions, whereas the average rate in the Republic equals 20% (Agency of Republic of Kazakhstan, 2015).

Category of Hotels (2013-2014)



Source: www.sat.kz

Figure No. II.1

When planning a hotel business there are two factors to focus on “average sales typical of a region or a city and average room price”. The average hotel sales in Kazakhstan in 2014 amounted to as little as 20.3% of the capacity. Average cost of accommodation is estimated at 50% of the declared prices. For example, “average cost of accommodation in a 5-star hotel is approximately 35000 tenges, or 233 US dollars, whereas the declared rates of world-class 5-star hotels range from 60-70 thousand tenges or 400-500 US dollars per night and more” (Agency of Republic of Kazakhstan, 2015).

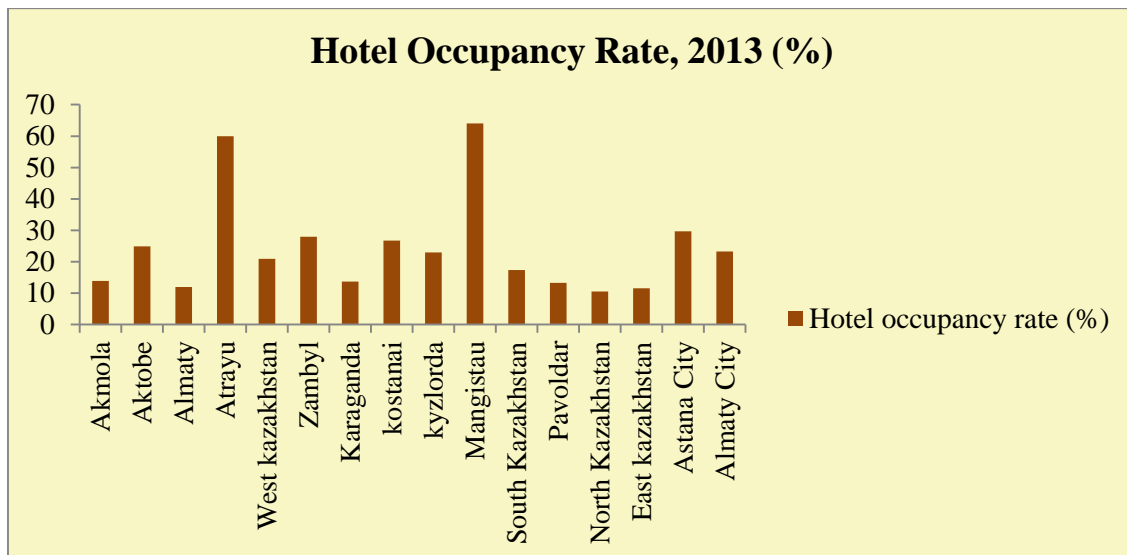
Table No. II.2

Occupancy of Accommodations by Regions of the Kazakhstan in 2013

Province	Total no. of rooms	Accommodation guest bed	Amount of provided bed nights	Hotel occupancy Rate (%)
Akmola	1308	3269	1,66,126	13.9
Aktobe	719	1094	99,424	24.9
Almaty	1192	2900	1,26,385	11.9
Atrayu	1669	2260	4,94,993	60
West Kazakhstan	1127	2163	1,64,917	20.9
Zambyl	314	590	60,210	28
Karaganda	2134	7059	3,53,439	13.7
kostanai	477	811	79,124	26.7
kyzlorda	280	511	42,895	23
Mangistau	1081	2235	5,21,822	64
South Kazakhstan	845	1490	94,424	17.4
Pavoldar	1554	4269	2,07,943	13.3
North Kazakhstan	250	766	29,418	10.5
East Kazakhstan	3333	10913	4,56,231	11.5
Astana City	3347	5808	6,29,065	29.7
Almaty City	5288	9780	8,30,288	23.3

Source: The Statistics Agency of Republic of Kazakhstan, 2014

In table no. II.2 shows in contrast to production, service providing process is limited in time. During the period of low demand, with the price level remaining high, insufficient sales are. impossible to compensate during the following period of high demand whereas with an increase in demand insufficient means of service can result in lower profits due to inability to fully meet the demand. 1,432 enterprises and individual entrepreneurs approach were registered in the Kazakhstan in 2012, totalling 37,786 rooms with capacity to provide 83,103 beds at a time. They served 3,026.2 thousand people, providing 66,540.9 million tenge worth of services. The sales volume of accommodation services, excluding restaurant services in compatible prices increased by 6.3% compared policy and operations to 2011.



Source: The Statistics Agency of Republic of Kazakhstan, 2014

Figure No. II.2

Hotel business where the average occupancy of in Republic of Kazakhstan has survived and is gradually moves towards the pre-crisis levels. Business tourism segment in western regions of the Republic depends totally on the processes in oil and gas industry. Taking into account the fact that hotel occupancy level in Mangistau region is 64%, in Atyrau 61%, it should be noted that with the development of oil sector there soon will be a need to build more hotels in these regions. The essential advantage of these hotels must be world-class service of hotels having 3 and more stars, which will be an important in criterion of choosing a hotel for foreign tourists. The role of management in hotel business is defined by constantly changing conditions of hotel services market, by competitiveness, by the aim to increase profitability and economic efficiency of hotel business objects, by room occupancy level and quality of the provided services (Ustenova & Davletova, 2013).

II.5 Accessibility

Any tourist nodes essentially require certain accessibility and facilities for its successful development of the tourist industry. Kazakhstan is one of the most developed countries in term of railway connections and accessibility facilities. “Kazakhstan has fairly developed system. There are frequent trains connecting the major cities. The train has three classes. Business: Two beds Kupe: Four beds together Platskart: Open wagon with many people”. Kazakhstan will open five high-speed rail routes in 2014. The Almaty-Atyrau, Astana-Atyrau and Astana-Semey high-speed trains successfully put into operation earlier, arrive

at the destination in half the time compared with conventional trains. New trains will operate the route Astana-Kyzylorda, Almaty- Aktobe, Almaty- Zashchita, Astana-Zashchita, and Almaty-Tashkent (Ministry of Transport & Communications of the Republic of Kazakhstan, 2013). “Many of the main roads in Kazakhstan are not well maintained. However, it is still possible to travel safely throughout most of the country by automobile. In the mountains, on the other hand, most of the roads are dirt tracks that are frequently more wiped out from rock or snow slides, or washed out from heavy rains or melting snow”. Almaty International Airport is the main hub for travel to the newly independent republics of Central Asia. It is also served by a few airlines from Western Europe and the Far East.

II.5.1 Roads

Roads are a “key element of the Kazakhstan transport system playing an important role in providing access to rural areas and facilitating transit traffic and in-country transport movement”. Kazakhstan has over “84,700 km of highways, 93% of which are asphalt-paved”. Due to the oil boom, more people in Kazakhstan are starting to own cars. “Most of the business in the country takes place to the West, where oil is found, or in rural areas, where farming is done. Because of this, roadways play a large part in driving the economy”. In (Map no.II.6) it shows the major roads connection between the states.

II.5.2 Railways

Railway services play significant role in the transport-communication network. “It provides up to 70% of cargo and 50% of passenger turnover in the overall transport operations in Kazakhstan”. “Rail transport is characterized by high carrying capacity and relatively low cost”. The main rail links which connect Russia and the European countries with the Asia, Pacific, Central Asia and Middle East region cross Kazakhstan. In (Map no. II.6) it shows the major railway connection between all the states. The periphery of “railway network is connected to the networks in Uzbekistan, Kyrgyzstan, Azerbaijan and China. Due to this fact, the railway market in the region is attractive for European countries”. The Central Asian corridor which crosses the western region of Kazakhstan is “the most important route which provides transport links between Central Asia and Europe”. “The Western Corridor (Aksaraiskaya II – Makat – Beineu – Aktau), the

Northern Corridor and the Central Corridor as one of “the main links for Eurasian unity” are also very important for railway transport”.

II.5.3 Airways

Almost, air transport connects all region of Kazakhstan. Local flights are expanding connecting a new capital, Astana, with other regions. There is high demand for using the country’s air. “Kazakhstani air transport corridors are potentially attractive for international air companies operating flights between Europe and South-East Asia, since they help to reduce flight time”.



Source: Sethi, M.P (2011): Unpublished M.phil dissertation entitled, “Impact of Tourism Sector on the Economy of Kazakhstan”.

Map No. II.6

The extent of air routes of Kazakhstan is 54 thousand km, including international routes – 49 thousand km. “There are 22 airports in Kazakhstan for air services including the Astana and Almaty international airports and 14 airports provide services to international transportation on a short-term basis”. Kazakhstan has two major international airports, Astana and Almaty. “It is the national carrier of Kazakhstan and operates scheduled

domestic and international services”. In (Map no.II.6) it shows the major air connections. Its main bases are Astana International Airport and Almaty International Airport. Kazakhstan has a daily flight between Almaty to Delhi, and there more several connecting flights of two countries are pending. To explore the possibility of early setting up of direct air link between the Astana and Srinagar via Leh as such connectivity will promote both tourism and economic links.

II.5.4 Waterways

After rail and road network transportation of water is the most important element in the Kazakhstan transportation complex, with both state and private companies operating in this field. The coastline of the “Caspian Sea is one of most popular tourist destinations for Kazakhstan domestic tourists”. It is become one of the most exciting tourist attractions in Caucasus. Caspian Sea is surrounded by five countries. The area is rich of diverse and natural beauty. Kazakhstan has 2 major sea ports at the Caspian Sea one is Bautino & another is Aktau. Near Aktau there is an excellent beaches and Mangistau National Park with its unique features and several historical sites (Terterov, 2004) “Aktau port is in use throughout the year and built to serve international transportation of cargo and oil products in Iran, Baku, Astrakhan and Europe via Volga-Don channel and Dunnai system”. People of the country call Mangystau province are the land of tourism which has several recreation resources.

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CHAPTER-III

TOURISM LINKAGES BETWEEN KAZAKHSTAN AND INDIA

III.1 Relations between India and Kazakhstan

Relations between India and Kazakhstan are of ancient and historical and have always been warm and friendly. In modern times, “when Pandit Nehru along with Indira Gandhi visited Almaty in 1955. Diplomatic relations were established in February 1992. India was the first country outside CIS region visited by President Nazarbayev after independence of Kazakhstan. Currently, Indian Participation in Kazakhstan are KEC laying Transmission Lines, Punjab National Bank 4 operational branches, first PSU bank having wholly owned operations in the region, ONGC Videsh Limited 25% stake in Satpayev Block of Caspian Sea, 3 infotech Limited offering business solutions, Dr Reddy’s distributor office in Almaty, Simplex Engineering setting-up a plant for freight wagons and bogies and C-ahead business solutions”. (Sajjanhar,2013). Share of India in major “an import by Kazakhstan from other Asian countries is less than 10 % in all categories of products except of iron or steel”. “It would be useful to look at India’s comparative advantage in those product categories and compare it with that of its Asian competitors to understand future potential of Indian exports to Kazakhstan”. The gap between actual and potential bilateral trade was estimated at 86.19 percent of potential trade volume.

Kazakhstan’s foreign direct investment flow to India has been minimal till date. “Kazakhstan’s outward FDI initiatives are driven by the need for economic diversification beyond mining, and improvement in competitiveness through overseas experiences, adoption of internationally accepted standards of corporate governance, etc”. The biggest problem in enhancing bilateral commercial exchanges is the absence of land connectivity and direct land access between India and Kazakhstan. (Indian Council on Global Relations, 2013) “Kazakhstan is in India’s neighbourhood but India is not able to take advantage of its geographical proximity because it cannot use the land route through Pakistan and Afghanistan on account of the unstable security and political situation in these countries”.

India trained “specialists and scholars from Kazakhstan in various fields under ITEC program sponsored by Ministry of External Affairs, and under the ICCR Scholarship programmes for international students”. “Since 1992 more than 750 specialists have undergone training under ITEC and more than 160 students have studied in India under ICCR programme”. “India and Kazakhstan have an agreement on visa free entry for Diplomatic and Official Passport holders, the first Bilateral Consular Consultations between India and Kazakhstan was held in Astana on 5-6 November 2009”. There are

about 4500 NRIs in the whole of Kazakhstan. “Most of the NRIs are in the private sector oil exploration, downstream industries, steel and IT and business tea, pharmaceuticals etc”.

India “attaches great importance to Kazakhstan for basic 4 main reasons they are its strategic location, its untapped energy and mineral wealth, its secular values and the vast tracts of land available for large-scale commercial farming”. “Manmohan Singh’s visit to Astana in 2011 helped India to finally gain access to the North Caspian Sea region a known repository of oil and gas and Kazakh uranium”. During the Prime Ministerial visit, a joint action plan was signed in areas like nuclear energy, IT, cyber security, pharmaceuticals, healthcare, agriculture, cultural exchanges, mining and fertilizers. Kazakhstan hosts the Baikanour cosmodrome but lacks an independent space program. Kazakhstan looks at Indian Space Research Organization (ISRO) to sling it into the organization of space coming nations. The “relationship between India and Kazakhstan became more intensive and diverse than in the previous centuries, the first, relationship developed during changes in geopolitical situation in Central Asian region where the interests of 3 powers (Great Britain, Russia and China) collided”. So-called “Great game” involved Kazakhstan also. “Economic, cultural and political contacts between Kazakhstan and India proceeded against a background of intensification of interests of the powers that were fighting for the leadership in Central Asia”. “The second, Kazakhstan was not independent state anymore and its contact with the world was under the control and was defined by Russia”. That circumstance made a certain effect on the relationship between Kazakhstan and India. The third, English travellers actively began to make researches in Central Asia and Kazakhstan.

Kazakhstan, a part of the formerly Soviet Union till 1991 and now the richest country in Central Asia, has inextricable historic links with Kashmir. It was in 1540 AD that “Mirza Haider Dughlat of Kazakhstan ruled over Kashmir for eleven years”. He had entered Kashmir for the first time in 1532 through Zojila pass with a 5,000 strong force. But he had to return after stiff resistance from Kashmiri people. He again attacked Kashmir in 1540 and this time, occupied Srinagar. It was during his rule that Kashmir prospered and trade with Central Asia and Persia increased in a very short time. However, he “was killed while trying to subdue Chak rebels and lies buried in Srinagar”. Various attempts have been made to revive the historic and cultural ties between Kashmir and Kazakhstan and the University of Kazakhstan and Kashmir University have signed a Memorandum of Understanding (MOU) for cooperation. Kashmir could be an engine and a catalyst of

growth of relations between India and Kazakhstan. “There has been a constant and regular flow of trade in goods and more importantly, free exchange of ideas, thought and philosophy through the Great Silk Route in the 5th -12th Century AD”. This period also saw the introduction of Buddhism from India to Kazakhstan and travel of Sufism to India, particularly Kashmir (Abuseitova, 2004).

III.2 Potential for India-Kazakhstan Economic Relation

The area of tourism in cooperation of Kazakhstan and India may be considered as one of those which attracted interest from the very beginning and maintains it up to date. Kazakhstan -Indian cooperation in the tourism sector, it should be taken into account not so much an increase in the number of tourists mutually visiting both the states, but rather the exchange of experience in the tourism and recreation industry, as provided for in the aforesaid Agreement. Of course, the Indian side has much longer history of successful development of this industry and, therefore, had accumulated more experience, which can be useful for Kazakhstan as well. Learning and adoption by Kazakhstani side of relevant Indian experience in the field of tourism cannot be absolute, since majority of historical, cultural and natural attractions of Kazakhstan and India have different specificity both in their number and in their value.

Therefore, the focus of the Kazakhstan side should be directed towards the general ideas and concepts of development of tourist industry that India has to offer. It should, in particular, be taken into account that India has experience in tourism and recreation activities at various levels from the facilities and services typical of a developing country to the services that meet the highest standards of developed countries. This is very important for Kazakhstan, which wishes to develop both a tourism per se (visiting by Kazakhstan citizens and foreigners of various historical, cultural and natural monuments often located in the places with lack of infrastructure and conditions for a high level services), and recreation-wellness sphere (with the highest level services). For example, in 2005 the Consortium of Business Women of India proposed for consideration to the Kazakhstan Sanatorium "Alatau" proposal for the provision of services of Indian experts in natural Ayurvedic therapies, the original yoga etc.

Particular attention should be given to support in the field of eco tourism the author had a personal opportunity to witness the high level of organization of tourist visits to protected

areas within the programs of ecological tourism in India). By the way, in this area it has already been planned a serious Uzbek-Indian cooperation. Kazakhstan -Indian Agreement refers to the possibility of including in the frameworks of such a cooperation of representatives of private tourism sector. Indeed, both Kazakhstan and Indian private tourist firms show interest in such cooperation; their representatives make reciprocal study visits, including within the programs specially provided for this purpose.

However, until now such cooperation is limited basically only to the organization of tourist trips in both directions with a priority of visits to India, which is manifestly insufficient and inadequate to the current level of bilateral cooperation. In this regard, within the Kazakhstani-Indian cooperation in the tourism sector one should pay special attention to certain projects that can become the basis for investment programs. At that, the emphasis should be done to attract from the Indian side of the most up-dated technologies of production and implementation of tourist and recreational services, taking into account the interests of Kazakhstan, its conditions and opportunities. It is appropriate to find and implement the non-traditional economic opportunities. For instance, both our countries (though India to much more extent comparing to Kazakhstan) have an opportunity to utilize the “tourist constituent of trade”. In this regard, despite numerous legal, half-legal and totally illegal visa obstacles and restrictions from Central Asian side, India for her own benefit should avoid to “pay back in the same coin” and make restrictions (such as certain period of time between two subsequent trips to India, special letters of guarantees etc.) in return. Indeed, people from Kazakhstan and other Central Asian states coming to India for travelling, healing, educating, pilgrimage, participation in various events etc. serve an important purpose. First, they directly buy goods in India, hence paying themselves for their transportation; second, after return they continue to buy Indian goods in their own countries; third, they propagate Indian goods among their compatriots and even foreigners. It should be specially mentioned that tourists mainly buy goods produced by the representatives of small-scale business, which contributes to implementation of various Indian governmental programs and initiatives aimed at the support of this very sector.

With collapse of the Soviet Union in 1991, the Kazakhstan established independent contacts with the international community. India was quick to establish diplomatic relation with this newborn nation. “The economic relations between India and Kazakhstan have vast opportunities for mutual benefits, which could be harnessed through trade and investment, foreign direct investment is considered to be the engine of growth for the host

countries". This investment can help both countries to achieve the main objective of economic growth. "It can also raise the welfare of the people by transfer of technology and by improving productivity of labour. Investment also flows in both directions". "To promote and further expand the investment by creating favourable conditions, both India and Kazakhstan entered into Bilateral Investment Promotion & Protection Agreement (BIPAs) on 9 December 1996 and it came in to force on 26 July 2001"(Hussain ,2012). Thus, "there is opportunity for Indian firms and they can reap benefits, but it is also beneficial for domestic firms of Kazakhstan". Kazakhstan companies are also establishing their presence in India in recent times. "The major Kazakh companies present in India are KazStroy Service (infrastructure), Caspian Shelf (oil exploration), TVL (retail equipment), and STL (transportation and logistics) There are following sectors where both the countries can gain".

III.3 Historical Cultural Relations between Kazakhstan and India

The ethnic contacts between Kazakhstan and India became made more intense and regular in the period of emergence of the first large state formations on the territory of India (the Mauryas and Kushan empires), Buddhism and the campaign of Alexander the Great. "Buddhism played a great role in development and intensification of contacts between India and Kazakhstan, the insight of this religion into Kazakhstan and Central Asia started a new era in the relationship between these two regions". The influence of Buddhism was so strong and diverse that a new culture was formed in Central Asia and Kazakhstan. "This culture gathered the best that was made by Indians and population of Central Asia and Kazakhstan in the previous centuries". (Abuseitova, 2004) Movement of the English from the British India to Central Asia and Kazakhstan was accompanied by the same action of Russia on the north. "It promoted activation of intercultural, trade and political contacts between two regions and the territory of Kazakhstan as well as the territories of other states of the region became an object of attention of research centres of the British India". India and Kazakhstan are multi-ethnic, multi-cultural and multi-religious secular states. They enjoy close cultural relations that manifest in fame of yoga, films of Indian, music and dance in Kazakhstan. Likewise the Kazakh folk music and dance are quite popular in India. Internationally renowned Kazakh violinist Marat Bisengaliev, supported the foundation of Symphony Orchestra of India in 2006.

Indian Cultural Centre in Astana is “engaged in various cultural activities, including conducting of yoga and dance classes; celebration of Indian festivals; organizing of cultural performances; screening of Indian films and documentaries; organizing performances by visiting Indian cultural troupes in Kazakhstan and Kazakh cultural troupes in India” disbursement of ICSSR scholarships; and organizing visits under Academic Visitors Programme. “India trains specialists and scholars from Kazakhstan in various fields under ITEC program sponsored by Ministry of External Affairs and under the ICSSR Scholarship programmes for international students”. There are about 4500 NRIs in the whole of Kazakhstan. This includes students studying medicine in Kazakhstan. “Most of the NRIs are in the private sector (oil exploration, downstream industries, steel and IT) and business (tea, pharmaceuticals etc)”. An India Association is in place with headquarters in Almaty with branches in major cities of Kazakhstan. “Indian Cultural Centre conducts classes in Yoga, Hindi and Kathak dances. India trains specialists and scholars from Kazakhstan in various fields under ITEC program sponsored by Ministry of External Affairs, and under the ICCR Scholarship programmes for international students”. There are about 1700 Indian students studying in medical universities in Aktobe, Almaty, Karaganda and Semey and about 1800 construction workers working at Abu Dhabi plaza, Astana, which is under construction (Embassy of India, Astana, 2016 Jan).

There were several English expeditions to the region that had scientific, political and economic purposes. Thus, Kazakhstan and Central Asia were visited by (Ashton D. 1872), (Morgan 1881), (Littledeal 1892) whose reports were published in the British India, were discussed in the meetings of the Royal Geographic Society. That process was very useful for closing in between two countries. “Thus Indian scientific and social circles got information about culture, history and ethnography of people of Central Asia and Kazakhstan; they made detailed description of geography, political and economic situation in Kazakhstan and neighbouring regions of Central Asia”. The potential for cooperation between India and Kazakhstan is huge and can encompass such areas as tourism, biotechnology, automobile, education, mining, telecommunication, textiles, defence and electricity generation. For India access to wheat, cotton and hydrocarbons constitutes strategic priorities. Though, “presently self- sufficient in wheat India does at times need to import the grain to meet its domestic requirements. Wheat as well as other agricultural products can be obtained from these republics of Central Asia at favourable rates”. (Bhatia, 2009) India and Kazakhstan both are the “factors of peace, stability, growth and

development not only in their regions but also in the world, stronger and deeper relations between these countries will further contribute to increasing prosperity and security for the peoples of the two countries as also for the world as a whole”. (Sajjanhar, 2013)

III.4 Agreement between Kazakhstan and India

The main goal of agreements on bilateral trade is to promote mutually beneficial trade. “It will not only lead to strengthening of bilateral and intra-regional co-operation, but will also lead to the economic development of the trade partners”. Trade agreements are generally carried out through progressive reductions and finally elimination of obstacles to bilateral trade between the two nations. Since 1991, “India has enjoyed warm and cordial relations with Kazakhstan that have progressed smoothly over the years; Kazakhstan’s outlook towards India has changed significantly from the last few years” (Malik & Mir, 2013).

Table No. III.1

Export and Import between Kazakhstan & India

Year	2010-11	2011-12	2012-13	2013-14	2014-15
Export	172.16	244.39	286.23	261.51	250.59
Import	138.42	191.86	139.99	656.33	701.67
Total Trade	310.59	436.25	426.22	917.84	952.26

(Source: Ministry of Commerce, New Delhi, June 2015)

The largest trading partner of India in Central Asia is Kazakhstan. Bilateral trade during 2014-15 was US\$ 952.26 million. The exports from India to Kazakhstan amounted to US\$ 250.59 and exports from Kazakhstan to India were US\$ 701.67. Important products exported to Kazakhstan are tea, medical product, and telephone equipment, pharmaceuticals, tobacco and construction machinery. Important products imported by India are oil, uranium, asbestos and titanium. India and Kazakhstan have signed five key agreements including:-

- Agreement on Transfer of sentenced persons.
- Agreement on Military and Defense Technical Cooperation between Kazakhstan and India.
- Memorandum of Understanding between Ministry of Youth Affairs and Sports of India and Ministry of Culture and Sports of Kazakhstan on collaboration on Physical Cultural and Sports.

- Memorandum of understanding between the Ministry of Railway of India and the Kazakhstan Temir Zholy of Republic of Kazakhstan on the technical cooperation in the field of railways.
- “Long term contract between Department of Atomic Energy of Republic of India and JSC National atomic company "KazAtomProm' for sale and purchase of natural uranium concentrates”.

III.5 Visa System

Kazakhstan and India have an agreement on visa free entry for diplomatic and official passport holders. Ordinary passport holders require visa, which has to be applied for in advance by the local sponsors for obtaining visa clearance from Consular Department of Ministry of Foreign Affairs. The visa is issued at Embassy in New Delhi usually within one week from the date of receipt of clearance. “Indian citizens visiting Kazakhstan and intending to stay for more than five days are required to get themselves registered with local migration police within five calendar days of their arrival in the country, every time they visit Kazakhstan”. Between India and Kazakhstan, the first bilateral consular consultation was held in Astana in 2009.

"Simplification of visa procedures, the build-up of the hospitality industry, and many other issues are on the agenda. The bilateral inter-governmental agreement on simplifying the issuance of visas for some categories of citizens is under the consideration by the relevant authorities of two countries," (Embassy of Republic of Kazakhstan, 2015). “Among potential trends of national tourism sector development much attention is paid to the ‘Great Silk Road’ tourism. Northern part of Silk Road is located in Kazakhstan territory and this object is qualified as priority among other United Nations and World Tourism Organization projects”. Kazakhstan has become increasingly popular among travellers from all over the world. Tourism “has, as a particular form of tourism development, became increasingly recognized and make legal as a means of achieving sustainable development in destination areas”. “The current political, strategic and economic scenario both regionally and internationally, presents immense potential for India and Kazakhstan to qualitatively and quantitatively enhance their engagement to bring it to a significantly higher level”.

III.5.1 Travel Agency and Tour operator

Most travel companies in Kazakhstan are focused on outbound tourism, so they are the agents of foreign tour operators. State needs to take action in the reorientation of travel agencies of Kazakhstan for the development of inbound tourism. Not all regions in Kazakhstan have the necessary resources for the development of tourism. Therefore, one of the objectives of the tourist activity is to identify regions with favourable conditions for the development of inbound tourism. In the tourism Sector, travel agents play a vital role. They “assist individual or group wishing to take trip, planning routes, making transportation, hotel and tour reservation, obtaining or preparing tickets and performing related services”. The position of travel agent’s is similar in many respect to that of a lawyer or an architect in that he “must possess a great deal of specialized technical knowledge plus training and ability to consult correct references and sources from which new information could be gathered”. Travel agencies are profit making business firms set up for the purpose of organizing trips. At present, they act either as middleman between their customers and the firm supplying the services required (transport companies, hotels, firms offering excursions or entertainment) or as actual tourist entrepreneurs. Tour operators or wholesalers secure transportation, accommodation, meal etc, and quote an inclusive price for the package. By mass production of holidays in this way, large discounts can be obtained, thus making tourism a highly competitive industry. Tour operators sell packages either direct to the public or retail them through travel agents.

In 1980, “Asia Tourism” was founded and is “today one of the leading travel agencies for foreign tourists in Central Asia. Although the economies of these countries are expanding and the people looking ever more to the West, the traditional way of life and unique culture of each of these republics may still be seen here”. “While they offer the usual range of services such as visas and invitation letters for all the CIS republics, transportation, hotel reservations and tours to the fascinating cultural sites of the former Silk Road they are also able to offer more specialized service for trekking and mountain climbing”. The famous cultural tours in Kazakhstan are Silk Road, Trekking on Tien-Shan range, Kolsay - Karakol, Issyk-kul Lake in Almaty. Incoming of travel agency in Kazakhstan tourism is located in Almaty. It provides hotel, travel and airport transfers to foreign guests coming to Kazakhstan for business or leisure purposes. Since, 2005 the Kazakhstan tourism is a reliable service provider to the tourist. They “will arrange the hotel room all around

Kazakhstan cities, from welcoming at the airport, and air ticket bookings, visa invitation letter and passport registration in Kazakhstan and any kind of information there”.

III.6 Revenues from Tourist Industry

The revenue from tourism for five years (2008-2012) has grown for 95% in Kazakhstan, According to head of the Committee Marat Igaliev in 2013, the revenue from tourism amounted to 151.6 billion tenge in 2012. The number of travel agencies has reached 2,000. Almaty, Astana, South Kazakhstan region and Shuchinsko Bohr are named as the most popular resort areas. The Industry and Tourism Committee was tasked to develop and sign a memorandum on development. The Governors of West Kazakhstan, Kostanay, and Karaganda regions were proposed to establish separate divisions for the development of tourism. From the regions that contributed a lot to the development of tourism in 2013 was Almaty that spent more than 121 million tenge (\$758,000).

Atyrau and Karaganda regions have spent about 4 million for this purpose. It is reported that in 2014 the Government plans to allocate more than 553 million tenge for the local governments for the development of tourism. “It provides a tenth of world gross domestic product, accounting for more than 10 percent of international investment. Revenues from tourism are steadily in third place after the income from oil exports, oil products and automobiles. Tourism can have three positive impacts on the economy. First, it ensures the flow of foreign currency and has a positive impact on economic indicators such as balance of payments and the total exports. Second, it provides employment to the population. And third, it promotes the development of the country's infrastructure” (UNWTO, 2012).

III.6.1 Contribution of Tourism to the Economy of Kazakhstan

To achieve the sustainable economic growth, the travel and tourism sector needs to reduce social, economic, environmental and cultural barriers. “Some of the major obstacles to this growth are the lack of infrastructure, environmental degradation and fragile linkages that weaken a country’s tourism potential”. To address these barriers is for the sector to foster tourism investment through public-private sector partnerships that not only enable a country to grow economically, but retain the essential social, cultural and environmental assets that make each country a unique product. “Public-private sector co-operation and planning are also essential to creating sustainable employment in the tourism industry, and

to this end the private sector has opposed for recognition of its true contribution to job growth and economic development”.

The influence of tourism on national economy “is shown through indicators of the cash flows directed from the country and to the country, which are generated, by tourist export and import”. The largest part of the income of tourist services comes from foreign and also sale the ticket for public travel agencies. “Tourist import of the country is made by the money spent by citizens during foreign trips, payment of transportation costs and other services in countries of residence and also payment of dividends of foreign investors in the tourism industry” (Balzhan S. 2014).

Tourism is one of the most emerging sectors for Kazakhstan’s economy. Although Kazakhstan is an old destination for tourism, it has developed more in the early 1990s due to influx of mass tourism. Since then it is growing very rapidly and it has become one of the largest job creators as well as foreign exchange of earners of the country. “Its importance as an instrument for economic development and employment generation activity, especially in the remote and backward areas has now been recognized in Kazakhstan”. Every year millions of tourist visit Kazakhstan for holiday tour, excursion, trekking, sightseeing, shopping and business etc. Although the whole Kazakhstan is a favorite tourist destination Astana, Almaty, Aktau, Atyrau, Taraz, Kyzlorda, Karaghandy and Kokshetau are the main tourist destinations of Kazakhstan. Today, tourism is one of the most profitable and dynamic industries of the country’s economy (Djordjevic, 2008).

Table No. III.2

Dynamics of Tourism Industry Development during 2009 - 2013 (Persons)

Indicators	2009	2010	2011	2012	2013
No. of served foreign visitors	1801087	1544506	2548868	2 845 832	3 026 227
No. of the served visitors by tourist firm	4,73, 947	3,47, 413	4,59, 337	6,01, 521	6,04, 699
Amount of completed Work & Services, in thousand tenges	15 439066	11 42444	14 730 718	15 142 092	17 674 698
Quantity of objects	528	562	677	692	598

Source: Statistical Yearbook of Kazakhstan, 2014

The above table no. III.2, it mentions that the end of 2013, “there was 598 objects of placement, whereas in 2009 there were 528 and in 2010 only 562 worked. In 2013, the agencies served by tourists, 604 699 persons in comparison with 2011 where the number of the served visitors made 601521 persons. The total number of the completed work and services in 2013 made 1, 76,74,698. The improvements technological, is developed the economic wealth of population and the processes of globalization has transformed tourism into a largest industry in world. “It has become one of the top export categories and the main source of foreign exchange for most of the tourism-friendly countries (Berno & Bricker, 2001; French, 2005)”. At present, “the global economy experiences difficult time; however, tourism industry is expected to maintain its dynamic role in global growth”. This primarily reflects the economic activity generated by industries such as hotels, travel agents, airlines and other passenger transportation services (excluding commuter services). For example, the tourists is directly, supported by the activities of the restaurant and leisure industries.

The development of economic activity in Kazakhstan is associated with the attraction of foreign investments and overseas consultants increased the number of foreigners visiting the country. “Foreign citizens organizing their leisure time to learn about Kazakhstan coupled with a desire of residents to know the country of residence better caused development of tourism in Kazakhstan. The growth of domestic tourism was promoted by slow growth of real income for the majority of the population of the country, restricting foreign travel, and therefore increasing the tendency to satisfy recreational needs with the natural tourist resources of the country”.

Table No. III.3

Companies and Individual Entrepreneurs Engaged in Tourism Activities

Indicators	2009	2010	2011	2012	2013
No. of Tourists Firm	1163	1203	1252	1567	1720
No. of Private Entrepreneurs in the Tourism Sector	64	73	98	117	136
No. of Individual Entrepreneurs Engaged in Tourist Accommodation	621	664	787	936	1106

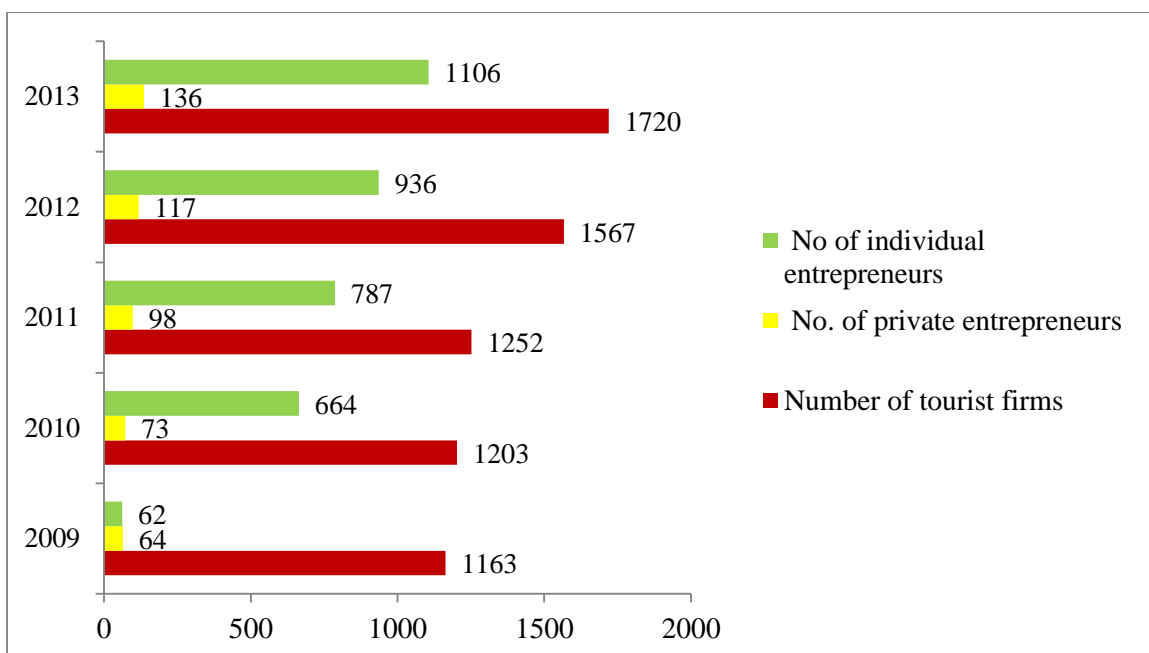
Source: Statistical Yearbook of Kazakhstan 2014

In table no. III.3, it shows that, “the period from 2009 to 2013 the number of tourist agencies in the country increased by 557 units or 47.8%, while the number of individual

entrepreneurs engaged in tourism activities increased by more than 2 times”. We can see in above graph, which tourism activity is becoming more attractive for small businesses. “But most of the entrepreneurs engaged in tourist accommodation, in recent years their number has increased by 78.1% the share of individual entrepreneurs engaged in tourist accommodation, the total number of entrepreneurs in 2009-2013 ranged from 89% - 91%”.

This led to expansion of the supply of tourist services and accommodation facilities in places of recreation. “The interest in the culture of Kazakhs by foreign tourists produced a slow but growing revival of handicrafts, with service and handicraft industries for tourism becoming sources of income for local populations”. “The domestic tourist market have become the focus in the development of tourism, and the level of cooperation between interested parties will depend on how fast real market relations are established and whether corruption can be defeated in Kazakhstan”.

Entrepreneurs Engaged in Tourism Activities (2009-2013)



Source: *Statistical Yearbook of Kazakhstan 2014*

Figure No. III.1

The existence of small firm focus on the “direct delivery of various services to tourists and vacationers or engaged in intermediary activities for the organization of circles between their consumers and suppliers is normal for the market of recreational and tourist services”. It shows in Figure no.III.1 the number of tourist firm increasingly growing year wise.

III.6.2 Contribution of Tourism to GDP in Kazakhstan

The continued growth of world tourism confirms that tourism has become one of the most important components of modern economic space (Bianchi, 2012). Kazakhstan's tourist market being "one of the fastest growing global industries has a slow pace of development". "The limited financial possibilities of citizens, underdeveloped tourist infrastructure, disagreement of interests between the government and the private sector are limiting factors for developing Kazakhstan's tourism industry". Absence or ineffective participation of interested parties is major obstacles to implementation "of sustainable tourism development" concepts, and uncertainty on how to solve this problem best (Waligo, 2013).

International experience shows that it is possible to achieve competitiveness in the global tourism market by developing new economic integration forms among the government, tourism business and population (Erkuş, 2009). Therefore, formation and creation of favourable conditions for effective functioning of the tourism cluster, is one of the important priorities of Kazakhstan nationals tourism policy. "Despite the fact that Kazakhstan has a vast territory with potentially attractive tourist zones, the tourism industry of the country is characterized by underdevelopment". The share in gross domestic product is about 5.6% in 2014 (WTTC, 2015). As of 2014, the volume of produced goods and services in the field of tourism amounted to 202 119.3 million tenge. Exports of tourist services increased up to 6 US\$ 348.1 million, and import did up to US\$ 12 783.3. However, the inbound tourism still almost doubled the outbound. As of 2014, the outbound tourism amounted to 10.4 million people, and the inbound one - 6.3 million people. The number of travel companies in comparison with the previous year decreased by 19% (1777 units). Moreover, the number of higher education institutions training specialists for the tourism industry dropped to 40 due to the ongoing government measures to improve the quality of educational services (Kazakhstan's Tourism for 2010-2014).

The total contribution of Travel & Tourism includes its 'wider impacts' (the indirect and induced impacts) on the economy. Indirect "contribution includes the GDP and jobs supported by travel & tourism investment spending an important aspect of both current and future activity that includes investment activity such as the purchase of new aircraft and construction of new hotels; government 'collective' spending, which helps travel & tourism activity in many different ways as it is made on behalf of the 'community at large' for

example, tourism marketing and promotion, aviation, administration, security services, resort area security services, resort area sanitation services, etc”. “Domestic purchases of goods and services by the sectors dealing directly with tourists including, for example, purchases of food and cleaning services by hotels, of fuel and catering services by airlines, and IT services by travel agent, while the ‘induced’ contribution measures the GDP and jobs supported by the spending of those who are directly or indirectly employed by the Travel & Tourism sector”.

III.7 Tourist Flow

If inbound tourism is more than outbound tourism in a country, it has an extra travel trade, and if a country, with an extra travel trade and a country it can consider tourism to be a lucrative export. However, that does not mean that a country should not encourage outbound tourism. There are intangible effects of both inbound and outbound tourism, and these include learning about the surrounding world and fostering positive relationships between countries. It is clear that in table no. III.4, it shows the increasing trend of outbound tourism. The total number of visitor of outbound tourism in 2014 is quite higher in comparison to the year 2010. Where maximum number (9 3, 75, 785) in 2014, of tourist visited to CIS countries and the total number of persons (1 0, 74, 187) in 2014 was visited to outside CIS countries.

Table No. III.4

The Number of Visitors on Inbound and Outbound Tourism

	2010	2011	2012	2013	2014
The Number of Visitors for Outbound Tourism , Total:	6 0,19, 171	8 0,20, 400	9 0,65, 579	10 1,43, 710	10 4,49,972
CIS Countries	5 2,70, 466	7 0,31, 721	7 8,34, 651	9 0,37, 804	9 3,75, 785
Outside CIS	7,48, 705	9,88 ,679	1 2,30, 928	1 1,05, 906	1 0,74, 187
The Number of Visitors on the Inbound Tourism, Total:	4 0,97, 387	5 6,85, 132	6 1,63, 204	68,41, 085	6 3,32, 734
CIS Countries	3 6,42, 311	5 1,95, 043	5 5,42, 447	6 2,13, 390	5 6,55, 246
Outside CIS	4,55, 076	4,90, 089	6,20, 757	6,27, 695	6,77, 488

Source: The data of the Border Service of the National Security Committee of the Republic of Kazakhstan

It is clear shows that the total number of inbound tourism (6 3, 32, 734) is decreasing in 2014 comparison in 2013 (68, 41, 085). But the maximum number of tourist visited from CIS countries, in the year 2014 (5 6,55, 246). The outside of CIS tourist visited (6,77, 488) is increasing in comparison to the 2013.

III.7.1 Flow of Foreign Tourist to Kazakhstan

The neighbouring countries - Uzbekistan, Russia Federation, China and Kyrgyzstan “were the leading source of tourists accounting for more than 80% of all arrivals in 2014”. “This means that the structure of the in our republic soon dominate business and professional trips. The length of stay of foreign tourists is on average 3 days. This tourist in Kazakhstan a day spends about 75-85 US dollars. Whereas according to the World Tourism Organization, overseas tourist spends approximately 250-350 US dollars per day” (Statistical Year Book of Kazakhstan, 2015).

Table No.III.5

Foreign Tourists Arrival to Kazakhstan (2010-2014%)

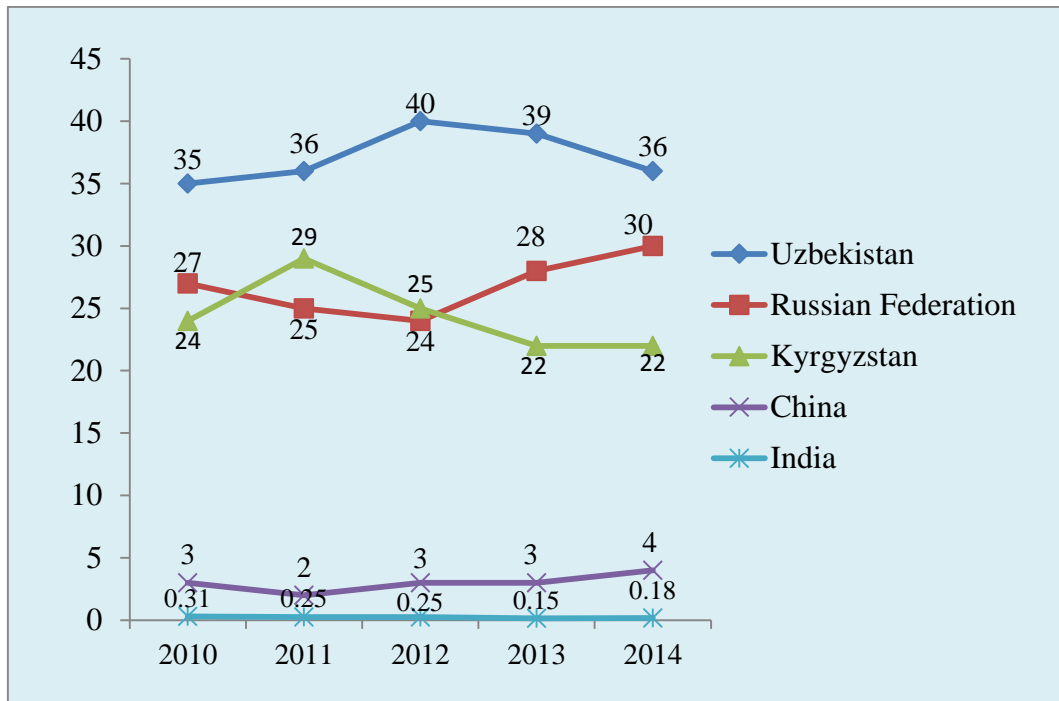
Countries	2010	2011	2012	2013	2014
Uzbekistan	35.0	36.0	40.0	39.0	36.0
Russian Fed.	27.0	25.0	24.0	28.0	30.0
Kyrgyzstan	24.0	29.0	25.0	22.0	22.0
China	3.0	2.0	3.0	3.0	4.0
Turkey	2.0	1.0	1.0	1.0	2.0
Azerbaijan	2.0	1.0	1.0	2.0	1.0
Tajikistan	4.0	4.0	3.0	3.0	2.0
Germany	2.0	1.0	2.0	2.0	1.0
Turkmenistan	1.0	0.43	1.0	1.0	1.0
India	0.31	0.25	0.25	0.15	0.18

Source: The data of the Border Service of the National Security Committee of the Republic of Kazakhstan

In table III.5 it shows that the maximum percentage of arrival of foreign tourist is form CIS countries. In 2014, all the top ten countries which is mentioned above in table III.5 the number of foreign tourist is decreasing in comparisons to 2013. But it, is interestingly shows that India is little bit increasing in 2014 with 0.18% with compare to 2013 which is 0.15%. Among all these 10 countries Uzbekistan is the leading source with an account of 36% which is decreasing in 2014 with compare to the previous year. Kyrgyzstan remains same in both the year with an account of 22%. The Russian tourist visited was increase

with an account of 2% in 2014 with compare to 2013. The largest volume of incoming tourism, with the prevailing business tourism is observed in the cities of Astana, Almaty, Atyrau, Aktobe and Karaganda.

Destination of Foreign Tourist to Kazakhstan (2010-2014 in %)



Source: Agency on Statistics of Republic of Kazakhstan, 2015

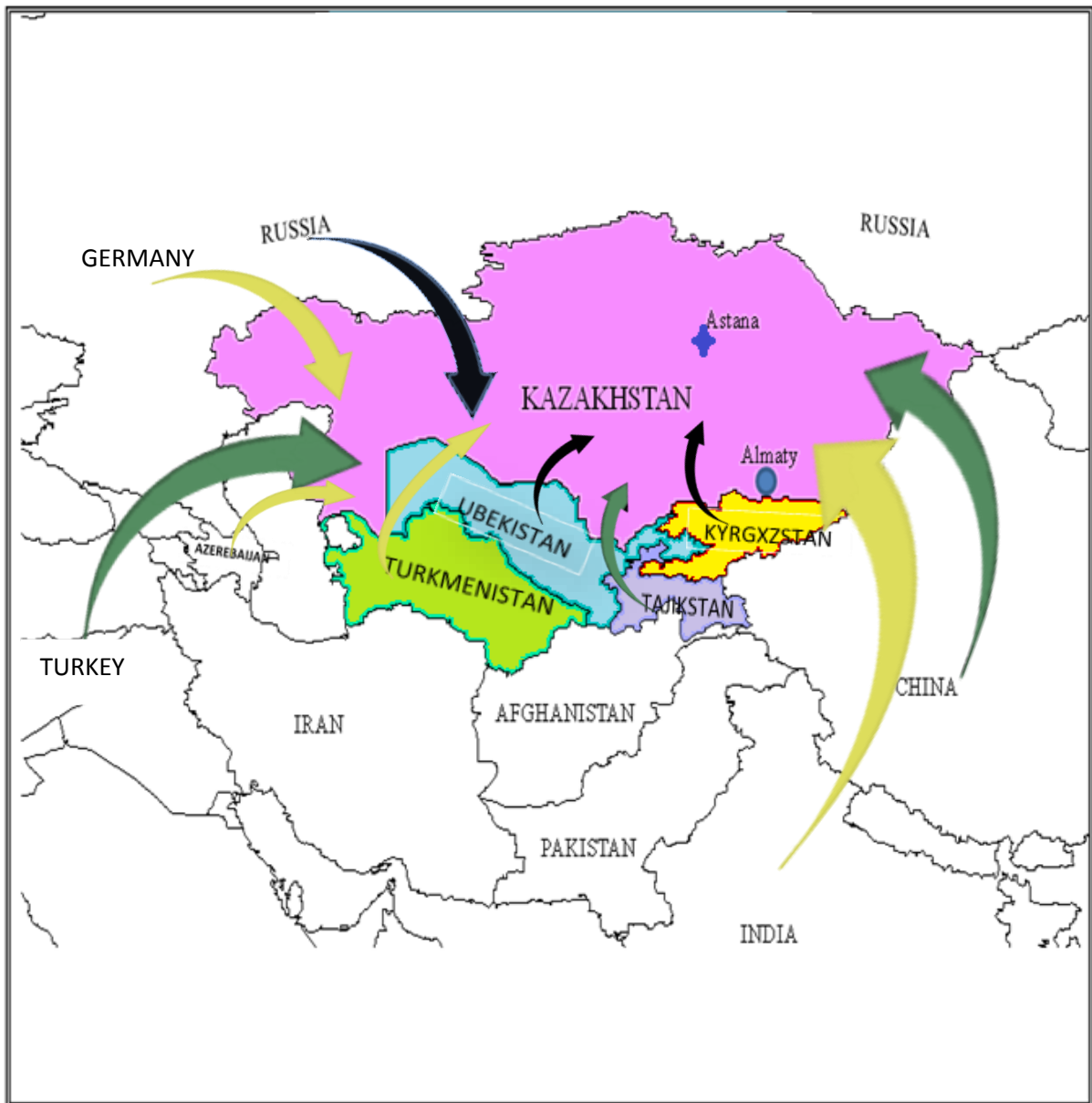
Figure. No.III.2

In the above figure, it is mentioned that Kazakhstan will be able to increase tourist attractions; the most of the foreign tourist will visit for business purpose not for recreations. Influencing factors of the “departure rate are age, socio-professional class of the head of the household, the size of the district where the main residence is located, income and lifestyle. The departure rate is also influenced by travel motivation in international tourism can be divided into three main categories: price, climate and personal motives. Price is a major motivating factor in international tourism”. The low prices for tourism products in certain countries explain their success in attracting tourists from countries that have higher general price level. The differential in tourism prices between countries is a result of their different salary levels.

Climate is an another detrmning motive international tourism. “Personal motives include the lesiure and holidays. The main motivation for travel outside worktime and periods of personal activity: the motivation factors are rest, the lure of exotic surronundings, cultural

discovery, visting friends and relatives, sports etc”. Business travel trip taken within thw framework of professional activities: this categories includes commercial travellers, airline crew in short or extended stopovers, government and international organisation officials on assignement and equipment installation engineers staying less than one year and employed by companies outside the country of installation.

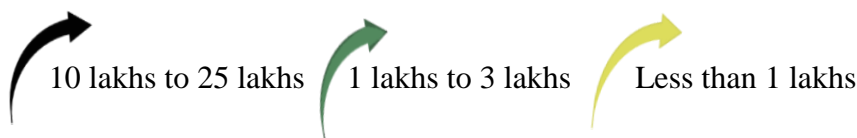
Inbound Tourist in Kazakhstan



Source: Agency on Statistics of the Republic of Kazakhstan, 2015

Map No. III.1

Index:



III.7.2 Flow of Kazakhstan Tourist Destinations

The outbound tourism in Kazakhstan for many years dominated in the structure of tourist companies' revenues and likely to reverse the trend in his favor without serious systemic action in the short term will not work quickly. In the medium and long term development perspective of domestic tourism and the saturation of the market with domestic tourism service offers is the most relevant and can serve as a substitute for travel to other countries.

Table No. III.6

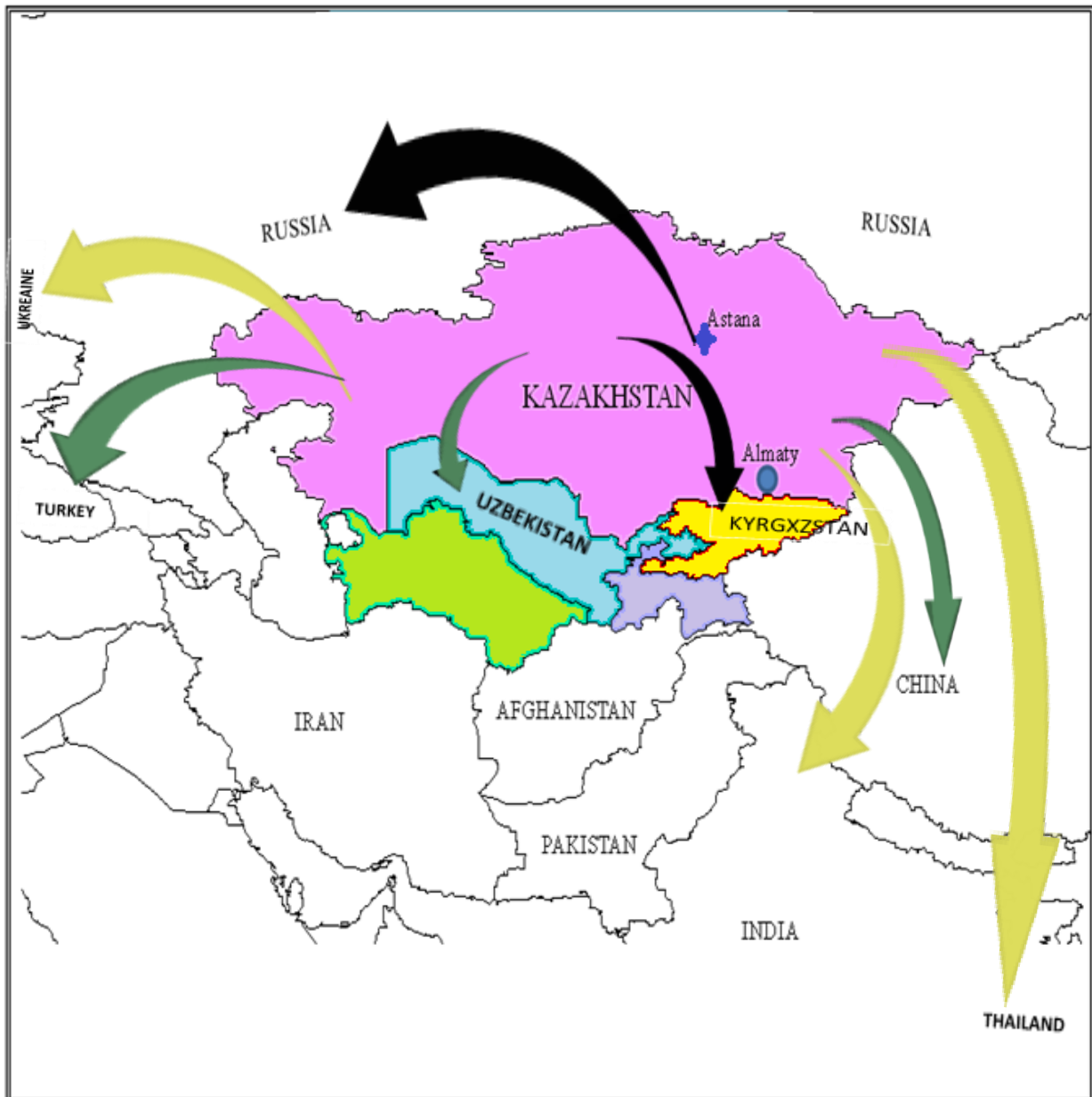
Flow of Kazakhstan Tourist Destinations

Countries	2010	2011	2012	2013	2014
Russian Fed.	1 888, 162	2 223, 746	2 859, 035	3 888, 709	4 519, 534
Kyrgyzstan	2 275, 161	3 460, 983	3 629, 634	3 808, 844	3 557, 520
Uzbekistan	9,15, 881	1 083, 890	11,95, 882	1 218, 298	1 206, 772
Turkey	2,06, 002	2,68, 781	4,19 ,372	3,49, 531	3,51, 121
China	3,01, 500	4,47, 994	4,37, 142	3,85, 584	3,36, 736
Thailand	22, 435	26, 025	40, 374	55, 066	52, 445
Netherlands	28, 054	29, 433	30, 891	39, 622	34, 754
Germany	35, 790	38, 702	65, 127	49 ,723	48, 536
Ukraine	1,60, 748	2,26, 017	90, 838	62, 645	28, 654
India	6, 403	7, 974	10, 171	14, 265	17, 055
Total	58,40,136	78,13,545	87,78,466	98,72,327	1,01,53,127

Source: Agency on Statistics of the Republic of Kazakhstan, 2015

In table III.6 it shows the number of Kazakh tourist departed abroad for recreation, health trip and education purpose etc. In 2011 Turkey is the highest number of 58.98% where the Kazakh tourist departed but it little low in 2009 and 2010 year. "Health trips for medical reasons either to receive medical care or for health improvement by preventive medicines. This categories also include all therapeutic treatments and visits to thermal resorts. Study visitis abroad to attend courses or to undergo training in a study centre for one or more academic years. Pilgrimages and trip to holy shrines". The countries – Russia, Kyrgyzstan and Uzbekistan were the leading countries where the Kazakhstan citizen departed abroad for their various purposes for his destinations.

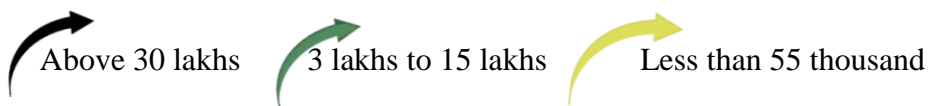
Outbound Tourist of Kazakhstan



Source: Agency on Statistics of the Republic of Kazakhstan, 2015

Map No. III.2

Index:



III.7.3 Domestic Tourists in Kazakhstan

It involves, “people visiting destinations within their own country's boundaries. It is recognized as one of the three major categories of tourism, the others being inbound tourism (international visitors travelling to a country other than their own) and outbound

tourism (residents of a country travelling to other countries)”. Domestic tourism represents the lifeblood of the tourism industry. To ensure the attractiveness of domestic tourism in Kazakhstan the Development Programme of tourism industry was adopted in 2007-2011. And for its realization it is planned to take about 60 billion tenge from the budget, and also it is possible to involve other funding sources, which are prohibited by Kazakhstan law (Olessya, 2013). As a result of the realization of the programme it is expected that the number of tourists travelling within the country will grow in 2011 up to 4.5 million and the number of foreign tourists will increase up to 9.5 million. In case of a successful program result, it is planned to have income to the budget of 600 billion tenge, as well as the increase in employment in the tourism field up to 550 thousand people.

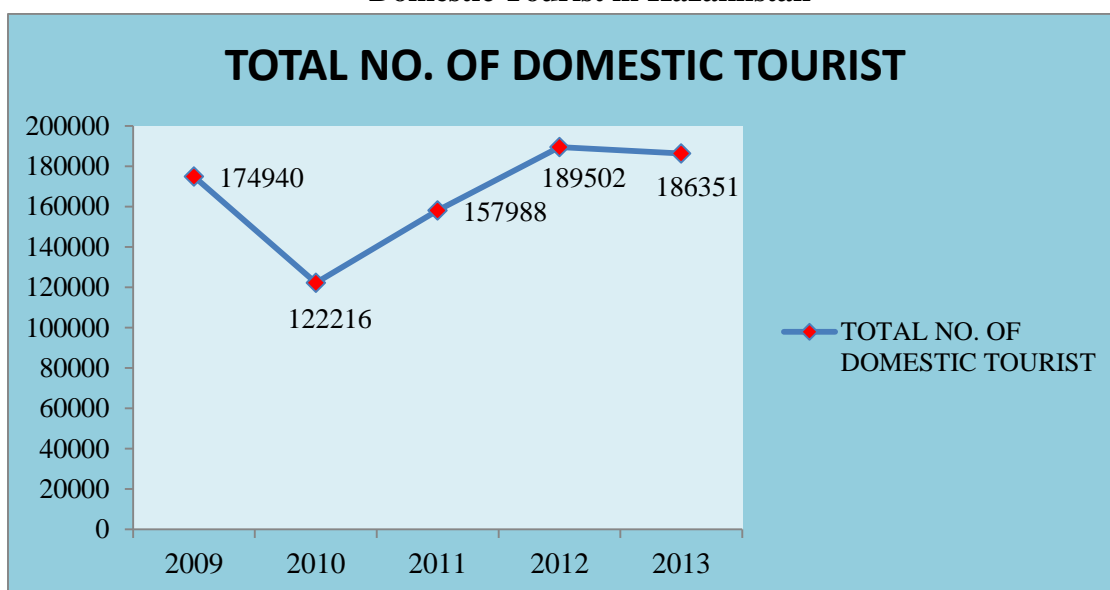
Table No. III.7

Number of Domestic Tourist in Kazakhstan

Year	Total No. of Domestic Tourist
2009	174940
2010	122216
2011	157988
2012	189502
2013	186351

Source: Agency on Statistics of the Republic of Kazakhstan, 2014

Domestic Tourist in Kazakhstan



Source: Agency on Statistics of the Republic of Kazakhstan, 2014

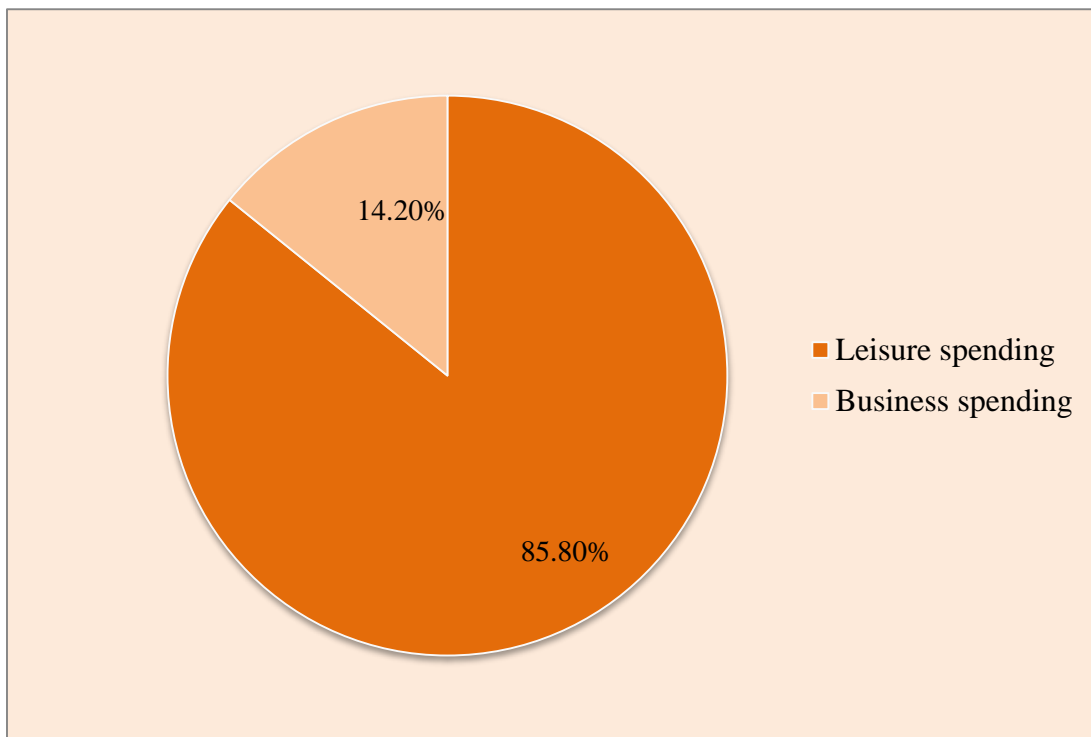
Figure No. III.3

The domestic tourism is mostly developed in the cities of Astana, Almaty, East Kazakhstan, Karaganda, Almaty and Akmola areas. The greatest number of tourists of all types has been served in Almaty, Astana, East Kazakhstan, Karaganda, Almaty, Atyrau and Aktobe regions. The objectives of tourists travelling in these regions are mostly business and professional purposes, leisure, recreation and shopping (Imanbekova, 2013). The objectives of tourists travelling in these regions are mostly business and professional purposes, leisure, recreation and shopping. Since 2001,” the local executive authorities allocated the necessary funds to develop the industry. However the analysis shows that one of the limiting factors to develop the industry in the areas is that the local authorities do not recognize fully the priority in terms of economic growth”.

III.8 Components of Tourism

Kazakhstan is open for both, business traveller and tourist. In figure no. III.4 “it shows the highest number of 85.80 % in leisure activity such as, in the city of Fukushima, this area offers natural hot springs to warm up in the cooler, skiing and snowboarding in the resorts of Medeu and Shymbulak, the abundance of lakes and rivers allow for great fishing, famous monuments of medieval architecture etc”. About 14.20 % of foreign tourist visit for business activity such as seminar, conferences and meetings etc. In Figure no. III.5 it, shows” that most of the foreign tourist spending their money for recreation activities about 75.60% and the Kazakh people spending money about 30.05% for their recreations”.

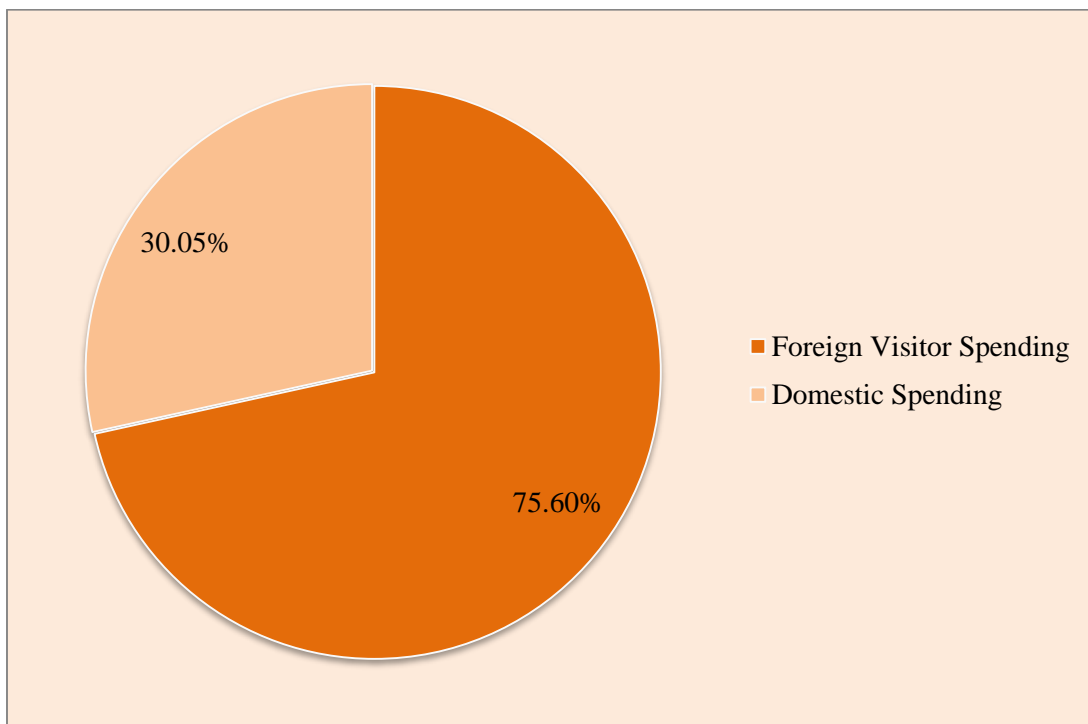
Leisure and Business Spending Travel



Source: Agency on Statistics of the Republic of Kazakhstan, 2015

Figure No. III.4

Foreign and Domestic Visitor



Source: Agency on Statistics of the Republic of Kazakhstan, 2015

Figure No. III.5

III.8.1 Foreign Tourist by the Purpose of Travel

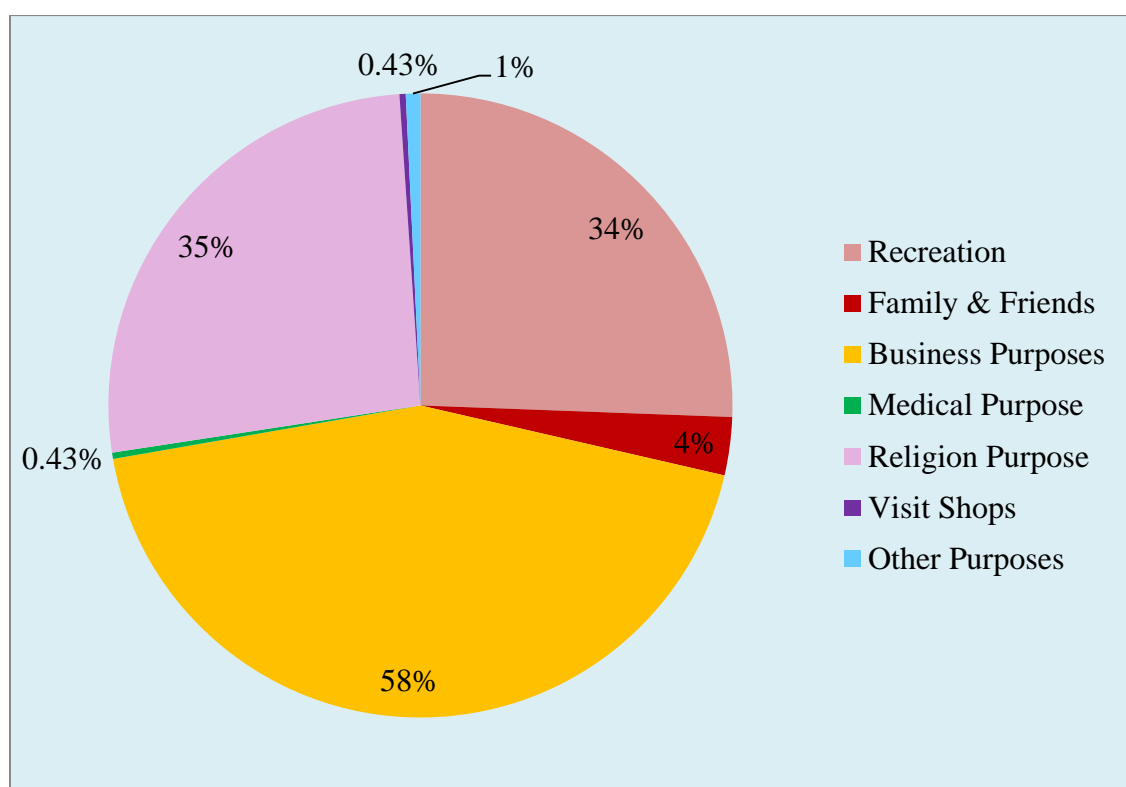
The economic indicators are mainly used to access the international tourism demand and its effect on the economy, “the number of tourist arrivals at a destination; receipts from foreign tourists; expenditure by tourist travelling abroad; and the contribution made by tourism to a region’s export earnings”. The main “objectives of the visits to Kazakhstan are business and professional tourism -54.2% of the visitors; leisure and recreational tourism - 38.4%; visiting to friends and relatives - 4%; commercial purposes (shop tours) - 2.1%; other purposes, including the treatment and the pilgrimage - 1.3% of visitors”.

Table No. III.8
Incoming of Visitors to Kazakhstan by Purpose of Travel (2013)

	Total	Recreation	Family & Friends	Business & Professional Purpose	Medical Purpose	Religion	Visit Shops	Other Purposes
Kazakhstan	3 3,07, 752	1 1,13, 469	1,22, 029	1 9, 84, 319	14, 380	11, 611	14, 560	47, 384
Akmola	2,49 ,449	1,37, 654	2, 8 56	96, 499	992	42	40	11, 366
Aktobe	84, 258	20, 331	2, 294	58, 141	-----	-----	-----	3, 492
Almaty	1,16, 542	74, 403	1, 672	28, 206	3, 017	-----	9, 016	228
Atyrau	2,32, 283	42, 491	40	1,89, 292	481	-----	-----	15
Western .K	2,949	2, 527	422	-----	-----	-----	-----	-----
Zhambyl	86, 428	29, 947	3,653	39, 711	607	22	-----	12, 488
Karaganda	2,14, 983	70, 325	14, 436	1,26, 432	543	12	75	3, 160
Kostanay	1,81, 836	96, 504	13,727	69, 622	325	40	208	1, 410
Kyzlorda	38, 685	1, 590	224	35, 996	448	-----	-----	427
Mangistau	1,76, 298	29, 727	1, 932	1,44, 033	15	275	268	48
South .K	1,17, 785	25, 196	3, 314	77, 238	233	10 ,379	1, 406	19
Pavoldar	94, 174	26, 200	2, 810	63, 461	1, 703	-----	-----	-----
North .K	65, 196	20, 833	3, 455	40, 515	84	-----	5	304
East. K	3,87, 030	84, 055	40, 141	1,53, 681	3, 444	-----	338	5, 371
Astana City	6,08, 317	2,60, 517	18, 693	3,23, 209	1, 858	811	1, 766	1, 463
Almaty city	5,83, 456	91, 169	12, 396	4,70, 200	630	30	1, 438	7, 593

Data Source: Agency on Statistics of the Republic of Kazakhstan, 2014

Incoming of Visitors to Kazakhstan by Purpose of Travel (2013)



Data Source: Agency on Statistics of the Republic of Kazakhstan, 2015

Figure No. III.6

In table no. III.6 it shows the tourist visited the purpose of travel most of the tourist visited in Astana city the capital city of Republic of Kazakhstan. Akmola region is one of the major tourist hubs in Kazakhstan where the people come in summer for recreation in Burabai. The maximum number of tourist is visited to Karaganda to meet family and friends, Karaganda is known for its coal mines belt with a number of 14,436 tourists. Most of the people visited to Almaty city for business and Professional purpose. In East Kazakhstan the maximum number of tourist coming for medical and health purposes. Religious and pilgrimage was the most important factor for tourist for visiting the maximum number of tourists coming to south Kazakhstan which is famous for oldest monuments. Even the maximum number of tourists visited shop in Almaty region.

3III.9 Transport Linkages between India and Kazakhstan

The economic growth in the Asian region and emerging opportunities for interregional trade are creating a demand for viable transport connectivity, land-linking arrangements, and important transit services. However, “due to geographical and geopolitical attributes,

India and Central Asian countries have been confronted with a range of constraints which have so far inhibited a full realization of two-way trade and commerce”. While “it is important to pursue connectivity through the North-South Corridor or over-land route through Iran and Afghanistan, an out-of-box idea crystallizing now is to restore the ancient Silk Route that traditionally linked India and Central Asia through China’s Xinjiang province”. It is as such clear that any viable future long-distance transport grids, including energy pipelines from resource rich Siberia and Central Asia to India, would not be realized without them transiting through Western China. Xinjiang Uygur Autonomous Region (XUAR) becomes the hub for any mode of transportation.

India and Kazakhstan could explore different variants of transport connectivity which are realistically attainable if a schematic approach is adopted. “Among the several inchoate thoughts, the road that directly follows an alignment in a north south direction along the existing railway lines and roads in Kazakhstan, Western China and India include: Almaty, Korgas, Yinning, Kuqa, Aksu, Kashgar, Yarkand, Yecheng (along the Xinjiang-Tibet Highway No. 219) Mazar, Shahidulla, Sumxi, Derub, Resum, Shiquanhe, Gar, Kailash, Burang, Lipu-lekh”. The total distance is less than 3,000 kilometres as compared to the over 5,000 kilometre long route via Iran. Importantly, the route under consideration (Kazakhstan, China, and India) already exists and it is only a matter of cross-border connectivity. “From the point of view of feasibility, a linkage through Ladakh in Jammu & Kashmir is arguably the shortest, but China’s sensitivity to any engagement in Jammu & Kashmir may rule out that option. Alternatively, while also considering the topographical factor, Lipu-Lekh Pass in Uttarakhand, which has been opened for border trade with China since 1992, could be an entry point”. Refurbishing of the road connecting to Shipkila in Himachal Pradesh and Lipu-Lekh in Uttarakhand are already in progress under the Special Accelerated Road Development Project (SARDP).

The proposed route involves only one country (China) as a land-link between India and Central Asia, as compared to the longer western routes traversing through Iran and Afghanistan. Though the route via China would be seasonal, its reactivation would have a symbolic significance, essentially for reviving the traditional Silk Route that was vibrant until 1947. Importantly, “the route passes through relatively stable Xinjiang as compared to the turbulent areas of Pakistan, Afghanistan, and South Central Asia. Additionally, India cannot be viewed as a factor of instability and therefore poses no threat to Xinjiang in terms of religion or ideology”. Significant trade volumes exist for markets in India, China,

and Central Asia. “The value of India-Kazakhstan trade has increased to US \$370 million this year. Kazakhstan’s annual trade with Western China is over \$10 billion. If implemented, the route will cut down transportation costs of food/fuel supplied to India’s forward areas”. Similarly, it would reduce the delivered costs of imports in Western China. Besides, China could earn considerable revenue from transit fees. Conceivably, arrangements for swap deals with China could also be worked out gradually (P. Stobdan, 2008). “The route needs to be viewed from a strategic consideration rather than the economic angle alone. Importantly, it could help counterpoise Pakistan’s plan for an 800 kilometre long railway from Gawadar to Kashgar”. “Besides, India would gain access to the transcontinental transport corridors Western Europe in Western China which are being developed by Eurasian countries under various facilitation agreements”. Moreover, any resultant gains and prosperity could only trigger major development actions in the pockets of discontentment i.e. Tibet, Xinjiang, Kashmir.

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CHAPTER: IV

IDENTIFICATION OF CORE- PERIPHERY REGIONS IN KAZAKHSTAN FOR TOURISM

IV.1 Core-Periphery Area of Tourism Sector in Kazakhstan

The core-periphery model “state that a core area attracts investments and development and is the driving force for decision-making. The periphery receives less economic benefit and may become depleted of resources such as labour and capital”. Therefore tourism development could contribute to regional inequality with residents living in the core receiving the vast majority of economic gains (Murphy & Andressen, 1988). However, given the potential for negative effects from tourism, the people who are living in the peripheral area may experience fewer tourists and problems. There is a dearth of literature that explores “resident’s quality of life” from a core-periphery concept. This information could be useful to tourism officials if they seek to provide tourism that benefits more than just the destination community or attraction owners. Additionally, information of this nature can expand researchers' understanding of both quality of resident life and the use of the core-periphery model. Local community plays an important role in the tourist experience. Local residents in a host community are an essential part of tourism experience. “Residents who support the tourism industry tend to be friendlier, providing a more positive experience for the tourists and influencing tourists’ revisit and word-of-mouth recommendation intentions”. Several studies have been examined the community factor as a part of experience of overall tourism (Fick & Ritchie, 1991; LeBlanc, 1992; Perdue, Long, & Kang, 1999; Mo, Howard, & Havitz, 1993; Murphy, Pritchard, & Smith, 2000). “Tourism relies heavily upon the goodwill of local residents; their support is essential for its development, successful operation, and sustainability (Jurowski, 1994)”. When destinations become a community of people the host resident and the quality of life is affected by the effects of tourism development, such as the number of people increased in area, use of road increased and social-culture & environmental effects. All of Negative and positive effects may influence the host residents and the quality of life.

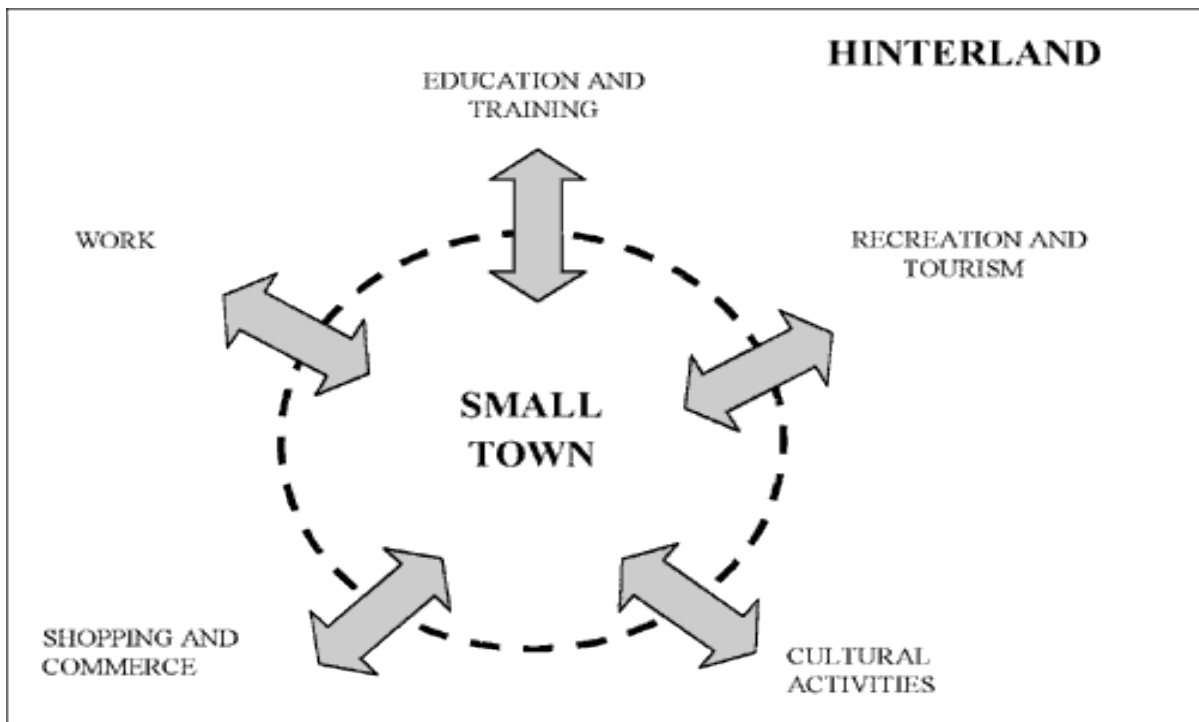
“The core-periphery concept has generated a great deal of academic and planning interest as a strategy for developing functionally interdependent economic systems” (Friedmann, 1966; Hirschmann, 1958; Myrdal, 1957). “The core-periphery model, whether approached through a modernization or dependency perspective, provides a valuable and fundamentally geographical framework for contextualizing and comprehending spatial disparities in power and levels of development” (Frank, 1969; Friedmann 1966; Ibbery, 1984; cited in Weaver, 1998). Contextualizing core and “peripheral areas are difficult because the concept of distance is very much governed by spatial factors, human

perceptions, and the technology of transport” (Prideaux, 2002). Location and distance are traditionally “have defined the degree or scale of isolation of the periphery from the core”.

IV.1.1 Flow between Small Towns to its Hinterland

The different types of flow are indicated, “from employment and commerce type flows (which are relatively easy to quantify in monetary terms) to flows associated with culture and recreational activities (which may not give rise directly to any monetary flows between the two areas)”. The Figure no. IV.1 “says little about the differential net effects on the town or hinterland area associated with each type of flow, or the institutional influences on the linkages”. “Further, the spatial dimensions of the flows will vary by type of flow and across sectors and the figure underplays the extent to which many of the interdependencies are interwoven”. For example, the spatial pattern of recreations and shopping all are to be dependent on work exchanging patterns.

Types of Flows between a Small Town and its Hinterland



Source: Nadin and Stead, 2000

Figure No.IV.1

In, Figure IV.1 it shows that it “fails to reflect the fact that the town and its hinterland are themselves part of and linked to the wider economic and social system outlined in the previous system. Functionally-defined areas such as the travel to work areas used by labour

market researchers, the Housing Market Areas and the Retail Catchment Areas used by planners cut across town hinterland space”. Besides, the rural tourism growth, changing the order of long distance & migration in retirement has resulted in peripheral in rural areas having new ways of links to discontinuous of urban centres (DETR, 2000).

Almost different, “towns and their surrounding rural areas are part of the same functional economic system and, as a result, numerous different types of economic linkages exist between them”. In, figure no. IV.1 it shows, the major types of flows between a town and its hinterland.

Table IV.1

Positive and Negative effects of Periphery Areas

Types of Flow	Effects of Positive on Periphery Areas	Effects of Negative on Periphery Areas
Goods & Services Spending	The growth of town provides increasing markets for rural producers.	Spending in Rural markets declines “due to increased competition from town producers”
Individuals	“Rural labour commutes to town for employment. Urban families relocate to rural residences because of lower housing costs and perceived higher quality of life”.	“Rural residents migrate to town for better access to employment and urban lifestyle”.
Employment	“Firms in mature stage of product life cycle locate in rural areas to take advantage of low wages and land costs”	“Firms in the innovative or growing stage of product life cycle locate in town to benefit from agglomeration economies, markets and specialised labour”
Funds investments	“Funds of town residents are invested in rural areas to take advantage of relatively low labour and land costs”	“Rural funds are invested in towns to take advantage of relatively rapidly growing goods and services markets”
Knowledge and technology	“Town centres are the generators and diffusers of information” and innovation for surrounding rural areas. Social attitudes in rural areas are transformed by the "demonstration effects" of expanding markets in the town	“Rural to town migration is selective of the better educated and more highly skilled rural residents”

Source: Barkley, Henery & Bao, 1996

“The processes linking towns and their surrounding periphery are shown in Table IV.1 to be multiple, complex and inter-dependent. Each type of flow can give rise to both positive and negative effects on the peripheral region. It provides an alternative summary of the different types of flows between a town and its surrounding periphery. In this case, in

relation to each type of flow, the table indicates the potential effects on the rural periphery of growth in the town". If, "as a result of stimulating growth in the core (town), there is a net increase in the level of economic activity in the periphery (hinterland), a "spread" effect is said to have resulted. Alternatively, if core expansion is associated with a fall in the absolute level of economic activity in the periphery a "backwash" effect has occurred" (Gaile, 1980). "Although empirical evidence is lacking, they have almost certainly changed the extent to which spread and backwash effects occur across the town-hinterland divide and challenge the above assertion that the magnitude of spread effects will be weak beyond the work-commuting range of the town".

The region of Pavlodar was known as the centre of art and culture in north Kazakhstan. The people of this region have sacred to preserve the monuments of history and cultures of people. "The museums, exhibition, presentation of cultural achievement here are very popular and are visited. The city has a rich history and old cultural traditions. Pavlodar Prirtyshye is Native land of the known figures of a science, culture and art. It is one of oldest and most beautiful cities of Republic located on a coast Irtysh - the largest river in Kazakhstan". Monument of Nature Goose Flight, this museum is located at the distance of 5 kms from heart of the city and goose flight is rich in fauna animal and visited by number of tourists throughout the year. Aksu is an agricultural and industrial city of Pavlodar province. Pavlodar has roadways connecting to places within the country, Kazakhstan and intercity transportation is facilitated by buses, trams, shared taxi and taxis. Pavlodar is well connected by railways to places within Kazakhstan. "Aktau is a city in south-western Kazakhstan built in a waterless desert on the shores of the Caspian Sea in the Soviet times. It was the centre of mining of uranium ore, its processing and enrichment. Nowadays, it is the centre of oil and natural gas extraction in Mangystau region". Only Aktau port in Kazakhstan is used for international transportation of petroleum and crude oil products. "Improbability of the existence of Aktau is increased by the fact that the city is located hundreds of kilometres from any other city, and not bound by any decent roads (most of the traffic is carried by sea) from any point in Kazakhstan". But there is rich in potentials in terms of sailing, diving, mausoleums fishing and natural parks.

IV.2 Identification of Tourism in Core Region

Kazakhstan governments boosts the medical tourism efforts in north Kazakhstan region, the medical industry of pantotherapy, "the use of an extract from the horns of the maral,

will develop in northern Kazakhstan and the Aiyrtau area will see a new tourism project, according to the press service of the Committee for Tourism Industry of the Ministry of Industry and New Technologies”. “The Aiyrtau area will be positioned as a tourism cluster in northern Kazakhstan. There are 23 recreational facilities and about 40 tourist sites. A master plan is envisioned for the development of the cluster. It will be set up as a special portal for tourists and promises a huge potential boost for the region”. The statement of official government states that “there are plans to develop medical, cultural, historical, environmental and other types of tourism in the region. Particular attention will be paid to the development of medical tourism. Pantotherapy will be actively developed, in particular during the planning of the 2014-2015 maral breeding season. “Pantotherapy is developed today in East Kazakhstan, where every year hundreds of people travel for treatment. During the spring season, the antlers are soft, rich in nutrients and contain trace elements and hormones with a huge biologically-stimulating multilateral force”. (Sarybay Y. 2014).

The attraction or tourist ‘appeal’ may be referred to as the tourist pull factor. These can be identified as: Natural Beauty the beauty of an area in terms of natural factors in the major source of attraction for the tourists. And the aspects of beauty could be several. In the previous chapter 2 they may be categories as follows as flowing water, forests, mountains etc. Despite the fact that the availability of tourist potentials in the valley is in abundance, the existing tourist zones are restricted to only a few pockets. The determinant of success in tourism depends mainly on three factors attraction, amenities and accessibility. Unfortunately, the development of tourism in Kazakhstan has not created tourist zones in the real sense. If one are to evaluate the exiting tourist places in terms of the above factors, there are basically 4 nodes which can be hardly be referred to as ‘zones’ and are already recognized as important tourist nodes.

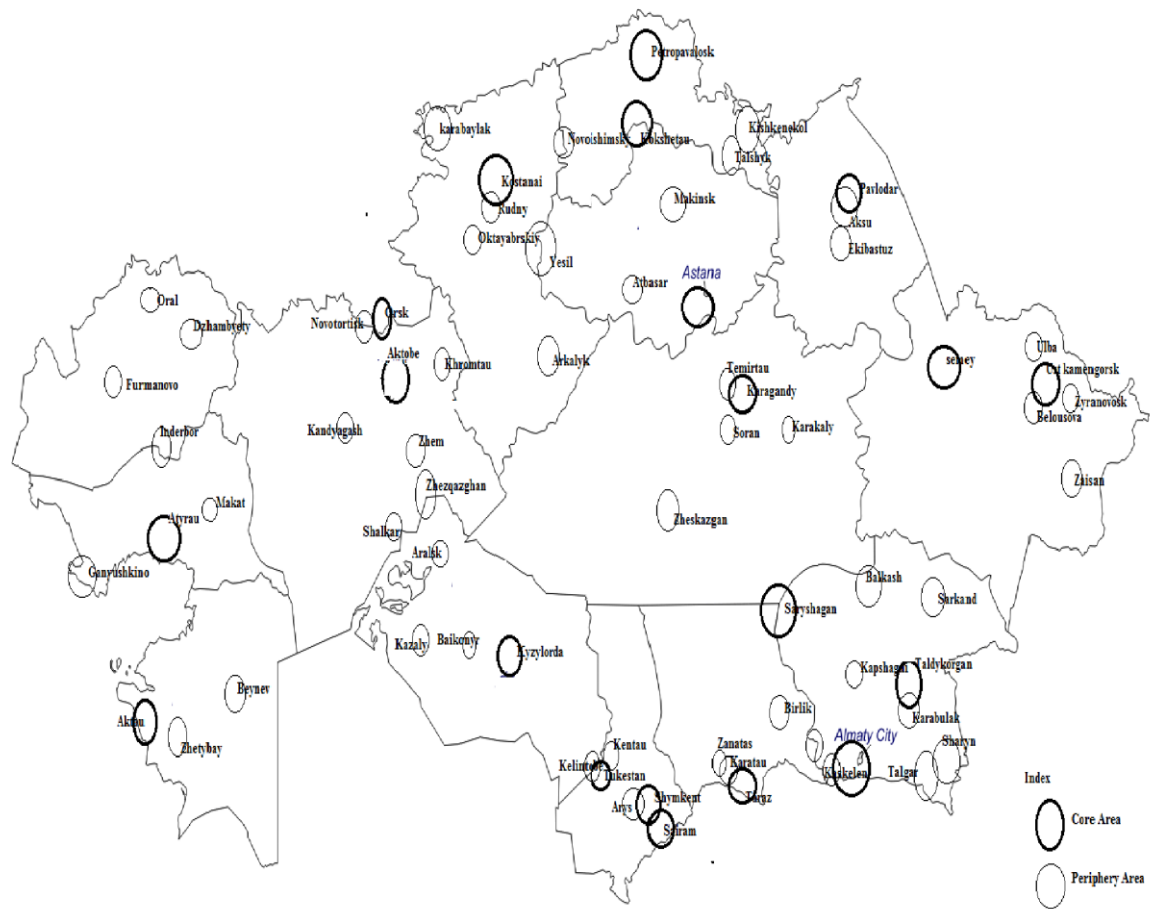
They are namely Astana, Almaty, Taraz, Atrayu, Karaganda etc. it will not be an exaggeration to comment that the tourist industry in the Kazakhstan is restricted to the above nodes. Some seasonal tourist activity does takes place in the smaller nodes of Alghabas, Aralsk, Zaisan and Kurchatov etc. but these are very trivial and do not really contribute much either in the development of their own hinterland or in the earnings of the tourist industry.

Table IV.2
Tourism in Core Region

Sl. No	Name of Tourist Zone	Name of Tourist Nodes	Presence of Tourist Pull Factor
1	Almaty Region	Esik, Kapshaghai, Talgar, Kaskelen, Maral	Natural Beauty, Monuments, Ice skiing, Forest, Mountaineering, Rafting
2	North Kazakhstan	Kostanei, Astana, Petropavlovsk, Pavlodar	Natural Beauty, rafting, Forest, Boating, Ice Skiing, Monuments
3	South Kazakhstan	Kyzylorda, Turkistan, Syhmkent, Taraz	Monuments, Fishing, Bike tour, Natural Beauty
4	East Kazakhstan	Ust- Kamenogorisk, Ayagoz, Semey	Ice Skating, rafting, Boating, Forest, Mountaineering, Riding, Natural Beauty, Snow Boarding
5	West Kazakhstan	Oral, Aktau, Atyrau	Natural Beauty, Diving, Sailing, Fishing, Bird watching, monuments

In table no. IV.2 it is an attempt to show how the normative assessment of the nodes according to their tourist attractions. But it is difficult to pinpoint any one node which ranks 1st, 2nd, 3rd, 4th, 5th in terms of natural beauty as the potentials existing are enormous and therefore all seems equally good. However, some of the are excellent and therefore deserve to be in the higher category.

Core Periphery Regions in Kazakhstan



The main reason for this concentration is the lack of accessibility and non availability of amenities among the other potential tourist nodes. The already established tourist nodes face almost no competition from the smaller nodes and thus engulf the major share of the benefits pouring in the form the tourist (as has been seen from the earlier chapters) presence of natural beauty or “attraction” cannot provide a tourist with the basic needs like accommodation, transport boarding facilities etc. thus , majority of tourists gets diverted to these tourist places which can provide the above, despite the fact that ‘the carrying of these nodes has reached the saturation point’. It is difficult to disintegrate natural beauty into and analyze therefore a normative assessment of the tourist potential zones for the area as a whole was attempted. In all, there were small nodes tourist zones. They were the small nodes from the table no.IV.2 is a display of the various regions with their tourist nodes and the tourist potential.

IV.3 Tourism Core and its Remoteness in the Region

There are several ways in which to booming a tourist centre, it may be generate and improvements conditions of people living in the periphery areas. “Poor tourism impacts have been conceived of as threefold”. First, there are direct effects of poor people who earn as a worker or a seller within the tourism sector. Second, there are indirect effects of “earnings generated by tourism in non-tourism sectors, including multiplier effects from tourism workers spending earnings in the local economy”. Finally, there are dynamic, “long-term effects on such things as institutions, infrastructure and management of the natural environment” (Mitchell & Ashley, 2010). “For most poor people living in the rural periphery, these links necessarily operate over distance. People may have to migrate to the core to labour or do business. Or they may produce goods in the periphery which are then transported for sale in the core”. On the other hand, “tourism capital also seeks diversification beyond the core (Gibson, 2009) meaning that a rural periphery will likely play host to some smaller scale activities and destinations, though these will likely be a minority. In this study, one of the three case study villages selected contains a secondary tourist attraction which tourists visit on the way to the temples”.(Gascón, 2014; Hall, 2007; Lacher & Nepal, 2010; Sharpley, 2002; Walpole & Goodwin, 2000). Though, “the presence of tourists in one of these peripheral villages will provide the basis to make comparisons between a peripheral site that hosts a secondary tourist attraction and peripheral sites which do not directly encounter tourists”.

Almaty city is the largest city in Kazakhstan, and an important financial, business, cultural, and educational and tourist hub. The city sits the northern foot of the Zailysky Alatau Range, the northern most line of the mighty Tien Shan Mountain. The city itself built on a slope, with the highest ground to the south, at the foot of the mountain. The semi nomadic people of village Tekeli have lived in the northern foothills of the Zailysky Alatau. The village grew and developed as a station along the Silk Road. In the great silk road the largest cities in the middle age Shymkent was located. Shymkent city tours present at the “Holy Place” in Sairam district of south Kazakhstan. Symkent is just south of the Central Park at the south Kazakhstan Regional Historical Museum. The small agricultural town of Sairam is about forty thousand of populations; it is one of the oldest settlements in Kazakhstan. The town is dominated by the ethnic population of Uzbekistan. In the middle age one of the largest cities Taraz, one of the centres of Silk Road. It is located at the junction of Talas River and Turkestan-Siberian Railway. “Among the main attractions is a

tour of the sights of the city, the Museum of History, Aisha-Bibi Mausoleum - a place of pilgrimage for Muslims, an architectural monument of 12th century, and the Mausoleum of Sypatay Batyr”. The capital city Astana is “establish National Library, National Museum, Art Gallery of Modern Art, Centre for Social and Economic Technology, Business Centre, Children’s park, water park, cultural institutions and health care centres in the city”. It is rich with the symbol of the post-independence regime: a tower based around the imagery of Kazakhstan ‘tree of life’ a pyramid to celebrate peace and inter religious harmony and is a nod to nomadic history of the Kazakhstan. Table no. IV.3 shows the major core and village area in the province of Kazakhstan.

Table No. IV.3

Core Area and Village Settlement

Sl.No	Major Core Area	Area (Km2)	Population	Village Settlement
1.	Almaty	300	1, 507,737	Tekeli, Iman
2.	Astana	700	814,401	-----
3.	Symkent	117,300	683,273	Mankent, Sayram
4.	Karaganda	428,000	484,596	Abay, Temirtau
5.	Aktobe	300,600	377,520	Khromtau
6.	Taraz	144,300	351,476	Ukanbel
7.	Pavlodar	124,800	329,901	Aksu, Ekibastuz
8.	Ust-Kamenogorsk	283,200	314,014	Ziryanovsk
9.	Semey	-----	312,065	Aksu
10.	Aktau	165,600	587,440	Beineu, Mangistau

Source: - <http://www.citypopulation.de/Kazakhstan.html>

Karaganda is the presence of a large urban area in this place is due to the presence of historical intersection with ancient settlement with beautiful scenery and most of the valuable resources like coal. Temirtau is an industrial town lying on the bank of the Nura River Dolinka village 36km of south west of Karaganda, there is one historical museum. Spassk is located of the main road between Karaganda and Balkash, are a moving group of monuments to the many nationalities who died in the karlag camps. The monuments lie on the eastern side of the main road. “Karkaraly is one of the most scenically beautiful areas of Karaganda region. It is know in Russian as karakaralinsk, features a range at pine – colored hills, rising a highest point of 1,430 m emerging from the surrounding steppes, wind-sculpted rocks and birch fringed lakes add to the scenic diversity of one of several places to claim the label of Kazakhstan’s Switzerland”. Zhezkazgan is located in the

isolated western steppes of Karaganda region, “the mining of copper in this area has a history dating back thousands of years”. Zhezkazgan means, in Kazakh, place where copper is extracted. It states the Zhezkazgan historical and Archaeological Museum, botanical garden.

Ulyta the “great mountains rise up from the surrounding steppe some 130 km to the north west of Zhezkazgan, but this range, located at the geographical centre of Kazakhstan, has a place at the heart of the development of the Kazakh people, the mountain of Ulyta and the steppes that surround them are full of historical monument” (Bruamell, P. 2011). Aksu is an industrial city attractively sited at the joining together of two Rivers Ulba and Irtysh. “The origins of the town are linked to a military expedition headed by Major Ivan Likharev, who established a fortress here in 1720. Russian under peter the great was keen to secure its eastern borders, to develop its trade routes further east and explore the mineral wealth of the Altai”. Zyryanousk is a city at the mines. It is a small and cozy especially in winter. The places have a rich in natural beauty, rafting, boating and in winter ski lifts are working. Tourists are come to enjoy the skiing and their existence natural beauty. Semey standing on Irtysh River bank it is one of the most ancient cities of Kazakhstan. There is no railway connectivity to Zyryanousk.

The tourist came to visit that place only by road air and rail services offers to Ust kamenogorsk and Semey. Akhsuat is a Fishermen’s’ village, “it is a settlement with a unique architecture and a peculiar subculture of Kazakh fishermen may be glimpsed in this settlement. The population of the village is friendly, and visits to fishermen’s’ families are possible”. The regions of Aktobe and West Kazakhstan, in the “northwest of the country, are well off the usual tourist trail. They are characterized by rolling steppe land with semi desert landscapes in the more southerly parts of Aktobe region, the only region in the country to stretch between the borders of Russia and Uzbekistan”. Similar to the surrounding region, it is not a major tourist destination, but the modern city is an important regional transport hub to all other regions.

IV.4 Underdeveloped Region of Tourism Potential

The state programme of Kazakhstan tourism is among priorities to increase speed of the industries and innovative development. The new concept of has been arise for the development of the tourism industry through 2020, in addition the incomplete work to

improve and promote the Kazakhstan image. In the underdeveloped sector, it is intended to give a big boost in tourist infrastructure. “The new concept, adopted a month ago, envisions large-scale transformations, including the creation of five tourism clusters and a range of measures aimed at strengthening the investment attractiveness of the industry”. The favourable investment climate in Kazakhstan is to create a five cluster zone of tourist around Almaty, Astana, east Kazakhstan, west Kazakhstan and south Kazakhstan.

Tourism development concepts also implies the ending of visa regimes for the citizens of politically and economically stable countries, also the framework of tourism change legally. The certificate of tourist for domestic tourism, an internal market of transportation and subsidies for domestic air routes. In near future it is expected that, with the help of these measures it will remove the main administrative hurdles, tax and financial issues and other issues to the development of domestic and inbound tourism. It will make the stronger position of small and medium sized business which involved in infrastructure development. The improvements already have been made and their impact has been well known, in the competitiveness index for tourism in Kazakhstan, it moved to position number five in 2014 to 88th place. In 2012, the Kazakhstan industry development institute has extensive study which is carried out at the national and regional levels. The tourism council work under the government tourist departments were established in Astana city, Almaty city, Akmola city and south Kazakhstan regions. In adding to the tourism industry of committee in Kazakhstan is also working to promote the development of the industry.

However, the domestic tourism is facing difficulties due to the poor infrastructure in the country, “The lack of consistency in services, poor quality of transport infrastructure, noncompliance of statistics with international standards, insufficient funding of tourism in the regions, lack of a scientific research base, weak marketing and noncompliance of prices with quality of services are the main things hindering the development of domestic tourism,” it will said by the director of Kazakhstan tourist association. “About 60 percent of travel agencies operating in the country (of which there are more than 1,000), are focused exclusively on outbound tourism, and the remaining alternate outbound and inbound tourism, offering places like the Alakol Lake resort area, the infrastructure of which is still in an embryonic state.” Situation of some other place is slightly better such as the famous Charyn Canyon, it is near to the main road, its access to road isn’t paved and there are clouds of dust during the summer season.

The leadership of Mangistau region has been developing its tourism opportunities, one of the bright positive changes. A large scale meeting on the development of domestic tourism in the region was held in 2015. Under the state protection Mangistau region has registered 11,000 historical monuments. The statistical report of 2015, it is mentioned that the revenue of tourism reached last year 4.7 billion tenge (USD 25.6 million) 4615 people are engaged in tourism industry which is around 3% of all employed people in this region.

The Kenderli international recreation area now under construction is expected to take a leading role in the sector, with year-round attractions and activities planned. “The Swiss-Spanish company THR, part of the World Tourism Organization, recently joined the project. The resort area needs an additional \$3.2 billion to develop all its intended projects, said THR President Eulogio Bodas, and the company is ready to try to attract another 5-10 big investors”. The situation because traffic by vehicles with internal combustion engines will be prohibited at the new resort, overall traffic will be limited. Foreigners are mainly expected come from Russia, China, Arab countries and 15% of tourist comes from south Asia. “The Ministry of Industry and New Technologies and the Mangistau oblast administration will closely cooperate in the development of domestic tourism, including in activities aimed at improving the country’s image and the quality of tourist products and services, as well as in investments and training of employees in the tourism sector, noted Chairman of the Tourism Industry Committee Marat Igaliyev, In addition, special tourist products will be developed as part of preparations for the international exhibition EXPO 2017”. “Promotion and presentation activities are another important area of work, and this year Kazakhstan is promoting its tourist opportunities at a number of international exhibitions”. In Akmola region, the business is also growing. The regional tourism department of Akmola region is with the support of tourism industry committee and regional administration to be held the tourist fair of tourism.

In the east Kazakhstan region it will implement the “Golden Altai” The Slovak association and east Kazakhstan regional administration was proposed a project of regional development. “The project will be implemented between 2014-2016 and the European Union will provide 350,000 euros in financing for the three pilot districts they are Katonkaragai, Ridder and Kurchuem” in east Kazakhstan. More than 40 countries of 550 companies take involved in 14th Kazakhstan international tourism fair in 2014, which is held at Almaty city. “The main obstacle to the full development of tourism in Kazakhstan, said the vast majority of respondents to a survey conducted during the event, is the lack of

adequate infrastructure, low quality of services, high prices in hotels, limited choice of airlines, complicated visa procedures and corruption” (Mustakhimov. S, 2014).

Table No. IV.4

Underdeveloped Tourist Region

Sl. No	Regions	Underdeveloped Regions
1.	North Kazakhstan	Arkalyk, Rudniy
2.	South Kazakhstan	Zhanatas, Karatau, Kentau,
3.	East Kazakhstan	Kurchatov, Ziryanyovsk, Ridder, Aksu, Serebryansk
4.	West Kazakhstan	Aksay, Kulsary, Zhanaozen
5.	Central Kazakhstan	Abay, Temirtau, Balkhash, Satpaev

Source: - <http://www.citypopulation.de/Kazakhstan.html>

In the table IV.4 it shows that under developed region of Kazakhstan in these regions there is huge potential of tourism in terms of natural beauty, river lakes and reserve forest area, culture, tradition of the village area but there is no convenient location to visit that place. The increase of unemployment rate is high in that area where most of the tourist does not visit to that place. The problem of modernization of the economy in Kazakhstan is one of the major attempted for regional and economic geography.

The Kaskasu village location is perspective for tourism development. Village is situated high in the mountains, between Aksu-Zhabagyly State Natural Reserve and Sairm-Ugam National Park. But local population still has no enough knowledge and experience of participation in tourist business. In spite of that fact that the village has strategic significance in regional ecological tourism development, there are no well equipped guests houses, etc. 15 families (about 47 adult inhabitants of Kaskasu village) will directly participate in project realization. Kaskasu inhabitants will participate in guest houses and parking equipment and service. Local community will take part in Work Group public council work on monitoring and estimation of the project that will guarantee their interests account, public self-management, and project success. Emphasis on sustainable livelihoods a number of groups rendering tourist services of various directions will be organized in Kaskasu village. The project will provide stable income to local population. At least 45 members of families participating in the project will get additional income.

Village inhabitants will also get indirect benefit due to agricultural products sale to tourists. Not less than twelve constant workplaces will be created (guest house - 2, dairy products

realization point - 2, parking - 2, souvenirs centre - 4, guides-conductors-2). The project goal is to promote development of ecological tourism in Kaskasu with active involvement of the local community into the process through equipment of guest houses, camping construction, souvenirs manufacture and opening of guide service centre, equipment and horses rent centres.

There is very large grow of the economic inequality of regions. The increasing rate in inequality of the country with development is reduced considerably. Kazakhstan “the path of developed countries in which the peak of inequality occurred in the first half of the last century”. In development and underdevelopment regions there are three directions of regional policies, any underdeveloped country or underdevelopment regions of Kazakhstan is very relevant and appropriate to improve the tourist industry to attract the incoming and domestic tourist in the region. The key area of development with a strong effect of economic base and suitable locations of corridors and transport node and investment in health & education sectors. “Before the crisis it was clear that the economic growth should be provided with the transient factors and it will be necessary to take steps in the direction of Kazakhstan transition to the steady growth based on modernization and innovations”. “The global financial and economic crisis which has begun at the end of 2008 has showed a significance of this problem, and also the need to provide the economy regions developments in Kazakhstan on the basis of innovative modernization”.

In history it shows that Kazakhstan has vast land area, all attempts at modernization of the economy of Kazakhstan have been unsuccessful. Using the natural resources the regions are developing very much slowly (Krugman, 1991). “But if the regions will use the human and technological resources it can achieve the great results, so these factors play a major role in the space modernization”. Therefore, it is clear that there are some spatial barriers for the modernization of economy in Kazakhstan (Kireyeva, 2013). “These are the enormous distances, vast areas with poor living conditions and poor infrastructure; low population density and sparse network of cities”; level of different human resources in region and low capabilities for innovation development. The existing spatial barriers are due with the level of modern development region of the Kazakhstan, there are the initial levels of development of the regions of Kazakhstan, and there is the early setting for modernization (Kireyeva, 2013). It is very much important to understand that It is important to understand that the balance of the developing and the under developed areas,

and what the influence on the possible modernization of the spatial factors development, as well as the policy of the state.

The following initial conditions are proposed (Kireyeva, 2013) in a modernization of regions a significant economic resources will require, in medium regions a half of population lives almost 2/3, in the least developed regions 15 to 20% of the populations of the country. The country has created a hierarchical system of cities centres, capable to broadcast the impulse of the renovation of the smaller of the city and the periphery; in the country are very few cities, especially large ones; increase the territorial polarization of human capital in the form of zones of modernization and depression; regional policy of the state is weak, but also deprived of reasonable objectives and importance to the cities centre are improving faster than the underdeveloped regions. However, “Kazakhstan follows the path of developed countries, wherein the peak of inequality fell to the first half of a last century. The attempts to make the underdeveloped regions of the stronger can solve the problem only temporarily”. The key problem is to solving the modernization of the economy of Kazakhstan. To solving the modernization of the economy the key problem is to develop the advantage of private enterprises in the medium and underdeveloped regions, with the help of measures association of the economic and social disparities between the countries. “It suggests that need help for the underdeveloped regions, but we should clearly understand the limits of opportunities and to choose the right mechanisms, even if in the country there are financial resources for large-scale redistribution”.

IV.5 Model of Innovative Cycle in Kazakhstan

The separation of the main types of process innovation is technological and managerial which is the effective model of the innovation cycle in a territory. The model was consisting of five major phase, starting from research and ending with the innovation diffusion.”This model reflects the transformation of the results of the innovation process from the reception of new knowledge to a failure of innovation, and demonstrates clearly at what stages require modernization”. “This model allows defining the nature of the interaction among the participants of the process of innovative development of the region; establishing the procedure for information exchange and the sequence of use of the tools necessary for the effective formation of the innovative sphere of the region”. Romer describes that the innovation cycle creates a new theory of growth (Romer, 1986). In this situation, “the use of the regional model of the innovation cycle is car carried out in two

main directions: to develop a specialized and integrated model of functioning of the economy of the regions (introduction of innovations, modernization of production) and to create of integrated models oriented to application in practical activities of the regional innovation”.

IV.5.1 Current Level of Innovation Processes in Kazakhstan

The economic geography has placed agglomeration, knowledge spill over, regional economic growth and spatial context at the centre of its research (Feldman, 2000). “The basis of the idea by Feldman is the concept of location is defined as a geographical unit that facilitates interaction and communication, the search for knowledge, and coordination tasks” (Feldman, 2000). Some of empirical studies show the existence of knowledge is excess of fall within the regions (Frenken et al., 2010).

Table No. IV.5

Activity Rate of Innovation Cycle of Kazakhstan (2008-2011)

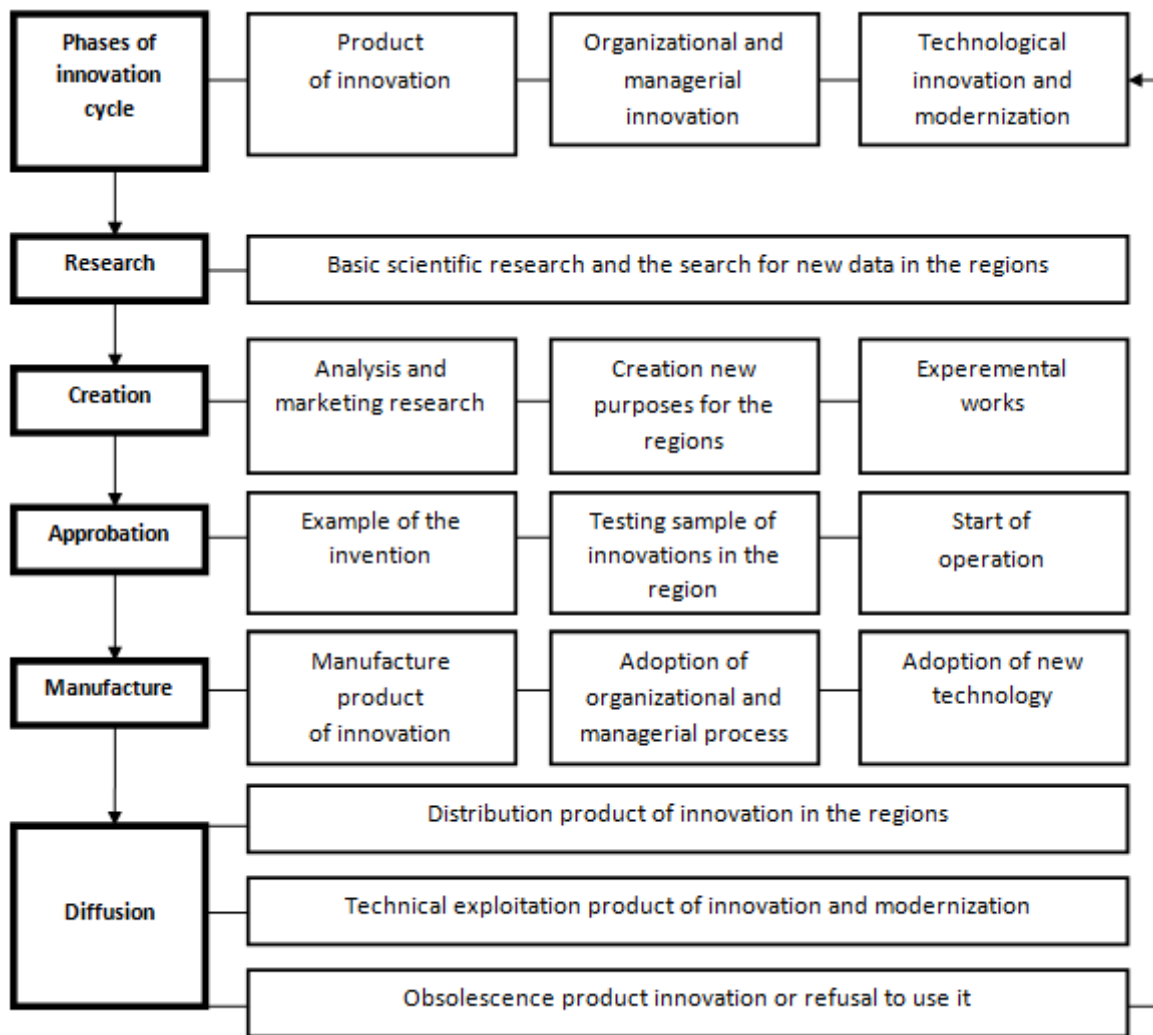
	2008 (%)	2009(%)	2010(%)	2011(%)
The Republic of Kazakhstan	4.8	4.0	4.0	4.3
Akmola Region	2.1	1.2	1.2	0.7
Aktobe Region	5.6	4.1	4.0	6.1
Almaty Region	2.1	1.9	1.4	0.9
Atrayu Region	3.7	2.7	2.9	3.7
West Kazakhstan Region	4.9	4.9	4.5	4.6
Zhambyl Region	8.8	6.0	4.4	7.8
Karaganda Region	6.1	6.5	6.2	7.0
Kostanai region	2.5	2.0	1.5	2.6
Kyzylorda Region	2.4	3.0	1.5	6.1
Mangystau Region	2.3	1.9	1.4	1.1
South Kazakhstan Region	2.8	2.4	2.2	3.4
Pavlodar Region	8.1	3.6	3.8	5.1
North Kazakhstan Region	2.2	2.5	2.6	2.4
East Kazakhstan Region	5.6	4.3	5.9	6.4
Astana City	3.0	1.8	2.1	2.6
Almaty City	7.2	6.4	6.7	5.4

Source: Statistical yearbook of the Republic of Kazakhstan, 2012

For example, “Kazakhstan possesses a vast territory, so that many regions have different levels of innovation capacity, which influence on the process of the modernization of the economy. Innovations contribute to the renewal of the regions, adaptation to scientific and technical progress and knowledge spill over” (Dunenкова, 2003). Therefore, “the coefficient of use of innovative potential depends on the location of the individual plants in the region, the structure of economic activity, specialization, as well as institutional initiatives of individual enterprises and administrations of regions” (Untura, 2012).

Hence, Table IV.5 “demonstrates the level of innovative activity in the regions of Kazakhstan. This data shows that two-thirds (2/3) of the regions have been positive indicators of the innovative development during the analyzed period (2008-2011) and one-third (1/3) of the regions have negative indicators”. In table IV.5, it is mention that “the efficiency indicators have been higher in regions with large, densely populated agglomerations such as Zhambyl, Karagandy, East-Kazakhstan, Aktobe, and Kyzylorda”. And the lowest indicators of innovation activity have found in the regionAlmaty, Akmola, Mangystau and North Kazakhstan regions.

Model of Innovation Cycle



Source: Kireyeva A. Anel, 2013

Figure No. IV.2

To maintain the regions with high innovation activity it is important that it will play the role of interpreter’s innovation to the periphery areas. “It’s important to create the centres of innovation development outside of urban agglomeration, as they are growth poles and they will play the role of translator’s innovations to the periphery. These centres can be created in a few large regions of the country with high innovation potential in different areas of science. Then, they will be able to get the state support and financing, including foreign”. The qualitative university and modern research facilities with an effective system of scientific activities should be develop in cities areas. “This model allows determining the nature of the interaction among the participants in the process of innovation development of the region, establishing a procedure for information exchange and the sequence of tools required for efficient formation of innovative areas of the region”. Within the individual branches of the innovation economy could be faster with the support

of institutional, infrastructural and human potentials. “Support urban centres, creating innovation and transmitting them to the periphery; development of infrastructure, which allows reducing the economic distance; improvement factors of human capital and institutions. Based on the findings about the nature of innovation development of the region was an attempt to develop a universal model of development and establishment of innovative areas of the region as a possible mechanism of modernization of the economy”.

IV.6 Conditions of Analysis of Tourism Industry in Kazakhstan

The current situation of tourism industry in Kazakhstan shows, that there is a whole set of problems, which the tourist industry may reach a constant level of development. “The main obstacles to the development of the tourism industry in Kazakhstan are the low volume of attracted investments in tourism and unstable rates of their growth; the lack of attractiveness of tourism industry of Kazakhstan for foreign investment; multi-layered nature of the unsatisfactory state of tourism infrastructure; the system of professional training in the tourism and service; political and administrative aspects of the development of the tourism industry; insufficiently favourable business climate; the non-recognition of tourist activity as a priority by the local government; insufficient financial resources allocated for the promotion of domestic tourism; poor quality of services provided”. SWOT “analysis is a method of investigating the countryside and the activities within this framework, based on methodological elements and forms of application and follow an objective assessment of the current situation. This method is summarized key points of the countryside, by grouping the problems and benefits based on the four elements of the SWOT - strengths, weaknesses, opportunities and threats, which allows easier identification of strategies and ways to develop and tourist activities in rural areas”.

It is one of the most commonly used methods to analyze the performance level of the economic unit of an area, region and countries. It “is also a way to analyze a production position in relation to its competitors. Its purpose is to identify major factors affecting competitiveness, developing a strategy for future. SWOT analysis presents a very simple methodology of application and can be adapted to various studies economic, social, etc. Also, it can be applied to more complex problems existing in a farm with a production capacity of small or underdeveloped level, being able to identify concrete problems they face and their solutions”. Successfully, “the method is targeted objective assessment of the

current activities and the level of rural development for the purpose of human activities, including tourism, responsible, sustainable and consistent with sustainable development”.

Table No. IV.6

SWOT- Analysis of Kazakhstan Tourism

Strengths	Weakness
Rich in natural resources and cultural heritage and recreational potentials.	Low share of tourism in gross domestic Product.
Strengthening the role of social tourism associations.	A significant dominance in the structure of tourist activity of outbound tourism.
Resurgence of Kazakhstan Tourist Association.	“Inconsistency most placements with international standards on price, service and other factors”
Declaration of the tourist industry as a priority direction of the economy.	The moral and physical strength of tourism infrastructure, “Lack of state support for the development of domestic tourism”
“Activation of the government to reform the transport infrastructure”	In tourist companies and individual entrepreneurs the quality of service is poor
The Normative base of tourism, Have enough employment potential of the republic of Kazakhstan.	“The low demand for graduates due to lack of skills and knowledge in specific specializations”
Large number of major international companies.	“The low competitiveness of domestic carriers due to the lack of development service and unreliability”
Opportunities	Threats
Number of employment will increase, which is especially require for the development of regions.	Inadequate condition of roads of national and regional importance
The country income will be stable growth.	Almost no modern and comfortable “buses, which does not allow to maintain a high level of tourist services”
“Improving the institutional infrastructure through the establishment of regional offices of tourism”	Low volume of attracted investments in tourism and unstable rate of growth

To create a modern multifunctional tourist centres of world-class	“Political and administrative aspects of the development of the tourism industry”
The creation and development of public private partnership in the tourism field	“The lack of attractiveness of tourism industry of Kazakhstan for foreign investment”
The revival of investment activity in the regions	Lack of development tools supporting the effective management of investments
“Implementation of the Concept of development of tourism industry of Kazakhstan till 2020”	“The lack of a common information base for attracting potential investors”

Source: Kireyeva A. Anel, 2013

In table no. IV.6 it mention “that the transformation of tourism into a major independent sector of the economy of Kazakhstan is possible if we will be make efficient infrastructure. Also, the most serious obstacles to the development of tourism is the problem of training, improvement of the system of state support, and weak positioning in the international market”. In short term the solutions of these problem, is to allow Kazakhstan to develop the tourism sector in more dynamic and to enter the international markets with its unique products.

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CHAPTER: V

COMMUNITY PARTICIPATION AND TOURISM IN KAZAKHSTAN

V.1 Community Based Tourism (CBT)

It is regarded as a tool for natural and cultural resource conservation and community development and it is closely associated with ecotourism. “It is a community based practice that provides contributions and incentives for natural and cultural conservation as well as providing opportunities for improved community livelihood. It has the potential to create jobs and generate entrepreneurial opportunities for people from a variety of backgrounds, skills and experiences, including rural communities and especially women”. CBT has been implemented in many developing countries, often in support of wildlife management, environmental protection or development for indigenous peoples. CBT occurs when decisions about tourism activity and development are driven by the host community. “It usually involves some form of cultural exchange where tourists meet with local communities and witness or participate in aspects of their lifestyle. Ecotourism also emphasizes observation and learning by the tourist, alongside economic and cultural conservation, and the delivery of benefits that ensure long-term sustainability of communities and natural resources” (Allcock, 2003). Typically, with CBT “the community runs all of the activities that a tourist engages in: lodging, food, guiding and craft sales. Benefits include: economic growth in rural regions; the distribution of tourism revenue, which can foster improved welfare and equity in the industry; improved resource conservation by local people; and diversification of the regional and national tourism product” (Sproule, 1996).

In tourism community participation is considered as the vital and important way for sustainable development. “Although it is a non-traditional but a political decisive progress, community participation can't generate direct profits to the community residents automatically. Due to the influence of regional economy, local policies and residents, value system etc”; it is hard to obtain the expected result in community tourism development. “It has close ties with tourism planning and tourism impact. The principal elements affecting community integration are: - Community members are willing to cooperate with each other, which is the basic premise for community integration. The core of community integration is that community residents as a unity take part in the tourism development and benefit from the tourism industry equally”. Whether the local residents are willing to cooperate with each other depends on their attitude to community tourism. “Community members can attain equal distribution of local benefits in terms of revenues and

employment, which is the motivation of community integration. Revenues and employment from tourism industry are the two key factors, which indicate the tourist effects on community residents”.

“Local residents have a relatively high degree of control and management of tourism service. Because individual ability of community residents is limited, many development decisions are generally made by the tourism enterprise”. Tourism community can take some measures, such as developing collective economy and stock co-operational economy etc. to strengthen their control power of tourist service enterprises. “Community has certain ability of integrating local traditional culture with heterogeneous culture. Tourism development brings changes to traditional life style and modes of thought and brings conflicts between tourist culture and local culture”. So community integration must respect, “safeguard and develop local traditional culture and strengthen cultural identification of community residents”.

V.1.1 Characteristics of Community Based Tourism

Community based tourism is originally conceptualized as a means of economic development for underdeveloped localities, its target groups’ descriptors naturally include “remote, rural, impoverished, marginalized, economically depressed, undeveloped, poor, indigenous, ethnic minority, and people in small towns”. These communities are likely have a traditional, participatory or agricultural economic system in which work, goods and services, use and exchange of resources fit in long-established patterns that are shaped by tradition. Standards of living, economic behaviours and relationships are static and thus predictable, without much financial or occupational mobility or change. Usually, community interests come before the individual. Production and distribution of goods is conducted by combined public participation to some extent, with the expectation of sharing the proceeds in return for their labour and efforts. This is a potential advantage for implementation of CBT since community participation is a requirement for successful CBT implementation. However, once the tourism development is underway, locals may encounter obstacles in transitioning from agrarian to service production, bypassing the change processes in production and consumption through industrialization (Pinel, 2013). Therefore, it is crucial to keep tourism development simple by basing CBT on the existing knowledge systems, the traditional way-of-life and practices, existing community capital, skills, cultural and environmental assets, and attractions so as not to overwhelm the locals.

Typical CBT destinations involve non-Westernized cultures and environments where the “local life style, folklore and culture, materials and clothing, dance and music, food and drink, and the natural surroundings” become the CBT products. Table no. V.1 showed, the common types of community based tourism products as activities for visitors and attractions. These products, which are often simple and traditional, constitute an attraction for ideal CBT consumers. These local elements are novel, different, exotic, pleasant and enriching, especially when bundled with the warm and affections and hosts and hospitality, It creating an important social space for exchange and cross cultural expressions. Though, sometimes “locals may perceive aspects of their way of life as weakness, backward, or unpleasant rather than attractive. It may take well-structured and targeted capacity building to empower the community by increasing their awareness about cultural identity, pride, self-confidence, and sense of control, besides providing the new skills and ability to deal with outsiders”.

Table No. V.1
Types of Community Based Tourism Product

Single Activity	Cultural Tours	Nature Activities	Significant Sites
Drumming dance Craftwork Handicraft Pottery	Village tours Agricultural tours History tours Cooking classes	Bird watching Hunting Jungle trekking Traditional fishing	Hot spring falls Rivers and Lakes Ancient sites Mountains

CBT is not exclusive to the developing or less developed countries. Since community participation is believed to improve “community support for tourism development”, CBT is adopted as a tourism development approach in developed areas as well. There are cases from developed countries such as the US, Canada and Australia, often for diversification of tourism products to attract niche market segments, yet still applied in less developed parts within these countries.

V.1.2 Requirements for Successful Community-Based Tourism

A common similarity between many CBT applications in many countries is the assumption that tourism is adopted “because it generates revenue, creates employment, and promotes private sector growth as well as infrastructural development” (UNWTO, 1997). Though, several CBT programs failed due to lack of some critical factors such as tangible benefits and employment creation, “benefits from the land, management, marketing and

entrepreneurial skills, community involvement and participation, sense of ownership of the project amongst the community members”, &lack of local financial resources or heavy reliance on foreign donors. Since each case has unique destination characteristics and stakeholders involved, there are no rigid CBT models that can be applied indiscriminately to all communities. However, community based tourism have some principles for best prospect of success and sustainability as summarized in table no.V.2

Table No.V.2

Major Principles of Community Based Tourism (CBT)

<ul style="list-style-type: none"> •“System of production and consumption (the economic system) adapted to local conditions”;
<ul style="list-style-type: none"> •“High degree of local participation and control” (inclusive of marginal groups) in all stages starting from the planning stage;
<ul style="list-style-type: none"> • Awareness to the importance of the communities;
<ul style="list-style-type: none"> •“Power structure in the population” (if positive and conducive to productivity) to be put to use for all;
<ul style="list-style-type: none"> • Educational system is critical to train and educate locals and re-construct the power structure and increase knowledge and formal competence;
<ul style="list-style-type: none"> • Equity in distribution of income and wealth, avoiding losers and winners (winners usually outsiders, exploiters);
<ul style="list-style-type: none"> • Private market forces may overlook equity, thus public authorities to structure government intervention (policy framework reforms) to stimulate more desirable outcomes;
<ul style="list-style-type: none"> • Tourism as a complementing industry rather than the only industry, implying heavy dependence on tourism and potential crippling on the economy when tourism is halted.

Source: Community Based Tourism, Asli D.A. Tasci, Kelly J. Semrad and Semih S. Yilmaz, 2013

Participation in community “is imperative for tourism development where tourist attractions are within the living environment of the community and sometimes community (culture) is the part of the attraction for tourists”. In such cases, the community may suffer from the negative impacts of tourism (Kibicho, 2003). For this reason, the protection of the touristic attraction (the environment and the community itself) largely depends on the collaboration level of the community in tourism planning, development and execution. Therefore, participation of all stakeholders including “ordinary members of the community, decision-makers within the community, tourism professionals, tourism businesses and NGOs have to collaborate for effective CBT applications”. Community participation can be achieved through their active involvement in three domains:

- Information gathering “through household surveys, interviews, field observations, document analysis, and informal discussions”
- Tourism “decision-making process” to ensure that they get expected benefits from tourism, that their lifestyles and values are respected
- Employment opportunities - inclusive of the underprivileged, e.g. women and poor; to work, to invest in and to operate small scale businesses.

V.1.3 Benefits of Community Based Tourism

CBT has been supported by different international organizations due to its objectives of “community empowerment and ownership, social and economic development, conservation of natural and cultural resources, and a high quality visitor experience” by integrating all stakeholders in tourism planning and development processes aiming creation of resources for the community itself (SNV-Netherlands Development Organization, 2001; World Bank, 2013). Besides protecting local cultures from the sweeping influence of globalization, CBT contributes to locals’ wellbeing, by developing infrastructure (transportation, water, electricity and telecommunication networks) and superstructure (security, safety, heritage and cultural preservation, environmental) to ensure basic human needs for not only touristic enjoyment but also locals (Asker et al, 2010; Goodwin & Santilli, 2009; Thailand CBT Institute, 2013). It provides, expands and improves sources of livelihood and opportunities to earn income, which is often times used for basic living material, education, healthcare and clothes, and building houses (SNV, 2001).

“The CBT participatory development process empowers local community members by building the skills, knowledge and confidence needed to” take control over their land and resources, to tap their potential and to direct tourism development in their communities. CBT stimulates increased community cooperation and participation, providing new roles and improved voice for unskilled youth, women, elderly, indigenous, marginalized, non-elite, poor and disadvantaged minority groups. All-inclusive community participation in tourism planning results in “shared decision-making, equitable distribution of resources, consensus over community’s direction, sharing of local knowledge about local assets and issues (Medeiros de Araujo and Bramwell, 1999; Okazaki, 2008)”. When community based tourism is conducted effectively, the results are supposed to be minimal costs and maximum benefits of tourism. If effective and successful, CBT may lead to healthy economic development, cultural and environmental awareness, cross-cultural

understanding and peace, sustainable destination development, successful destination branding through concerted efforts, “high morale, national pride and team spirit besides high living standards and quality of life for locals”, boost in human capital with a focus on non-elite groups, boost in social capital, namely social bonds, community spirit, social energy, extended friendships, community life, social resources, informal and formal community networks, and good neighbourliness. Some of these benefits are rather abstract and hard to measure; however, several CBT applications and case studies investigating the results of some CBT projects reveal several of these benefits as listed below:

V.1.3.1 Economic Benefits of CBT

- Increased local income: revenues and employment;
- Poverty alleviation;
- Economic recovery;
- Improved infrastructure;
- Harmony with other existing sustainable economic activities;
- Development of linkages among sectors;
- Contribution to balanced development “providing economic diversity, eliminating economic dependency on a few sectors, improving geographic distribution of employment and income generation opportunities”
- Local level development initiatives towards increased flow of resources.

V.1.2.3 Socio Cultural Benefits of Community Based Tourism

- To “enhanced human capital- provision of training and education for locals to improve skills and capacity relevant to planning, production, business development and management of business related tourism services”.
- To “enhanced social capital- support on community institutions, improved capacity of, linkages between, and involvement of public, non-governmental, private, local, civil society and non-governmental organizations in tourism development”.
- “Good governance by involvement of participatory planning at all levels”.
- “Community development- enhanced community identity, sense of pride, social cohesion, community empowerment and social equity through the participation of local people in the planning process, development and management as well as monitoring, reduced emigration and attracting immigration”.

- “Increased local quality of life- improved local health by development of a sanitation and sewage system, public facilities and infrastructure, such as roads, water system, electricity network and telecommunications”.
- “Preserving and promoting the local culture, historical heritage and natural resources with the help of increased willingness of community members to conserve natural, cultural and heritage resources because the generation of income from the enterprise is directly linked to the existence of CBT”.
- “Improved inter and intra-cultural relations and links through cultural exchange and dialogue between local community members and tourists”.

V.1.3.3 Environmental Benefits of CBT

- Use of sustainable development of sensible natural environment;
- Conservation of local natural resources;
- “Use of a wide range of resources rather than depending on one intensively”
- To encourage the non consumptive use of natural resource;
- “Increased environmental awareness at the national and local levels”
- “Improved understanding of the relationship between the environment and sustainable economic development”.

Besides the benefits mentioned above, the most important benefit of CBT is the change in locals’ outlook on life and themselves. CBT may open up the horizons of the future for the community, giving hope and therefore a willingness for locals to get involved, produce and take control of their lives. CBT may encourage the local population to seek change of an otherwise undesirable life condition. It may provide and sustain the motivation “to overcome potential obstacles to productivity such as laziness and learned helplessness, eventually resulting in belief in themselves, improved self-confidence, and self-respect among locals”. Most CBT projects are subsidized by local or international donors. Whether the subsidy continues, locals should stay active in production at least until it becomes a second nature for the new generations. The resultant change in locals’ outlook on life may prove to be a gift that keeps giving, as it might impact both their current economic efforts and future as well. This may result in, by way of demonstration of production focus, a change in the horizons. This potential benefit, in essence, may urge supporting CBT projects at all costs - for the greater good of the society, particularly for equity, and toward cohesion and peace. The benefit of CBT regarding the change in locals' outlook on life in

less developed places may actually be a critical factor in “achieving UN’s Millennium Development Goals, namely combating poverty and hunger, illiteracy, gender discrimination, HIV/AIDS, and achieving health for children and mothers, environmental sustainability and global partnership”. It is clear that the target groups of these objectives are also the most likely target groups of locals in CBT development.

V.1.3.4 Costs of Community-Based Tourism

When CBT principles are overlooked, the results may be more dramatic than the typical costs of tourism since the groups involved in CBT projects are usually marginalized, poor, and disadvantaged groups. “Disappointed expectations and disillusioned communities from the collapsed, failed, struggling or poor performance of a CBT project can endanger” the well-being of the locals, which may already be under the threat of disappearing due to unfavourable socioeconomic conditions. Therefore, before jumping on the bandwagon of CBT, authorities need to ensure the critical requirements for successful CBT applications.

Despite its holistic goals of community well-being, empowerment and development, CBT, as other tourism development models, has its weaknesses steering away from the accomplishment of ideal goals. Communities are heterogeneous, with stakeholders significantly different in skills, interest, support and commitment to tourism development. Besides, power relations and imperfect information flow and transparency among the community may hinder community trust and equity in CBT. The lack of human and social capital, cultural obstacles such as limiting norms about gender roles and youth’s abilities as well as misconceptions about their own and others’ cultures may debilitate CBT efforts. The extent of these issues in a community defines the ratio of costs to benefits. During the course of CBT development, dynamics can be different with differing levels of these issues posing obstacles for success. When intensity of these issues comes to a crippling point, the costs may surpass the benefits, like as “alienation and loss of cultural identity; creation of frictions within the community (between generations or between subgroups e.g. who do and do not profit); disruption of socio-economic structures; conflicts over use of resources (land, hunting rights, infrastructure) which may also create hostility towards tourists, disturbance to local environments e.g. for building accommodations or to obtain firewood, pollution of water and air” (Asker et al, 2010, p.10).

Pinel's dramatic description of residents' discomfort and resentment towards tourism and tourists can be reflective of many other similar destinations: "Some tourists see the village like an incidental 'backdrop for their experience,' and not as a living community with real people" (Pinel, 2013). This type of encounters can be detrimental "to locals, self-confidence, pride, respect and hospitable attitude" potentially resulting in locals' avoidance from contacting tourists, only leading to increase the potential for cultural clash, conflicts, stereotyping and social tension in both host and guest sides mutually (Pinel, 2013). Avoiding such negative consequences, as Pinel also suggests, requires assurance of the main premise of CBT and input from all stakeholders, while outlining an adaptive, proactive and all-inclusive plan.

V.2 Local Communities and Tourism Development

Community is a group of people of individuals living or working within the same shared cultures or common interests. "This geographical definition of community is essential to understand how community development is linked (Olsder & Donk, 2006) or the ability of a community to improve tourism development". The development of tourism can be explained better using these two concepts, sustainable tourism and sustainable development. "The World Tourism Organization defines sustainable tourism as Tourism which leads to management all resources in such a way that economic, social and aesthetic needs can be filled while maintaining cultural integrity, essential ecological process, biological diversity and life supporting systems (Shah et al, 2002)". "Therefore, tourism development can be meaningless if its socio- economic and environmental benefits do not trickle down to the local communities. Likewise, the sustainability of nature-based tourism development in least developed countries in a way lies in the hands of local communities".

"Local communities have historically coexisted with the protected areas the key tourism attractions. (Figgis & Bushell, 2007) further assert that tourism development and conservation that denies the rights and concerns of local communities is self defeating, if not illegal". "Therefore, the involvement of local communities in tourism development cannot be overlooked due to their crucial roles". "(Jamal & Stronza, 2009) assert that involving the local communities in tourism development within and around protected areas is crucial in bridging the gap between governance and use of the resources in tourist destination". Part "from the economic contribution that the local communities can accrue

from tourism, their involvement in tourism development” can as well as valuable to tourism development since they can generate an “effective environmental stewardship that builds on indigenous, local and scientific knowledge, economic development , social empowerment, the protection of cultural heritage and the creation of interpretive and nature based experience for tourist learning and cross cultural appreciation” (Jamal and Stronza 2009). “Community participation also is the mechanism for active community involvement in partnership working, decision making and representation in community structures (Chapman & Kirk, 2001)”.

Chain of Tourism Development

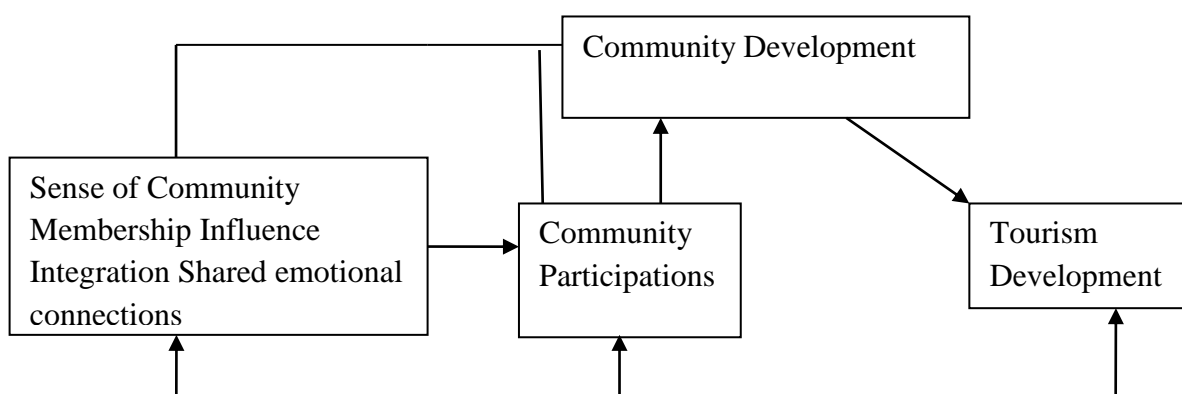


Figure 1: Tourism Development Chain: Adapted from Phillips & Pittman, 2008

Figure No. V.1

“Community participation provides a sense of community to take responsibility for oneself and others, and a readiness to share and interact (Aref et al., 2010). Figure no.V.1 depicts the tourism development chain. The figure shows that progress in the outcome of community development also contributed to sense of community and tourism development. This figure also emphasized on community participation as important key for tourism development”.

It “concludes that the development of a successful community based tourism strategy will require a sound institutional framework based on a partnership between the local community, state, the private sector and Non-governmental Organizations” (Jones, 1996). “In reality, however, participation is a continuum based on the degree of people's involvement in deciding or influencing the decision making process concerning the tourism development program or in its implementation. Although the types of participation are differ between the authors, the main aspects which differentiate between the stages within the typologies are the same. They share common ideas regarding the extent or the

degree to which community members have the chance or are given the chance to decide for themselves”.

V.2.1 Local Community and Tourist Relationship

The “socio cultural impacts are the outcome of particular kinds of social relationships that occur between tourists and the local community as a result of their coming into contact. (Kadt, 1979) identifies such encounters occur in three main contexts- where the tourist purchasing some goods or services from the local community, where the tourist members of the community find themselves side by side or for an example where two parties come face to face with the object of exchanging information and ideas”. In the case of Kazakhstan, “the degree of interaction with local community varies between foreign and domestic tourists. The majority of domestic tourists come on short packages tours spanning 2- 3 days and therefore time spent by them usually at the tourist location with very minimum interaction with the local community, the foreign tourists come for a 2 weeks, spending a greater amount of time on the beaches and market places”. “During interactions with the community it was learnt that foreign tourists learn about the place and people from those of the local community working in the resorts and also through local fishermen, vendors at the bazaar and through shopkeepers”. “There are few frameworks that have been developed to assess the social impacts of tourism. A number of researchers have noted the need for further analysis within the field of resident perceptions, since the findings show many diverse indications of host communities” “quality of life and their willingness to participate (Doxey 1975; Murphy 1985; King et al. 1993; Johnson et al. 1994; Lankford 1994; McCool & Martin 1994; Simmons 1994; Williamson & Lawson 2001; Scheyvens 2002)”.

“According to several previous studies (Brougham & Butler 1981; Ap 1992; Joppe 1996; Mason & Cheyne 2000; Macleod 2004; Lepp 2008), communities are not homogeneous groups of like-minded people, but instead a collection of individuals with ambivalent or mixed feelings in relation to the perceived impacts they have of tourism”.

Host and Guest Relation

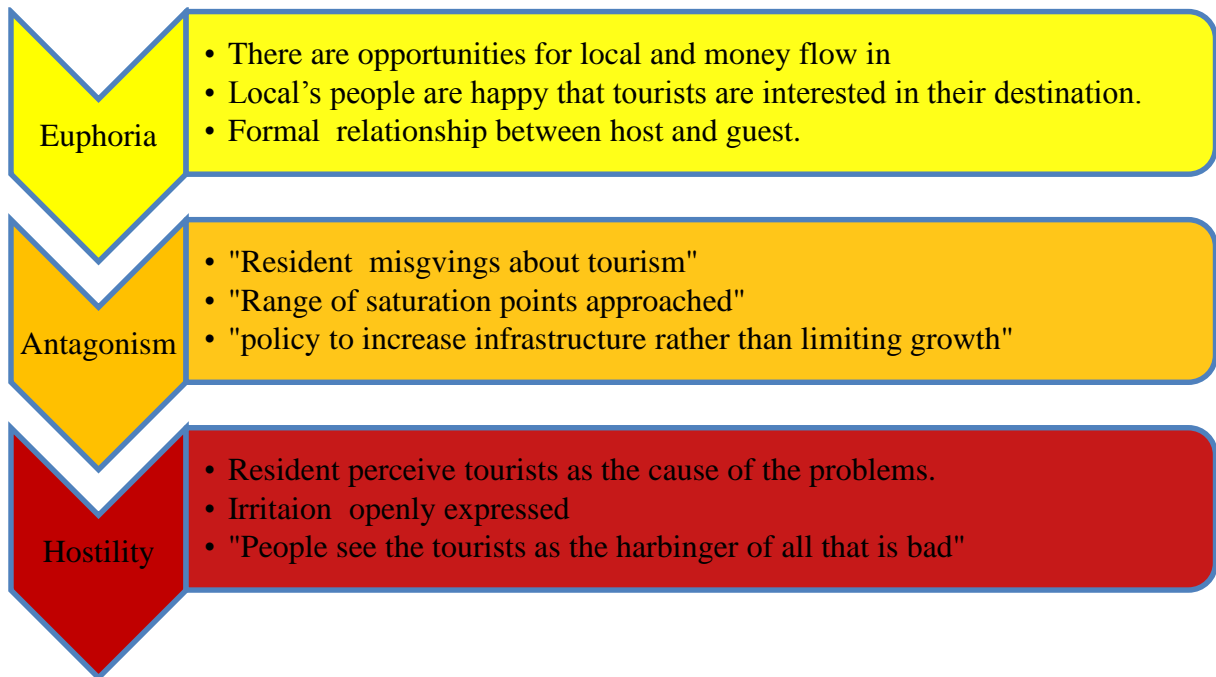


Figure No. V.2

This same model has been developed by different author, but first it “was developed by Doxey in 1975 following his research projects which are undertaken in Barbados in the West Indies and Niagara in Ontario, Canada. Doxey suggested that the existence of reciprocating impacts between outsiders and resident may be converted into varying degrees of resident irritation”. “Such irritations may have their origins in the numbers of tourists and the threats which they pose to the way of life of permanent residents. The value system of the destination is at the root of Doxey’s framework and it is this which he considered to be of paramount importance in an analysis of the social impacts of impacts”. “Depicting upon these theories, Doxey developed a tourism irrational index, claiming that tourist destinations pass successively through stages of Euphoria, Annoyance and Antagonism is the final stage”.

Almaty city, which is the most favourable tourism destination in Kazakhstan, it was also chosen due to the following reasons; Almaty is the financial and economical centre of Kazakhstan; the main air gate to Kazakhstan is located in Almaty; main tourist attractions are located nearby Almaty, Residents' Perception of Tourism Alda, Kashif, Roya & Erdogan the rapid development of entrepreneurship and the high rate of economically active population are in Almaty. For this study convenience sampling method was chosen. Convenience sampling falls under non-probability sampling. (Zikmund, 2006) mention,

that “researchers generally use convenience sampling to obtain a large number of completed questionnaires quickly and economically”, to understand the resident perceptions of tourism in Kazakhstan, based on literature review, the relationships among seven dimensions (“Community Attachment, Community Concern, Eco-centric Attitudes, Utilization of Tourism Base, Benefit of Tourism, Cost of Tourism and Support for Tourism”) were explored in this study.

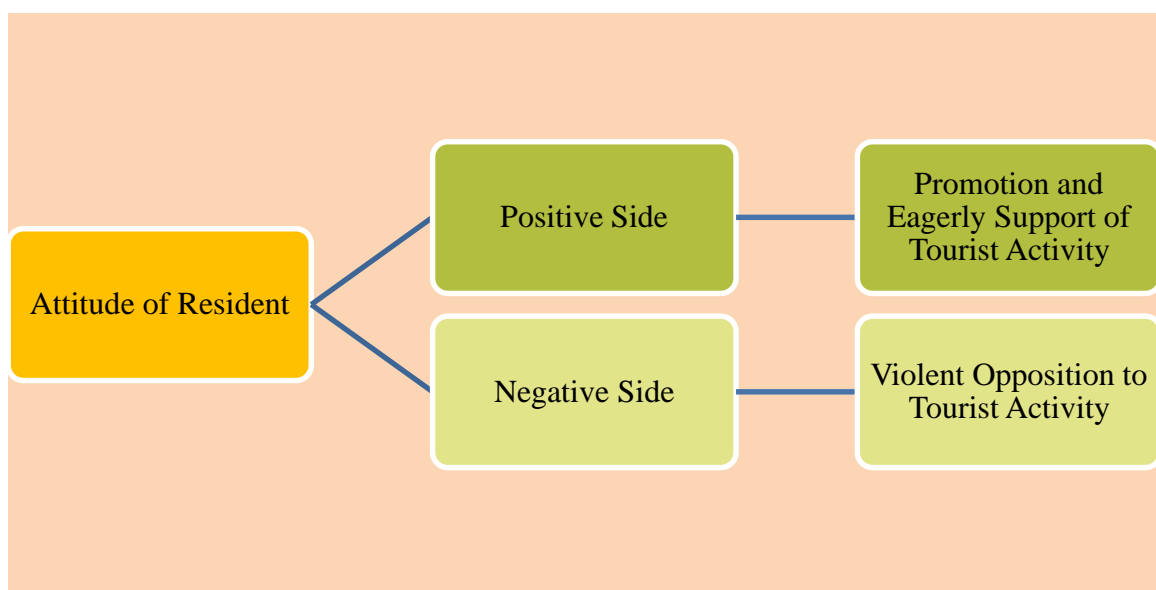
This study explored the dynamics of support for tourism by residents' of Almaty city, Kazakhstan, making the way for a further more scrupulous investigation of residents' perceptions of tourism. This study is a replication study. However, while employed Path Analysis to trace the impact of elements of exchange, this study employed Multiple Regression Analysis to establish the influence of four independent variables on perceived cost and benefit of tourism and support for tourism. This study serves to complement the work carried out by (Jurowski et al. 1997) and (Gursoy, 2004) using a different analytical technique; It is hoped that bringing into focus Kazakhstan in this study will contribute to the ongoing sociological debate on tourism's role in community development. This study has offered some valuable insights into residents' perception of tourism. However, this study has some limitations that need to be acknowledged. The study was focused only on residents of Almaty city Kazakhstan. It is very possible that if the investigation was made on the other potential tourism destinations, the relations “between tourism impacts and residents' support for tourism could be different”. Therefore, other potential tourism destinations must be investigated and further studies must be conducted. The study is limited to an examination of the relationship between support for tourism, perceived tourism benefits and costs and a selection of independent variables. The purpose of the study does not include with the scale design or the measurement of support for tourism development. The study has an exploratory character. Previous studies have suggested that resident perceptions of tourism are influenced by the level of economic activity in an area (Allen et al. 1988; Johnson, Snepenger and Akis, 1994).

It is suggested that residents' perceptions of tourism in other parts of the Republic are be researched. Also in light that Kazakhstan has still low level of tourism penetration but steadily moving toward “tourism development, it is reasonable to suggest that future research will be continued in order to identify trends and changes in the residents' perceptions of tourism”. In other words, a longitudinal research design is appropriate. However, this study identifies the relative level of influence of independent variables on

perception of cost and benefit of tourism. Future research is required to improve the variables and to inquire a better set of predictors. The model accounted for 36% of variance in support for tourism; it might be assumed that the model used in this study is more suitable for tourism developed communities. Perhaps, expansion is needed to incorporate other variables not included in this study. One case in point is the construct labelled 'tourism awareness', which was defined to incorporate respondents' experience of travel.

In Almaty, “the local community responses towards tourism and tourist seems to be stage of euphoria connects towards Annoyance in some beaches Such as, Kaspehigai & Isshyk kul lake has been seeing. The primary tourist survey revealed that 4% of foreign tourist and 1 % of domestic tourists had been involved in clashes with the local community”. Therefore resident of Almaty would behave in a rude manner with local residents such as shopkeepers.

Host Attitude/ Behavioural Responses to Tourist Activity



Source: Philbrick, 1972.

Figure No. V.3

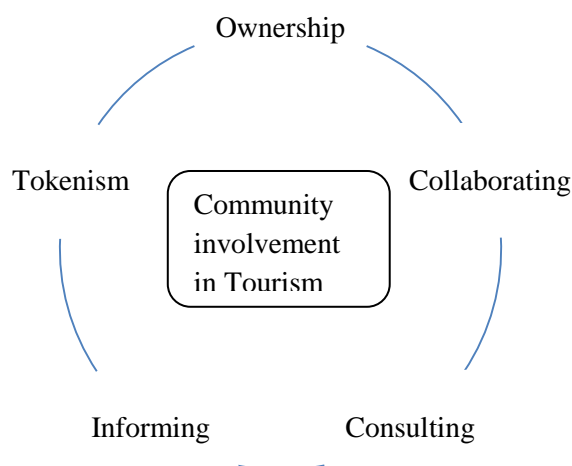
The primary survey, in Kazakhstan it found that most of community representatives is still adoption and support of the tourist activity. “Behavioural changes may differ from attitudinal changes in that the former may, at least initially, be latent while the latter may become overt. There is thus a temporal component to the changes. Hostile feelings may arise in the interplay of ‘impulses of hostility ‘and opposing groups, and interaction greatly contributes to the potential occurrence of conflict (Simmel, 1955)”. “Tourism has

increased the levels of interaction between groups, and has also increased competition, hostility and jealousy, which can be confined within acceptable levels by shifting alliances designed to achieve group benefits so long as those benefits continue to be generated and are valued by the recipients”.

V.2.2 Community Participation in Tourism

As a framework to understand true participation of communities in tourism development in the private sector, a spectrum of community involvement in tourism has been arrived at. This frame has been adapted from Roger Hart's ladder of participation (Hart, 1992).

Community Involvement in Tourism Sector



Source: Roger Hart's, 1992

Figure No. V.4

The above framework is not comprised of clear cut categories; rather it is continuum that the private enterprise finds itself located on. The higher up in community engagement, the larger are the areas of mutual interest and the greater is the role of the communities in decision making and control of the positive and negative fall outs of tourism.

Tokenism: The “creation of Protected Areas has increased the wildlife population causing increase in people animal conflict. Yet communities cannot take any measures to protect themselves against this conflict since that would necessitate confronting the forest department, which more often than not would translate into physical harm of the communities and its resources”. “The sale of land to tourism projects is not a sustainable option for communities since these monies dry up rather fast and leave no other source of income in their hands. Until now the only livelihood option that has been opened up for

communities is their employment in the campuses of the establishments in the tourism industry, which translates to the fact that communities who were once land owners and practitioners of agriculture, with diverse cultural and social histories have become homogenous cheap labour in the tourism industry”.

Consulting and Informing: “The concept was developed with the participation of international consulting companies. In general, it has defined five clusters: Astana, Almaty, East Kazakhstan, South and West Kazakhstan”, East “Kazakhstan is considered as the centre of the development of ecotourism, Almaty - mountaineering. Astana and Almaty are the points of development of business tourism. Southern Kazakhstan is defined as the centre of cultural tourism, western Kazakhstan as a place of cultural and beach holidays”. “The creation of “a resort zone involves three elements of capital costs: external backbone infrastructure, internal engineering and tourism infrastructure, commercial facilities”.

Collaborating: Most operational level of tourism is at the “local destination level, their sustainable development can be only accomplished within the framework of a coherent national policy .In Kazakhstan, Serbia and Montenegro a cluster-based tourism development is applied with a regional approach, recognizing the linkages between tourism attractions and services, and how they can be marketed most effectively”. “In Kazakhstan product diversification aims at establishing tourism centres in the different regions of the country, based on a regulatory framework, financial incentives and innovative approaches. This will ensure a more balanced development of tourism throughout the country, as tourism activities have been concentrating so far in the Almaty region”. The communities at many of the villages of Tulkubas, Vannovka and Zhabagly region have been provided opportunity to develop home stays to get an additional source of income to compensate the livestock that have been killed by predatory animals. In order to ensure that all home stay families in the village have the opportunity to benefit from the tourists who come to the village on a trek or for staying in the home stays, a system of rotation has been introduced. Communities are encouraged to decide the best way of involving all home stay providers in a given tourist season. As a result, in some villages, the communities have appointed a point person who keeps track of the household whose turn it is to receive the visitors.

Ownership: Community members from the villages are involved in the enterprise. “The capacity building of youth has resulted in the reduction of migration to cities. Further, backward and forward linkages have been made, where some homes offer home stays,

others provide the food and yet others make the souvenirs which are purchased by the tourists”. All ecotourism activities are conducted such that there is no harm to the environment and that the diversity of the region is maintained. This case study is an example of how the community seeing the impending tourism development in the region, took charge and therefore have evolved as a community based and owned ecotourism initiative. (Equations, 2008)

V.2.3 Programmes and Small Grant by Individuals in Kazakhstan

The community members in the Karabulak village and Imen Village in South East Kazakhstan situated close to the nature reserve “have also received funding, but without setting up Community Based Organizations or initiative groups. Individual villagers, men and women, many of whom are subsistence farmers working small garden plots, are coming up with ideas for ‘projects’, which are then worked into grant proposals by professional local women with the necessary education and experience and submitted to the small grant programmes of World Bank”. Examples include a grant to one man to plant apple trees on a plot formerly used as a rubbish dump; resources provided to one family to purchase equipment to produce oil from sunflower seeds; to another for bee-keeping. In each case, there are supposed to be some benefits for the community as a whole the individual involved with the apple trees will give saplings free of charge to people in the village and also employs one resident; other families in the village can now process sunflower oil, giving just a small percentage to the family who own the equipment, and the oil produced is worth much more than sunflower seeds, which families had previously sold at a very low price.

In this example, opportunities for community projects that promote co-operation and a collective response to collective need have largely been lost. The benefits to the wider community are limited at best. Generally it has been individual recipients and their families who have profited from grant money. The lucky few who have received funds from international agencies are asked to share the benefits that they reap with those less fortunate, but this seems to be encouraging charitable giving rather than any more substantial form of community co-operation. Expectations from poorer members of the community on those who have received grants might well introduce new and unequal power relationships. Furthermore, in this case, grants are awarded to those who have initiatives in mind and the confidence and ability to start the application process. Grant-

makers' criteria also include the ability of the recipient to manage the project effectively and for TACIS "Technical Assistance to the Commonwealth of Independent States" grants recipients had largely attended village seminars and training. The criteria for grant making rules out families and individuals with lower educational levels, those marginalized or isolated from village activities and women who are subjugated by family members and traditions within the household.

However, there are a couple of examples of collective action in the village that show potential for community development, notably the community initiative groups that respond to practical problems that affect the majority of villagers blocked streams or channels, erosion and that are not constantly chasing grants in an effort to survive. These groups often work without funding, generally involving children or older people in activities that have a clear benefit for all. Finally, there is an interesting example of an agricultural collective that formed spontaneously after former state farm employees found the scale of their small plots unworkable economically. Members have joined their lands together, but also successfully applied for a grant that will set up a community pasture. Land for grazing is rotated, and a field has been set aside for growing winter feed. As most residents own one or two cows that they use for dairy production, this is an initiative that responds to great need and benefits a large proportion of the village inhabitants. (Fozilhujaev, Tashbaeva and Djamankulova, 2004)

V.3 Community Participation in Kazakhstan

The "Wild Nature" Ecological Society Jabagly Village of Tulkubas District in "South Kazakhstan Province was established in 1995 as an independent non commercial organization, developing community based tourism in rural areas of the South of Kazakhstan". In the south Kazakhstan a private organization became the first public ecological union in the society. "The main aims of organization are Community based tourism development in rural areas of South Kazakhstan Province; promotion of the international nature protection actions among schoolchildren and the adult people of the area; Support the national traditions of the careful attitude to a nature and assistance to revival of national crafts; development of additional ecological education in schools of South Kazakhstan; involving the wide public of South Kazakhstan to the decision making process on environmental problems of the area; revealing rare species of animals and plants of South Kazakhstan, demanding urgent actions of their rescue; development of the

program of preservation and restoration of endangered species of animals and plants; realization nature protection actions on preservation of rare and endangered animals and plants and assistance to the state bodies and the non government organizations to develop the national strategy on preservation and sustainable use of biological resources”.

The following activities they are doing like collaboration with foreign experts based on community tourism network, Socio ecological analysis of the problem of associations specially protected areas authorities and local “for example of Aksu-Jabagly Nature Reserve and Sayram Ugam National Park, Expeditions on discovery, survey and conservation of endangered animals in Western Tien Shan and Syrdaria Karatau mountains as well as in Kyzylkum, Mounkum and Betpak Dala deserts, Summer camps for school children and University students-biologists, Scientific and adventure itineraries providing in mountains and deserts of South Kazakhstan” (Wild Nature, NGO, 2014).

V.3.1 Eco-Cultural Tourism Development in Kazakhstan

The country “possesses numerous eco-cultural tourism attractions based on its past Soviet times, nomadic culture and a variety of unique landscapes. As heritage is inherently a contested phenomenon (Keir, 2010), especially when communities are comprised of multiple ethnic groups, belief systems, cultures and social norms, the concept of authenticity applied to cultural heritage in Kazakhstan has become particularly relevant to the specialists of cultural and sustainable tourism in the country. Particularly, since the second half of the nineteenth century, the cultural landscape of Kazakhstan has undergone a tremendous process of transformation from being shaped by pastoral nomadic activities into agrarian and industrial land (Beisembiev, 2001)”. In the beginning 1930s the nomadic life style was slowly transformed during Soviet times into a semi nomadic life style which contained many new commoditized to cultural habits and changes in nomadic traditions.

The development of rural tourism also has a potential, while restricted by rural territories and followed by the agricultural production activities. Whereas staying there tourists they pursue the rural pattern of life, get While staying there tourists follow the rural pattern of life, get familiar with the everyday of Kazakh culture and traditions. The regions possessing the resources for ecotourism were defined: the regions of Akmola, Almaty, Zhambyl, South and East Kazakhstan where the Silk Way route once had its way The Almaty region has a unique set of natural variety for the ecotourism development

purposes: Kolsay lakes, the Ili, the Charyn Canyon, Yasenevaya rostscha, national park Altyn Yemel“, the mountains of Zailiyskiy Alatau. In the mountains another type of ecotourism turns out to be more and more popular – horse-riding tourism, which has a long-standing tradition in the country. In the East Kazakhstan, in the Altay foothills the preference is given to the extreme tourism – rafting, sky-surfing, bicycle tours. In the south and west of Kazakhstan the focus is put on the combination of excursions to beautiful places of nature with visiting the Muslim cultural and historical monuments (Mantel, 2015).

In Kazakhstan ecological tourism is god gift potentials, but it is inadequately developed. Because, that there are no distinct criteria on ecotourism in the country, not unity concerning its understanding and contents, and no effective ecotourism management exists there. “Under the conditions of total absence of such criteria it is difficult to fairly define the subjects, organizing the ecotourism management and development activities. These facts do not contribute to the realization of purposeful budget interventions, and the investments of private sector. Moreover, all this complicates also carrying out marketing and assessment of the economic agents’ activities on the development of ecotourism in the Republic of Kazakhstan” (Tonkobayev, 2011). Population of non-urban areas should be involved into the process of ecotourism management, as people can profit from granting various facilities – guest homes, yurts (national Kazakh felt nomad tents), organization of home-made food catering, renting horses, etc.

One of the issues at stake for visitors when they visit culturally and environmentally remote regions is the question of authenticity regarding eco-cultural tourism practices. (Wallace and Russel 2004) argue that ‘eco-cultural tourism reflect present day practice, but also act as a model for how cultural and eco-tourism could be employed by local people to build an empowered, sustainable future in similar settings’ What tourists usually see is the performative aspect of local cultures presented to visitors and while this ‘performed authenticity’ is created, staged and carried out for external consumption (Mac Cannell, 1976), it is important to place it in the context of how and why the tourism industry defines and present its version of the genuinely local in both ecological and cultural aspects of tourism experience (Jamal & Hill, 2002).

Souvenir made by Kazakh Rural People



Picture No. 1

The Kaskasu village in the region of Shymkent in south Kazakhstan the location is perspective for tourism development. Village is situated high in the mountains, between Aksu-Zhabagyly State Natural Reserve and Sairm-Ugam National Park. But local population still has no enough knowledge and experience of participation in tourist business. In spite of that fact that the village has strategic significance in regional ecological tourism development, there are no well equipped guest houses, etc. The goal is to promote development of ecological tourism in Kaskasu with active involvement of the local community into the process through equipment of guest houses, camping construction, souvenirs manufacture and opening of guide service centre, equipment and horses rent centres etc. Kazakhstan has changed its infrastructure tremendously, but the first priority has been given to the developed cities like Almaty, Astana first priority has been given to developed areas like Almaty and Astana. Taldysai village of Ulytau district in the framework of activities aimed at widening the circle of participants of the sphere of ecotourism services in Central Kazakhstan, such as guest-houses, tour guides and craftsmen, producing souvenirs. The Shabanbai Bi village, which is located at the foothill of Aksoran Mountain, is the highest point of Kyzylarai mountains; it is one of the places in

Central Kazakhstan where ecotourism, based on local communities, is being developed. Tourists are offered accommodation in houses of local residents, and also incomparable opportunity to get acquainted with usual rural life and taste ethnic Kazakh cuisine, such as besbarmak, kuyrdak, pilau and others.

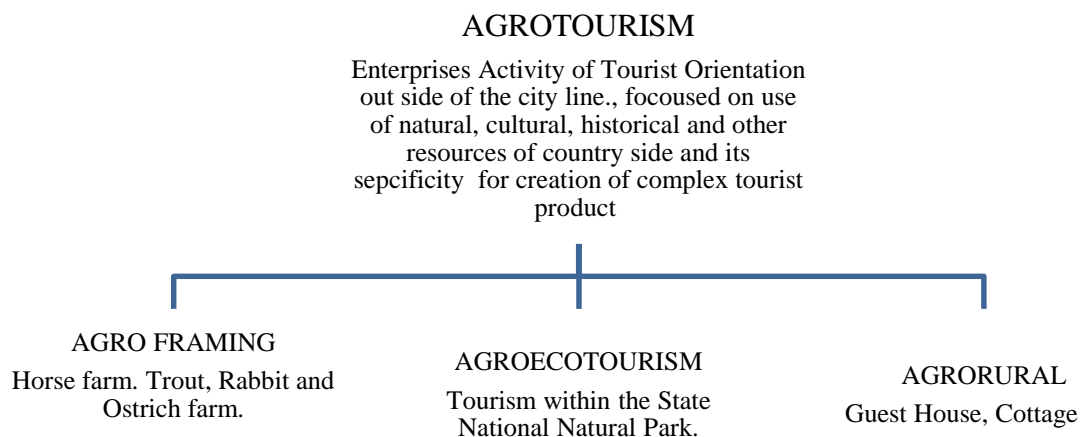
In small villages most of the rural population lives “relying on family businesses, which truthfully are not providing any real income and almost no public services. Unemployment reaches as high as 80 percent in many places, and with the villagers not having access to any money, most must live off the land within their family structures. Ecotourism not only brings desperately-needed money to the small communities, it also helps in education, understanding, and development. Because of eco-tourism, many rural villages are starting to gain access to electricity, and taxable income is staying in these rural regions for their own future development. Tourism opportunities abound with visits to snow-topped mountains, deep forests, cool lakes, vast steppes, and rich wildlife. Whether you are seeking relaxation or an adventure, this country provides exhilarating opportunities to experience nature’s beauty, but perhaps the most moving experience a traveller can have in Kazakhstan is to actually stay with a family in a rural village”. The self respect people of Kazakhstan place great honour on receiving guests.

V.4 Agro Tourism in Rural Area of Kazakhstan

Agro tourism is necessary for considering as an organic component of the state strategy. The political aspect of development of rural territories consists first of all in preservation of territorial integrity of the state and political stability in the country. The strong and dynamically developing economy of rural district is a basis, pledge of preservation of the population of enormous rural territories. Its disorder will lead to disappearance of villages and an economic devastation of district. “In the conditions of growth of the international and internal tourism agricultural manufacture becomes an element of pulling of the tourists, wishing to try non-polluting products. Difference of a rural landscape from other tourist environments consists that besides tourist function in most cases the basic for the tourist, but not for the countryman it carries out also agro industrial function and in this case it is possible to assert that agro tourism has arisen as the social shock-absorber or as an alternative kind of activity for country economy”. “Economic and public value of agro tourism can be considered in a macroeconomic cut, that is its values for the whole state, meso economy - for local region and microeconomics for the agro tourist subjects

delivering products and services for consumers that is agro tourists. Agro tourism is of great importance and for city communities”.

Classification of Agrotourism



Source: Classification of Agrarian Tourism, Temirbulatova, 2010.

Figure No. V.5

In Kazakhstan, tourism as a pilot industry is designed to ensure the competitiveness and diversification of the national economy in the non-oil sectors. Within the cluster the industry is represented by an innovative, social, agricultural tourism, as a part of multifunctional development of rural areas. The Centre of “Smart-Tourism” will ensure the development of the agritourism Centre with simultaneous business incubation of travel products and their subsequent commercialization. It is also planned to implement innovations, which are available at the University, such as alternative energy sources, biotechnologies and water treatment technologies. Considerable importance must be given to the formation of the Concept of using the CAPS (cluster-activate public strategy) methodology. The network organization of economic cooperation is adapted to any changes in the internal and external environment with optimal allocation of growing-points, appropriateness of the intellectual capital to requirements of scientific and technological progress. It is able to provide a “breakthrough innovation” within the region, the development of the production process and its sustainability. The concept of “Zeren Country” (on the basis of the Research Complex of Gumilyov Eurasian National University in the village of Zerendy of Akmola region is based on principles of efficiency, social partnership, ecological compatibility and sustainable development). Presented above corresponds both to the basic principles the “green growth” concept, as well as to the

mechanisms of their integration in the strategic planning and developing the regional economy of a particular destination.

Development of agro tourism with the most perspective model of development on the basis of farmer and family economy can become a new impulse in rehabilitation of rural territories and re-structuring of agro sector of Kazakhstan. Agro tourism development is a part of internal sources of investments for development of agricultural production and life maintenance in countryside as the income received from granting of services to tourists, is an additional source to an activity principal view, and in certain cases can become and the core. Environment of Kazakhstan is unique, far advancing the countries that focus on tourism and with the ecology in many areas it is better here, fine monuments of ancient architecture and ethnography, so it is possible to expect what exactly here the agro tourism oases will be developed (Temirbulatova, 2010).

V.5 Gendered Tourism

In tourism industry the nature of participations is differs from women to men. “Women tend to be employed in more part-time and temporary positions than men. Although arguably this gives women the flexibility to accommodate other responsibilities such as child rearing, the seasonality of the tourism industry can cause financial insecurity. This is especially true for females who are heads of the household and depend on a year-round income. As a result, women are more likely to be concentrated in low skilled and low paying jobs and find it difficult to obtain positions of leadership in the tourism industry”. (Norris and Wall 1994) suggest that scale is an influencing factor in the nature of women's participation in the tourism industry. Low paid service sector jobs comes from mass tourism, while a small scale tourism development provides opportunities for women to run their own small business such as handicraft productions or guest house accommodations. For that region, a small scale tourism development can potentially challenge gender role by providing women with more economic freedom and increased self efficiency.

V.5.1 Promote the Gender Equality in Tourism Community Participation

Gender is “socially constructed differences and relations between men and women that vary according to situation, place, time and context, and which influence structure and decision making within communities, institutions and families”. Gender analysis requires “understanding how historical, demographic, institutional, cultural, socioeconomic and

ecological factors affect relations between women and men of different groups, which partly determine forms of natural resource management” (Schmink, 1999). In relation to biodiversity and natural resources, taking a gender perspective involves understanding and integrating the relations and differences between men and women into projects. It includes different rights and opportunities and different roles of men and women with concerning access and use of management and conservation of natural resources. It also involves considering the different ways in which environmental degradation affects men and women. There are differences between women and men living in protected areas and buffer zones, and it is important that these differences be understood and considered for effective participation in the conservation and sustainable use of natural resources. These differences can be grouped into four interrelated categories.

V.5.1.1 Roles & Responsibilities

Generally, “men play a greater role than women in the exploitation of natural resources for commercial purposes, since women also dedicate time to domestic activities (i.e., cooking, water and fuel wood collection, child care etc)”. These roles can vary. For example, when men migrate in search of job opportunities, women may assume more roles and responsibilities (Sass, 2002). Agriculture is one of the activities in which both men and women participate. In the Central Selva region of Peru, the entire family takes care of the trees as well as harvesting and processing agro forestry products, although women are mainly in charge of the tree nurseries. Often, women have responsibilities related to the management of natural resources, but not rights over them.

V.5.1.2 Access & Control over Resources

Due to economic, social, institutional and legal factors, the right to access and control natural resources, such as land and forests, is different for men and women. Women have generally experienced greater restrictions, particularly with respect to independent ownership and access to land. This may partially explain why the majority of the world’s poor are women who depend on natural resources for subsistence (Sass, 2002). Insecurity regarding land tenure has an effect on how much time women and men are willing to spend on sustainable development practices. Lack of land and other constraints mean that women generally have fewer opportunities to obtain credit and support services, unless these are provided for the explicit purpose of overcoming women’s disadvantages (Sass, 2002).

V.5.1.3 Knowledge Base

As a result of the differences in activities and access, women's and men's knowledge about the use of natural resources can also be different. For example, some women have become guardians of biodiversity by using their knowledge to utilize a wide variety of seeds, maintaining important in situ reserves of genetic resources or germplasm (Aguilar, et al 2004). This knowledge has been transmitted from mothers to daughters for generations. Differences in knowledge between women and men also depend on their particular social class, age and ethnic group.

V.5.1.4 Participation of public in Decision Making

To participate in making environmental decisions women have had a fewer opportunities. As a result, their perceptions and interests are sometimes ignored or excluded when policies are designed (Sass, 2002). The absence of opportunities is often due to cultural restrictions, women's lack of schooling and low self-esteem, while logistical reasons may be the factor in other circumstances.

5.5.1.5 A Case Study of Kazakhstan

Women had to overcome barriers such as the lack of childcare, or husbands not allowing them to work outside the home. On some occasions, husbands allowed women to go to the workshops if they took the children with them, but this limited the learning process. Nevertheless, 50 men and women are participating in this income generating project. The benefits for women are reflected in tangible impacts, such as better food, cooking utensils and clothing. These women have also overcome the limitations of low educational levels by putting in more effort to understand the contents of training. At the start, sharing their opinions was a new experience for the women, something that only men would do, but they gradually became aware of the importance of participating. Young women are more active and secure about expressing their opinions, and are no longer simply spectators. This opportunity for women to participate has been very important.

Starting out by working and getting along at the group level in the workshops has given them opportunities for improving their daily activities and relations at the family and individual level. The women have learned to be more autonomous in managing the family budget, putting the children's education as the main priority. They are aware that results

depend on their attitude, how they organize, and how they assume responsibilities in their roles, both at home and at work. . “Women are the anchor of the family, and without the anchor, boats are taken away by the tide.” There is a duality in this society; even though women are discriminated against in public spaces, they must be present in order for decisions to be made.

V.6 Mountain Tourism

In traditionally, “all over the world mountain areas have been attracting people – pilgrims, ascetics, naturalists, explorers, and, in recent years, mountaineers, trekkers and cultural tourists from near and far-off. Features that attract tourists are the pure, original nature, natural monuments and the healthy climate”. The following table gives an overview of the main tourist attractions and their related forms of tourism (Modul, 2007). Tourism is one of the fastest growing industries in developing countries, particularly in mountainous areas, which are often rich in traditional and minority cultures, as well as in biological diversity. Many mountainous regions, in fact, are safe-havens for traditional cultures, architecture, religions, beliefs and traditional knowledge. In addition, they are also important in environmental terms, since they are havens of biological diversity and conserve much rare or endangered plant and animal species. The greater part of the world’s renewable clean water resources are formed and stored in mountain areas, and such regions are often areas of great scenic beauty, making them prime tourist destinations.

Table No. V.4

Attraction and form of Tourism

Attraction	Form of Tourism
Scenery, Snow, Climate, Wildness, roughness, Original nature, Rocks and peaks, Topography, Traditional cultures.	Main-stream tourism, Winter sport Health tourism, Trekking, Classical ecotourism Alpinism, climbing Mountain biking, Cultural and rural tourism

However, regardless of its stage and expansion “tourism helps to diversify mountain economies and provides alternative livelihood opportunities for mountain people. Because traditions and life-styles of rural mountain populations are of rising interest, old habits (e.g. special handicrafts, way of cooking, patterns of constructing houses or traditional folk dances/music) are regenerated”.

V.6.1 Experience of Mountain Tourism in Kazakhstan and India

In the Himalayas, with their spectacular mountain landscapes, trekking tourism along ancient and culturally rich trading and pilgrimage routes is currently threatened by rapid haphazard road construction destroying trails and associated monuments. The decline of the formerly attractive Annapurna round trek is a notable example of how this kind of ill-planned or destructive development can undermine the economic opportunities that trekking provides local populations. Tourism services along trekking routes provide significant cash income, helping alleviate poverty and reduce associated rural-to-urban migration. Interest in trekking in the Himalayas, which offer exceptional opportunities to experience culture, history, and vistas that include the highest mountains in the world, is increasing. The implementation of a network of “Trans-Himalayan Heritage Routes”, analogous to the Swiss Cultural Routes, combined with well-directed poverty alleviation measures, could have several benefits: preservation of historic routes and their associated monuments as a valuable cultural good; extension of the local opportunities offered by trekking tourism to additional communities; dispersion of some of the traffic from the more intensely visited sites; strengthening of local economies and preservation of the cultural landscape.

In the mountainous region rural Kazakh family “became involved in the regional branding of agricultural products, by getting new, well-designed packaging for his honey and organizing training in agro tourism. The family prepares meals for tourists who pass through their village on their way to the high mountains, provides them with accommodation a unique experience of staying in an authentic, rural, mountain house and sells products from their farm. Initially, they did not believe that their household would ever be interesting or attractive for tourists. However, from their experience and through contacts with local tourism agencies, they have become increasingly aware that tourists seek several things outdoor recreational activities and opportunities in scenic areas, exposure to unique local traditions, food and products” (Debarbieux, 2014).

In India mountaineering opportunities in its mountain ranges of Ladakh that are full of stunning snow-clad summits and verdant green alpine valleys and flower-sprinkled pastures in the knolls of Himachal and Uttarakhand. “The peaks in Sikkim are another spot for mountaineering; the paths are covered all along with lush woods, cascades and the righteous monasteries. Kumaon is also regarded as one of the hot destinations for

mountaineering activities scattered with spurs, cedar trees and high peaks of the Himalayas. Ladakh is situated in Jammu and Kashmir. It is an empyrean for mountaineers and trekkers from all over the globe. It is also known by the name of cold desert of India. Nun and Kun, Saser Kangri, and Momostang Kangri are the major peaks in the region". Mountaineering in Ladakh requires physical, mental and medical fitness in a person because of its low atmospheric pressure and rugged hilly terrains.

In tourism, each visitor has his or her unique expectation from the destinations visited and the perceived memory of experience after the visit should be uniquely lasting and pleasing one, for life. In the mountainous areas which are a lots of rich in minority culture and traditions, biological diversity and rest of natural beauty as well as mystery. "Mountain area are also important in environmental terms as they are havens of biological diversity and conserve much rare or endangered plant and animal species and also a large part of the world's renewable clean scenic water resources" which are stored and formed in these areas for making them prime tourist destinations.

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CHAPTER: VI

TOURISM SECTOR AND CIVIL SOCIETY ORGANIZATIONS IN KAZAKHSTAN

VI.1 History and Involvement of NGO in Kazakhstan

After the fall of Soviet Union, civil society in Kazakhstan became more diverse and visible. In the early 1990, more than 400 nongovernmental organizations were established. “They were inspired by the rapid process of reform and were primarily concerned with human rights issues and the democracy agenda” (UNDP, 2002). In the period from 1994 to 1997, the number of NGO’s reached 1600, “This growth can be explained by an injection of significant financial support from international funding agencies, mainly from the United States and Western Europe. The third, and ongoing period, is characterized by formal arrangements for NGO’s Government cooperation, a gradual consolidation of the NGO sector, and the rise of organizations engaged in service provision and meeting social development challenges”. “One of the key characteristics of the NGO sector, which is very much a reflection of the industrial nature of the Kazakh economy, has been the dominance of organizations in urban areas, particularly Almaty, and the founding of NGO’s by the newly emerging middle classes. In the last few years, NGO’s in the social sector have begun to engage more in outreach work in the community and to assist the development of NGO’s in the rural areas”. On the other hand, successful rural NGO’s are few and sparsely distributed. Non government sector faces many challenges of working with a people which is not well informed about the activities of NGO’s “which, in the eyes of many, are money-takers” (Sustainability Index 2006).

VI.2 Role of NGO’s in Tourism Sector in Kazakhstan

The NGO’s play a very important role at the tourist destinations in Kazakhstan, these NGO’s are work on tourism related issues based on their needs, to understand affecting changes in the communities in which they are working due to tourism departments. There are various kinds of such issues as: Lack of civic amenities at the tourist destination. More increased pressure on common resources. Displacement of the people from their origin place due to land required for large tourism projects. Due to interaction with tourists the changes occurring in the cultural manners of the host communities, children of sexual exploitation in tourist destinations. Allowing tourist to a destination beyond its carrying capacity, having an interaction with the local NGO’s working on day to day issues at the tourist destination. Other problems at tourist destination such as crime, host tourist conflict, drug trafficking, gambling, prostitutions etc. The NGO’s then express out the ways of

understanding the changes which are affecting the place and the communities' which are directly linked to the tourist destination. It is at this point that we see the cooperation between the tourism Ngo's and those working in the tourist areas, i.e. in other words we can see the dependent bonding between the local NGO's and tourism NGO's which work at the tourist destinations.

The tourism NGO's then focuses on the research which focuses on a issue on tourism importance on a particular place. After a proper research, the detail report and document of Ngo of the tourism movement in that area. By doing this, they collect relevant data. They also take into board local groups, interested groups for active participation. Then they produce press conferences which facilitate scientific research on environmental, socio – political and related issues. Then after doing proper research by the NGO at the tourist destination, they put destination specific issues on the national agenda. Then these NGO's also act as a point of resource for information about a tourist destination, By doing this, these NGO's play a very important and crucial role in making an effective policy for a tourist destination.

VI.2.1 Government and NGO Relations in Kazakhstan

In 1991 after the independence of Kazakhstan from soviet Russia it began a transition from a centrally planned to a market economy, from public to private service and from one party rule to a multi party democracy. A provision in 1995 was that Kazakhstan constitution explicitly prohibited the financing of social associations by the state. Even so, the government of Kazakhstan has long supported to NGO's, particularly those NGO's which were closely associated to government or high ranking officials. In 1998, the law on normative legal acts, created the opportunities for NGO's to make bigger their capacity and to participate in law making activity. "In accordance with this, lawmakers should take into consideration proposals from NGO's from the stage of preparing draft legal acts. NGO representatives can also participate in cooperation councils, which advise the Government on strategies for cooperation with civil society. In recent years, NGO's have helped to create and participate in cooperation councils operating in five oblasts (provinces). In addition, at the national level, three NGO's- the Confederation of NGO's in Kazakhstan, Diabetic Association of the Republic of Kazakhstan, and Consumers Rights Protection League were included in the National Council, the advisory board of the country's

president”. The council members represent a primary step towards creating a structure for long term engagement of the state with civil society (Ovcharenko, 2004).

In 2003 March, “a State Program of Government Support of NGO’s was approved, which authorizes specified government branches to create conditions for sustainable development of NGO’s, and to strengthen their role in resolving socially important problems based on cooperation with, and support from, the Government”. “The Ministry of Environmental Protection and the Ministry of Information have been the most active in supporting the systematic development of the nongovernment sector. In part due to their better financial condition, international NGO’s have been more successful than NGO’s in forming partnerships with the State. Village-level administrative structures have little financial power and are totally reliant on budgeting decisions at the (district) level. This means that rural communities have difficulty in voicing their concerns and priorities, and grassroots NGO’s have lacked mechanisms to engage the state in addressing community issues. The Eurasia Foundation’s Kazakhstan Open Budget Initiative works to increase civic engagement in the process of budget development and monitoring to better meet the needs of local constituencies”. Working under a certain initiatives was undertaken in the centre of justice in Taraz organized a budget school for representative of NGO’s and mass media communication in several cities on how to increase public engagement in the budget processes.

Ministries and departments of Kazakhstan have become more open to ask advice from NGO’s and frequently involve them in working groups. “The Government has hosted three high-profile Civil Forums in which President Nazarbaev outlined the importance of partnerships with NGO’s and encouraged State entities to cooperate with the NGO sector. In July 2006, the Government adopted the Concept of Civil Society Development to guide future relationships between the Government and NGO’s”.

VI.2.2 NGO’s and Awareness in Tourism Sector in Kazakhstan

Kazakhstan vast steppes land reveal a long history of people interacting with the environment, Kazakhstan steppes reflect a long history of people interacting with the environment, as known by several NGO’s and tourism providers who promote the development of eco cultural tourism in the country. “It indicate, cultural landscapes in Mongolia allow local populations to reinforce their identity and cultural proficiency,

Constructing tourism products based on their cultural landscapes may become one way for these peoples to reaffirm their own territorial and cultural identities, either for internal or for external political reasons” (Buckley et al., 2008).

Several NGO’s engaged in Kazakhstan for eco cultural tourism development to participate in determining in various types of tourism product that can be presented to visitors. “By helping to identify which guest houses can meet visitors’ expectations and what kind of tourism experiences can be offered in rural areas, NGO’s play an important role in supporting alternative tourism projects that involve a high level of reciprocity with local communities. Local NGO’s have a role to play in the development and management of eco-sites in the rural areas”. To promote the network of home stay in rural and “identify the souvenir production of traditional handicrafts, local NGO’s participate in the authentication and design of eco-cultural tours that can meet visitors’ expectations of authenticity when travelling in the country”, from the management and marketing standpoint the key concern is whether the authenticity claim will be acknowledged by the tourist (Kolar and Zabkar 2010). “A certification of authenticity, which is issued by authorized institutions and ‘received’ by tourists (Chhabra, 2005), is undertaken in the Shabanbai Bi village by KTA, which grants ‘eco-labels’ in rural areas”. By making local home-stay providers familiar with notions of sustainability, environmental preservation and maintenance of ecological zones, Kazakhstan tourism Association is aiming to ensure the self-sustainability of the eco-sites.

This NGO’s runs one of Kazakhstan’s longest-running community tourism programs, with comfortable home stays in houses with hot showers and good local meals. Wild Nature director Svetlana Baskakova also offers a 'couch surfing' option in her own home for budget travellers. NGO’s are playing a important and positive role in helping to promote the development of civil society in Kazakhstan (Hall, 2013). The role of NGO’s is found almost in every sphere of life. NGO’s are voluntary organizations that are funded by the state, foundations, business or private persons. It is seen that there NGO’s are acting as a watch-dog in the society. They act as critics and awareness agency for the govt., other organizations and common people. To addressing the problem of contemporary societies the NGO’s work at local, National and International levels. We can say that Ngo’s act as agents of social change. NGO plays a constructive role as facilitators and mediators to ensure equity and participation in the development process. In Kazakhstan the NGO sector has experienced significant changes since its early stages of development. The NGO’s in

the country function in different areas including education, human rights, health care, environment, assistance to the disabled, and many others. The aims are to explore and evaluate opportunities for sustainable development of NGO's in Kazakhstan. For promoting sustainable development NGO's need to develop funding opportunities, collaborate with states, business organizations and develop human resource management. In the development of a civil society NGO's play a crucial role. The major challenges faced by NGO's are sustainability, opportunities for renewal, results based agendas, new alliances and networks, understanding the nexus between civil society, the private sector and government (INTRAC, 2011).

The role of NGO's is particular important in Kazakhstan. Since its independence, Kazakhstan has been undergoing significant political, economic, and social changes, amongst which is the growth of NGO's. The activities of NGO's in Kazakhstan are especially important as means of developing civil society in the region. (Kabdiyeva, 2013) Impact of tourism is extremely varied on one hand, its role in socio-economic and political development cannot be negated but on the other hand it has created problems of environmental degradation along with negative impacts on culture and tradition of locals. These challenges have developed or increase to the demand for more sustainable development in tourism sector. In developing sustainable tourism different stakeholders shall have to be involved in the processes. Therefore in order to find a constructive response to these problems, NGO's can play a positive role by understanding the way it affects the populace especially those living in tourist areas, by working towards better conservation of the resources and contributing towards increased environmental consciousness of the local people in its development and management by justify yields, benefits and ensures their fair distribution, and also puts future term goal of environmental and social benefits long term social and environmental benefits in advance of short term socio economic gains.

NGO's play a very important role in the tourism sector also this role of NGO's is based on the understanding of the new social, political and economic processes that accepts the reliance "on markets and private sector initiatives as the most efficient mechanism for achieving economic growth, producing goods, provides most services to people etc". Tourism policies are imposed by the government on the people unilaterally. Sometimes these policies are not people friendly and can deteriorate the environment of the tourist resort in one or other way. It is at this movement that these NGO's play an important role.

They not only make people aware of the negative effects of the policies, but also take legal help in revoking these policies, which have negative effect. In our nation tourism is not a voluntary activity. It is a well-developed industry. The government imposes these policies in a well-planned way. The citizens have right to different opinion with these policies. It is here where the role of NGO's is prominent. These NGO's act as a catalyst and help the people to know about the positive and negative impacts of the government policies. These NGO's then help the poor and vulnerable people against the negative impacts of these policies. Therefore NGO's play a diverse role in tourism sector which is discussed as below

NGO's plays very important role in tourism awareness. It play an different types of role in tourism awareness. In general there are mainly three kinds of roles played by an NGO's in tourism awareness. These are as below: - When the government or authority makes policy in tourism sectors, then there are tourism NGO's that are actually involved in criticizing the policies of government or authority due to its loop holes or negative impacts. "There are other types of NGO's in tourism sector which works at the tourism spot. There NGO's assess the problems which will be borne out of the development at the tourism spot. However it is not necessary that this NGO's is present at the tourism spot but it however plays a very positive and supportive to the NGO's in tourism areas". There is other type of NGO who is involved in policy making with government or any authority regarding tourism. It is a new phenomenon where the advices of the NGO's are considered during the policy making. In such kinds of the policy making all the stakeholders are taken on board in order to come out with more efficient and more acceptable policy regarding tourism in its negative effects and problems.

These NGO's first of all made a detailed study of the tourism policy by government or any authority. After detailed study, they find the problem in it. Then these adverse effects of the policies are circulated among the NGO's, activists, researchers, individuals, government etc. After this, they come up with the more effective policy and the government takes into account the advices and inputs from the NGO's regarding policy making. A major work of NGO's is to make people "aware about their power to intervene with the centre of the power, with policies that will be most suitable". These NGO's make the people to realize their power in decision making.

VI.2.3 Overview of NGO Sector in Kazakhstan

According to the statistical figures, “there were 36,815 registered non-governmental organizations in Kazakhstan in accordance with data from the Ministry of Justice. Of these, 8,134 are public associations, 4,831 are foundations and 1,288 are associations of legal entities, 1,331 are religious groups, and 7,965 are cooperatives, private institutions, non-commercial joint stock companies, and other organizations make up the remainder” (USAID, 2011).

NGO sector in “Kazakhstan is diverse in terms of activity and geographic area. NGO’s provide a range of services, ranging from education and health care provision to rehabilitation work for the disabled. NGO’s are especially active in education, child and youth policy, and culture. Many active NGO’s also work on gender, legal rights, and social issues (Buxton, 2011)”. In terms of geographical position of the country, most of the NGO’S was activate in south Kazakhstan and Almaty region, Astana region and eastern part of the country. A minimum number of NGO’s is registered in West Kazakhstan. “The number and type of NGO’s registered in a specific geographic area is dependent on the size of the population and investment in that area. For example, the large number of international projects concentrated in Almaty influences the growing number of NGO’s there (USAID 2011)”. Approximately, it is estimated that 42% of the NGO’s in Kazakhstan offer services in social sphere like public health, education and culture, 24% of Ngo’s protect the interests of socially insecure groups, while 34 % NGO’s concentrate on the issue of human rights act, gender policy and environment. More, than two lakhs people are employed in the NGO’s sector, and approximately two million populations enjoy the services of NGO’s in Kazakhstan (Diachenko, 2008).

In 2009 a survey of 271 NGO’s was found that half of the NGO’s consider the end users of their services as urban populations, while the remaining 50% include to rural populations, local state bodies , national government and international organizations (Akhmetova, 2011). However, the development of NGO’s sector has slowed down in some regions. The number of active NGO’s is quite small but, newly emerging organizations don’t receive appropriate training in regions such as increasing of funds and strategic planning. “Some organizations are established to take advantage of specific funding opportunities and therefore tend to be of a short-term and grant-oriented character. A survey conducted by Civil Alliance of Kazakhstan confirmed that a significant number of NGO’s have a very

short lifespan. Of the more than 200 NGO's polled by Civil Alliance of Kazakhstan, 48.7 percent had been operating for less than five years, a quarter had been working for six to nine years, and only 21.8 percent were established at the end of the 1990s". (NGO's of Kazakhstan, 2011). "Only few NGOs have strong support from their constituents. One of the reasons of this situation is low level of public awareness about activities of NGO's, another reason is lack of skills of NGO's staff in identifying and addressing constituency needs". Only few NGO's are partly connect their program area with the interest and needs of the public. According to research 50% of public expects NGO's activities in the areas of children and youth. Only, 15% of Ngo's in Kazakhstan involved in children and youth issues (USAID, 2010). In command, to improve NGO'S in all relevant regions of development, government collaborations, financing in such regions, business and human resources need to be enhanced.

VI.2.4 Civil Society Development and New NGO's

New six ecological NGO's were registered an one NGO's was set for registration in Naurzum district; two new NGO's were registered in Kamystin district. "Ecocentre Ak Tyrna Regional Public Association was created. Ak Tyrna, electronic network was also created, through which participants are regularly informed about the project, grant contests, ecological problems and youth initiatives. Ak Tyrna and Ak - Niet Resource Information Centres were created in the district centre, in Karamendy village. They were equipped with office equipment and furniture using project funds and supported by the district and regional Akimats". The Ak Niet Centre on Rehabilitation of Disabled Children established its own office premises, with office equipment and funds for maintenance. Strong links were established with national and international NGO networks. "Members of Naurzum BioNet Ngo took up national coordination roles for a national project on reforestation and the Youth Ecological Network of Kazakhstan NGO Eco forum". NGO network participants were also involved in the process of organizing creative contests dedicated to cranes across Kazakhstan; and the outcomes of the programme were presented at Ecological and National NGO forums in 2011-2013.

VI.2.5 Sustainable Civil Society Organizations in Kazakhstan

In Kazakhstan, civil society organizations are poorly developed, particularly in rural areas. Kazakhstan is a huge country, "with the majority of the population clustered around

industrialized centres, which means that within-country networking is patchy and rural populations are often isolated. Many NGO's are based in urban areas and very few have either a mission or capacity to support community based organizations of any type". "National development policies are clearly centred on the economic drive provided by the extensive exploitation of oil and gas and other extractive industries, but with little attention to issues related to resource distribution. Reform in governance has not included any decentralization and thus there is little empowerment at the local level and few policies have a chance of implementation without the political endorsement of the President's administration. As such, community development initiatives tend to be donor or government driven and lack of decentralization to date restricts opportunities for partnership between community based organizations, NGO's and local authorities". "Despite their lack of resources, these bodies are still considered important institutions by communities as they are responsible for the distribution of certain social benefits and can wield influence amongst local business leaders and on individuals further up the hierarchy. Some local level government bodies are becoming more interested in working with civil society organizations, although this is often because of the external funding that these organizations can attract or because of central government directives. There are however, promising areas for community development". After the break up with Soviet Russia, in Kazakhstan new agricultural systems have emerged, including small scale cooperatives at community level. The women councils are also re-established them so as to be more responsive to the needs of women in both urban and rural areas.

In eastern part of Kazakhstan, it is rich in its natural beauty and historical sub urban sites. In, eastern part of the country there are many recreational activities for children and youth including out of city excursion, trekking in the mountains, health tourism and summer camps. These activities were conducted by the school teachers, because tourist agencies are too much expensive in these areas, however lack of understanding of teacher of necessary skills in permit registration, policies of national parks, sanitary regulation and first aid. "Therefore, Eco Tourist Centre, proposed system designs to promote ecological literacy and tourism organization expertise among schoolteachers and groups of students in Ust-Kamenogorsk".

An initiative group of teachers was formed during the initial phase of the program. Ust-Kamenogorsk Socio-Corporative Foundation (*ZUBR*) conducted a number of consultations and seminars on *Project Design & Fundraising* and provided *TEK* with technical support.

As a result of this cooperation, Eco Tourist Centre received \$500 grant to launch and develop its educational system in eco tourism addressed to schoolteachers. This project, in which students receive consultations in safe and environmentally friendly organization of eco-tourism, lays the foundation for a long-term educational program that is the priority direction for the Centre.

VI.3 Workshops on Alternative Livelihood Development

The workshop was conducted in three phase with a 45 in total were organized for successful understanding of the program on creation of alternative livelihoods from 2009-2011. “The tasks of the first cycle of workshops in 2009- 2010 were: informing of local inhabitants about the project, its objectives and tasks, organization of sociological questioning, surveying of the population, identification of local leaders for creation of NGOs, involvement of new businessmen and identification of the problems of local inhabitants. The project experts took part in rural meetings, met with representatives of Akimats (local councils), businessmen and private persons. Practically the whole adult population of the targeted villages was involved in the first cycle. In total, 6,000 people took part in the workshops. The tasks of the second cycle of workshops in 2011 were: training of local inhabitants in the creation of new NGOs, searching for donors, writing grant project proposals, accounting reporting, and writing business - plans for use of micro-credit. The tasks of the third cycle of workshops in 2009-2011 were training local inhabitants in the creation of ecotourism infrastructure use of alternative energy sources, eco-sanitation, etc.

To develop ecotourism, training workshops were organized on making souvenirs out of local materials and felt using different embroidery types and techniques training of guest house owners) in ecotourism principles, reception of guests, requirements for premises, planning meals, pricing, taxation, use of alternative energy and eco-sanitary technologies in guest houses. A competitive workshop on the production of milk products (cheese, kumis (national drink), etc.) was organized to identify the potential of local producers. A cycle of training workshops was organized on ecological sanitation and alternative energy”. The participants are stayed in guest house of Karamendy village for workshop; the workshop is contributing to the development based on local community participations. The project also developed ecotourism promotion materials for Naurzum Reserve used at national and international tourism fairs.

VI.3.1 Implementation of Livelihood Programmes

The livelihood programme has been successfully implemented during the period from 2007-2011, business activities at the project sites had increased by 3-4 times by 2011. The new resources information centre and NGO's have provided a basis for developing new projects. Several projects were developed on eco energy, eco sanitation, ecotourism and the creations of alternative livelihoods. Among them two projects were financed and already started.

During the period of Siberian crane wetland project many project initiatives have become more sustainable. "For instance, a mini-bakery at Urkash village has been functioning for three years already, five guest houses were visited by more than 150 guests, the Crane Museum has become a starting point for the participants of district and regional workshops and conferences, and the Ak Tyrna Resource Centre has received many visitors including scientists, ornithologists and local inhabitants. The project initiatives have been supported by the population and local authorities, ensuring their sustainability after Siberian Crane Wetland Project completion".

IV.4 State Policy in Kazakhstan Tourism Sector

The main aim of Kazakhstan tourist policy is to create a high effective and competitive region, which will provide with the wide facilities for satisfaction of not only the demand but also those of the foreign tourists who visit the country. Take implementation on "The Concept of tourism development in Kazakhstan till 2020" which permits all market observers to work in a new condition with the extensive support of the state. "If the plan is followed, the travel industry should become one of the leading spheres of the national economy. The state support of tourism is obligatory for elimination of the above described problems, as well as for the providing of stable travel business development to the development". For tourist accommodation the high prices are a circumstance of inefficient state taxation. Though, to reduce this problem and to make the services prices better suited with the average of European prices it is necessary to relate the local tourist rent in Kazakhstan regions to be charged from the tourist companies through reconstructing of other taxes.

It is necessary to develop a comprehensive approach to the development of the travel business in the Kazakhstan, which can be utilized through the process of industry clustering. Their importance for the “creation of long-term competitive advantages of areas focused on attraction of the tourist flows” is highlighted (Novelli, 2006). Kazakhstan chose the model of the economy with the priority of sectors that have potential to improve competitiveness on the basis of which there is focuses on cluster development of priority non-oil sectors of the economy, including tourism. The term “cluster” in the travel industry is used when “we mean the concentration on some particular area of interrelated enterprise networks which are involved into the design, manufacture, promotion and sale of tourist products, including the enterprises operating in the related industries”. “The aim of creating of the tourist clusters is to increase the region’s global competitiveness through the synergy effect as a result of more efficient operation of the companies included in the cluster and to stimulate its innovation and investment activities”. In fact, the tourist cluster describes the country image and affects its industry positioning.

Modern tourism, as it is inconceivable without the hotel industry, is highly profitable, and comparable to the efficiency of investments with oil production and refining sectors of the economy complex of Kazakhstan. “In tourism sector there are closely intertwined interests of culture and transport, security and international relations, environment and employment, hotel and spa complex”. Tourist industry has great importance both for state, subjects of republic as a whole, and for individual. The current standard of living in the country cannot exploit the potential of tourism fully, so one of the tasks of state should have the opportunity and the need to ensure availability of data services, and with help, and cultural benefits for various social groups. Tourism needs funding from the budgets of all levels, along with culture, as it is done in some other countries. In this case, it is able not only to financially assist the culture, but also bring considerable profits.

Experts believe that the competitive advantage of Kazakhstan is a unique culture (cultural tourism), the rich natural potential (ecological tourism), increased business activity (business tourism), as well as opportunities to engage in active leisure activities such as sports and adventure tourism. So one of important steps was the adoption of State programs of tourism industry development for 2003-2005, and 2005-2007, which had set down priorities for the formation of tourism image of Kazakhstan, international cooperation, development of legislative regulations, tourism infrastructure and development improvement of statistics, personnel, educational and regional politics and

security in tourism sector. The next step was to adopt state program of tourism development of the Republic of Kazakhstan for 2007-2011, which defined the role and tasks of development of this sector, priority areas of development that promotes socio-economic development and individual regions (Zhanat and Roza, 2013). “It was determined that the factors of the stable tourism development are connected with the national economy policy priorities, state administration structure, the emerging of environmental problems and man-triggered risks”.

First of all, “in modern conditions of tourism it is due to the receipt of the following features are providing employment of population of country; strengthen the image of Kazakhstan in international market of tourism; revenue to the state budget; attracting foreign investment in tourism development; increase the level and quality of life through the development of tourist infrastructure, providing conditions for leisure, recreational activities for local communities; provide cultural, informational exchange, expansion of scientific cooperation,” the quality of the student in academic field etc.

VI.4.1 Purpose, Priority Directions and ways of the State Regulation of Tourist Activity

VI.4.1.1 Basic Purposes of the State Regulation of Touristic Activity are:-

1) Provision of rights of citizens on rest, freedom of movement in the scope of touristic activity; 2) Environment protection; 3) Creation of conditions for activity directed on nurturing, education and rehabilitation of tourists; 4) Development of touristic industry providing need of citizens upon commission of travels; 5) Creation of new workplaces, increase of incomes of the state and citizens of Kazakhstan on account of tourist activity.

VI.4.1.2 Priority Directions of the State regulation of Tourist Activity are:-

1) Tourism as highly profitable branch of economic of Kazakhstan; 2) “Record of state interests, protection of natural and historical and cultural heritage of the Republic of Kazakhstan upon use of touristic resources”; 3) Conditions entering for exemptions for tourist organization and excursion work among children, young people etc; 4) Creation of favorable conditions for investing of touristic industry; 5) Supporting and development “of internal, incoming, social and self-regulatory tourism; creation of

effective system of tourist activity for provision of needs of internal and international tourism”.

6.4.1.3 State Regulation of Tourist Activity

1) Determination of policy on development of industry of tourism, investing in tourism; 2) appliance of regulatory “legal acts directed of perfection of relations in the scope of touristic activity”; 3) “licensing of touristic activity, standardization in the scope of touristic activity in accordance with the legislation of the Republic of Kazakhstan on licensing and on technical regulation”; 4) To support the staff assistance of tourist activity; 5) Participation of tour operators, tour agent and their associations in international tourist programmes; 6) supporting in progressing of touristic product on internal and worldwide touristic markets; 7) provision effective and rational use of record and protection of tourist resources in Kazakhstan (Ministry of Justice of Republic of Kazakhstan, 2001).

VI.5 Participation of Stakeholders in the Tourism Process

Cooperation level between various sector and group of people which are interested in tourism in Kazakhstan can be characterized as low but having tendencies towards barrier and optimizations. As an independent of the economy the development tourism in Kazakhstan goes in accordance with the principle of primary growth of capital. “It is accompanied by the capture of markets and tough competition between organizations and companies providing tourist services. The situation is unique in that the competition exists not between the companies and firms providing tourist services, but between the organizations which are supposed to guarantee quality and safety of these services”. It can be seen in the customs and immigrations department and related divisions of the ministry of internal affairs which is responsible for issuing exit permits to Kazakhstan citizen and registration of foreigners coming to Kazakhstan.

The providers of tourist services these agencies are almost parasitize and their activity is characterized by extreme level of corruptions. In early 1990 during the period of developing tourist market and its narrow area is organized shopping tours, In the beginning of 1990s during the period of developing the tourist market and its narrow specialization in organized shopping tours, were abundant of small tourist firms, department of ministry of

internal affairs and transportation agencies that transported cargo and passenger to abroad. “This led to a fast saturation of the consumer goods market in the country. In the period of active development of shopping tourism an infrastructure of accompanying services, such as organization of places for wholesale and retail trade, expansion and improvement of public catering system, organization of small and medium cargo transportation inside the country, accommodation etc. started to develop”. “When the market of consumer goods had saturated, the level of shopping tourism declined, but tourist companies, which earned money on organization of shop-tours got stronger and they started offering other services”. First was the association with recreations activity, medical treatment and education system.

Creations of new services brought to life of a new advertising business activity and an improvement of printing of quality products and electronic mass media communication. “The development of economic activity in Kazakhstan associated with the attraction of foreign investments and overseas consultants increased the number of foreigners visiting the country. Foreign citizens organizing their leisure time to learn about Kazakhstan coupled with a desire of residents to know the country of residence better caused development of tourism in Kazakhstan. The growth of domestic tourism was promoted by slow growth of real income for the majority of the population of the country, restricting foreign travel, and therefore increasing the tendency to satisfy recreational needs with the natural tourist resources of the country. This led to expansion of the supply of tourist services and accommodation facilities in places of recreation”. The significant interests in the historical culture of Kazakhstan by foreign tourist occurs a slow but growing revival of handicraft industries for tourism becoming source of the local people. The needs of the domestic tourist market have become the focus in the development of tourism, and the level of cooperation between interested parties will depend on how fast real market relations are established and whether corruption can be defeated in Kazakhstan.

VI.5.1 Education and Training of Tourism

A training system of tourism specialist has not existed in Kazakhstan either in Soviet times or in the modern days. Most of the people working in tourist industry came from other profession such as, historians, foreign language specialists etc. “Managers and middle level specialists improved their qualifications in various aspects of tourist activity either in large cultural centres of the former USSR or invited special trainers from those centres to their region. The most prestigious were the courses for accommodation and servicing of

foreign tourists”. Though, in modern Kazakhstan a system of tourist training and educations has not been yet developed. “Although it is possible to get training in the country’s universities to become a guide-interpreter, a tourism manager, an ecological tourism manager, etc., these tourism courses as well as related ecological education courses are not integrated and were developed independently”. “After the breakdown of the Soviet Union, the possibility for improving qualifications in theoretical aspects of organization of tourism activity almost disappeared. Development of specialists in this sphere happened almost entirely during practical activity, and there is a lack of literature on organization and implementation of tourism activities.” To improve the quality of education and training of tourism, now the government already established “Information Methodological Centre” at the tourism and sports agencies and to arrange a seminar on tourist education. In different countries training of students for tourism is conducted in a different way and manifest influence of existing historical, political, social and economic and others factors. “In realities of development of tourism in Kazakhstan it is expedient to apply the personnel scheme including two systems of preparation” one is specialized professional training for the enterprises, which are directly taking part in production of a tourist product and another one is training of specialists of mass professions for allied industries of national economy (Kim, 2010). Thus each of these systems has educational levels.

- The highest level (institutional and administrative). It “assumes preparation of managers who define the directions and problems of work, strategy, tactics of the branch, the separate enterprise (the manager of tourism, the manager of hotel, the manager of marketing activity in tourism, etc.)”. Specialized preparation of the personnel of such level is carried out in leading educational institutions (universities, tourism schools, professional development establishments) according to programs of the master and the bachelor.
- Average level (administrative and technological). “Administrative and technological activity is characteristic for the personnel, which provides technological sequence of service, coordinates interaction with other technological links (the travel agent, the booking manager, the headwaiter of restaurant”).
- Initial or lowest level (technologically and executive). It is “presented by the personnel who carries out concrete tasks and provides satisfaction of separate needs of the tourist or

realization of a separate type of service. This level is provided by educational institutions (the centers, schools, courses, and schools) a wide profile and specialization, which prepare workers of, mass professions: waiters, cooks, instructors, etc. (Saipov, 2003)". The provided scheme allows carrying out multiple training of specialists of tourist branch in the conditions of dynamic changes in the market of tourist services.

VI.5.2 Social and Community Aspects

The general socio-economic situation is serious 80% of local community are unemployed; most people have no instant source of income. In 1987, "a large chicken farm-factory was set up near Djabagly village, but has now virtually shut down. Most of the inhabitants were employed in the factory. The local collective farm, the other main source of employment, is also no longer operating. Virtually the entire local population lives from small subsistence farming; People cannot afford gas and hence rely on wood for cooking and heating (84% use firewood for heating), resulting in a serious fuel crisis; Local people clearly understand that cutting trees is damaging the environment; 60% indicated tree cutting was largest influence on the zapovednik (protected Areas) surrounding areas; Other human influences degrading the environment that have been indicated by local communities are; soil erosion (60%), cattle grazing (12%) mismanagement (6%), and poaching (12%); There is a heavy reliance on natural resources, many of these are found (and used) inside the zapovednik; 45% of the local people rely on them for food, 30% for clothes, almost 100% for medicines". However, the majority of local people believe the zapovednik should remain and they recognize the potential it has to benefit them for the source of income. "Other stakeholders include local people and region administration, forestry enterprise management currently little interaction, but huge potential for extension of biodiversity conservation activities to these areas; Local schools and academic institutions currently little involvement but a large potential; Local businesses for e.g. the nearby chicken farm used to employ 1200 people it offer opportunities for local economic development and alternatives to unsustainable natural resource use".

The positive interaction between the stakeholders and sites include such as educational institute, museum etc. It "help raise environmental awareness; Conservation of natural resources; e.g. water and fuel wood; Scientific; the site is important for furthering scientific research into natural habitats and processes Aesthetic; the site is of significant aesthetic value; Social aspects; e.g. employment of local people by the zapovednik". Negative

interactions between stakeholders and the site such as contradiction of aims and interests of economic development and nature conservation; Lack of direct benefits flowing to local populations; Lack of access to natural resources within the zapovednik; lack of integration of zapovednik activities into other land uses in the area. “These negative interactions could be addressed by making local populations economically and socially interested in maintaining the current status of the reserve and expanding range of its activities. Local people could benefit from the site by getting jobs in the reserve infrastructure, using natural resources in the zapovednik sustainably, and receiving benefits from the resources flowing into the zapovednik” for example, from recreations.

VI.6 Proposed Strategies of development of Tourism

The strategies and analysis of existing connections between development of tourism and conservation of biodiversity in Kazakhstan strength us to acknowledge the growing negative trends in implementation of state policy in biodiversity protections. “At the same time, we can see interest from both the state and the public for development of types of tourism based on utilization of natural potential of the country, including ecotourism. The combination of these factors supposes an increasing impact on the biodiversity of the country. In this situation, development of ecotourism can become one of a few economically viable mechanisms of preservation of biodiversity in Kazakhstan”. However, to enable the functioning of this mechanism in Kazakhstan, several conditions need to be protected.

VI.6.1 Biodiversity Protection Interests in State Power

There is a growing legislative base for environmental protection in Kazakhstan and sound strategies have been elaborated. “Implementing them would facilitate preservation of biodiversity and serve as stimulus for the development of nature tourism. However, the main emphasis in prospective planning of the development of the country was made on the basis of exploitation of the natural resource base without calculation of the lost income from the impact on biodiversity. Therefore, the first task is to analyze missed opportunities and to create a prognosis of financial gains for the state budget from sustainable utilization of natural potential of the country in implementation of tourist activity. Since it is impossible to do such analysis for the whole country it could be limited to one pilot region, for example Almaty oblast”.

VI.6.2 State Program of Development of Natural Tourism

The “problems of preservation of biodiversity and utilization of natural potential of the country for the development of tourism should lead to elaboration and approval of a State programme of development of natural tourism. We deliberately avoid using the word “ecotourism” because, in the initial stage of planning of tourist activity using natural potential, an emphasis will be made on types of tourism connected with hunting, fishing etc. as those, according to the government provide the largest economic benefits. Such programme must be cross sectoral and all interested organizations including Ministry of Natural Resources and Environment Protection should take part in its preparation. While preparing the programme, it should be necessary to pursue the goal of creation of a special Council on natural tourism. The programme should then be approved by government resolution. In the absence of a State programme, regional natural tourism programmes based on the existing legislation, and also on local priorities of socio economic development and nature protection, should be developed”. It is also required, to elaborate a program of development of ecotourism in specially protected territories.

VI.6.3 Legislative and Normative Base

The future State programme of development of natural tourism should outline improvements of the “legislative framework in order to guarantee step-by-step development of natural tourism and environment protection. However, it is necessary to pursue compliance to existing legislation and implementation of elaborated programme and strategies for development of tourism and protection of biodiversity. To guarantee compliance with legislation the government and the agencies responsible for the development of natural tourism should prepare an appropriate normative base. Compiling legislative approval of the conceptual definitions in the sphere of biodiversity and natural tourism is necessary”. It is also essential to build up legal regulations of illegal hunting, harm of historical and cultural valuables and illegal archaeological research.

VI.6.4 Institutional Base

Realization of the complex of measures directed towards maintenance of a balance between development of natural tourism and preservation of biodiversity is possible only under condition of strict division of responsibilities of central executive bodies responsible

for planning and implementation of the corresponding activity. However, in the case of our country, such division is impossible until reform of the system of executive authorities is finalized.

VI.6.5 Membership of Kazakhstan in International Organizations and Agreements

Membership of Kazakhstan in organizations, agreements and conventions somehow related to problems of biodiversity, conservation of natural and cultural heritage, development of tourism brings essential political and financial benefits to our country. “However, not all opportunities and advantages are utilized. It is necessary to pursue increased participation in appropriate programmes, agreements and processes including liquidation of debt on membership fees and other obligatory payments. For example, the World Heritage Convention will mobilize resources for preparation of nominations of objects of natural and cultural heritage to be included into the World Heritage List”. It will strengthen the tourist potentials of Kazakhstan and force the state to pay more attentions to keeping safe such objects. In Kazakhstan a number of attempts for development of ecological tourism around special protected areas (SPA) as a tool for sustainable use of ecosystem elements and biodiversity conservation are undertaken. Despite of that, ecological tourism in Kazakhstan has no desirable dynamics. It is connected to a weak interdepartmental interaction, gaps in legislation, existing conflicts between ecological NGO’s and SPA authority and absence of a complex state strategy on SPA ecological tourism development, as a new nature protection strategy. The systematic and sustainable development of ecological tourism will become possible only after creation of a mechanism of interaction between the interested parties, where executives from each party, specific goals and problems determined and reflected. The project goal is creation of favourable conditions for creation of the effective interdepartmental and intersectoral cooperation directed on sustainable development of ecological tourism.

VI.7 Legal Support of Tourism Development in Kazakhstan

Tourist business is in a stage of structural reform, formation of intra branch, institutional establishment; inter regional and foreign economic relationships in Kazakhstan. “The tourist infrastructure is improved, the corresponding segment of a labor market is formed, and the new system of state regulation of tourist activity is created. There are new

approaches to state policy formation in tourism sphere; its development gradually becomes a priority national problem. For normal development of the tourist industry the operating tourist legislation is necessary. In this connection the major goal of the legislature should be activity on association of legal rules and procedures, concerning tourism, in the universal legislation providing perfection and enforcement of tourist laws". The law on the tourist activity in Kazakhstan noted itself a new milestone in legal development of tourism. "It became a basis, a core of legal system in tourism sphere. It is the unique special regulatory legal act possessing the higher legal force in the field of tourist relationships. Tourist activity as concept can be treated from the different points of view. Various strata of society often understand it as activity of tourism, rest, excursions, and leisure. In a context of economic mutual relationships tourist activity is defined as the industrial-serving activity consisting of various tourist services or activity on travel organization with the tourist purpose". It is the services of Tourist activity which concerning accommodation, transport, food, information advertising services, entertainment, institution of culture and sports etc, is directed on satisfaction of the tourist requirements. "Tourist product is a complex of the tourist services necessary for satisfaction of the tourist's needs during his travel". The goal of the studies consist the complex analysis of various aspects of legal regulations of tourist activity in Kazakhstan.

Thus it is necessary to notice that experts of the World Tourist Organization specify that there is an accurate communication between tendencies of tourism development and general condition of economy in the country. However not all money, spent by foreign tourists in host country, can automatically improve its balance of payments. The world practice knows a number of expenses which are born by the host country. First of all, they are spent objects and goods habitual for the foreign tourist, but not made and not consumed in host country. They are building and finishing materials of hotels, hotel and restaurant equipment, furniture, sports stock, also foodstuff and souvenirs. Thus the increase in reception of foreign tourists creates additional loading on a local infrastructure. With a view of realization of the task in view by the President and the Government of the Republic of Kazakhstan for the further development of tourism in the republic, the Concept of Kazakhstan tourism industry development until 2020 development was confirmed on Decree of the Head of the state was developed by the Ministry of tourism and sports.

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CHAPTER: VII

CONCLUSION

Kazakhstan is a country relatively well connected to markets and rich in oil and natural gas reserves. This sector has the capability of driving the national economy, and in doing so, strengthening other sectors. It receives the vast majority of the state's attention. Because of the growing economy, the state has the ability to place performance requirements on potential foreign investors in all sectors. They also do not actively solicit the support of international organizations for development programs. Barriers, both national and regional in scope to the growth of non-priority industries are left in place unless they have the potential of affecting the greater economy.

The world's ninth largest country Kazakhstan “contains a wide variety of national parks and stunning landscapes from high mountains to deserts. The Borovoye zone accounts for the bulk of Kazakhstan's visitors. Their action plan entails the development of three main leisure zones for travellers on the shores of Lake Schyuchye, Borovoye, Big Chebachye and Small Chebachye. Burabai National Park is unique not only for its blue lakes, which reflect nearby ridges and picturesque rocks, but also for its rich fauna. The park has a very dedicated and sophisticated staff devoted to breeding and maintaining herds of spotted, red and roe deer and families of wild boar, marmots and other animals. In North Kazakhstan particular attention is being paid to the development of medical tourism. Kazakhstan's southern border high in the Tien Shan Mountains is home to the rarely seen petroglyphs, the majestic ibex, brown bears and a myriad of wild flowers”.

Tourism is one of the important areas that present vast possibilities between Kazakhstan and India. Tourism is among the priorities of Kazakhstan's State Programme of Accelerated Industrial and Innovative Development. The government's new concept for the development of the tourism industry through 2020, plus ongoing work to promote and improve Kazakhstan's image and tourist infrastructure “India has a rich and enterprising middle class, estimated in the range of 50 to 300 million people. These people are prosperous and want to travel to other countries and experience different cultures and cuisines”. "Kazakhstan presents an excellent location in the neighbourhood of the country, which in addition to its unique steppes, lakes and hills, also offers snow clad mountains and ski slopes. And of course, the challenge to attract as much visitors to the EXPO-2017 by definition cannot exclude potential Indian participants and tourists from the equation”. “There are a lot of complementarities between India and Kazakhstan. When snow and cold would not allow it in Kazakhstan, it is warm and sunny in India, and when it is too hot in India, it is pleasant weather in Kazakhstan”.

The country faced numerous challenges in the search for self identification and in determining their place in the global arena. The national image of Kazakhstan has been a subject of concern for the country's government and a lot of resources and effort has been put into developing a strong country image, however, the brand is still in its infancy stage. In order to develop a truly effective and recognizable national brand, local tourism providers should include the concept of authenticity in Kazakhstan's country branding strategy as a mean to propose a unique tourism destination on the international market. This approach applied to Kazakhstan eco cultural tourism practices can help shaping the nation's brand identity and position the country as a destination that favours tourism experiences based on crafted tours emphasizing genuine Kazakhstan cultural heritage. "Modern Kazakhstan is a 20th century Soviet invention, having been created as a republic within the former Soviet Union in 1924. The collapse of the Soviet Union in the Republic of Kazakhstan was declared as an independent state in December 1991. Start of independence of Kazakhstan is characterized by the rapid development of international tourism".

The country is on the periphery of the Muslim world and a meeting point of Chinese, Russian and Central Asian civilizations." Islam plays a minor role in state policy and there are no significant Islamic political organizations in the country. Kashmir has a significant ethno-religious dimension domestically for India with interstate plan. Domestic ethnic and religious sources of the contention interact with both state-level factors that shape the ethnic conflict such as political leadership and external factors that cause internationalization". In fact, the traditional Kazakhstan lifestyle has blended with influences from northern part of Kashmir with different looks, dresses, food habits, customs, traditions, rituals, etc. "The numerous civilizations that have inhabited in Kashmir valley from time to time have left their impression on the culture of Kashmir. Kashmir abounds in ancient literature, language, religion, arts, crafts, dance, music, etc".

Kazakhstan and India is known for its enormous tourism potentials such as natural attractions, socio-cultural linkages, archaeology, and traditional heritage. Similar to India, Kazakhstan is a multi religious and ethnic country. Foreign policy in Kazakhstan, India occupies a special place. India and Kazakhstan links date back to the days of the Great Silk Road which originated and passed through Central Asia, Kashmir, Iran and beyond. This route brought about a fusion of ancient civilization and carried not only goods, but also progressive ideas. Kazakhstan and India are developing productive bilateral cooperation in

the sphere of economic, cultural, trade and education. There are no acute issues of international character between the two countries. Kazakhstan views India as reliable strategic partner. Various attempts have been made to revive the historic and cultural ties between “Kashmir and Kazakhstan and the University of Kazakhstan and Kashmir University have signed a Memorandum of Understanding (MOU) for cooperation”. Kashmir could be an engine and a catalyst of growth of relations between India and Kazakhstan. “There has been a constant and regular flow of trade in goods and more importantly, free exchange of ideas, thought and philosophy through the Great Silk Route in the 5th -12th Century AD”. This period also saw the introduction of Buddhism from India to Kazakhstan and travel of Sufism to India, particularly in Kashmir.

The tourist industry creates new work place for people and receive large amount of profit. Tourism brings into existence the new form of a consumer demand for rest. “It expands the market for the branches which outputting consumer goods, promotes to development of entertaining and informative business, increases incomes of transport firms, communication services, forms incomes of manufacture of tourist equipment, increases demand for souvenir production, products of local crafts”. The increase amount of incomes from tourist industry it promotes the stabilization of currency receipts in budgets of various levels through taxes. Today, “ one of the actual problems of development of tourism sphere is creation of image strategy of Kazakhstan, as the tourist centre with the developed infrastructure and the rich tourist potential, opened to all world and safe for tourists”. Kazakhstan has a vast potentials for tourism development, through geographical landscape, rich flora and fauna and national culture it creates all preconditions for successful development of tourist industry in Kazakhstan.

The state policy towards emerging industries like tourism in countries with limited development capacity can have a positive impact in terms of growth. But, “the growth can in many ways be slow and below what industry specialists consider full potential. Growth in revenue and total visitation is often only part of the overall goal of the state. More primary considerations are gains in general and industry-specific infrastructure. Yet even with the participation of foreign investment and development agencies, actors often considered crucial for development of this kind, significant gains in infrastructure development do not necessarily occur. Much of this is due to both the entrenchment of the traditional market and the emerging niche market drawn to these venues, neither of which is deterred by underdeveloped infrastructure”. The state has efforts to promote the tourist

industry with the few tools and techniques “they do possess can inadvertently increase pressure on ecologically sensitive areas and create stiff foreign competition for local businesses”.

Official statistics on tourism in Kazakhstan show sustained growth in terms of total visitation and revenue. This might come as a surprise initially based on the data collected from officials, entrepreneurs, and employees through interviews and focus groups. These individuals continually stated the lack of concern the government has for the tourism sector. Travel barriers and the lack of a clear policy are significant challenges to tourism. But external factors assist the industry in producing positive results despite these challenges.

This situation creates several challenges for an additive industry like tourism. There is no clear state policy for the development of the sector. Barriers to travel, particularly visa registration requirements, visa costs, and travel restrictions along border zones, limit maximized visitation. There is also weak industry-specific infrastructure relative to the desires of the highly sought western market. Despite these challenges, the tourism industry grows because the strong developing economy provides advantages that lend to sectoral growth. The country maintains strong connections to global markets through international airports at Almaty, Astana, and Ust-Kamenogorsk, and an extensive rail system with linkages to the Trans-Siberian in Russia. More importantly, Kazakhstan possesses a stable domestic market, providing readily available clientele not just in the summer, but also in the winter. Connected with this aspect of a domestic market is the fact that there is less of a concern for specific kinds of industry specific infrastructure on the part of the kind of clientele drawn, which is primarily domestic travellers and Russians.

The government does not actively seek the participation of international organizations for the development of the industry, and as a consequence grand scale development plans that may harm the environment are not taking place or even being considered. Instead, it is local firms who solicit the participation of international organizations. Development programs involving the industry remain small and more oriented toward biodiversity as opposed to the maximization of travel. Grand-scale plans involving mass-oriented tourism development would most likely require extensive state involvement.

As in Ishyk Lake, I was struck by the common feeling among employees and business owners of great satisfaction in the work and services they provide in the Altai. There is also a common concern for the well-being of the ecosystem. Local guides and porters compared their routes to Altai Mountain to those routes coming from the North in Russia. They did not express pride in the fact that their routes were less strenuous and time consuming to navigate. Rather, the guides and porters were proud of the conditions of their trails and base camps, which they described as cleaner, less polluted, and congestion free in comparison to the Russian counterparts.

There was strong bonding between employees, business owner and locals have to the surrounding environment. It goes beyond a love for the place they call home. The mountain lifestyle that they lead results in a cultural connection to the local environment. There is a desire to stay close to the mountains and rivers they love. Tourism allows them to do just that, and make at least a seasonal living off of it. A strong connection to the nomadic culture of the Kazakhs can be found in other locals who exploit the tourism industry. Musicians, falconers, even those who construct yurts, all perform traditional acts that assist in cultural preservation, income generation, and allowing locals who want to remain in place to do so.

Seasonality of tourism in this regions makes it a unstable endeavour economically most, yet those who employed in hotel industry or in resort on the south east of Ishyk Lake, they have experience either unemployment or reduce wages. “Informants of the lake spoke of the summer months as a time of intense overcrowding as their communities are flooded with tourists. With this situation comes an inflated price for consumer goods in markets and shops”. Guides from Karakol even spoke of the modification of simple items such as tea and kumis by herders in mountain pastures. These goods, they say, used to be dispersed for free to guides while they trained in the mountains prior to the beginning of each summer season.

The major negative factors which contributed to the decline quality of the tourism market service which include the falling of real incomes of the population, investment is reduced for attractiveness of the tourist industry, declining in domestic tourism and lack of effective public policy in the field of tourism development in Kazakhstan. Now, almost all the existing forms of tourism are developing in Kazakhstan. To develop the tourism industry in Kazakhstan the cluster priority regions have been identified at national levels.” Among

them include business, environmental, cultural, educational, and extreme forms of tourism development of the tourism industry of the Republic of Kazakhstan. Throughout the country, the largest number of tourists is served in the cities of Almaty and Astana, East Kazakhstan, Karaganda, Almaty, Atyrau and Akmola regions. In general, the reasons to travel to these regions are business and professional activity, recreation and leisure, shopping tours. However, the resource base of tourism facilities, including hotels, boarding houses, as well as recreation and health resort facilities is highly deteriorated morally and physically”.

To achieve long-term sustainability of community-based eco-tourism development in remote areas, it is necessary to require trusted community leaders and the knowledge of experienced foreign players to work together and support. Planners need to take measures according to local conditions carefully, and not be able to use the same method in different communities. Of course, the study also pointed out some concerns, such as environmental and cultural aspects, including the fear of the traditional hospitality of local residents folk will change, as well as local residents to non-governmental organizations to give the benefit of their problems in the development of eco-tourism. Despite all the fear, in an interview with the crowd, though in this high-risk unstable economic environment, over 90% of people expressed their willingness to participate in eco-tourism projects.

The NGO’s play a very important role at the tourist destinations in Kazakhstan, “these NGO’s work on tourism issues based on their need To understand changes affecting the communities in which they are working due to tourism departments”. There are various kinds of such issues as: Lack of civic amenities at the tourist destination. More increased pressure on common resources. Displacement of the people from their origin place due to land required for large tourism projects. Due to interaction with tourists the changes was taking place in cultural modes of the local or host community. “NGO’s engaged in Kazakhstan eco-cultural tourism development participates in shaping various types of tourism products that can be presented to visitors. By helping to identify which guest houses can meet visitors’ expectations and what kind of tourism experiences can be offered in rural areas, NGOs play an important role in supporting alternative tourism projects that involve a high level of reciprocity with local communities”. Local NGO’s have played an important role in the development and management of eco sited in rural areas. Such as, “the ETPACK project launched with the help of the European Union in September 2008 explored the development of community-based tourism (CBT) in Central Kazakhstan. By

helping to foster the network of home-stays in rural villages and identify the souvenir production of traditional handicrafts, local NGO's participate in the authentication and design of eco-cultural tours that can meet visitors' expectations of authenticity when travelling in the country".

The implementation in the concept of tourism in Kazakhstan till 2020 it "allows all market players to work in new conditions with the wide state support. If the plan is followed, the travel industry should become one of the leading spheres of the national economy". The state support of tourism is obligatory for elimination of the above described problems, as well as for the providing of stable travel business development to the development. "The high prices for tourist accommodation are a circumstance of inefficient state taxation. In order to eliminate this problem and to make the services prices more compatible with the average European prices it is necessary to apply the local tourist rent in Kazakhstan regions to be charged from the tourism companies through restructuring of other taxes".

To meet these challenges, a crucial role is played by creation of an innovative economy and development of non-primary sector in national economy. It is no accident that the President Nursultan Nazarbayev has identified the tourism industry sector as one of the national economic priorities in the long term of the seven clusters, which indicates the value of this industry as one of the important factors of socio-economic development of the country.

Recent initiatives and events in the tourism industry show that our government intends to participate actively in the long-term promotion of Kazakhstan's tourism product. The republic has the challenged task, which is to become one of the 30 most competitive countries of the world in the near future. It is important to understand today, that Kazakhstan's tourist complex can be a powerful lever to accelerate the overall growth and modernization of the country's economy.

To develop the tourism industry in the Republic of Kazakhstan, a comprehensive approach and a complex analysis should be applied, which can be achieved by clustering the industry. In recent years, the literature on hospitality and tourism problems notes that there is a sharp increase in awareness to cluster policy. Their vital importance for "creating long term competitive an advantage of territories aimed at successful attraction of tourist flows is emphasized". The term "cluster" is used in the tourism industry, whenever concentration

of interconnected enterprises network on a certain territory engaged in development, “production, promotion, and implementation of a tourism product, including also companies operating in related sectors is meant”.

The goal of establishing tourism clusters is to improve the region's competitiveness in a global tourism market due to synergistic effect resulting from increasing the efficiency of companies included in the cluster, stimulating innovation and investment activity. In fact, “tourism cluster determines the image of a region and affects its positioning”. The economic cluster is a network of independent industrial and service companies (including suppliers), creators of technology and know-how (universities, research institutes, engineering companies), market institutions (brokers, consultants), collaborating consumers within the same value chain. The basis of the national policy on creation and development of clusters should be based on the following nine principles:

- Advance goal-setting;
- Multi-level governmental cluster regulation;
- Creation of clusters on the basis of competitive advantage;
- Attraction of direct investments;
- Development of specialized factors;
- Cooperation with other countries.

The cluster approach can be successfully used for “tourism development in the Republic of Kazakhstan since it has all the necessary prerequisites”. When deciding practicability of cluster tourism development, consideration must be given to that the feature of tourism is the complexity of tourist services. This service consists of a set of tangible and intangible services that are tourism-specific products. These individual tourist services are complementary. They are usually carried out by different companies. Companies providing a set of tourist services are highly dependent on each other. Consequently, cooperation of tourist business participants, development of their partnership is required. The success of tourism enterprises is the key target of numerous business partners, and their prosperity is directly dependent on the results of its operations. The main partnership groups of a tourist enterprise are owners of businesses, investors, lenders, managers, staff, suppliers of equipment and objects of labour, consumers, society and the government. Secondary groups that are not directly interested in the success of this tourism enterprise are insurance

companies, auditing and consulting firms, law firms, associations, media, trade unions, regulatory bodies, etc.

The strategic goal of creating a tourism cluster is to develop a competitive “tourism industry as one of the leading and the priority sectors of the economy” which provides, on the one hand, the demand of consumers to meet their needs for tourist services, on the other hand, “a significant contribution to the socio-economic development of a region by increasing the revenue of the local budget and investment”, to create more jobs, improving public health, conservation and management of cultural, historical and natural heritage.

To achieve tourist industry growth it is necessary to solve the following problems:-

- To improve the mechanism for state regulation and support of tourism;
- To develop and implement tourism projects of international importance;
- To develop tourism infrastructure necessary to improve the competitiveness of Kazakhstan on international and domestic tourism markets;
- To create favorable conditions for attracting investments “in the tourism industry for modernization of existing tourist facilities and creation of new ones and accommodation”;
- To promote competitiveness of tourist services due to improvement of the quality of tourist services;
- To develop entrepreneurship in the tourism sector;
- To build and renovate museums, memorial sites, architectural monuments, to fix historic places that are often visited by tourists;
- To carry out advertising and information activities aimed at formation of the image of country’s tourist regions and promoting it to domestic and international tourist markets.

Enterprises overcome difficulties dictated by internal and external economic environment without adequate government assistance, without the necessary knowledge of the world experience in developing market economy as markets become increasingly competitive. However, international experience shows that recovery, stabilization and further development of the country's economy depends on competitiveness of specific producers and their products. The system of qualitative criteria for evaluating the effectiveness of the tourism cluster can be represented by the four groups of indicators: economic; science and technology; social; environmental. This system may be based on increasing the profitability of the tourism cluster.

Improved performance of the tourist cluster is influenced by economic, scientific, and technical data. The economic indicators include sales gain; improving capacity utilization; income from infrastructure improvements; profit from introduction of inventions, patents, know-how; income from licensing activities; profit from the joint promotion of tourism products; attracting investments; reduction of investment payback period; reduction of terms of capital construction; improving resource utilization (labour productivity growth, increase capital productivity, accelerate turnover of circulating funds, etc.) Science and technology indicators: increasing specific weight of new information technologies; increasing specific weight of new advanced technological processes; increasing the ratio of production automation; improving the organizational level of production and labour; the number of registered copyright certificates; improving the competitiveness of enterprises and their tourism products on the markets with high effectual demand of population.

The economic effect of innovations is presented by social and environmental indicators. The social indicators include the revenue growth of tourism cluster members; increasing the degree of satisfaction of the physiological needs of cluster members; increasing the safety level of cluster members; increasing the degree of satisfaction of social and spiritual needs; increase in jobs; advanced training; improving the working environment and recreation; increasing life expectancy of cluster members. Environmental indicators are presented by reduction of emissions of harmful components to the air, soil, water; reduction of waste production; enhancing and improving the ergonomics of production; improving ecological compatibility of tourist products; reduction of fines for violation of environmental laws and other regulations. The criterion for management decision is the economic benefit. Indicators of tourism cluster effectiveness evaluation are measures to improve the quality of the system; they are the measures to improve technology, to organize tourist cluster, operational management. In this case, consumer achieves the effect at the expense of "transferring" high-quality input systems through the process of its output. The effect obtained by a consumer due to consumption of a high-quality tourism product and therefore better met needs or higher quality products with the use of this tourism product (sold at a higher price or more by improving the quality of tourism product), in the face of a competitive environment is automatically distributed between the manufacturer and the consumer of tourism product through its price in the market.

At present, the international market of tourist services "is a giant mechanism with a multi-billion dollar turnover and fierce competitive activity, so the first priority is to determine

the tourist product that has features unique to Kazakhstan, and will be in demand". For Kazakhstan the tourism industry has become a priority and much more interest "is paid to development of inbound and domestic tourism, fascinating routes of cultural, educational, environmental, horse and health directions are being developed". "At the crossroads of worlds, in the heart of Eurasia" ,the fact that the growth rate of international tourism exceeds expectations, confirms that the tourist trips is now a part of the consumption patterns of an increasing number of people both in developing and advanced economies. This emphasizes the need to recognize tourism, which is an important catalyst for economic growth, export, and job creation, as a major component of socio-economic development.

The tourism industry in Kazakhstan is considered the most promising and has a huge growth potential compared with other industries. This is facilitated by the adoption of a number of decrees and other legal acts, the "Concept of development of the tourism industry in the Republic of Kazakhstan until 2020". Fairly good planned, dynamic and professional development policy of the tourist services market ultimately leads to the competitiveness of Kazakhstan's tourist product in foreign markets. Having analyzed the current state of tourism industry development, it is possible to suggest a range of government support measures aimed at improvement and development of tourist activity, the main of which are:

- To preserve the cultural and historical monuments;
- Improvement of material and technical base;
- Improvement of education in tourism and the quality of tourist product and tourist service infrastructure;
- Improvement of legal regulation of tourist services in market;
- Improvement of tourism development management;
- Development of international cooperation.

In consideration of underdevelopment of tourist services market infrastructure, as well as limited financial resources, there is a need to identify the priorities of primary construction of a network of small hotels, guest houses, campsites and motels, restoration and construction of new enterprises for yurts production, giving national colour to tours along the route of stay of foreign tourists, which will contribute to the revival of national crafts, increasing employment and reducing unemployment. In the market of tourist services it is essential to improve the material and technical base, which should focus on:-

- Development of material and technical base of tourism by attracting domestic and foreign investments for reconstruction of existing and construction of new tourist facilities;
- Competitive recovery in the market of air transport, development of passenger transport on road and rail transport;
- Development of schemes for promising tourist accommodation facilities and infrastructure of the tourist services market on the territory of the Republic of Kazakhstan;
- Control over land use and application of building standards in the areas of tourist business development;
- Building hotel and service complex, as well as a network of tourist complexes, ethnographic museums and recreation areas corresponding to international standards;
- Development of existing and potential tourism related infrastructure areas: telecommunications, water, electricity, sewerage and solid waste management;
- Development of projects and construction of tourist facilities, including small and medium accommodation facilities, with a view to ensuring their use the whole-year.

One of the most intensively developing and perspective sectors of economy of the modern world is the tourism industry. Its influence on economy is great. The tourist enterprises receive considerable profit and create new workplaces. Tourism brings into existence the new form of a consumer demand and demand for rest. It expands the market for the branches which outputting consumer goods, promotes to development of entertaining and informative business, increases incomes of transport firms, communication services, forms incomes of manufacture of tourist equipment, increases demand for souvenir production, products of local crafts. The increase in incomes of tourist firms of this sphere promotes stabilization of currency receipts in budgets of various levels through taxes.

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ANNEXURE

Annexure No I.1:

Details of Field Visit

Sl.No	Stakeholders	Kazakhstan	Details
1.	Diplomats	1	<i>Mr. Naven Kapur</i> , Consulate, Indian Representative Office in Almaty
2.	Academicians	11	<ul style="list-style-type: none"> • <i>Galymzhan M. Duisen</i>, Senior Doctorate in Tourism Economy, Deputy Director, R.B. Suleimenov Institute of Oriental Studies, Almaty. • <i>Dr. Murat N. Smagulov</i>, Institute for Philosophy, Political Science and Religious Studies, Almaty. • <i>Tatyana V. Imangulova</i>, Dean, Academician of International Academy of Child and Youth Tourism, Kazakh Academy of Sport and Tourism, Almaty. • <i>Stanislav R. Erdavletov and Alexander M. Artemyev</i>, Faculty of Geography, Recreational Geography and Tourism Department Al-Farabi Kazakh National University. • <i>Yelena A. Abenova</i>, Assistant Professor, Head of Department, T. Ryskulov New Economic University. • <i>Gulzamira J. Usenbayeva-Aitbayeva</i>, Ablai Khan Kazakh University of International Relations and World Languages. • <i>Sabyrzhan Saidullayev</i>, University of International Business. • <i>Aziz Abdullov</i>, College of Tourism and Hospitality Industry.
3.	Travel Agency & Tour Operator	6	• Mr. Bekzat, Kan Tengri Travel Company, Almaty.

			<ul style="list-style-type: none"> • Azamat, Maxim Travel Star, Almaty. • Tselmeg, Kaz Tourism, Almaty. • Askhat, Arnai Tours, Almaty. • Ulan, Otrar Travel, Astana. • Bema Indigaranova, Delyfin- Tur Air Travel Agency.
4.	NGO's	4	<ul style="list-style-type: none"> • Iskander Mirkhashimov, Koryk Association Almaty. • Irina G. Balashova, Tau Environmental Center, Almaty.
5.	SouvenirShop Owner	6	<ul style="list-style-type: none"> • Masha, TsUM, Almaty • Madiyar, MIGROS supermarkets, Almaty. • Omar Kayyim, Keruen Centre, Astana. • Gulnur, Empire.kz in Silk Way City Trade Center, Almaty.
6.	Local People (25)	Shopkeeper (6) Hawkers(3) Students (8) Daily wagers(8)	
7.	Restaurant/Hotels	10	<ul style="list-style-type: none"> • Albert, Bollywood Restaurant, Almaty. • Amery, Tandoor, Restaurant, Almaty. • Tamohara das, Govinda's Restaurant, Almaty. • Satheesh G., India gate, Astana. • Govindaraj, Mayura Indian Restaurant, Astana.
8.	Tourist guide	4	<ul style="list-style-type: none"> • Alina, Ishyk Lake, Almaty. • Dasha, Big Almaty Lake Almaty. • Darina, Kaspeghai Lake, Almaty. • Bota, Burabai, Astana.
9.	Night Club	3	<ul style="list-style-type: none"> • Ashwini, Waiter of the Shakespeare Pub, Almaty. • Zarina, Manager of Retro Club, Almaty. • Nadya, Receptionists of Karoke Club, Almaty.
	Total:	70	

Annexure No I.2:

Documentation of Interview

What has being done for advancement of Kazakhstan at the world tourist market?

First of all want to emphasize that the Ministry is working out a strategy of formation of positive tourist image of Kazakhstan. For that aim we have all opportunities and conditions: economic growth, political stability and security, which became a reality thanks to the policy of the Head of state. A participation in international tourist forums, conduct of exhibitions, fairs, broadcasting of commercials at the leading television channels, such as CNN, BBS and Euro News as well as conduct of info tours for representatives of foreign mass media and release of commercial information produce is being undertaken in the framework of the image campaign. Apart from all that was stated above, it is necessary to open Kazakhstan tourist representations in states that generate main tourist flows. This would greatly contribute to development of national tourism. For example, Russia and Uzbekistan, which are our main competitors, have their tourist representative offices in Germany, UK, Japan and France.

Professional staff is needed for tourist business. Is there a program of training in place?

Raising the level of training of tourist staff is one of the priority goals. The state program addresses this issue. Today we are facing a sharp deficit in professional managers of hotel business, professional guides, and employees of tourist companies. We are raising the issues of improvement of system of training and increase of quota for students of “Bolashak” scholarship that specialize in the sphere of tourism and sport.

The government is stressing state and private partnership. Is it being applied in tourism?

Service and rest of guests depend on organized work of many spheres. Primarily – representatives of tourist agencies, transport companies, hotels, restaurants, museums, services sector, national parks and state bodies. Undoubtedly, it is also the MFA, MIA, custom and border services that are meant to optimize visa and registration procedures to the minimum. It is necessary to get rid of substantial obstacles and administrative barriers in development of tourism. For these aims and in the light of summer tourist season this year we are holding national consultations on issues of further development of tourism with participation of tourist operators and involved ministries and bodies. Such

consultations in principle are being held regularly for collective discussion and addressing issues and problems.

What is important for attraction of tourists?

First of all the visa policy of the country, If we want to increase the inflow of tourists to Kazakhstan it is necessary to adopt jointly with the MFA cardinal measures on the issue of visa-free entrance for state from developed countries such as India, Japan, US, Germany and UK. With the regards to the issue of tax burden it is necessary to make changes to all types of services of tourist industry. For example, the system of easing tax directly proportionally to offered services discount must be introduced. If discount is 10% on accommodation then accordingly 10% tax reduction. That way all participants of the tourist market will have an interest. In development of transport infrastructure we are counting on support of interested state bodies. Interaction of tourist and transport sectors in Kazakhstan is important because of large-scale territory of the country and its remoteness from many world tourist centres. Besides, availability of transport, railway, automobile and naval transport for all categories of tourist is important for development of main aspects of tourism. What is meant is reconstruction of roads in regions with the most attractive excursion sites and placement of information and notification signs according to ISO requirements and international standards.

When will normal infrastructure for tourist be in place?

In order to stimulate development of tourist infrastructure we are developing measures on construction of engineering communication system, necessary for functioning of tourist industry sites. Primarily communication will appear in regions of development of beach tourism at Lake Alakol and Kapshagai reservoir in Almaty oblast, at shores of Caspian Sea in Mangistau oblast. Also in accordance with cluster development in the given oblast and Akmola, East-Kazakhstan, South-Kazakhstan oblast and Almaty, master-plan of regions that are attractive to tourist is being developed. At the same a condition is in place: construction of necessary sites of tourism infrastructure and their utilization only for tourist aims. A grand plan of development of environmental tourism in state national parks is being developed according to the same scheme. We are planning to create cruise on Caspian Sea in the framework of development of tourism along the Silk Road. But for that

it is necessary to address the issue of construction and acquisition of passenger liner for organization of sea cruise on Caspian Sea.

What are the livelihood options from the tourism sector for the communities?

Incomes are not too much in the tourism sector, business is desirable one first is to get employment. Reason is that underdeveloped of tourism industry here is the state has no personal interest for the development of tourist industry. Problem is that in fact natural places and natural beauty is too much mostly in south east Kazakhstan other places are desert which are not very alternative for tourists. Grass-sellers, craft makers, fisher folk, casual labourers and others sell their products or labour to tourists and tourism enterprises and to neighbours earning wages from tourism jobs. They each earn much smaller amounts from these casual sales than is earned by those in waged employment. Locally-owned enterprises are likely to be small scale (e.g. a craft outlet), so in practice most are similar to the category above of casual earnings. Those owned by the community (such as joint venture lodges) fall into the following category of collective income.

Which is the tourist potential area rich in cultural heritage and other attraction?

Kazakhstan offers everything you could hope for in a great travel destination, which includes mountain tops, glaciers, coniferous woods, large rocky canyons, pristine mountain lakes and amazing rivers among many others. In this country, tourists can get recreation opportunities throughout the year. Baikonur Cosmodrome holds the record as the largest and oldest functioning space launch centre. It is located in the vast Kazakhstan desert steppes. In fact, Russia's space exploration is usually launched from this centre. The town of Taraz has been in existence for over two centuries.

The town celebrated reaching 2,000 years in 2001 and was also recognized by the UNESCO. The Aisha Bibi and Babaji mausoleums, located outside the city are great masterpieces of antique architecture. UNESCO also listed those 2 venues as world architectural scarcities. Mangystau region is an eminent location as the best area of Kazakhstan that is rich in gas, construction materials, and oil. The locals call this location as the place of tourism as it has a rich cultural tradition along with a number of recreation resources. Some of the best hotels in Kazakhstan are found here.

In which province most of the foreign tourist visited and which was the peak season of tourists?

Kazakhstan is very beautiful and diverse country which has a lot of tourist attractions. But due to its huge territory it is almost impossible for ordinary tourist to see all places of interest in one trip. Most of the tourist comes for business purpose or meeting so, they have very few days with them to visit the beautiful places. Mostly the people who have retired they are enjoy their trip as a tourists. Famous places are Almaty, Astana, east Kazakhstan and South Kazakhstan. Burabai is the main destination of Russia in summer. During the month May to September is the best season for tourist in Kazakhstan.

Which are the Countries most visited to Kazakhstan, Is India tourist coming to Kazakhstan?

Most of the tourists are form CIS countries, Russia, Uzbekistan, Kyrgyzstan, China are the top visitor next to Germany and Turkey. India tourists are coming but very few of number. Kazakhstan tourist like India very much and mostly like the place Goa, Otty, Shirdi Sai Baba temple. In the winter season the Kazakh tourist coming to India in a direct chartered flight to Goa. Now the daily flight started between both the countries.

What are they must have souvenirs from Kazakhstan?

There are many options to memorialise your trip to Kazakhstan with a good buy. As handicraft work is pretty well developed in the country, you can purchase intricate felt rugs or wall hangings, prized for their lively colours and detailed work. Other unique souvenirs are a Kazakh water flask made from hand-tooled leather or a miniature yurt, the traditional dwelling of Kazakhs. Some tourists prefer to take exotic dishes or drinks back home, such as kumis, a mildly alcoholic drink made from fermented mare's milk; shubat, fermented camel's milk; kurt, a cheese made from dehydrated sour cream; or boursaks, little balls of fried dough similar to a savoury or doughnut. the most important thing to know is that Kazakh citizens are very hospitable and to treat a stranger properly is a priority in their culture.

Annexure: I.3

List of the Important Project in the Tourism in Kazakhstan

Sl.No	Project Name	Description of Project
1	Construction of international tourist center “ Zhana Ileon ” the coast of Kapchagai reservoir in Almaty region	Tourist center with objects of gambling industry in Almaty region on the right bank of Kapchagai reservoir, the area of the center – 11 000 hectare The territory of the center will be divided on 2main zones: 1. Beach recreation 2. Long term and short term recreation.
2	Construction of international tourist center “ Burabai ” in Akmola region	Tourist center with objects of gambling industry in Akmola region on the coast of Schuchie lake.
3	Construction of tourist center “ Ancient Turkestan ” in South Kazakhstan region	Construction of infrastructure objects in Turkestan: - pilgrim village - museum-map under the open sky - historic-ethnographical park - historic-cultural complex - school of management - hotel for 60 places - ethnographical complex
4	Construction of tourist center “ Ancient Otyra ” in South Kazakhstan region	Construction of infrastructure objects in Otyrar: - ethnographical complex with tourist service center - Historic-cultural complex-museum with Charbakh garden and ethnopark of archeological monuments in Otyrar oasis. - center for preparation of souvenir production (school of folk craft Otyrar
5	Construction of Ski resort “ Koksai ” in Zhamby region	Ski Resort
6	Construction of ethnographical complex “ Korkyt Ata ” in Kyzylorda region	Ethnographical complex

7	Construction of tourist center “ Baikonur ”- the first in the world space launching area	Tourist center
8	Construction of beach zone “ Kambash ” in Kyzylorda region	Tourist center
9	Historic-cultural center “ Keme kalgan ” of “Turan” town	Historic-cultural center “Keme kalgan” consists of constructing the following: Eastern styled night club, billiard room, restaurants; dancing, promenade and observation areas, 800 placed multifunctional hall, used as cinema and concert hall and for celebrating different festivities – anniversaries, weddings; 48 hotel rooms from economy to VIP classes business-center, library, temporary museum, souvenir booth.
10	Health-touristic complex “ Katon-Karagay ”	Pantocrine clinic housing; Guest houses; objects for sports-cultural measures; maintenance staff houses; warehouses and back offices; fencing in marals and deer’s hunting lands; construction of ski elevator; horse-touristic resort.
11	Creation of “ Altay Alps ” touristic cluster	Clustering of interrelated enterprises for arrangement of sporting touristic and cultural recreation.
12	Medical-health complex “ Ana ”, Alakol lake	Mother and children holiday hotel “Ana”. Project’s realization implies repair, restoration and construction of pipelines and networks, also construction of two communities, education-intellectual, sports and fitness, spiritual-cultural and the other complexes.
13	Development of Kazakhstan’s plot “ Altay Nomads ” of transboundary touristic route “Altay-golden mountains”	Kazakhstan’s plot: 1) Zaysan: 50 bed-placed hotel, 50 placed café; 2) Touristic resort on Markakol lake: 50 bed-placed guest house, bathhouse, developed area with touristic-sporting equipment; 3) “Abzal” touristic complex: 2 separated guest houses, with 50 bed-placed general capacity, equipped by fridge, TVset, bathroom unit and shower cubicle; bathhouse, 50 placed dining

		<p>room, pantocrine clinic with 50 placed medical housing, developed area with touristic-sporting equipment;</p> <p>4) Upper Winter Hut: Semi portable camp with summerhouses and covered shed, 50 placed camping tent;</p> <p>5) Oskemen: Construction of new 50 placed hotel;</p>
14	Hotel complex “ Shemonaikha-Ecotourism ”	Hotel complex with services pack.
15	Touristic center “ Tau Samaly ”	Hotel bloc, 2 guest house, hose for VIP with entertainment industry.
16	Ski resort “ Koksai ”	Construction of events complexes organization with a wide spectrum of services. They will be offered types of entertainment as a skiing, skating, sledging, snowmobile in winter. It should be mentioned that nobody offers any winter types of sports in this region. They will be offered active types of tourism for amateurs in summer time: will be organized different types of routes to mountains. And also they will be rent services of mountain bicycle and all-terrain vehicle and etc.
17	Hotels “ Sporting-entertainment complex ” for 4000 places and 100 placed hotel in Astana city	Complex is provided for all placements of service: changing room, café, medical rooms, training rooms, etc.
18	Creation of hotel network “ Astana Nedvizhimost ”	Construction of large hotel network, including 6 3star-hotels. The first 3star- hotels network in the Republic of Kazakhstan, which is planning a construction in period 2009-2012.
19	Development of tourism in State historic-cultural wildlife preservation “ Tamgaly ”	Overhaul of road from the route Almaty-Bishkek intersection with Copa village to Karabastau village, total length is 73 km
20	Construction of “ Karavan-sarai ” ethnic village in Aktobe region	Ethnographic village

21	Creation of “Sheber auly” ethnographic complex with exhibition center “Palace of masters”	There should be focused workshops of craftsmen that are open to tourists and the accompanying souvenir and jewellery shops, restaurants, entertainment and leisure facilities, offices of tourist companies in artisans « Sheber auly» street
22	“Cosmic Harbour”	Mega-complex that includes a hotel block with Presidential, VIP suites, a business unit, commercial and entertainment unit, a system of restaurants, conference rooms, classrooms and much more. There will also be a central transparent dome where you can watch a manned rocket taking off.
23	“Sharzhum” leisure centre creation	Leisure centre with hotel and package of services
24	“Talhez” tourist-ethnographic complex creation	Tourist village, the centre of knowledge dissemination about the people living throughout the Kazakh section of the Great Silk Road
25	Integrated Programme for the Development of recreational resources LLP International Leisure Centre “Aksai”	The project consists of 3 parts: the campsite Aksai, Almaty turnpike - Shelek 140 km and the International Centre for Recreation "Aksai"
26	Tourist center construction on “Kazyna-tal” area	Construction of tourist centre: construction of a chain of hotels, shopping centres
27	Cultural-sports tourist entertainment center construction	On a construction site located: - Hotel with 50 rooms (100 seats); - 4 hotels with 25 rooms (50 seats); - Hotel - restaurant; - The stadium with a summer café; - 4 tennis courts; - 4 volleyball courts; - Entertainment centre.
28	“Kunbai Sulu” recreation area construction and improvement	Recreation area "Kunbai Sulu" includes: conference hall, hotel, restaurant, café, entertainment centre, gym, playground for paintball, tennis, volleyball, recreational area for the wild rest, stable, and playgrounds, places for fishing

Annexure: I.4

Questionnaire

Identification

1. Name:
2. Address:
3. Email:
4. Occupation: a) Hotel b) Travel Agent c) Taxi Owner d) Others
- 5.
6. Education: Primary Secondary higher secondary University
7. Male/Female:
8. Age Group:
14-25 26-45 45-65 65 Above
9. Your current marital status:
Married Divorced Widow Unmarried
10. Income:
< 300 300-1000 1000-2000 > 2000
11. Financially do you feel you are
Struggling Comfortable Well off
12. Whether you have travelled outside Kazakhstan? Yes No
- a) If yes, what was the purpose?

Health Pleasure Business Pilgrimage Education Others (Specify)
- b) If yes, where did you visit?
13. If visited India give your opinion
- a) Security
Bad Ok Good
- b) ood
Bad Ok Good

c) Travel
 Bad Ok Good

Accommodation
 Bad Ok Good

14. What impact do you feel on employment for local people from tourism?

Positive Negative Both of them don't know

15. What impact do you feel on technology development from tourism?

Positive Negative Both of them don't know

16. What impact do you feel on educational sector from tourism?

Positive Negative Both of them don't know

Village Level

1. Have you been actively involved in any community groups or taken part in an activity they have organized?
 Yes No

- a) Sport or physical recreation group (i.e. played tennis, bowls, and member of hiking group or gym).
- b) Arts, theatre or heritage group
- c) Religious or spiritual group or organization
- d) Craft or practical hobby group
- e) Ethnic/multicultural group
- f) Environmental or animal welfare group
- g) Other (please specify)

2. If no active involvement in community groups, what are the reasons you have not been actively involved in any community groups?

- a) No transport
- b) Financial reasons
- c) No time
- d) Health reasons
- e) Others (Specify)

3. Are you happy with India? Yes No

4. What are the main hurdles for keeping paying guests?

5. Is there is any verification for taxi driver?

Yes No

6. How important do you feel it is for people to be actively involved in the community?

Unimportant Important Very Important

7. Do you think that your income has been increased due to the tourism development in the village?

Yes No No response

8. Do you sell any of your products in tourism sector?

Yes No No response

9. Are there any facilities, programs, services that you know of that are effective in encouraging people to be actively involved in the community?

10. Do you have any ideas about how the Government, local councils, service providers or community groups can assist older people to stay connected to the community?

11. How do you find out about events, groups or organizations in your community?

12. How satisfied do you feel with your level of community involvement and connectedness?

Very satisfied Satisfied Neither satisfied or dissatisfied

13. Do you use a computer and/or mobile phone?

Use mobile phone only Use both computer and mobile phone
Use computer only do not use computer or mobile

14. What impact do you feel on community awareness development from tourism?

Positive Negative Both of them don't know

15. Are you satisfied with behavior of tourists?

Yes No

16. What impact do you feel on local nature from tourism?

Positive Negative both of them don't know

17. What impact do you feel on life standard development of people from tourism?

Positive Negative both of them don't know

18. What impact do you feel on local health from tourism?

Positive Negative both of them don't know

19. What impact do you feel on community awareness development from tourism?

Positive Negative both of them don't know

20. Are you satisfied with behavior of tourists in Kazakhstan?

Positive Negative both of them don't know

21. What impact do you feel on local nature from tourism?

Positive Negative both of them don't know

Annexure No I.5:

Lists of Agreements between Kazakhstan and India, (2015)

Sl.No	Agreement/MoU
1.	Agreement on Transfer of Sentenced Persons
2.	Agreement on Defence and Military – Technical Cooperation between Republic of India and Republic of Kazakhstan.
3.	Memorandum of Understanding between Ministry of Youth Affairs and Sports of Republic of India and Ministry of Culture and Sports of Republic of Kazakhstan on Cooperation on Physical Cultural and Sports.
4.	Memorandum of Understanding between Ministry of Railways of Republic of India and the Kazakhstan Temir Zholy of Republic of Kazakhstan on Technical Cooperation in the field of Railways
5.	Long term contract between Department of Atomic Energy of Republic of India and JSC National atomic company "KazAtomProm" for sale and purchase of natural uranium concentrates

PICTURES OF KAZAKHSTAN

Picture: 1



Picture: 2



Picture: 3



Picture: 4



Picture: 5



Picture: 6



Picture: 7



Picture: 8



Picture: 9



Picture: 10

