

# IMPACT OF TOURISM SECTOR ON THE ECONOMY OF KAZAKHSTAN

*Dissertation submitted to Jawaharlal Nehru University in Partial Fulfillment of  
the requirements for the award of the degree of*

MASTER OF PHILOSOPHY

MALINI PRAVA SETHI



CENTRAL ASIAN STUDIES DIVISION  
CENTRE FOR SOUTH, CENTRAL, SOUTH EAST ASIAN & SOUTH WEST  
PACIFIC STUDIES SCHOOL OF INTERNATIONAL STUDIES  
JAWAHARLAL NEHRU UNIVERSITY

NEW DELHI-110067

2011



CENTRE FOR SOUTH, CENTRAL, SOUTHEAST ASIAN & SOUTH WEST PACIFIC STUDIES  
SCHOOL OF INTERNATIONAL STUDIES  
**JAWAHARLAL NEHRU UNIVERSITY**  
NEW DELHI - 110 067

Phone : 2670 4350  
Fax : 91-11-2674 1586  
91-11-2674 2580

Date: 25 July 2011

DECLARATION

I declare that the dissertation entitled "IMPACT OF TOURISM SECTOR ON THE ECONOMY OF KAZAKHSTAN" submitted by me for the award of the degree of Master of Philosophy of Jawaharlal Nehru University is my own work. The dissertation has not been submitted for any other degree of this University or any other university.

*Malini Prava Sethi*  
Malini Prava Sethi

CERTIFICATE

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

*P. S. Ghosh*  
Prof. Partha Ghosh

(Chairperson)

(CSCSEASWPS)

*Dr. Mondira Dutta*  
Dr. Mondira Dutta

(Supervisor)

Centre for South, Central, South East,  
Asian and South West Pacific Studies  
School of International Studies  
Jawaharlal Nehru University

Centre for South, Central, South East,  
Asian and South West Pacific Studies  
School of International Studies  
Jawaharlal Nehru University

## ACKNOWLEDGEMENT

I would like to acknowledge my thanks to those who have helped me at the various levels in the completion of this work. I am deeply indebted to my supervisor, Dr. Mondira Dutta for her valuable and persistent guidance in this work and throughout my M.Phil programme. She has continuously encouraged and supported me in every stage of my study. I am extremely grateful to her for constant support and sound guidance.

Also I would like to thank all faculty members of my division as well as centre for their suggestions, support and views that inspired me to complete this work. I am thankful to all staffs of my centre that has been always ready to help and cooperate me in each and every time without any delay.

I thank the staff members of Kazakhstan Embassy, and all libraries including Central Library, JNU, where I have visited many times for the purpose of collecting materials for my study.

My dear mother Smt. Sujata Sethi and father Dhananjaya Sethi have been the source of dedication and inspiration to me that always motivated me in continuity to this work. My elder brother Binit and younger sister Himani have been the source of support and encouragement. They helped and encouraged me every time during the work. Without their support, the completion of the dissertation would have been herculean task. I would also thank to my friends and seniors for their help and support. I am really thankful to all of them.

Date: 25 July 2011

Place: New Delhi

*Malini Prava Sethi*  
Malini Prava Sethi

*Dedicated*  
*To*  
*My Parents*

## CONTENTS

Acknowledgement	i
Contents	ii-iii
List of Maps	iv
List of Tables	v
<b>CHAPTER – 1</b>	<b>1-43</b>
<b>INTRODUCTION</b>	
1.1 Importance of Tourism	
1.1.1 Stages of Tourism	
1.1.2 History of Tourism	
1.2 Area of Study	
1.2.1 Population	
1.2.2 Language	
1.2.3 Religion	
1.2.4 Topography and drainage	
1.2.5 Climate	
1.2.6 Flora and Fauna	
1.3 Tourist Potential	
1.3.1 Attraction	
1.3.1.1 Places of Religious Interest	
1.3.1.2 Mountaineering & Trekking	
1.3.1.3 Water Bodies	
1.3.1.4 Forests	
1.3.1.5 Silk Route	

1.3.2 Amenities	
1.3.2.1 Banks	
1.3.2.2 Hospitals	
1.3.2.3 Internet	
1.3.2.4 Hotels	
1.3.3 Accessibility	
1.3.3.1 Roads	
1.3.3.2 Railways	
1.3.3.3 Airways	
1.3.4 Tourist Flow	
1.4 Review of Literature	
1.5 Objectives of the Study	
1.6 Definition, Rationale and Scope of the Study	
1.7 Research Questions	
1.8 Hypotheses	
1.9 Methodology	
1.10 Chapterisation	
Reference	

## **CHAPTER – 2**

**44 - 74**

### **TOURIST ATTRACTIONS AND THE FLOW PATTERN**

2.1 Background	
2.2 Kazakhstan's Tourist Industry as a Power	
2.3 Revenues from Tourist Industry	
2.3.1 Prospects for Mountain-Skiing Tourism	
2.3.2 Improvement of Tourism Human Resources' Training Level	
2.3.3 Formation of Attractive Tourist Image of Kazakhstan	

## 2.4 Tourist Attractions

2.4.1. State National Natural Parks and Natural Monuments

2.4.2. Archaeological, Historical and Cultural Importance

2.4.3 Monuments

2.4.4 Mountaineering & Trekking

2.4.5 Forests

2.4.6 Water Bodies

## 2.5 Tourist Routes

2.5.1 South Kazakhstan

2.5.2 Western Kazakhstan

2.5.3 Central Kazakhstan

2.5.4 Northern Kazakhstan

2.5.5 Eastern Kazakhstan

## 2.6 Major Tourist Nodes

## 2.7 Government Policies

2.7.1 Making Kazakhstan the center of tourism in Central Asian region

2.7.2 Promoting other types of Tourism

2.7.3 Kazakhstan's Latest Plans Include the Development

## 2.8 Tourist Flow

2.8.1 Arrival of Foreign Tourists

2.8.2 Arrival of Domestic Tourist

2.8.3 Departure of Kazakh Nationals Visiting Abroad

## References

## CHAPTER – 3

75-90

## EARNING AND EMPLOYMENT OPPORTUNITIES OF THE TOURIST INDUSTRY

### 3.1 Importance of Tourism in the Economy

3.1.1 Tourism Contributions to GDP

3.1.2 Total Contribution of Tourism to GDP Contribution Towards Employment Opportunity

3.1.3 Entrepreneurs Involved in Tourism Activities

3.1 Components of Tourism

3.2 Income Generated from Foreign Tourist

3.3 Capital Investment

3.4 Growth Rate in Tourism Sector

References

## **CHAPTER – 4**

**91-105**

### **IMPACT OF TOURISM ON THE SOCIETY**

4.1 Community Based Tourism

4.2 Factors Influencing Community Participation

4.3 The Contradictions among Main Stakeholders

4.3.1 The Contradiction between Community Residents and Tourism Enterprise

4.3.2 The Contradiction between Community Residents and Rural Tourists

4.3.3 The Contradiction between the Village Collective and the Government

4.3.4 The Contradiction between Tourism Enterprise and Rural Tourists

4.3.5 The Contradiction between Tourism Enterprise and the Village Collective

4.4 The Main Stakeholders and their Benefits

4.4.1 The Local Government

4.4.2 The Rural Tourism Enterprises

4.4.3 The Residents

4.4.4 The Village Collective

4.4.5 Rural Tourists

4.5 Interaction with Local Communities

4.6 The Status and Condition of Women



## 4.7 Tour Operators

### 4.7.1 Service Providers on Tourism

### 4.7.2 Involving the Visitor

## **CHAPTER – 5**

**106-125**

### **IMPACT OF TOURISM ON THE ENVIRONMENT**

#### 5.1 Importance of Mountain Tourism

#### 5.2 Kazakhstan Mountaineering Tourism

#### 5.3 The impact of tourism in mountain ecosystems

#### 5.4 Ecotourism in Kazakhstan

#### 5.5 Utilization of Kazakhstan's Ecotourism Product

#### 5.6 Development of Ecotourism in Kazakhstan

##### 5.6.1 Government strategy

##### 5.6.2 National Ecotourism Initiative

##### 5.6.3 Potential Benefits of Ecotourism

##### 5.6.4 Potential Problems of Ecotourism

###### 5.6.4.1 Damaging Communities

###### 5.6.4.2 Distorting Local Economies

## **CHAPTER – 6**

### **CONCLUSION**

### **BIBLIOGRAPHY**

## List of Table

Popular Destination on Basis of Attraction (Table No. 2.1)	61-62
No. of Foreign Tourists Arrival Year Wise (Table No. 2.2)	67
Depature of Kazakh Tourist Abroad Year Wise (Table No. 2.3)	69
Tourism Contribution to GDP (Table: 3.1)	77

## List of Figure

Host and Guest Relationship in Tourism (Figure: 1.1)	3
Popular Destination of Tourist in Kazakhstan, 2010 (Figure No. 2.2)	63
Tourist Growth Rate (%) (Figure No. 2.1)	45
Domestic Tourists in Kazakhstan (Figure No. 2.5)	73
Economic Contribution of Tourism (Figure: 3.1)	76
Total Contribution of Tourism to GDP, 2011 (Figure: 3.3)	78
Direct Contribution of Tourism to Employment (Figure: 3.4)	80
Entrepreneurs Involved in Tourist Activity (Figure: 3.5)	82
Different Components of Tourism ,2011 (Figure: 3.6)	83
Income Generated from Foreign Tourist (Figure: 3.7)	84
Capital Investment (Figure: 3.8)	86
Growth Rate in Kazakhstan, 2011 (Figure: 3.9)	88

## List of Maps

Kazakhstan Physical Map (Map No. 1.1)	6
Kazakhstan Attractions (Map No. 1.2)	11
SILK ROUTE (Map No. 1.3)	13
Kazakhstan Amenities (Map No. 1.4)	15
Kazakhstan Accessibility (Map No. 1.5)	18
Kazakhstan Forests and Mountains (Map No. 2.1)	55
Kazakhstan Water Bodies (Map No. 2.2)	56
Number of Foreign Tourists Arrival in 2009 (Map No. 2.3)	68
Departure of Kazakh Tourist Abroad in 2009 (Map No. 2.4)	71
Khan Tengri Mountain	110
Tien-Shan Mountain	110

# CHAPTER ONE

## 1.1 Importance of Tourism

Tourism is one of the largest and dynamically developing sectors of external economic activities. Its high growth and development rates, considerable volumes of foreign currency inflows, infrastructure development, and introduction of new management and educational experience actively affect various sectors of economy contributing positively to the social and economic development of the country. Tourism 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). Tourism is not an industry, although tourism gives rise to a variety of industries. Tourism is an activity engaged in by people who travel. The Tourism industry is primarily a service industry and a large proportion of those engaged in it find employment in its tertiary occupation. It mainly caters 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 upliftment of a region. This industry is encouraged in certain region largely due to the fact that it brings economic prosperity and acts as a catalyst 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 (Stephen, 1989).

In 1978, the Department of Economic and Social Affairs of the United Nations published guidelines that included a definition of the term international visitors. The agency recognized that international visitors were those who visited a given country from abroad (what we might call 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. Most countries at the national level accept the United Nations' definition of visitors. Tourism is probably the only services sector that provides concrete trading opportunities for all nations, regardless of their level of development. Tourism is a powerful economic development tool. Tourism industry is the backbone of any country's economic position, it provides foreign exchange earning to the destination country. In many developing countries, tourism makes a greater contribution to foreign earnings than such other major exports as textile and clothing or agriculture, without encountering the same magnitude of trade barriers. Trade in tourism services and tourism activities in general have the potential to become an engine for growth and economic development. Tourism can also be a driving force in efforts to combat

poverty, which is one of the central objectives of the UN Millennium Development Goals. Tourism industry is a very large industry “probably the single most important industry in the world” (Holloway, 2006). Large portion of jobs come from the tourism industry and developing countries use tourism as a means to improve their economy. Large industry generates a lot of money Tourism appeals to countries hoping to improve their economic situation. Tourism: the industry without smokestacks. Many consider the industry to be a virtually costless generator of employment and well-being, offering seemingly limitless opportunities for "real" economic development to countless communities away from the centers of global industry and financial power. Even better, the 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 (David Barkin, 2000).

Tourism is probably the only services sector that provides concrete trading opportunities for all nations, regardless of their level of development. In many developing countries, tourism makes a greater contribution to foreign earnings than such other major exports as textile and clothing or agriculture, without encountering the same magnitude of trade barriers. Trade in tourism services and tourism activities in general have the potential to become an engine for growth and economic development. Tourism can also be a driving force in efforts to combat poverty, which is one of the central objectives of the UN Millennium Development Goals. Hospitality tourism sector is important as it generates business for several government and non-government organizations. The growth of hospitality and tourism industry offers several opportunities to small operators and communities. This is why, various developing as well as developed countries all around the world are promoting hospitality tourism. Hospitality tourism affects a country's growth for several reasons: Develops trade business most tourists buy different local products and take them back to their homes. This includes direct as well as direct foreign investment which plays an important role in trade development of the country.

More employment with the growth of hospitality/tourism industry, more employment is generated in a country. Several employment opportunities are offered by tourism industry. These employment opportunities are related to different sectors that are related to hospitality and tourism industry. Infrastructure development most of the developing countries construct new highways, airports, hotels, lodges, restaurants, guesthouses and trekking routes to improve their hospitality tourism sector. Tourism raises the standard of living. It creates domestic employment. Promotes craftsmanship, Provides foreign currency, leads to a lot of infrastructural development, and helps to raise GDP.

### **1.1.1 Stages of Tourism**

The Irridex is a causal models of the effects of tourism developments on the social relationships between visitors and the visited beginning with a state of very little tourism development and only the occasional passing visitor, the model four stage describe different states of tourism development and the ways in which tourists and the local perceives each other in these stage. The focus is on the responsive attitude of the tourism suppliers for a particular market. It studies the attitude of the host community towards the insurgence of mass tourism irrespective of any source of market. Doxey (1975) mention the physical presence of tourist s, the difference between tourists and locals and foreign ownership of local resources as possibly constituting the primary factors causing social impacts. The model is useful simplification of the complex relationships and sets of attitudes that developed between tourists and host communities.

### Host and Guest Relationship in Tourism

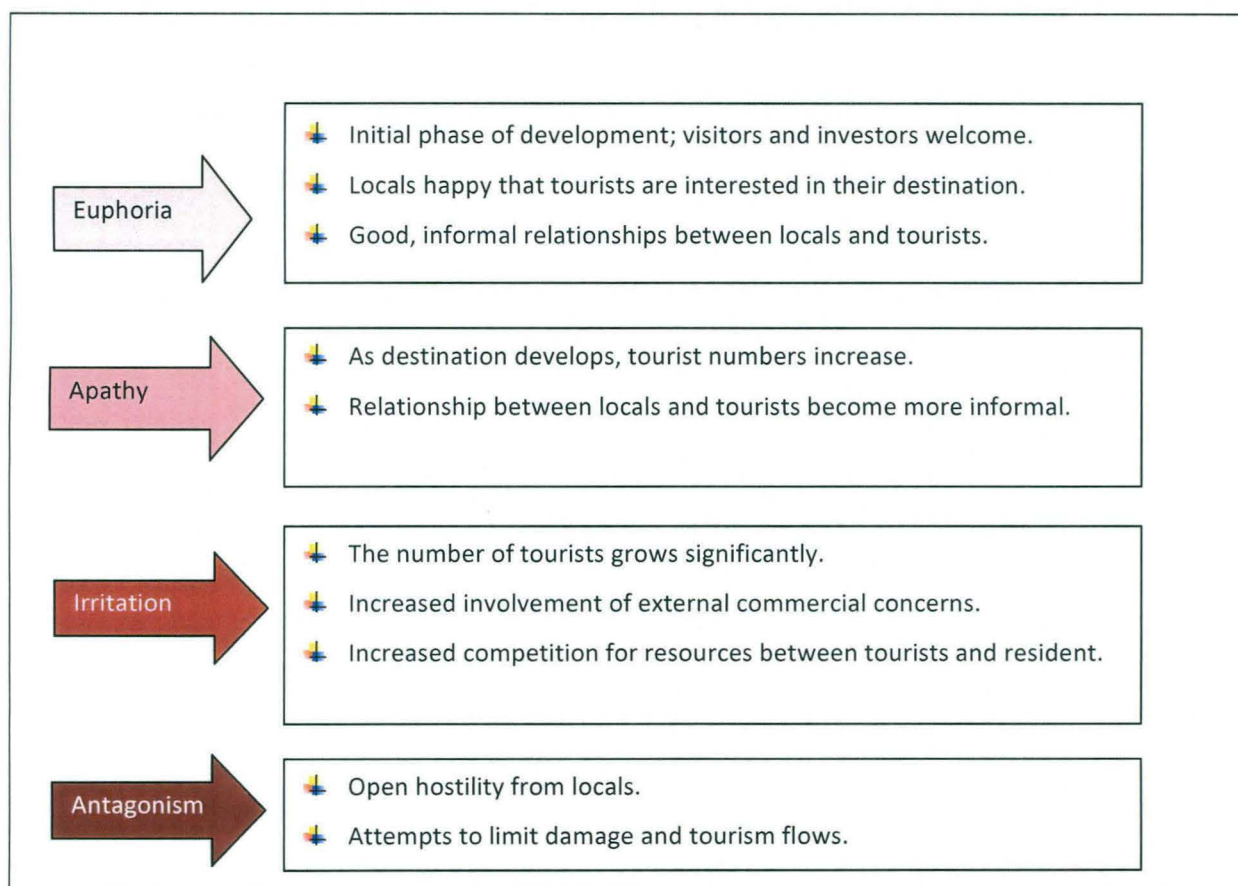


Figure: 1.1

Data Source: Doxey, GV, 1975



The specific ability of host communities to accommodate or tolerate tourism, and the attitudes that are formed in consequences, are known differ from community to community , and are determined by a number of factors, including the number of types and visitors, length of visit and cultural distance between host and guest. As the numbers of visitors to a regions increases, residents who were at first overwhelmingly positive in their attitudes towards their guests developed greater reservations concerning the long-term benefits brought by the visitors. This may because the original expectations of the benefits of tourism were unrealistic (and so impossible to fulfill) or because the benefits are perceived to accrue to only a small number of people. Alternatively, although expectations of the benefit may be fulfilled, the environmental or social costs may initially have been overlooked, so that the local residents come to doubt whether their visitors are an unqualified blessing (Butler, 1980). This theory states that when two cultures come into contact for a length of time and exchange of ideas and products will take place. This exchange process, however, will not be even because the stranger culture will dominate and begin to change the weaker culture into a mirror image; the relevant strength of a culture is based on its socio- economic conditions, its population size and the type of contact it seeks.

### **1.1.2 History of Tourism**

Located in the centre of Eurasia, Kazakhstan has long found 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. At different stages of history, various states emerged and developed on the land that became today's Kazakhstan, determining the cultural diversity of the country. Tourism in Kazakhstan has deep roots dating back to the Soviet times. During those days the main type of tourism was called 'the social tourism', when travel was subsidized from non-budgetary sources of financing and from money allocated by the state to meet social needs. By means of subsidized travels and excursions, Soviet citizens realized their "constitutional" rights on relaxation and freedom of relocation, on rehabilitation and strengthening of health, on favorable environment, on access to cultural establishments, natural and cultural heritage, on free access to information and on social protection.

A rich history and diverse ethnic heritage have left scores of diverse sights of interest for the sightseer; the natural environment offers innumerable opportunities in eco and sports tourism, the latter including trekking and mountaineering. Kazakhstan is particularly popular for activities like fishing and hunting. Tourism is considered officially to be one of the priority sectors of the economy and directly or indirectly influences the key spheres of the economy, namely transport, communications, construction, agriculture, internal goods production, which makes it an important catalyst of socio-economic development.

## **1.2 Area of Study**

Kazakhstan is located on the border of two continents- Europe and Asia. The centre of Eurasian continent is situated in Kazakhstan. Kazakhstan borders upon the Russian Federation, Uzbekistan, China, Kyrgyzstan and Turkmenistan. The territory of Kazakhstan stretches out for 3,000 km from the east to the west, from Caspian Sea and privoldzsk plains of the Altay Mountains, and 1,600 km from foothills of Tyan-Shan in the south and south-east up to western- Siberian lowland in the north. Having a territorial area of 2,724.9 thousand square kilometers, it takes the fourth place in Eurasia after Russia, China and India. The general extent of the state frontier is 15, 000 km, from them 12,000 km pass overland and 3,000 km- on the Caspian and Aral seas. Map no. 1.1 shows the location of Kazakhstan in the Central Asian region. It is the largest country in Central Asia.

# KAZAKHSTAN PHYSICAL MAP



Map No. 1.1

Data Source: [www.kazakhstan-tourist.com](http://www.kazakhstan-tourist.com)

### **1.2.1 Population**

The Republic consists of 16 regions, 86 towns (including 2 cities of national importance), 160 districts, 186 settlements, and 7,719 villages; the largest city of the country is Almaty, with a population over 1.5 million. Covering a huge territory, Kazakhstan is one of the most sparsely populated countries in the world - at 6.1 persons per square kilometer. There are 16.2 million inhabitants in Kazakhstan today (fiftieth place in the world): 63,6% of the population are ethnic Kazakhs, and 23,3% - Russians. In addition to the two indicated main ethnic groups, over 120 nationalities live in Kazakhstan. Among them are more than 333,2 thousand Ukrainians, 178,2 thousand Germans, 457,2 thousand Uzbeks, and more than 203,3 thousand Tatars. Nearly 54 per cent of the population lives in towns and workers' settlements, the rest in rural areas.

### **1.2.2 Language**

The official state language is Kazakh, a Turkic language closely related to Uzbek, Kyrgyz, Turkmen and Turkish. 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. Uyghur, Korean and other ethnic minorities speak their national regional languages and dialects. Kazakh first became a state language in the late Soviet period, when few of the republic's Russians gave serious thought to the possibility that they might need Kazakh to retain their employment, to serve in the armed forces, or to have their children enter a Kazakhstani university. At that point, fewer than 5 percent of Russians could speak Kazakh, although the majority of Kazakhs could speak Russian. However, with the separation between Russia and Kazakhstan that followed independence, Russian nationalist sentiment and objections to alleged discrimination in official language policies have increased, especially in the north, as Russians have felt the threat of Kazakh becoming the sole legal state language. Meanwhile, Kazakhs have strongly defended the preeminence of their tongue, although mastery of the language is far from universal even among Kazakhs. According to some estimates, as much as 40 percent of the Kazakh population is not fluent in Kazakh. The standard language of business, for example, is Russian.

### **1.2.3 Religion**

By tradition the Kazakhs are Sunni Muslims of the Hanafi School, and the Russians are Russian Orthodox. In 1994, some 47 percent of the population was Muslim, 44 percent was Russian Orthodox, and 2 percent was Protestant, mainly Baptist. Some Jews, Catholics, and Pentecostals also live in Kazakhstan;

a Roman Catholic diocese was established in 1991. As elsewhere in the newly independent Central Asian states, the subject of Islam's role in everyday life, and especially in politics, is a delicate one in Kazakhstan. As part of the Central Asian population and the Turkic world, Kazaks are conscious of the role Islam plays in their identity, and there is strong public pressure to increase the role that faith plays in society. At the same time, the roots of Islam in many segments of Kazak society are not as deep as they are in neighboring countries.

#### **1.2.4 Topography and Drainage**

There is considerable 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 + 7,010 meters; the lowest point is the bottom of the Karagiye depression at -132 m, in the Mangystau province east of the Caspian Sea. Most of the country lies at between 200 and 300 meters above sea level, but Kazakhstan's Caspian shore includes some of the lowest elevations on Earth. Except for the Tobol, Ishim, and Irtysh rivers (the Kazak names for which are, respectively, Tobyl, Esil, and Ertis), portions of which flow through Kazakhstan, all of Kazakhstan's 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, partially saline lake in the east, near Almaty, and the Caspian and Aral Seas, both of which lie partially within Kazakhstan.

#### **1.2 .5 Climate**

The country has an arid continental climate. In January, the mean temperature is -5° C (23° F ). Rainfall averages between 25 cm (9.8 in) and 38 cm (15 in). Because of the wide ranges in elevation in the country, there are wide variations in temperature and rainfall. 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: forest steppes, steppes, semi-deserts and deserts. Their latitude extent to thousands of kilometers in combination with variety of rocks of geological structures and differentiation of the lay of the ground causes formation in each of them of different landscapes. Thus, in the mountain systems of the south and east of the country structure of landscapes depends on vertical zones.

## **1. 2 .6 Flora and Fauna**

Over six thousand kinds of plants are growing in Kazakhstan (from them 515 - only here), on its open spaces it is possible to meet about 500 kinds of birds, 178 kinds of animals, 49 kinds of reptiles, 12 kinds of amphibians, and in the rivers and lakes - 107 kinds of fishes. A variety of invertebrate animals here is even more: not only there are more than thousand kinds of insects. Mollusks, worms, spiders, crustaceans and others living in Kazakhstan are not less than 30 thousand kinds (Kazakhstan Travel Guide). Only in Kazakhstan live such rare animals as Transcaspian urial, long-needle hedgehog and some wild cats: caracal and desert cat. Here is a lot of slim goitred gazelles, deserted birds - black-tailed sand grouse, Pallas sand grouse, wheatear and larks. The steppes of Kazakhstan are magnificent. The special charm to them is given by fresh and salty lakes, on which are thousands of waterfowls and coastal birds submitted tens kinds of ducks, geese, gull, sea swallow, herons.

## **1.3 Tourist Potential**

The country has an essential tourist infrastructure and a lot of sights for progress of active, ecological, historical, cognitive, and religious and many other types of tourism. Today in Kazakhstan there are 10 state national natural reserves, 10 state natural parks, 3 state forest natural reserve, 3 state zoological parks, 5 botanical gardens. Total area of especially protected territory is more 22, 114.5 thousand hectares; it is about 8.1% of all territory of Kazakhstan. Most are located in areas with much to interest the tourist, such as sports, cultural events, historical and archaeological sites, and offer developed excursion facilities. Kazakhstan is a charming and energetic country with lots to offer visitors, including the ancient Kazakhstani historical monuments, the renaissance beauty and fashion metropolis cities. According the data of the Statistical Agency of the Republic of Kazakhstan, there are 515 tourism objects on the territory of Kazakhstan, including: hotels (385), camps (7), health center (36), pension (4), recreational zones (29), rest home (27), tourist center (24), sanitary camp (35), mountain skiing lodge (4), guest house (13), hunting house (9), youth center (1), recreational complex (7), museums (6), mausoleum (2), state enterprise on tourism (1), and other (clubs, craftsman` cities)(5).

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.

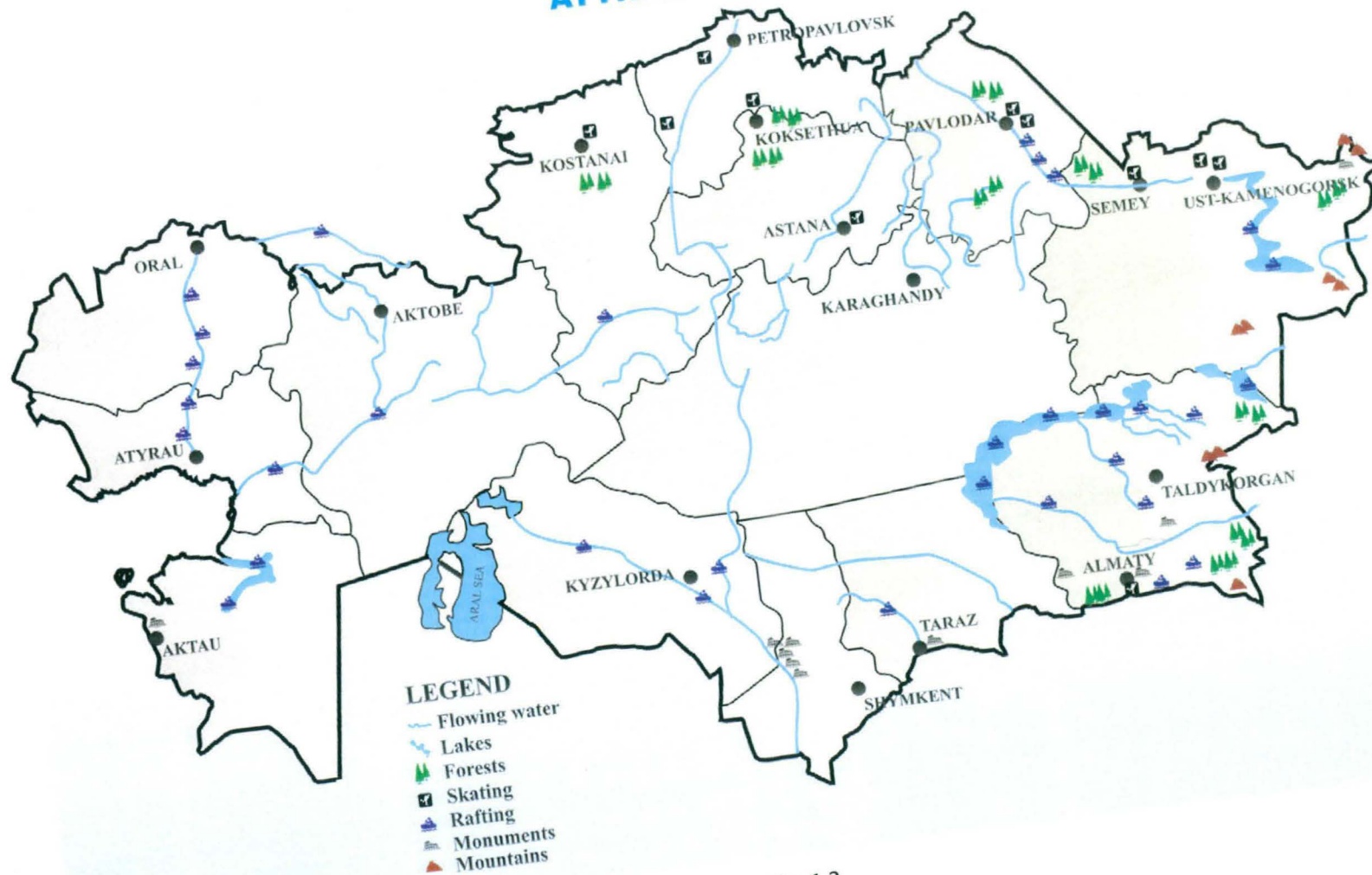
### 1.3.1 Attractions

Kazakhstan presents the visitor with about 8-10 separate good quality tourist destinations. These include the capital Astana, The Aral Sea on the border with Uzbekistan, The Caspian Sea, Baikonour Cosmodrome (which is under lease to Russia for twenty years). In the north are 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. 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. 1.2) 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 close to Caspian Sea and Central part of Kazakhstan mainly of cold desert region.

On the plains of Central Asia, there are many cities with hundreds of architectural monuments from various eras. Among the most famous are Samarkand, Bukhara, Khiva, Shakhrisabz, Kokand and Turkistan. These cities were centers of science and art. Many of the world's most accomplished mountaineers are from Kazakhstan, no surprise in view of the superb training-grounds, in particular the Tien Shan and Altai, on their doorstep. There are several base-camps, and expeditions to Khan-Tengri, at 6995 meters the highest point in Kazakhstan and one of the highest of the Tien Shan, are frequent. The following rivers run through Kazakhstan: the Irtysh, the Ural, the Chu and the Syr Darya. The Irtysh River is the longest river in Kazakhstan (1,700 km). It has more than 48,000 lakes, the largest of which are the Caspian Sea (374,000 sq km), the Aral Sea and Lake Balkhash. The Kazakh forest steppe is quite different from the forest steppe in European Russia. 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.

# KAZAKHSTAN ATTRACTIONS



Map No. 1.2

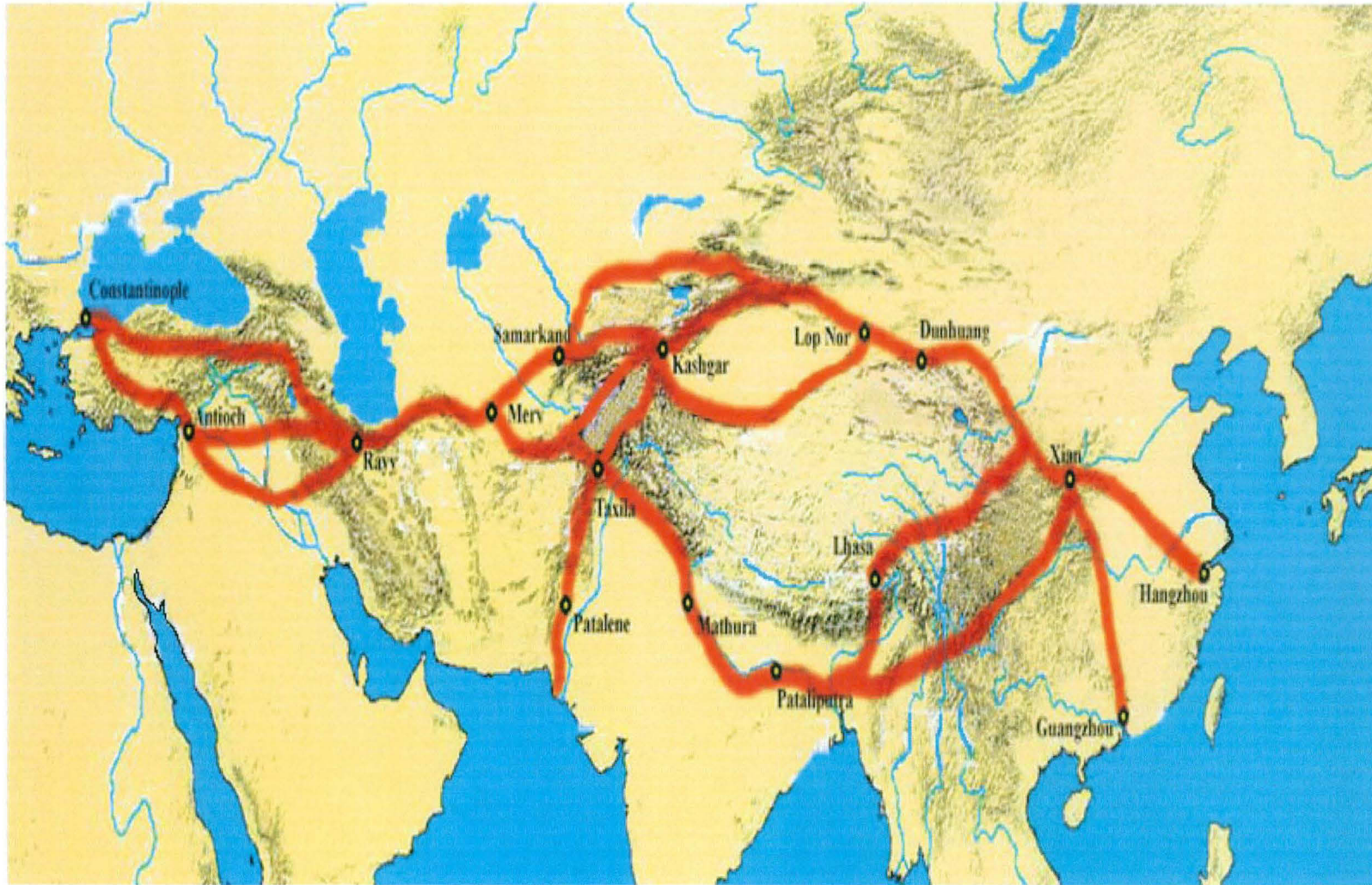


### **1.3.1.5 Silk Route**

The great Silk Road emerged as a major trade route as early as the 3<sup>rd</sup> century BC. A significant road now belongs to the territory of Kazakhstan. Kazakhstan's heritage epitomizes the profound influence wrought by that once hugely significant artery of commercial and diplomatic relations, the Silk Road. Without the diverse settlement and cultural enrichment achieved and sustained by the Silk Road over many centuries, it is unlikely that modern Kazakhstan would be as vibrantly and kaleidoscopically varied as it is. Many urban centers, trade and craft settlements, caravanserais and monumental religious structures owe their existence to the Silk Road and to the merchants, preachers, travelers and adventurers who traversed all or some of its length.

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. Archeologists meanwhile continue to unearth further signs, albeit less immediately obvious but no less persuasive, of what life was like there: recently they have found a mosque which they date to the sixth or seventh century. Interestingly, this structure appears to have functioned originally either as a church or as a Zoroastrian temple. There have been initiatives several Central Asian countries in collaboration with China to revive the old Silk route and Kazakhstan is fourth right in adopting these initiatives. (Map no. 1.3) shows the major nodes in these connections are:

## SILK ROUTE



Map No. 1.3

Data Source: [www.oration.com](http://www.oration.com)

### **1.3.2 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 center of the one-time capital, this 128-foot luxury hotel in Kazakhstan was built in 1970. It is a prime example of comfort and elegance, and it offers excellent amenities including internet access, notary services, a nightclub, and a casino. The hotel restaurant offers traditional oriental as well as Kazakh cuisine and other delicious dishes from Europe and Asia.

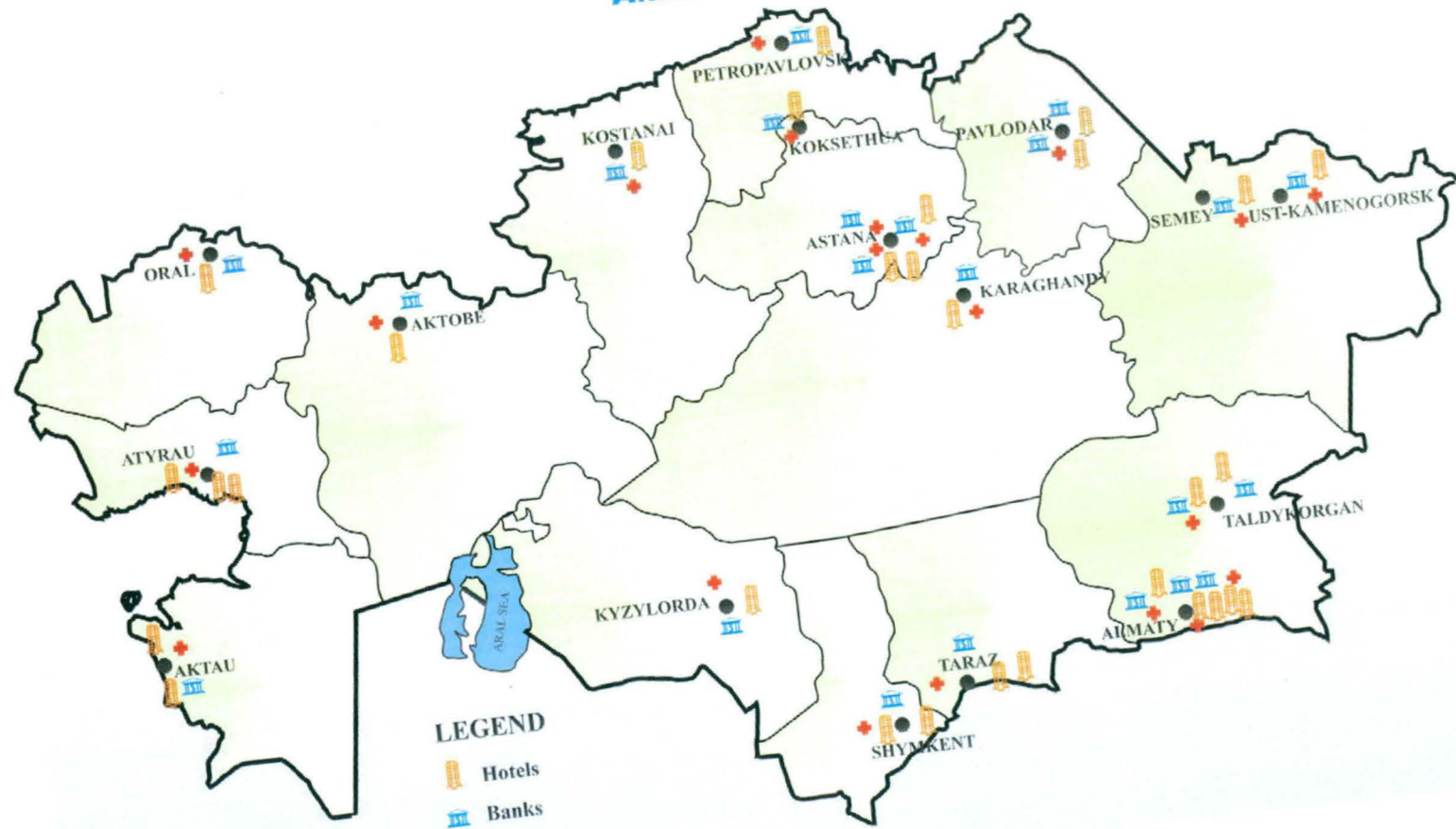
#### **1.3.2.1 Banks**

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. 1.4) Most of the major Banks are located in Almaty, Astana, Aktobe, Kostanay, Ust-Kamengorsk, Pavlodar, Karaganda and Petropavlovsk.

#### **1.3.2.2 Hospitals**

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 health 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. 1.4) Most of the hospitals are located nearby in the city of Astana, Almaty, Karaghandy, Koksethau and Taraz.

# KAZAKHSTAN AMENITIES



Map No. 1.4

Data Source: [www.kazakhstan-tourist.com](http://www.kazakhstan-tourist.com)

### **1.3.2.3 Internet**

The Kazakh Internet community is growing rapidly. 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 accommodation has internet connection.

### **1.3.2.4 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 hole 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 targets 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. There are about 372 hotels of different categories with a capacity of 32000 rooms. In Almaty, for example foreign guests are usually accommodated in the hotels such as the "Alatau", "Kazakhstan", "Dostyk", "Issyk", "Otrar", "Astana", "Ankara", "Hyatt Regency Almaty" etc. In Astana alone there are 30 travel companies and 25 hotels including big "Okan Intercontinental Astana", "Conform Hotel Astana", "Tourist", "Esil", "Jybek Joly", "Altyn Dala" and others. The high, medium and low budget hotels in Kazakhstan have been categorized as below:

### **1.3.3 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 terms of railway connections and accessibility facilities. Kazakhstan has a 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. 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 (ALA)

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.

#### **1.3.3.1 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 84,000 paved roadways. Because of 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. 1.5) shows the major roads connection between the states.

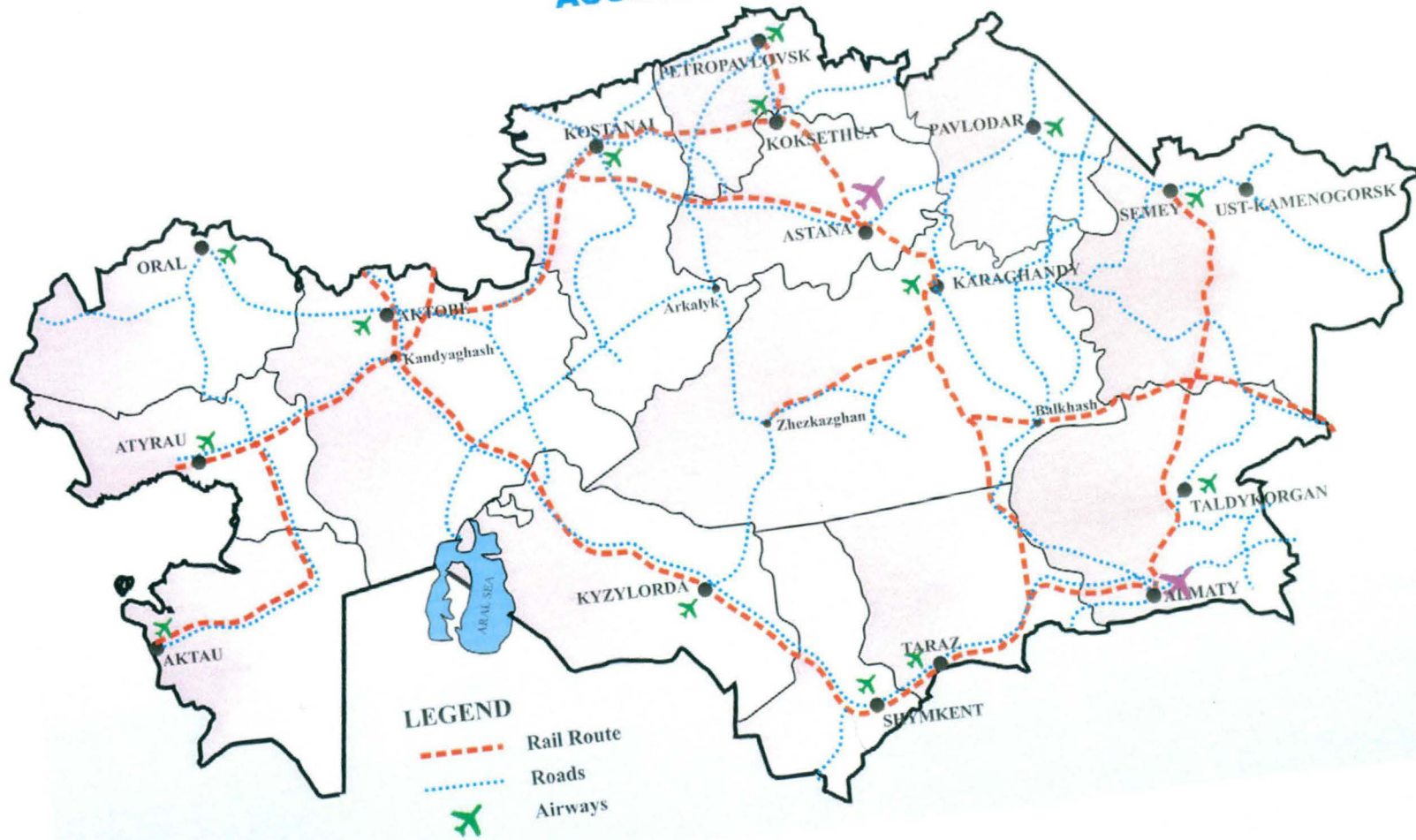
#### **1.3.3.2 Railways**

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. 1.5) shows the major railway connection between all the states. The borderline 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.

#### **1.3.3.3 Airways**

Kazakhstan has two major international airports, Astana and Almaty. Air Kazakhstan was a nationalized airline of Kazakhstan. Air Kazakhstan operated international and domestic services. It had headquartered in Almaty. Air Astana is a Kazakhstan airline with its head office in Almaty. It is the national carrier of Kazakhstan and operates scheduled domestic and international services. In (Map no. 1.5) shows the major air connections. Its main bases are Astana International Airport and Almaty International Airport.

# KAZAKHSTAN ACCESSIBILITY



Map No. 1.5

Data Source: [www.kazakhstan-tourist.com](http://www.kazakhstan-tourist.com)

### **1.3.4 Tourist Flow**

The neighboring countries –Turkey, Russia and China– were the leading source of tourists accounting for more than 80% of all arrivals. The countries – Turkey, China and UAE were the leading countries where the Kazakhstan citizen departed abroad for their various purposes. The majority of tourists from non CIS countries visit Kazakhstan for business purposes, as the country is a large oil, gas and natural mineral supplier. Business tourists create and maintain strong demand for high quality hotels, which resulted in the development of a significant number of 4- and 5-star hotels in the country over the last five years period.

According to the data of World Tourist Organization, approximately 67% of tourists' expenditures are incurred by citizens of USA, Germany, Japan, Great Britain, Italy, France and Canada, who travel abroad. Inward tourism of the country is oriented exactly to these markets. Creation of an image of Kazakhstan as a tourist center with unique tourist potential, open to the whole world and safe for tourists is one of the main factors of tourists' attraction to the country.

### **1.4 Review of Literature**

#### ***History of Tourism***

One of the earliest geographers to have worked on tourism was (Mc Murray, 1930) (Brown, 1935) Tourism as a distinct and significant form of land use and tended to concentrate on the economic aspects of tourism (Carlson, 1938). (Peters, 1969) adopted an economic approach for the analysis of international tourism. He has found how the growth of tourism should be planned and regulated. From the geographical point of view the study of tourism offers inviting possibilities for the development of new and ingenious techniques for research, for discovery of facts of value in their social implications in what is virtually a virgin field." (Abbasi, 1997) He mainly concern with the geographical aspects of tourism and as a phenomena among the masses and the geographical components of tourism, as landscape, location, climate, human life and culture. (Gareth & Allan 1994) focused on the critical issue related to the development of tourism industry. These are of vital geographical importance through out of world. To explore the inter relationship between the production and consumption of tourism and the ways in which the tourism affects the human and physical environments.



Author (Lee. J, 1989) evaluates tourism as a means of stimulating economic growth and fighting economic inequalities in poor countries. As a tool for poverty reduction in economically underdeveloped regions, tourism has been at the forefront of the international development agenda. Lee identified in-depth look at the successes and failures of tourism in this role, and considers why tourism as a catalyst for economic development can be a controversial device. Author explores complex structure of tourist phenomena implies that various academic disciplines are involved in its study. From some basic disciplines such as geography, economics, ecology and sociology researchers have made attempts to understand the phenomena of tourism activity. Their approaches can broadly be identified into two major streams – the political economy approach and the functional approach. Political economy approach emphasizes the structural relationship between origin and destination. According to this approach the structure of the industry is governed by the political and economic determinants. Functional approach mainly deals with classifying tourism in terms of their functional aspects, without any political consideration. It lays emphasis on the material importance of the industry to all the participants and upon the ways to improve its efficiency and minimize its adverse effects.

According to (Robinson, 1976), "Tourism includes spatial interaction which may arising out of temporary movement of people to a destination away from residence, non-economic activities undertaken at the destination and facilities created to cater to the needs of the tourist.". (Robertson, 1978) developed a technique for the accessibility of recreational facilities. (Davidson, 1993) Author recognizing leisure or recreation in which he includes travel for holidays, sports, cultural events and visiting friends and relatives as the main type of tourism, draws attention to the point that people also travel for business, study, religious and health purposes. (Singh, 1996) He identifies the attraction are those elements in the tourist product which determines the choice of a tourist to visit one destination rather than another. They are the factors which generate a flow of tourists to their location and accessibility is a last component of the tourist product. It relates to the mode of transportation to the destination chosen by the tourist. Accommodation as which on a regular or an occasional basis provide over night facilities for visitors.

Scholars such as (Gunn A. Clare & Var Turgut, 2002) point out that Tourism has been the fastest growing sector of the economy since the 1950's. Tourism has proved to be a complicated

phenomenon, unlike any other economic producer. Over the last few decades, tourism has exerted increasing pressure on the land and negative social, environmental and economic impacts have surfaced as major issues. Positive guidelines for better planning are in demand by developers and designers who need new understandings of the breadth of tourism's complexity for their own success. Tourism Planning provides a comprehensive, integrated overview of all aspects of tourism and the planning functions that accompany it, emphasizing concepts and principles for better planning. The author discusses the role of communities immediately surrounding the sites using newer tourism cases as examples. Issues that have increased in importance in recent years are also discussed in depth including transportation supply, resource erosion, sprawl and sustainable development.

(Pearce, 1989) identifies the geographical dimensions of tourism, to show how a geographical perspective can contribute to its planning, development and management. It shows the important and growing industry but also shows how a geographical perspective can contribute to its planning, development and management. The basic framework used is an origin-linkages-destination system. It has made lot of contribution to the geography of tourism development on the society and economy in the general by giving various models. The models also provide the carrying capacity analysis and demand analysis at the local state, national or international level.

### ***Role of UNWTO in Kazakhstan***

International tourism is one of the most rapidly expanding links between the advanced capitalist nations. The World Tourism Organization (UNWTO) is a specialized agency of the United Nations and the leading international organization in the field of tourism. It serves as a global forum for tourism policy issues and a practical source of tourism know-how. UNWTO plays a central and decisive role in promoting the development of responsible, sustainable and universally accessible tourism, paying particular attention to the interests of developing countries. The Organization encourages the implementation of the Global Code of Ethics for Tourism, with a view to ensuring that member countries, tourist destinations and businesses maximize the positive economic, social and cultural effects of tourism and fully reap its benefits, while minimizing its negative social and environmental impacts. The World Tourism Organization (UNWTO) is a specialized agency of the United Nations and the leading international organization in the field of tourism. It serves as a global forum for tourism policy issues and a practical source of tourism know-how. UNWTO plays a central and decisive role in promoting the development of responsible, sustainable and universally accessible tourism, paying

TH-20085



particular attention to the interests of developing countries. The Organization encourages the implementation of the Global Code of Ethics for Tourism, with a view to ensuring that member countries, tourist destinations and businesses maximize the positive economic, social and cultural effects of tourism and fully reap its benefits.

The 18th Session of the UNWTO in Astana (Kazakhstan) 5-8 October General Assembly will bring together tourism ministers and senior officials from national tourism organizations, as well as public, private and academic Affiliate Members. As such the Assembly represents the most important gathering of travel and tourism stakeholders. Against a background of economic turmoil, a worldwide flu pandemic and advancing climate change, the Assembly will meet to respond to these global challenges. This key meeting provides the platform to debate and agree upon UNWTO's position on the current global economic downturn. The tourism industry can and must play an important role in both recovery from the crisis and the emergence of a more sustainable, greener global economy. Tourism is an industry with limitless and boundless possibilities that can lead green growth and play a pivotal role in the creation of sustainable employment opportunities," Yu In-chon, minister of culture, sports and tourism, told a packed conference hall of about 100 dignitaries at the Lotte Buyeo Resort. "It can also act as an alternative industry to resolve 'jobless growth' in sectors that do not create new job opportunities.

### ***Tourist Potentials***

Many different attractions may induce tourists to visit particular areas or spend their holidays in specific regions. These have been classified in a variety of ways (Suzuki, 1967; Peters, 1969; Defert, 1972) a distinction is usually made between natural features such as landforms, flora and fauna and man-made objects. Another one is embraces man and his culture as expressed through language, music, folklore; dances 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). However, as (Guthrie, 1961) has pointed out, the motivations for foreign travel are extremely diverse and there is no universal measure of tourist attractiveness.

Central Asia can 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 samsa (stuffed pastries), interesting architectural monuments including blue-tiled mosques, colorful bazaars, brightly colored rugs and textiles, and exciting customs such as buzkashi (the polo-like sport that is played with a goat carcass). What is more, these experiences also fulfill 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, who buy goods in wholesale markets abroad which are then retailed in local markets, while vacations are a prestige activity for the nouveaux riche. Also, there is 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, this article 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 ornithologists.

(Hall M & Page S., 2006) authors indicate the key issues associated with the area of tourism, leisure and recreation. It provides a cohesive overview of the landmark studies that exist within tourism, leisure and recreation. It not only explains how important tourism and leisure are in modern society, but explains the key contributions made by geographers in the global growth of tourism and leisure. "The Geography of Tourism and Recreation" highlights the inter-relationships between tourism, leisure and recreation. The 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 travelers. In the traditional literature tourist attractions have been classified in a variety of ways. The authors have adopted different approaches but results were almost similar. (Suzuki, 1967; Peters, 1969; Debert, 1972). 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) and Rojotte (1975) pointed out the ways in which travel pattern have become much more flexible and diffused with ubiquitous automobile, replacing the linearly constrained railways or river steamers. Deasy (1949) shows that motor cars have influenced the travel patterns as well as the rise and fall in the popularity of destinations and types of accommodation. 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 be classified into commercial sector including hotels, boarding houses, holiday camp etc and a 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 (Dowing and Dower). The evolving nature of geography and social science is leading the analysis of the leisure phenomenon. As a living subject which has seen significant contributions made from the new cultural geographies of consumption and leisure as well as from social theory. (Murphy, 1985) suggest 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.

(Williams, 1998) author 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)

### ***Tourism Impact Models***

Over time, a number of researchers have attempted to model, or theorize about the impacts that tourism development have on residents and the community as a whole. An early theory, called the Social Exchange Theory, is originally credited to (Homan, 1958). It is based on the idea that people act when they are satisfied with the exchange and the benefit they will receive. When this theory is applied to tourism, (Andereck et. al, 2005) state that from a tourism perspective, social exchange theory postulates that an individual's attitudes toward this industry, and subsequent level of support for its development, will be influenced by his or her evaluation of resulting outcomes in the community. (Doxey, 1975; Butler, 1980; Mitchell, 1998) have developed and expanded upon the Social Exchange Theory (Homans, 1958) by incorporating various independent factors and other stakeholders in the community. These incorporations have led to the evolution of this theory and the creation of models that are more widely applicable. Doxey's Irridex Index (1975) is one of the first attempts to explain how tourism development impacts residents, particularly how it changes their view towards tourism.

According to Doxey, at the beginning of tourism development, residents welcome it with open arms, as it is often an economic savior when primary industries are no longer viable (Murphy, 1985). This initial state of euphoria, when tourism is new and exciting, involves very little planning or control. As visitor numbers increase, tourism is taken for granted and the relations between host and guest are more formal, or commercialized. A community would be considered in a state of apathy at this point. If tourism infrastructure is being built, it is solely to meet the needs of tourists and the primary planning activity is marketing. With continued development, the spin-off effects (rising prices and congestion) may push the community into a state of annoyance, where residents start to feel that the cost of tourism is outweighing the benefits. The final stage, antagonism, occurs when residents no longer hide their feelings of hostility towards tourists, which can lead to violent outbursts by locals. Doxey stresses the need to distinguish the types of changes, structural or dimensional, within a community (Murphy 1985), pointed out that while the model does show the development of residents' attitudes over time, it is unidirectional. It does not allow people to be grouped on more than one category, nor does it allow a community to regress along the model if improvements or attitudes change within the community.

Doxey does not consider proximity to tourism as a factor influencing how residents feel about tourism. (Teo, 1994) however, conducted a study of residents' attitudes about tourism in Singapore to determine if tourism has reached an unacceptable level. He found that residents' attitudes differed

according to their location and proximity to tourism, He noted that, overall, they did not place high on the Irridex index except for households that lived closer to tourism infrastructure (Teo, 1994). Thus, this is one variable that should be integrated into Doxey's Irridex Index (1975). When combined with other criticisms, it is clear that this model lacks flexibility. This weakness has prompted other academics to model the community impacts of tourism.

### ***Tourist Flow***

One of the earliest papers to discuss tourist flows was published in early 1960's by (Christaller, 1963), who was among the first to refer the observable pattern of tourist movement. He argues that people, as tourists tend to create a pattern of spatial flow behaviour marked by flow from large urban centers 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). (Howell, 1988) has made a detailed study on marketing and business of tourism. In a section he has discussed the economic, social and environmental effects of tourism and 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; a) dynamic phase covering the movement to and from the destination; b) static phase involving the stay itself and c) consequential element describing the chief 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. Providing detailed analyses of key sectors, such as tour operators, airlines and the hotel industry from a broad international perspective, and backed by a broad range of international studies, the author also explores issues such as business cycles, labor 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. Another important contribution has been made by Boisservain (1980) which reinforces the important of context in assessing tourist's contribution to development of an area. Chib (1985) has drawn attention on the organization 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; development of tourist in the hilly region's its consequences etc. Guthrie (1961) analyzed the demand for tourist goods and services in the international world market. Cesario (1970) use different research methods on the area of recreational sites, attractiveness, trip distribution and travel time etc.

(David, 2007) 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. Both public and private sectors see problems with small-scale, personalized tourism traffic." Author 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. The environmental implications for transport, including climate change and emissions, also feature.

### ***Mountain and Environment Tourism***

(Dutta & Zutshi, 1992) speak about better understanding of eco- cultural tourism as an alternative for sustainable development in the hilly areas especially in Himalayas. Tourism is not only a matter concerning the attraction and recreation but it has also so many aspects negative as well as positive. Therefore paying attention towards its all aspects it is mandatory to manage well in democratic way for sustainable development. Most significantly a strategy for eco cultural tourism is proposed, which would incorporate within itself sustainability, conservation and local participation bringing out a perfect combined and reconciliation between economic development and environmental protection of the region. The tourism industry is growing in many mountain areas and has become an important development issue. Among the driving forces are an increased demand for recreational activities and the need for infrastructure and job opportunities. The positive economic effects of tourism can include a stimulus for related industries and increased government revenues (Frederick 1993; Shaw and Williams 1994). Tourism may be attractive as a means of economic development. These impacts have been studied extensively, and their destructive influences on the very qualities of the natural environment that attract tourists have been described (Hall and Page 1999).

(Dutta, 2003) has made a discussion on the notion of regulation as a means by which to provide a stronger element of control on it. In this paper author focuses the importance of tourism in hill areas and the different aspects of impacts society, cultural, economic, social and environmental. As mentioned that tourism has no single approach to sustainable mountain development. It outlines several adverse and favourable conditions in the tourist industry and also highlights the sustainability of activity of Eco- Tourism. 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. The poverty of hill people, strategies for development must empower hills communities to control over local resources management and conservation to generate income in sustainable and equitable ways. Tourism could become an

important source of income. (Dutta & Zutshi, 1989) describe about the development of tourism in the mountain regions and their effects too. Emphasizing how tourist industry has emerged as one of the World's largest and fastest growing industry. Also analysis of "Tourism" impacts on socio-economic and cultural development of the localities, which depends upon the seasonal tourism. A brief calculation of income of the local workers engaged in hotels of the different tourism spot. Along with, the authors discuss the comprehensive regional development plan is of vital importance, but regret over the implementation of the same for tourism. A poetic description of scenic beauty of different tourism locations and the survey of tourist flow to Lidder Valley and Pahalgam is an excellent informative part of this article.

(Kunwar, 2002) explore for sustainable tourism development the quintessential factor is political stability and peace. Tourism is motivated by pull and push factor, also described as man's nature of seeking and escaping. Tourism is also looked upon as a means of meeting personal needs and more efficient means of transportation. (Pradhanang, 2002) village tourism is the key strategy for economic growth, leads village economy by generating income, employment and industry. Village or mountainous tourism, in fact, is a powerful weapon to poverty alleviation as well as unemployment problem. Besides the existing lodges and tourism entrepreneurs get the favourable environment to exceed their tourism business with more profit and welfare of the people because of developing village tourism. It represents conservation, adventure and above all the village oriented benefit to the local people. There are tourists visiting for different purposes such as wildlife, human behaviour and other. (Negi, 1990) travel agencies are profit making business firms set up for the purpose of organizing trips. They act either as middleman between their customers and the firm supplying the services required (transport companies, hotels, firms offering excursions or entertainment). The function of travel agents consists of advising travelers and booking on their behalf transportation and accommodation services etc.

(Desmond, 1998) focuses on the study of concerned with identifying those destination attributes (pull) factors which influence European travelers' selection of Africa as a vacation destination region. It seeks to provide a database and an identification of a positioning framework within which the relevant tourism planners and promoters can promote the various sub-regions to selected European visitor markets. The research data suggests that African tourism marketers should pay attention to factors over which they have comparative advantage rather than trying to copy destinations in other parts of the world. The study regarding the economic impact of tourism development encompasses the

studies on the change induced by tourism activity on the employment scenario and the state income. A number of studies have considered the various costs, like developmental, operational, social and cultural, which accompany tourism development. (Peters 1969) point out that tourism as a force in international trade.

(Zelinsky, 1970) explores its great and increasing economic import, the probable significant of tourism in diffusing information and attitudes, and it's even greater future potential for modifying patterns of migration balance of payments, land use and general socio- economic structure with the introduction of third generation. To discover how little attention the circulation of tourists has been accorded by geographers. The concerns of are at the forefront of tourism geography today, as well as the growing concern of the increases in leisure time worldwide. There are many studied in tourism has been treated as an industry having multi-dimensional impacts. There are innumerable studies on the multiplier effect of tourism. Each time a tourist makes expenditure, a ripple of additional spending is send through the economy. This ripple is called as the Tourist Multiplier. A few examples of studies in this field include those by (Brydon, 1973) (Archer, 1976) he also suggests method to analyze and forecast demand for tourism and then the practical applications of analytical techniques to meet the demand efficiency. They analyzed the important features of tourism and leisure industries and then placed them in the context of changing social, economic and political structures and behaviour and attention give to the tourism industry is beneficial in terms of generating employment and as a source of recreation, (Abbasi, 1997).

(Kothari, 1989) has identified 4 stages in the process of tourism development and had correlated it with the economic development of the host region. A part from this, many of the work dealing with the impact study, have examined the evolutionary expects in order to gain a better understanding. (Hodgson A, 1987) author explain exactly why strategy is so essential in today's finely competitive environment. To concern with the travel industry and our objective is to develop a valuable set. The travel industry is very large and complex and interest lies in seeing it move forward creatively and economically.

Tourism development affects local cultures in multiple and complex ways. Cultural authenticity is compromised when performances are staged for tourists (Greenwood 1989) and when artistic objects are created with tourist interests in mind (Graburn 1976). For these authors, the commoditization of

culture is equated with cultural loss. Cultural disruptions may also occur when there are wealth disparities between tourists and their hosts; members of a host community may begin to resent their relative poverty and seek ways to emulate the lifestyles of the tourists (Gmelch and Gmelch 1997; Goering 1990; McLaren 1998). Goering (1990:21) explains how this affects the Ladakhis of northern India: "By observing foreign tourists on vacation, the Ladakhis-the young Ladakhis in particular-easily come to believe that all Westerners are rich, that they work very little, and that the West is a paradise of consumer goods. Young people begin to despise the thinking of their parents and rush to embrace whatever is seen as modern." In situations where there are also significant cultural differences between guests and hosts, tourism development can be humiliating for those who are sought by tourists for their "exotic" cultural practices.

In earlier days meaning of tourism was basic but scenario now is totally changed now as discussed by (Poon, 1993) Interest of tourists has diverted from popular destinations to more specific and virgin locations to meet their individual needs. These tourists are more adventurous, more experienced, travel for fun, independent and with more cash in their accounts. Special interest tourism is new concept of tourism where there are additions in the type of tourism. Now days it is being created by different ideas and type of facility to the tourist etc. for example we can see medical tourism which is being promoted these days. (Cuncha, 2005) is that tourism activity should be one of the main sources of sustainable regional development, with positive effects on the creation of jobs, the generation of income and improvements in the quality of local life. Tourism activity offers social benefits, such as: Generating community cohesiveness through the development of social capital, Facilitating regional pride and local community involvement, and Contributing to the revival of regional towns. Tourism also contributes to the development of regional communities through building partnerships between local people, local organizations and local businesses. By being innovative and embracing tourism, Beech worth has transformed from a contracting community based on institutional employment, to a major tourism center with a growing population and employment opportunity and diversity. Beech worth's focus on heritage tourism has enabled the preservation and conservation of unique heritage streetscape.

(Holden, 2000) author speaks about the relationship that exists between tourism, society and environment. In his book he discussed how the tourism industry market physical and cultural environments, to sell in the consumer market. From the growth of tourism on environments and the use of environmental management and planning technique is described. A critical understanding of

socio-economic, political and cultural processes and structures is central in understanding environmental problems and establishing environmentally sustainable development. Some geographers have studied the phenomena of tourist seasonality. It has been shown that seasonality can affect social pattern in tourism and the residents need to make continued adjustments. Interest in the temporal aspects of tourism has been extended to the behavior of tourists, examining how they use their time. Many attempts have been made to express their relationships more explicitly, through more complex models of tourist space. The basis of most of these models remains an origin linkage – destination system with various writers giving different emphasis to these three elements and expressing them in different terms. One of the earliest papers to discuss tourist flow was published in the early 1960s. (Bartelmus, 1994) Author speaks about the environmental benefits of tourism it include the opportunity to communicate the value of natural and built heritage of the world and of cultural inheritance to residents; Enhancement of the natural and built environment to meet rising quality standards necessary to sustain modern tourism; Providing the incentive for environmental enhancement or rehabilitation of areas such as town/city centers and old industrial sites, including the creation of employment in these areas; Cost savings to individual tourism businesses through the adoption of waste and energy minimization practices; Protecting and creating economic value for resources which otherwise have no perceived value to residents, or represent a cost rather than a benefit; and Raising awareness of environmental issues and stimulating tourists to advocate for conservation through education and interpretation. Environmental appreciation can in turn enhance visitor enjoyment.

From these reviews of literature on the various perspective of tourism geography, it may be concluded that geographers mainly analyze the static and dynamic aspects of the finding and synthesize this information into descriptive productive and normative models. Geography enquiry has focused on the human Socio, economic and environmental relationships within tourism.

### **1.5 Objectives of the Study**

- The present research has the following objectives:
- To identify the major tourist nodes in the country.
- To assess the spread and magnitude of international and domestic tourist of Kazakhstan.

- To document the related infrastructural development vis-a-vis the capacity to meet the tourist demand in Kazakhstan.
- To estimate the future of tourist flow in Kazakhstan.
- To study the expenditure patterns of tourists in Kazakhstan and assess the employment opportunity sectors.
- To highlight the major tourism inputs towards economic development in Kazakhstan.

### **1.6 Definition, Rationale and Scope of the Study**

Presently, tourism has emerged as the single largest industry in the world and is contributing to the socio-economic development in most of the destination countries. It brings economic, social and environmental benefits for a country as well as for the world. The need to promote the value of an industry sector should be paramount in the strategic direction of any sustainable industry. Tourism is no different. It is important that the industry focuses on social and environmental as well as economic benefits of tourism. This is not to suggest that economic considerations are mutually exclusive from those of social cohesion and the environment. In fact, sustainable economic returns can only be achieved through factoring in strategies that take all three elements into account.

However, the issues of environmental and cultural degradation/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.

Tourism is one of the fastest growing industries in the world. Kazakhstan is known as an important tourist destination in the world tourism map with its enormous potentials of natural attractions, socio – cultural values and archaeological heritages. Tourism has been playing a significant role in the Kazakh economy. The actual foreign exchange earnings generated by natural resources, leaving the country minerals, agricultural products, oil resources and hydroelectric power etc. Tourism's impacts

on mountain ecosystems and biological resources are of great concern, however, both at the local and global scales, because of the high degree of biodiversity and environmental sensitivity of mountain areas. Local people need to be engaged in mountain tourism from planning to enterprise development, and empowered (legally and communally) to conserve the mountain resources that tourism depends upon.

The present study is an attempt to highlight the tourist potentials of mountain economy in Kazakhstan. This new independent Central Asian state is mountainous steppe where the environment can be a hurdle for a industrial development. Under such circumstances tourist emerges as the most triumphant for development.

### **1.7 Research Questions**

- Direct + indirect employment avenues through tourism and what percentage of employment is involved in tourism sector of Kazakhstan?
- What are the types of tourism that are implemented in Kazakhstan?
- How does the expansion of the industry impact local communities?
- What is the contribution of tourism sector in the national economic development in Kazakhstan?
- What is the magnitude of tourists to Kazakhstan?
- What are the characteristics of tourists and their seasonal flow pattern to Kazakhstan?

### **1.8 Hypotheses**

- Community participation in the tourist activities is low due to its being relatively a new sector.
- Existing tourist amenities mismatch the demand of the tourists.
- Tourism activities are hampered due to procedural problems.

## **1.9 Methodology**

A detailed literature review and secondary sources of information have been referred. The descriptive and analytical methods such as graphical representation of data plus sample statistical tools have been utilized to analyze the data. Case studies available in the government website are utilized to collect data pertaining to the tourist flow. The digest of statistics of Kazakhstan has been extensively utilized for authentic data comparison. The embassy of Kazakhstan in New Delhi was approached to collect all information pertaining to attractions, amenities and accessibility. A composite index of the tourist potentials will be computed on the basis of weight age assigned to the various indicators of the tourist Attractions, Amenities and Accessibility and maps that presenting the hierarchy the tourist nodes. There is a lack of data available in domestic and international tourist was a big hindered.



## **1.10 Chapterisation**

### **Chapter I: Introduction**

This chapter will deal with the background of Kazakhstan from the tourist point of view. The various tourist potentials in terms of Attractions, Accessibility and Amenity will be highlighted. All the nodes of tourist interest will be highlighted.

### **Chapter II: Tourist Attractions and the Flow Pattern**

This chapter would analyze the flow pattern of the tourists to Kazakhstan. It takes into account the total tourist arrival in the country such as International and Domestic tourists, their characteristics and purpose, duration of visit, etc will be studied.

### **Chapter III: Earnings and Employment Opportunities of the Tourist Industry**

The chapter deals with the expenditure pattern of the tourists and the contribution of the tourist industry to the economic development of the country.

### **Chapter IV: Impact of Tourism on the Society**

This chapter will deal with aspects of community participation and the impact of tourism on the society.

### **Chapter V: Impact of Tourism on the Environment**

This will highlight the environmental impact of tourism particularly in the context of mountain tourism effecting the mountain environment in Kazakhstan.

### **Chapter VI: Conclusion**

This will present the major findings of the study.

## References

- Abbasi, A. A, (1997), : *Geographical basis of Tourism*, Pangea Publication, Indore.
- Archer, B. H, (1973), : *The impact of domestic tourism*, Bangor: University of Wales Press.
- Bhatia, A. K., (1994), : *Tourism Development Principles and Practices*, Sterling Publishers Pvt. Ltd., New Delhi.
- Bhatia, A. K., (2006), : *The business of Tourism, Concept and Strategies*, Sterling Publishers Pvt. Ltd., New Delhi.
- Bryden, Jhon (1973), : *Tourism and Development*, Cambridge University Press.
- Butler, R.W. 1980, . : The concept of a tourist area cycle of evolution: implications for management of resources. *Canadian Geographer*, 24:5–12.
- C. Michael Hall & Alan A. Lew (1998), : *Sustainable Tourism*, Addison Wsley Longman Limited.
- David PT Harcombe : *The Environmental and Socio-Cultural Impacts of Travel and Tourism*.
- Dimitri Ioannides & Keith G. Debbage (2002), : The Economic Geography of the Tourist Industry: a supply – side analysis. Publisher: Routledge, Place of Publication: London
- Doxey, G.V. 1975 : 'A causation theory of visitor resident irritants: methodology and research influences.' In: *Proceedings of the Travel Research Association Sixth Annual Conference*, San Diego, California.
- Dutta, M, (2003), : *Tourism Policy in the Hill Areas – An Overview*, A Paper Submitted for the workshop on National Broad for Tourism Policy in the Hill Areas.
- Dutta, M. & Zutshi, (1992), : *Eco-cultural tourism: An Alternative for sustainable development in the*

*Himalaya.*

- (1985) : "The Lidder Valley in Kashmir Himalaya- A study in Recreation Geography".
- Dutta, M. (2000), : Tourism and Terrorism: A case study of Kashmir valley, "*Spatio-Economic Development Record*", Vol. 7
- Duval T. David (2007), : *Tourism and Transport: Modes, Network and Flows*, An Imprint of Multilingual Matters Ltd.
- Franklin, A (2003), : *Tourism: An Introduction*, Sage, London.
- Gareth Shaw & Allan : Critical Issues In Tourism: A Geographical Persepctive, Blackwell Oxford.
- M. Willams, (1994), : *Tourism Planning: Basic, concepts and cases*, New York: Crane, Russak and Company.
- Gunn & Var Turgut, (2002), "*Discovering Destinations Geography Workbook for Travel and tourism*", National Publishers of the Black Hill's Inc. (New York).
- Howell, D.W, (1988), : The Business of tourism, London: Macdonald and Evans,
- Holloway, Christopher : (1985), *The Tourist Gaze: Leisure and Travel in Contemporary Society*, London: Sage Publication.
- Jhon, Urry (1990), : *People and Protected Areas: Towards Participatory Conservation in India*. Sage Publications,
- Kothari & Kothari (1996),: Anthropology of Tourism: A case study of Chitwan, Adroit Publishers, New Delhi.
- Kunwar Raj Ramesh (2002), : *Management Science Applications to leisure time operations*, New York: American Elsevier.
- Ladany P. Shaul (1975), : "*Tourism and Development in the Third World*", Routledge London.
- Lea, J. (1988), : "*Tourism: Economic, Physical and Environmental Impacts*" Longman,

New York.

Mathieson & Wall

(1993), :

The Tourist: A new theory of Leisure class. London: Macmillan.

- Medlik, (1972), : *Economic Importance of Tourism*, University of Surray.
- Murphy, (1991), : *"Tourism: A Community Approach"*, Routledge, New York.
- MelIntosh & Goeldner,(1986), : *Tourist- Principle Practices and Philosophies*. Jhon Wiley and Sons, (New York).
- Negi, J.M (1990), : *"Tourism and travel: Concepts and Principles"*, Geetanjali New Delhi.
- Pearce, D. (1981), : *"Tourist Development"*, Longman Inc., New York.
- Pearce, D. (1987), : *"Tourism Today: A Geographical Analysis"*. London, Longman.
- Peters, M. (1969) : *International Tourism: the economics and development of the international tourist trade*, Hutchinson, London.
- Poon, A, (1993), : *Tourism, Technology and Competitive Strategies*, Oxon, CAB.
- Porter, Michael, E. (2005), : *"Kazakhstan's Competitiveness: Roadmap towards a Diversified Economy"*.
- Pradhanang (2002) : *Village Tourism in Chitwan*, Adroit Publishers, New Delhi.
- Robinson, H (1979), : *"A Geography of Tourism"*, Plymouth: Macdonald and Evans.
- Singh, S.C. (1989), : *Impact of Tourism on Mountain Environment*, India: Research India Publications
- Seth, P.N (1978), : *Successful Tourism- Planning and management*, Cross Section Publication, New Delhi.
- Suzuki, Y. (1976) : *Tourism in Japan, Festschrif Leopold G. Scheidl, Zum 60, Geburtstag*.

Waters Bella (2007), : Kazakhstan in Pictures, Lerner publishing group, inc, Minneapolis, USA

Willams, Stephen (1998), : *Tourism Geography*, Contemporary Human Geography Series, London.

## Articles

- Ahmad Afroz, (1993), : Environmental impact Assessment in the Himalayas: An ecosystem approach, *Ambio*, Vol.22, No. 1, 4-9.
- Brown, R.M. (1935), : The business of recreation, "*Geographical Review*", 25, 467-75.
- Butler, R. (2009) : *Tourism in the Future: Cycles, Waves, or Wheels? Futures*, Vol.41,pp.346-
- Cohen, E (1974), : "Who is a Tourist, a Conceptual clarification" *Sociological Review*, vol. 22,
- Cuncha K.S. & Cuncha J.C. : "Tourism cluster competitiveness and Sustainability: Proposal for a Systemic Model to measure the Impact of Tourism on local Development." *Brazilian Administration Review*, vol.2, no/ 002, pp.47-62. PR, Brazil.
- Davies, Lindsay, (2005), : The Society's 2004 tour of Central Asia, *Asian Affairs*, Vol.36, No. II,
- Djordjevic, D. (2008), : *Kazakhstan's Tourist Potential: A Glance into future*", *Investors' Voice*, Vol. 30, 22-26.
- Cohen, E (1978), : Impact of tourism on physical environment, "*Annals of Tourism Research*", 215-37.,
- Guthrie, H.W. (1961), : Demand for tourists' goods and services in a world market, *papers, Regional Science Association*, 7, 159-76.
- Investing in Kazakhstan, : *The Global Edition of the New York Times*, Wednesday, March 10, 2010.  
(2010)
- Iwersen, Albrecht (1996), : Tourism and Developing Countries, *Inter economics* vol. 31, no. (6), p. 301-

306.

- Kunal, Chattopadhyay :  
(1995), Economic Impact of Tourism Development, *An Indian Experience*.
- Lew A.A (1988), :  
"A Framework of Tourism Attraction Research", *Annals of Tourism Research*,  
Vol. 15 No. 3, 553-575.
- Mitchell, C. J.A. (1998) :  
Entrepreneurialism, Commoditization, and Creative Destruction: a  
Model of Post-modern Community Development. *Journal of Rural Studies*,  
Vol. 14(3), pp.273-286.
- Piperoglou, J (1967), :  
Identification and definition of regions in Greek tourist planning, *papers*,  
*Regional Science Association*, 169-76.
- Ritter, W. (1975), :  
Recreation and Tourism in Islamic countries, *Ekistics*, 236.
- Jhon D. Wong (1996), :  
"The Impact of Tourism on Local Government Expenditure", *Growth and  
Change Vol. 27*, 313-326.
- Sood, Vibha Krishen,  
(1999),: Impact of Tourism on the Socio- Cultural Set up of Ladakh, *Geographical  
Review of India*, Vol. 61, No.2, 173-182.
- Willams, A. V & W. :  
Zelinsky (1970), Some patterns in international tourist flows. *Econ.  
Geography* 46(4):549-67
- Agency on Statistics (2009), :  
Agency on Statistics of the Republic of Kazakhstan, <http://www.stat.gov.kz>
- KITF 2008 Catalogue (2008),: Almaty, Kazakhstan.
- UNWTO: Increasing :  
Confidence in (2010) Recovery for the Tourism Sector .Astana, Kazakhstan.
- Tourism Annual Report :  
(2009) Published by chief directorate: Communications Department of  
Environmental Affairs and Tourism.

World Travel & Tourism : Travel and Tourism Economic impact, Kazakhstan.  
Council (2010),

### **Websites**

[www. Wftga. Org.](http://www.Wftga.Org)

[www. Wttc.org.](http://www.Wttc.org)

[www.akdn.org/akf\\_environment.asp](http://www.akdn.org/akf_environment.asp)

[www.kazakhstan-tourist.com](http://www.kazakhstan-tourist.com)

<http://unwto.org/en/about/tourism>

<http://www.kazembassy.in/>

[www. Kazakhstan-tourist.com](http://www.Kazakhstan-tourist.com)

<http://www.euromonitor.com>

[http://www.internetworldstats.com/asia/kz.htm.](http://www.internetworldstats.com/asia/kz.htm)



CHAPTER  
TWO

## 2.1 Background

Kazakhstan is eager to develop its tourism sector, with the aim of strengthening the country's attractiveness for both domestic and foreign holidaymakers. To do this, 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. In addition, Kazakhstan has a master plan for industrial development that aims to boost equipment manufacturing in the service of tourism, among other industries. Users of these industries will be granted special treatment in terms of return-on-investment conditions.

According to the data of World Tourist Organization, approximately 67% of tourists' expenditures are incurred by citizens of USA, Germany, Japan, Great Britain, Italy, France and Canada, who travel abroad. Inward tourism of the country is oriented exactly to these markets. According to the Plan on the cluster development, a research on evaluation of tourist resources of Kazakhstan and determination of the Strategy for tourist industry development will be conducted. Afterwards, based the example of tourist cluster of Almaty city and Almaty region upon conducting research of tourist potential, the Plan of tourist cluster for Kazakhstan and the strategy for long-term development of tourism in view of cluster initiatives and industrial-innovative development of the country will be developed.

Kazakhstan has very rich resources of tourist attraction such as natural features, landscapes, climate, flora-fauna, its varied cultural and social characteristics, development of tourist infrastructures and technology as well as political stability and government policy. All these factors and resources motivate millions of tourists to land of the country. In conjunction with natural sights, Kazakhstan is famous for numerous historical monuments. Because of its northern route, the Great Silk Way passes through parts of the country where many historical, archaeological and architectural monuments are situated, such as the Khodzha Ahmed Yassau, Arystan Baba, and ancient city of Turkistan. In addition, modern cultural attractions including the Baykonur space centre and architectural ensembles of Astana are of great interest to tourists.

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. Business arrivals create and maintain strong demand for high quality hotels, which resulted in the development of a significant number of 4- and 5-star hotels in the country over the review period. As hotels in Kazakhstan remains far from maturity, many international hotel chains are looking to open outlets in Kazakhstan. Construction on some such projects, including the JW Marriott, Kempinski and Radisson Blu, has already begun. Recently opened hotels, such as Rixos, Holiday Inn, Golden Tulip, Park Inn by Residor, amongst others, have performed well since their introduction to the country.

The first seven months of the year generally account for roughly 57% of the total annual number. The number of tourists in Kazakhstan in 2010 reached 16.6 million people which is 12.2 percent more than in 2009, the country's agency for statistics reported on April 21, 2010. According to the report, the inbound tourism in the country in 2010 increased by 8.8 percent and made 4.7 million people, while the outbound tourism made 11.9 million people. In total, the outbound tourism in 2010 increased by 15.6 percent, while tourism within the country rose by 10.3 percent.

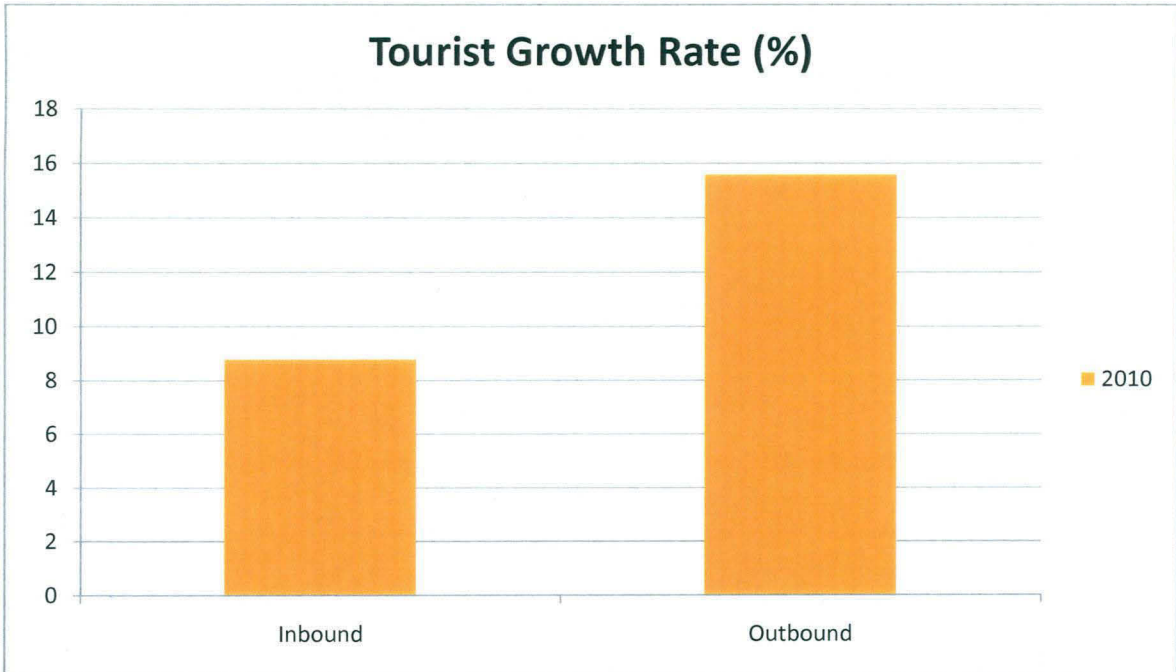


Figure No. 2.1

Data Source: Agency on Statistics of the Republic of Kazakhstan, 2010

2.2 Kazakhstan's Tourist Industry as a Power

The domestic cluster system is very important for the Kazakhstan economy growth, especially tourist cluster. The tourists, having visited exotic resorts, tend to travel to the countries with developing tourist cluster. Kazakhstan is among them. Today tourism plays an important role in the global economy. According to World Tourism Organization data, it provides for a tenth part of the world gross national product and accounts for more than 10% of international investments. The revenue from tourism is the third after the oil, petroleum products and vehicles profits. The number of international tourist trips might exceed 1 billion till 2010 and its revenue will account for USD 1,2 trillion. According to 2001-2005 Kazakhstan tourism development conception, it can positively influence the country's economy. First of all, it provides for foreign exchange influx and affects balance of payments and total export. It increases occupational level. The tourism contributes to the country's infrastructure development. There is a development of internal and external market in the priorities of tourist cluster, providing for tourism effective growth. The internal tourism concentrates on an existing tourist flow inside the country; the external one establishes Kazakhstan at the international market. The development of these priorities requires consolidation of state and private structures and coordinated actions of ministries and departments involved. For these purposes the Tourism Council is organized.

The Almaty airport served 16 000 transit passengers during the last year. The largest tourist objects are selected and brought in to the Almaty tourist cluster development program. Ecological, cultural and business kinds of tourism will stimulate the first prototype tourist cluster in Almaty. Almaty Congress-center is created for business tourism development. The demand for business events organization is observed during last years in Kazakhstan. The demand for such services exceeds the offer and it will grow further. In accordance with primary estimations, the annual income from business tourism branch accounts for USD 40-70 million in the southern capital, Y. Nikitinskiy says. The experts study questions regarding tourism improvement in other regions of Kazakhstan.

The largest objects attracting tourists are in South Kazakhstan. Aisha-Bibi mausoleum, Karakhana, Babadzhi-Khatun, Khodzha Akhmed Yassavi complex, national parks, the rest zones are among them. It is very important and perspective tourist sector. The special work group develops the projects, providing for space complex usage as professional tourist objects. Some of the questions were positively solved last month. The list of objects, available for visiting, was determined by the Kazakhstan Defence Ministry and "Roskosmos" Federal Space Agency. 2006-2008 state programs on tourism development will be created on the basis of the tourist cluster regional projects. KZT 1.9 billion (USD 14.5 million) will be invested into it. According to experts' Opinion, 2006 budgetary recharge from entry tourism will

account for USD 2.9 billion. The 2007 and 2008 recharges are to amount to USD 3.5 and 4 billion accordingly. It is necessary to emphasize, the changes in tourism are observed today. 2003 total income from tourism accounted for more than KZT 17 billion (USD 130 million). In 2004 it amounted to KZT 27 billion (USD 207 million). The experts especially point out the positive tendency of entry tourism development. 4.3 million of tourists from non-CIS countries visited Kazakhstan last year.

Kazakhstan has two neighbors that are promoting their tourism offer quite effectively and have a very distinct brand: Uzbekistan, taking advantage of its rich past with historical and recently renovated Silk Road cities; and the smaller brother Kyrgyzstan, with the same nomadic past as Kazakhstan, and with an abundance of high mountains, lakes and preserved nomadic lifestyle. Both countries have managed to create a clear touristic brand and attract many foreign visitors. The inbound tourism in Kazakhstan is on the rise, though slowly. To some extent this must be related to the growing publicity that the country is receiving due to its geopolitical position, with an abundance of oil and other natural resources. During the last five years a program to establish home stay opportunities across several parts of the country and in the vicinity of (potential) tourist destinations has been successful, giving tourists the opportunity to observe and take part in local Kazakh village life. In such a vast and empty land one cannot expect hotels everywhere, so this initiative is very welcome, in addition giving local communities a livelihood out of tourism. Therefore, programs that include these destinations are now on offer and welcome a growing number of visitors. Finally, it is important to observe that Almaty has the region's most important international airport, with more and more international air companies offering flights for lower prices.

Kazakhstan not only possesses unique environmental assets, but also a number of perspective trends in the sphere of tourism are being developed here, such as cultural-cognitive, extreme, business tourism and eco-tourism. Therefore, the decision was made to implement a pilot project on organizing tourist cluster in Almaty city and Almaty region, which was prepared by representatives of the Committee, Center for Marketing and Analytical Research, tourist community and leading tour operators in cooperation with experts of Jane Austin. At present, 10 most attractive tourist directions are being developed: eco-tourism involving resources of state national natural parks Altyn Emel, Ile Alatau, Charyn Canyon; cultural-cognitive tourism on the Great Silk Road itinerary; business tourism (these directions presented on the screen invoke interest of potential foreign tourists).

According to the data of World Tourist Organization, approximately 67% of tourists' expenditures are incurred by citizens of USA, Germany, Japan, Great Britain, Italy, France and Canada, who travel abroad. Inward tourism of the country is oriented exactly to these markets. Creation of an image of Kazakhstan as a tourist center with unique tourist potential, open to the whole world and safe for tourists is one of the main factors of tourists' attraction to the country. Therefore, within the scope of the cluster, a number of measures like placing advertisement of the country's tourism at the leading TV channels like BBC, CNN, Discovery, in international newspapers and magazines, publication of guide-books, directories and prospectuses for tourists as well as participation in the biggest exhibitions and organizing such exhibitions in Kazakhstan are envisaged. According to the Plan on the cluster development, a research on evaluation of tourist resources of Kazakhstan and determination of the Strategy for tourist industry development will be conducted. Afterwards, based the example of tourist cluster of Almaty city and Almaty region upon conducting research of tourist potential, the Plan of tourist cluster for Kazakhstan and the strategy for long-term development of tourism in view of cluster initiatives and industrial-innovative development of the country will be developed. A number of general systematic actions are being taken for the purpose of creation of a competitive tourist industry in Kazakhstan. The tourist industry is included in the List of priority economic activities which implies provision of a number of investment privileges and preferences.

In October 2005, a research of tourist potential of Kazakhstan has started, where a leading German international consulting company IPK-International was involved. The company is an affiliated member of WTO and Pacific-Asian Tourist Association (PATA). It has a specialized know-how on all kinds of research and marketing in tourist area, international network of cooperative connections with research institutes and consultants in the area of tourism in all countries in Europe, North America, Africa, and Asian-Pacific Region. It implemented over 1000 projects and marketing researches on tourism in private and state sectors in 50 countries worldwide.

### **2.3 Revenues from Tourist Industry**

In the country on the whole, revenues of tourism enterprises grew by 41%. In Kazakhstan economic indicators of the tourism industry show a positive trend: today there are about 1200 small and medium size business enterprises in the tourist sector in Kazakhstan. In 2008 total revenue from tourism grew by 17 percent and made up 74 billion tenge (\$490 million). Each year more than 4.5 million foreigners visit our country (Tourism in Kazakhstan, 2008). In February 2011, Kazakhstan hosted a huge international

sport event – Winter Asian Games. The event not only attracted a number of international tourists, but also gave a strong boost to the country's still small tourist industry through increased international awareness of Kazakhstan as a tourism destination, especially in Asian countries.

As a part of National Program for Promotion of Tourism, 2007 to 2011, creation of competitive tourism industry is contemplated within five years, so as to ensure citizens' employment, stable growth of the country's revenues through increase of size of both inbound and internal tourisms, as well as transformation of Kazakhstan into Central Asian center of tourism by 2011. Over KZT 59 bn is to be spent to implement this Program from national budget.

The cluster model for interoperation between public and private sector has proved efficient. Implementation of "Tourism" cluster pilot project became the crucial factor in this process. In terms of cluster initiatives, opportunity of attracting investments to development of tourism infrastructure is specifically important. The conditions will be created to construct a chain of hotels, caravan-serais on the Great Silk Way and other meaningful tourism routes. Based on proposals on investment projects, the base has been formed with breakdown by regions. At the initial stage, 90 investment projects were collected and analyzed. Of them, 11 most actual ones were chosen, amounting to USD 386 mln, which sum was allocated to "Kazyna" Sustainable Development Fund. The Conception was developed for creation of modern world-class multi-functional tourism centres in Almaty, Akmola, and Mangistau regions which was approved by Head of State and by Government. The planned amount of attracted investments for these projects is over USD 30 bln.

### **2.3.1 Prospects for Mountain-Skiing Tourism**

Construction of ski centers in Almaty and East Kazakhstan regions: in Almaty region - 5 (Chimbulak, Almaty, Tabagan, TsSKA); in East Kazakhstan region – 2 (Emerald Altai, Altai Alps). In Soldatskoye gorge in Talgar district, Almaty region, "Ak-Bulak" ski center has already been constructed, that meets the world standards. Development of tourism infrastructure is directly related to creation of a network of transport infrastructure. To promote both internal and inbound tourism, affordability of air transport, and railway, motor and water ones for all categories of tourists is a critical pre-condition.

### **2.3.2 Improvement of Tourism Human Resources' Training Level**

Currently, specific attention is being paid to working at improving the level of training of human resources. In 2006, the number of active tourism firms was 921, which was by 9% more than in the previous year. Ministry arranges the advanced training courses for tourism staffs. This year, the first republican tourism information center is to be opened in Astana, and then in Almaty, Turkestan, Atarau and Aktau. Since 2005, Government of the RK has been preparing human resources for tourism industry within the "Bolashak" Program. Ministry of Tourism & Sports, in collaboration with Ministry of Education & Science will increase the quota for trainees under the above Program.

### **2.3.3 Formation of Attractive Tourist Image of Kazakhstan**

With a view to forming an attractive image of Kazakhstan in the global tourism market, a targeted Program has been developed for promotion of Kazakhstan's tourist potential. It contemplates participation in international tourist forums, holding exhibitions and fairs, posting and broadcasting advertising videos on the global lead TV channels, as well as conducting info-tours for foreign mass media and releasing advertising/informational products. Implementation of National Program for Promotion of Tourism, 2007-2011 will contribute to improvement of attractiveness of national tourism product and Kazakhstan's entering the system of global tourism market. A well-developed competitive tourism industry will be established, which might become one of considerable revenue sectors among non-raw-material industries in the country. In the Republic, real conditions and opportunities will be created to make Kazakhstan a tourism center in Central-Asian region.

### **2.4 Tourist Attractions**

The most popular leisure 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 favorable legislation for private investments in tourism industry, investing in the development of tourism infrastructure and hosting large international events.



#### **2.4.1. State National Natural Parks and Natural Monuments**

**Altyn-Emel** Located in the Almaty region between the southern ridges of the Zhetysu (Zhungarskii) Alatau Mountains. There are about 1,500 species of vascular plants and a grove of ancient poplar (turanga) in the park. The fauna is made up of 53 species of mammals and 270 species of birds. Historical and archaeological features: the Besshatyr burial mound complex, rock drawings (petroglyphs) in the Terekty-Say Gorge; unique natural features: the “singing barhans” sandy massif, different weather systems of the Aktau and Katutau mountains.

**Charyn** Located in the Almaty region 195 km to the east of Almaty. It occupies the area of the Charyn canyon and the Ancient Ash Grove. More than 1,500 species of plants, including 17 species in the Red Book of the Republic of Kazakhstan; 24 species of mammals, 48 species of birds, three species of amphibians, and 14 species of reptiles. The Charyn Canyon is a beautiful natural monument made of weathered sedimentary rocks whose age is about twelve million years. The height of the vertical walls is between 150 and 300 meters.

**Sayram-Ugam** Located in Southern Kazakhstan, 70 km from the city of Shymkent; the Ugam, Karzhantau and Boroldaytau mountain ranges and north-western ridges of the Talas Alatau mountains; a range of high-altitude landscape belts (seven natural zones); 1,635 species of plants, 40 species of mammals; 300 species of birds; and historical attractions.

**Bayanaul** Located in the south of the Pavlodar region, 220km from the city of Pavlodar. Protected features: unique and beautiful natural monuments: the Zhasybay and Sabyndy lakes, the Bayanaul mountains; azonal ancient forests on protruding granite monoliths; 442 species of plants, 40 species of mammals, 54 species of birds and eight species of fish; historical and archaeological features.

**Kokshetau** Located in the North Kazakhstan and Akmola regions, 70 km from the city of Kokshetau. There are ancient forest ranges, ten lakes; 54 species of mammals, 223 species of birds; and thirteen natural monuments in the park.

**Burabay** Located in the north of the Akmola region, 200 km from the city of Astana; ancient pine and birch forests, forest-steppe areas, lakes (14, the most popular are Borovoye and Tshuchye) and stunning protruding granite monoliths; 364 species of plants, 54 species of mammals, 223 species of birds, and 22 species of fish; there are health resorts, sanatoriums, and camps for tourists in the park.

**Katon-Karagay** Situated in the Katon-Karagay district of East Kazakhstan, near the state border with Russia, China and Mongolia. A full range of high-altitude landscape and climatic zones; about 700 species of plants, 72 species of mammals, 284 species of birds, four species of fish; unique features: the sacred mountain Belukha (4,506 m), the highest peak in Siberia and Altay, Rakhmanov Klyuchi (springs), the Berel Saks burial grounds, the North Golden Branch of The Great Silk Way, Caspian red deer farms.

Ostraya Sopka (hill) Shlem and Galoch'ya Sopka Bare hills of uncharacteristic shape with azonal pine-birch-aspen forests and meadow steppes. Pond with relict stands with ancient vegetation in the riparian zone. Azonal pine forests on the shores of Lake Zerenda. Sopka Strekach. Azonal pine-birch-aspen forests in an area of small hills. Azonal pine forests on granite outcrops. Bare mountain with a beautiful spring surrounded by pine-birch-aspen forests, sphagnum bogs and meadow steppes. Serebryanyi Bor and Sosnovyi Bor. Pine forests with forb steppe areas and meadows and birch-aspen kolki; wild boar, Roe deer, Caspian red deer, elk, hare, wood grouse, partridge, ducks, geese. Ostraya Sopka. Beautiful bare mountain with outcrops of crystallized rocks surrounded by pine-birch-aspen forests and a cave ten meters in depth with a spring flowing down as a waterfall. Twin bare mountains without crops of crystallized rocks surrounded by pine-birch-aspen forests and steppe. Bare mountain with outcrops of crystallized rocks, divided by runoffs, meadow steppes and pine-birch-aspen forests. Island on Lake Imantau. Beautiful forest and meadow landscapes of the island and ancient area. Pine forests on the shore of Lake Imantau. Sopka Obozrenie and Kotelok rock outcrops. Beautiful outcrops of crystallized rocks surrounded by meadow steppes and pine-birch-aspen forests. Zhanazhol. Luxuriant forb steppes with pine, aspen and birch kolki and rare and medicinal plants. Poyushchie barhany (Singing dunes).

Huge range of wind born uncovered sands on the right bank of the Ile River (height 300 m), emitting an intense sound as the sand moves. Sharyn Ash Dacha. Ancient grove with the sogdian ash. Baum's Grove. A large forest tract in Almaty, artificially created more than 100 years ago by Baum. Shin-turgen Spruce Forests. Ancient glacial area of dark coniferous north taiga (Tian Shan and Shrenk spruces). Sinegorskaya Fir Grove. Ancient open boreal fir woodlands, pine and birch forests on the granite top of mountains. Gusinyi Perelet. High sandy precipice (thickness three meters) on the Ertis river cliffs in which fossils from the Neogene period are preserved.

#### **2.4.2 Archaeological, Historical and Cultural Importance**

The silk way – a unique historical monument of human civilization, the Silk Way was a transcontinental system of caravan roads which in ancient times stretched from Eurasia and the Mediterranean Sea to China, acting as a source of cultural interaction and trade routes between different countries, peoples, and regions. For many centuries the Silk Way played a key role in developing the economies and cultures of different countries and peoples, serving as a bridge between Europe and Asia and connecting West and East. The term “Silk Way” was introduced in 1877 by the German geographer F. Rikhtgofen. Due to its great length and major influence on historical Eurasian events, it was called “the Great Silk Road”. This was in fact a road with a two way movement of civilizations, ways of thinking, cultural values, religions and merchandise, as well as an important and effective passageway for transferring information via travelers and diplomats. Exchange and trade contacts in some parts of the route started in 2,000 to 3,000 thousand years BC (“lazurite and jade roads”), while it began to function as a diplomatic artery from the middle of the second century BC. Initially, caravans carrying silk to the west and returning back to China with merchandise from the Mediterranean Sea, the Middle East and Central Asia began operating after the journeys of the “ground breaker” – the Chinese Prince Chjan Tczyanya.

The Silk Road stopped actively functioning in 1405 when the Min Dynasty came to power. At that time its land routes began to dwindle, but traditions continued in the centuries that followed. A huge contribution to the integration of world culture was made by people living on the territory of present-day Kazakhstan. Here was the playground of the northern branch of the Silk Road, which functioned in two main directions: Syrdaryinski and Tyan-Shanski. From the second century BC until the fifth century AD, the busiest route was the road from China to the west through Eastern Turkistan (Kashgar), Jetysu (Semirechie), the valleys of the Ile (Ili), Shu (Chu), Talas rivers, and further to the north-west along the banks of the Syrdarya River in the Priaralie. From these places caravans travelled via Horesm to Mangystau and the lower parts of the Jayik River (Ural) and then to the banks of the Volga and Don rivers to the Caucasuses and Europe, or via Prichernomie to the Middle East and Eastern Byzantium. In these directions the Syrdariya river was the main bridge between the East and West, with the main trade and cultural centers in the towns of the Semirechinskij and Southern Kazakhstan regions, such as Suyab (Ak- Beshim, near Tokmak city), Navaket (Red River city), Kulan (Lugovoye), Taraz, Ispidzhab (Sairam), Arsubaniket (Zhuantobe, near the Arys River), Otrar (Farab), Shavgar (Tortkol, on the Karachik river), Sygnak, Yangikent (Dzhankent). The second route stretched from Kashgar via Semirechie along the foot of the Dzhungar Mountain and Tyan-Shan in Shash (Tashkent) and further to Asia Minor and Byzantium. Along this route the following towns existed: Kayalyk (Kailak) (Antonovskoye near Sarkand

city), Talkhir (Talgar), Navaket, Suyab, Balasagun (Burana near Tokmak), Kulan, Taraz, and Ispidzhab. Several routes branched from the main route, which extended across the Zhetysu and Southern Kazakhstan. ([www.kazakhembus.com](http://www.kazakhembus.com))

The routes extended north and east to the regions of Central and Eastern Kazakhstan, into the Desht-i-Kypchak (Sary- Arka) to the coast of the Ertis (Irtish) River, the Altai Mountains and Mongolia. Abundant in cattle, wool, leather, and metals, the Central Kazakhstan regions were incorporated into the system of the Silk Road by many caravan routes, which extended as far as the banks of the Sarysu, Kengir, Torgai and Esil (Ishim) rivers. In these places, the ruins of middle age cities including Bozok, Bolgan-ana, Zhuman-Kurgan, Dombvillage, Milykuduk, Ormambet have been discovered. From Taraz, the trade route went to Ertis and further to Yenisei, from the Ili valley road to Shu-Ile (Chu-Ili) and then to the foothills of the Ulytau Mountains and to the Alakol Lake and Tarbagatai to Kimakiyu, the capital of the state of Kimak. At the same time the city of Kimak's people were connected with the people of the city of Kirgiz at the Yenisei, and with Mongolia and Eastern Turkistan.

In recent decades Kazakhstan has actively contributed to both the restoration and conservation of historical cultural monuments and the restoration of the Silk road routes in the country. Tourists following the Silk Way routes can learn about the results of scientific discoveries and visit various historical and archeological monuments of ancient eras, contemporary architectural and memorial complexes, and observe various landscapes.

### **2.4.3 Monuments**

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. All Kazakhs know the story of the hapless love between Karakhan and Aisha Bibi. Otrar was among the most celebrated cities along the Silk Road during its golden era. It is thought that it was first founded as early as the 2nd Century BC, at the time of the Kang- yu confederation of states, located in the middle reaches of the Syr Darya. (Map no. 1.2) shows the famous monuments which in the part of mainly south Kazakhstan.

#### 2.4.4 Mountaineering & Trekking

Khan Tengri is the second-highest mountain in the Tian Shan, surpassed 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, after Jengish Chokusu (7,439 m) and Pik Lenina (7,134 m). 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 massif 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. 1.2) shows the major peaks in the south west part of Kazakhstan. There are several small glaciers on the mountain. Other popular peaks include Talgar (4973 meters), Sovetov (4317 meters), Ozernyi (4110 meters), Tourist (3954 meters), Kumbel (3200 meters), and Tuyuk-Su (4200 meters). Popular climbs in the western Tien Shan include Kyzyl-bash (4200 meters), Druzhba (4100 meters) and Sairamskii (4238 meters). Mountainous areas, most of which are of course perfectly 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.



Map No. 2.1

Data Source: [www.kazakhstan-tourist.com](http://www.kazakhstan-tourist.com)

#### 2.4.5 Forests

In Map no. 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. 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.

#### 2.4.6 Water Bodies

Other lakes that lie on the territory of Kazakhstan include such lakes as Lake Alakol, Lake Bolshoye (Big) Almaty, Zaysan, Kaindy, Shalkar, the Kolsay Lakes and the Sibir Lakes. Presence of such mountain rivers as Charyn, Chilik, Koxsu, Karatal, Ili, offers an opportunity for those whitewater adepts that seeks for adventure and sport performance.



Map No. 2.2

Data Source: [www.kazakhstan-tourist.com](http://www.kazakhstan-tourist.com)

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. They are often surrounded by saline soil (solonchak) and sand. Given enough precipitation, many of these lakes would turn into temporarily running waters, which would leave behind dry river beds over time. Lowland lakes may be either saline or freshwater.

## **2.5 Tourist Routes**

The tourist routes in Kazakhstan are divided into five parts, i.e. South Kazakhstan, Western Kazakhstan, Central Kazakhstan, Northern Kazakhstan and Eastern Kazakhstan it describe in below.

### **2.5.1 South Kazakhstan**

The Route of "The Pearl of the Silk Way" (Cognitive railway; the route is adjusted according to seasons of year); main cities along the route: Almaty - Turkistan - Tashkent - Samarkand – Bukhara - Urgench - Mary - Ashkhabat - Almaty. In the near future the route will be extended to Teheran, (the capital of Iran), and Beijing (the capital of China). On the Silk Way from the south of Kazakhstan to the Baykonur space centre. (Historical and educational automobile/on foot); duration 7 days; Almaty (excursion) - Shymkent - site of ancient settlement, Otrar mausoleum Arystan Baba - Turkistan- visit to the Khodzha Akhmed Yassau, Esimkhana (XVI century), Rabigi Sultan Begim (the end of the XV century) mausoleums, historical and cultural museums, the Azaret Sultan historical museum, the Darvaz Gates (XIX century), Zhuma mosque (1878), the Hilovat underground mosque (XII-XV centuries), Hammams (XV-XVI centuries) - Kyzylorda –Sauran fortress - Korkyt-Ata memorial along the banks of the Syrdariya river, excursion to the city of Baykonur, excursion to the space centre, return to Turkistan. Zhetysuskyi (Almaty) junction with centers in Almaty and Taldykor-gan (Ecological, historical and educational, automobile routes) Round "Golden Ring". (Cognitive automobile - on foot); length 1,512 km, duration 12 days.

Almaty - Tamgaly-Tas tract on the Ile river coast (Buddhist temple) - Altynemel national park - ancient ash grove - canyon of the Temirlik River (ancient ash) - the first Kolsay Lake - Kayndy Lake – canyon of the Sharyn River (striking types of weathered zones) – Turgen's gorge - Almaty. Almaty — Sak burial mounds in Issyk and Turgen — Talkhir, a medieval town. Bike ride around the outskirts of Almaty (Sport-cognitive – motor cycle/bicycle) Almaty - the Big Almaty gorge - Ozernyi passage - valley of the Chon-Kemin River - Aksu passage - Grigorevsk gorge - Issykkul lake; Almaty - Butaka draft - Lesnoy passage - Almaty camp site; Almaty - Turgen' gorge - Batan village - Assy passage - valley of the Assy River -

Bartogay water reservoir storage - Almaty. Byrhan-Bylak water fall. Almaty region. Outskirts of the town of Tekeli (automobile, horse, bicycle); duration from 1 to 4 days. Picturesque drifts of the Kora and Chizhe Rivers, the Burhan-Bulak water fall (height more than 100 meters), a sacred stone, fishing on the osman, visiting an apiary. Pilgrim and spiritually - historical routes in South Kazakhstan visiting cultural-historical monuments and sacred places: Akbura, Iskak-ata, Gaukhar-apa, Ukash-ata, the memorial complexes Ismail-ata, Arystan Baba, Khodzha Akhmed Yassau, Rabigi-Sultan Begim, the underground mosques Hilovat and Hamama, and the ancient settlement Otrar and the museum of Otrar. (www.kazakhembus.com)

### **2.5.2 Western Kazakhstan**

A route connecting Oral (Uralsk) with the town of Medial Zhaiyk and the Kyrk-Oba necropolis of Savromats-Sarmats. A route from Atyrau to the medieval town Saraishyk has already been in operation. The Saraishyk town is still under construction. Travel on Ustirt Manghystau region (environmentally friendly automobile, on foot); length 600 km; duration 2 - 4 days. Aktay - Karagie - Zhetybay - Zhana Ozen - Senek - Tynymbay- Bokty- Akurpa- Baszhira- Aktau. Variety of landscapes: Karagie hollow (132 m below sea level), Tuesu sands, Kulandy ledge, amazing Tynymbay mountains and Bokty, clay takyr and snowwhite sor, chalky kuest of Akyrpa, steep ledges and peaked spikes remains of the Ystyurt plateau. Religious mounds in underground mosques Beket-ata, Shokpak-ata, Sultan-Epe, ecological rounds: Saura Canyon - habitat of turtles, Zhygylgan Canyon - an enigmatic failure, Samal Canyon - mountain waterfalls, the Empire of white rocks, Tamshaly Canyon – “a canyon of cheerful drops” are also popular.

Route “Great Silk Way”. Manghystau region (automobile); duration 10 hours, length 360 km. The ring route passes through the Karagie hollow, crosses caravan tracks of the Great Silk Way. A lot of necropolises (nearly 600). The route ends at the ancient settlement of Kyzyl Kala, one of the largest settlements in the X-XIII centuries on Mangistau. Near the ancient settlement one of the astounding canyons - Akmysh and Sherkala Mountain (height 332m) are located. Not far from Sherkaly, huge stone spheres (granite) of different sizes are scattered (“the Giant’s Causeway”). Bus, train tours through the Aktobe region (Cognitive ecological); duration: up to 2 days. Journeys to unique historical-cultural monuments: Eset Batyr, Abat Baitak and Aliya, visit the meteorite crater Zhamanshin, unique geological profile Aidarlyasha, Turgai preserve (about 30 lakes, more than 30 species of animals, which are included in the republic’s Red Book).



### 2.5.3 Central Kazakhstan

Historical Saryarkinkij center has been created based on museums in Astana and the Bozok medial town (inside the city). The construction of an archeological park and an infrastructure for tourists is planned in the future. Pearl of Karkaraly route. Karaghanda region. (Cognitive, on foot); length 75 km, duration 4 days. Maliksai tract - Tasbulak camp - Proftekh house of rest Bassein lake - Shaitan-kol' lake - Kyzyltas tract - Zhiren sakal peak -Komissarovka tract - Karkaralinsk town - mosque, Abai's house, Kalmyk's well, marginalogial museum. Horse riding and ski routes in the locality of Karkaralinsk via the Tarkezen pass to Kendara lake are also popular.

### 2.5.4 Northern Kazakhstan

"Ancient land of Batyrs" historical cognitive and natural routes of Akmola region (Bus-on foot). Kokshetau - Karasai and Agyntai batyrs memorials, Sh. Ualikhanov's museum, visit the M. Gabdulin monument, Monuments to soldiers of the Great Patriotic War II and Afghanistan. Routes SNNP Burabai: cordon Goluboi Zaliv - Abylai khan meadow - Imanaev stream (waterfalls) - Lake Maibalyk - Bastion rock - Kenesary cave and Bolektau mountain - dancing birchen grove - museum of Nature.

Winter route (sporting-recreational) is assigned for fans of winter sport. Akmola region. From the airport, car or train stations of Astana tourists are directed to the town of Shchuchinsk. Duration 4 days. First 2 days excursions in the Borovoi zone: health resort, skiing, riding, Russian banya (steam bath) and sauna. The Next 2 days are an excursion in the Elekty mountain ski centre. Length of track with different levels of difficulty is 1,600 m. Mountain ski descents from the side of the Elekty hill (502 m). Training of pilot kites. Mountain skiing, snowboarding, and kite instructors serve tourists. Routes of SNNP "Bayanaul". Pavlodar region. (Ecological cognitive on foot). Zhasybai relaxation zone - Kempirtas rock - Zhambak tract – Konyraulie sacred cave - Botanical track - Lake Sabyndykol - Golub' rock - Pisanitsa rock - Akbet mountain (1,027 m) - Ken alan meadow - Saimantas rock - S. Toraigyrov and Zhasybai batyrs tombs. ([www.kazakhembus.com](http://www.kazakhembus.com))

Routes SNNP "Kokshetau". Northern Kazakhstan. Imantau hills. (Ecological on foot); length 7 km, duration 1 day. From the Imantau village, the route runs through mixed forest via the Borovushka zone of relaxation in a south-west direction. After rising the east slope of the Uglovaya hill via a timbered crossing, the track comes to the Rakelski cave; a viewing area. Then, rise by the south slope to top of the Kotelok hill with a viewing area too. Descent to the Buyan gorge, then along the coast of the Imantau Lake, return to the village of Imantau. Other popular routes: Buyan canyon, Unique Aiyrtau landscapes,

Ostraya hill, Hill of two brothers, Botai ancient settlement, Town of Ak Irii. Tour “Observers of birds” Kostanai region. (Ornithological automobile-on foot); duration 7 days. Kostanai-Kulykol-Kostanai. Arrival at Kostanai - tourists depart to the observation area. Arrival to the camp, acquaintance with area, transport to bird habitats for observation. Return to the camp. By walking or riding - return to Kostanai. Cultured program. Those wishing to may go on hunting tours for wolf, roe, and wildfowl.

### **2.5.5 Eastern Kazakhstan**

Trekking to the foot of Belukha (Ecological, active on foot); length of the route 95 km, duration 10 days. Ust' - Kamenogorsk – Rakhmanov Klyuchi sanatorium - Sarsembai' camp - lower camp Kokkol - round trip to Berel glacier - round trip to the Kokkol upper camp (old mine) - Chornaya Berel - Radostnyi passase, descent to the Rakhmanov chlyuchi sanatorium, return to Ust'- Kamenogorsk. Rafting on Malaya Ul'ba River (Sport – cognitive active water). Route difficulty 1-2, length 80 km, duration 2 days. Ust'- Kamenogorsk city - Tarkhanka village - beginning of rafting - confluence of the Serzhikha and Malaya Ul'ba rivers (16 km), Skripnikov apiary – region of Kusikha river (20 km). Rafting on Malaya Ul'ba river. Walks. Rafting until Voroniy Kamen', then until the confluence of the Ul'ba and Malaya Ul'ba rivers and end point of water scoop. Return to Ust'-Kamenogorsk. ([www.kazakhembus.com](http://www.kazakhembus.com))

“Along the Altay paths” (Ecological, horsed). Length 100 km, duration 7 days. The route includes: 2 passages, 3 mountain rivers, alps meadows, the legendary Belovod'e, and the Kokkol waterfall. Ust'-Kamenogorsk - Yazevoe lake - Berel' bridge - Nizhnii Kokkol - glacier Berel' – valley of the Itel'gon river - Koksul lake - Chernaya river - Radostnyi passage, - Rakhmanov Klyuchi sanatorium - Ust'- Kamenogorsk. “To the centre of Eurasia by Nomad's way” (Complex automobile (Jeep-tour); length 1,200 km, duration 10 days. Ust' - Kame-nogorsk- passage by ferry via the Bukhtarma water reservoir - Kiin- Kerish tract - Barkhot cape - Baklanii cape (region of Shekel'mes mountain) - overnight stop in tents at the coast of the Zhaisan lake, then along the north coast of the lake, Kara Ertis river to Altay mountains - rise (11 km) to the Mramor passage (height 1,399 m.) - descent to Akzhailau valley- ascend to the Tikkabak passage and descent to Lake Markakol' - Urunkhaika village. Experiencing the lake and being in the near vicinity. Visit to Altay apiary, horse riding, boats, fishing - Old Austrian road - rise to the Burkhat passage (2,141 m) - stop and rest at Uryl' village - Rakhmanov Klyuchi sanatorium – excursion tour by boat on the Rakhmanov lake - ascend to the Radostnyi passage – visit the Siberian Caspian Red Deer farm - walking and riding, photography and video recording. Ust'-Kamenogorsk. Visit the Tsarskaya valley and Berel burial places of the Sak's elite.

## 2.6 Major Tourist Nodes

The overall tourist nodes have been computed on the basis of tourist potentials such as Attraction, Amenities and accessibilities or composite picture of the same has been represent in Table2.1.

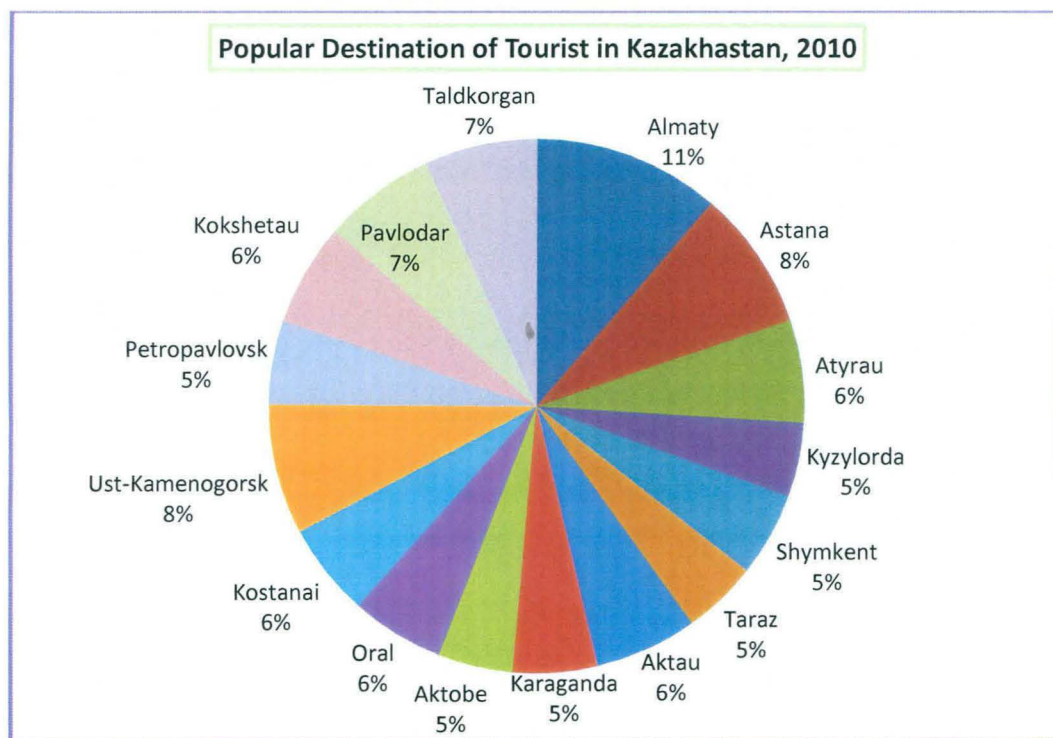
**Table No. 2.1**  
**Popular Destination on Basis of Attraction**

Tourist Nodes	Attractions	Amenities	Accessibility	Total No.	Total Attraction Weightage (%)
<b>Almaty</b>	Forest-1, River-1, Museum 1,NationalPark-1,Ancient Settlement-1,Skating-1, Monuments-1,Rafting-1, Sailing-1,Mountain-1, Zoological Garden – 1, Botanical Garden - 1	Accommodation 3, Banks-1, Hospitals - 1	Roads-1, Railways- 1, Airports-1	20	11.29
<b>Astana</b>	River - 1, Museum - 1, National Park - 1, Ancient Settlement - 1, Skating - 1, Monuments – 1, A P - 1	Accommodation 3, Banks-1 Hospitals - 1	Roads-1, Railways- 1 Airports-1	15	8.47
<b>Taraz</b>	Monuments - 1, River - 1	Accommodation 2, Banks-1 Hospitals - 1	Roads-1, Railways- 1	8	4.51
<b>Shymkent</b>	River - 1, National Park - 1 Zoological Garden - 1	Accommodation 2, Banks-1 Hospitals - 1	Roads-1, Railways- 1	9	5.08
<b>Kyzylorda</b>	River - 1, Fishing - 1	Accommodation 2, Banks-1 Hospitals - 1	Roads-1, Railways- 1	8	4.51

<b>Aktau</b>	Monument-1,Sailing- 1, Ancient Settlement-1, Botanical Gar-1 , Fishing - 1	Accommodation 2, Banks-1 Hospitals - 1	Roads-1, Railways- 1	11	6.21
<b>Atyrau</b>	Monuments-1,Fishing-1 Rafting - 1, River - 1,	Accommodation 3, Banks-1 Hospitals - 1	Roads-1, Railways- 1	11	6.21
<b>Oral</b>	BWT - 1, Fishing-1, River - 1	Accommodation 2, Banks-1 Hospitals - 1	Roads-1, Railways- 1	10	5.64
<b>Aktobe</b>	River - 1, Skating - 1	Accommodation 2, Banks- Hospitals - 1	Roads-1, Railways- 1	8	4.51
<b>Kostanai</b>	Forest - 1, River - 1, Skating - 1, Fishing - 1	Accommodation 2, Banks-1 Hospitals - 1	Roads-1, Railways- 1	10	5.64
<b>Petropavlovsk</b>	River -1, Monuments 1, Skating - 1	Accommodation 2, Banks-1 Hospitals - 1	Roads-1, Railways- 1	9	5.08
<b>Kokshetau</b>	Forest - 1, River - 1, Natio Park -1, Skating- 1, Monuments - 1	Accommodation 2, Banks-1 Hospitals - 1	Roads-1, Railways- 1	11	6.21
<b>Pavlodar</b>	Skating-1,Forest-1 Monuments- 1, River - 1, Rafting - 1, National Park -1	Accommodation 2, Banks-1 Hospitals - 1	Roads-1, Railways- 1	12	6.77
<b>Ust- Kamenogorsk</b>	Forest - 1, River - 1, Mountai 1, National Park - 1, Fishing - 1, Sailing - 1, Rafting – 1 , Botanical Garden - 1	Accommodation 2, Banks-1 Hospitals - 1	Roads-1, Railways- 1	14	7.9
<b>Taldkorgan</b>	River - 1, Rafting - 1, Mountain - 1, Forest - 1, Fishing - 1, Sailing - 1	Accommodation 2, Banks-1 Hospitals - 1	Roads-1, Railways- 1	12	6.77

<b>Karaghandy</b>	Zoological Garden - 1, River - 1, National Park - 1	Accommodation 2, Banks-1 Hospitals - 1	Roads-1, Railways- 1	9	5.08
-------------------	--	--	-------------------------	---	------

*Data Source: www. Kazakhstan-tourist.com*



**Figure No. 2.2**

*Data Source: www. Kazakhstan-tourist.com*

In above table 2.2 and figure no. 2.2 it mentions the Attraction, Amenities and Accessibility of different Region where the tourist go for their doing recreations activities. In my research Almaty is the highest number of major tourist nodes. Atyrau city is a port on Ural River near its mouth on Caspian Sea. Modern Atyrau is famous for its oil and fish industries. Aktau is situated in southwestern Kazakhstan, to the east of Caspian Sea. The city was built along the coastline. Ust-Kamenogorsk lies in the foothills of Rudny Altay Mountains and at the junction of Ulba and Irtys rivers. In Almaty and Astana the major Attraction is there because in this region there is connection of road line and there is huge number of attraction places, amenities and airport connection to all over the world. Therefore, the major of tourist visit in several place for recreation activities.

## **2.7 Government Policies/Strategic Plans**

Provision of effective state management and inter sectoral, interregional coordination in order to implement the state policy in the field of tourism, physical culture and sport. The unique natural beauty and rapid growth of inbound tourism, Kazakhstan government pays a great deal of attention to the promotion of its tourist potential abroad and participates in international travel fairs and exhibitions all around the world on the regular basis. The World Travel Market in London is one of the most important annual events in the tourist sphere for Kazakhstan and that is why Kazakhstan has been taking part in this established exhibition since 2001. Kazakhs are very hospitable and like to meet guests they don't have any objections to receiving uninvited guests. Respect to older people, peacefulness and tolerance brought up from childhood are national features of Kazakhs. That is why in Kazakhstan there were never conflicts on ethnic or confessional grounds and many people of different ethnic and religious origins of the world live and work peacefully here.

Government seeks to transform Kazakhstan into an attractive tourism destination. The country's authorities consider tourism to be one of the most important industries for the development of the Kazakh economy. Tourism in the country remains underdeveloped, and retains significant future growth potential. Authorities in the country have looked to promote tourism in a variety of ways, such as through passing legislation and committing to development programmers. Under the State program of forced industrial-innovative development for 2010-2014 new roads, railways, guesthouses and hotels will be constructed, while older resorts will be renovated. Furthermore, Kazakhstan will have new border posts on railways with China and Turkmenistan in 2012. Finally, Kazakhstan will form a vital part of the Western Europe-Western China International Transit Corridor when it becomes operational.

### **2.7.1 Making Kazakhstan the Center of Tourism in Central Asian Region**

The first year results of implementation of the State Program on Tourism Development in Kazakhstan for 2007-2011 show that sustainable development trends are preserved in the tourism sector. However, in 2009 the dynamics of the tourism sector development was characterized by unstable growth in the tourism industry. Thus, the total number of the country's visitors increased by 3.9% in 2009 compared to 2008, the outbound tourism indicators increased by 22.3% (KZT 6413,9 thousand), while the volume of domestic tourism reduced by 5.3% and made 4 028.1 thousand people.

The total volume of tourism services reduced by 0.4% and made KZT 65.7 bln compared to 2008. The reduction of the main indicators is conditioned by the global economic situation. The statistics of the outbound tourism showed reduction in such indicators as distribution of tourists by purpose of travel, including the leisure and recreation by 19.8% or 1541 people against 2008. The number of sold travel packages was reduced by 3 242 or 44%. 1203 travel agencies and 73 private entrepreneurs engaged in tourism activities have served 369.1 thousand tourists for the reporting period that was 25.7% less against 2008 due to the global economic situation. The total income from the activity of tourism sector's entities made KZT 82.6 bln in 2009. 1235 hotel enterprises operating in the country served 2306.1 thousand people and rendered services to the amount of KZT 48.250 mln (<http://pm.kz/en/news>). The conditions for functioning of modern highly-effective and competitive tourism complex providing great opportunities for meeting demands for different touristic services of Kazakhstani and foreign tourists are created in the country.

### **2.7.2 Modernization of the Physical Education System and Promotion of Competitive Growth**

In 2009 the Kazakh Ministry of Tourism and Sport implemented a range of organizational measures on further development of sport infrastructure and modernization of the material and technical base of the country in order to meet the international standards and develop the mass sport in the country. Currently, the number of people engaged in sport activities in the country makes 16% or 2 486 823 people that is 0.4% more compared to 2008. The number of children and teens aged 6-18 years makes 0.9% (232 885 people) that is 6971 people (0.5%) more against 2008. The number of international masters of sport has increased by 39 people or 10% compared to 2008 (<http://pm.kz/en/news>). The government of Kazakhstan sees tourism as one of the seven most promising developing sectors (currently 5% in the country's GDP) and due to ever-growing international interest, it is actively developing new resorts as well as making its cities more attractive to visitors. ([www.kazakhstanlive.com](http://www.kazakhstanlive.com))

### **2.7.3 Kazakhstan's Latest Plans Include the Development/Creation**

- Zhana Ileh, an international tourism centre on the shores of Lake Kapchagai, near Almaty
- Aktau - beach and cruise tourism on the Caspian Sea
- A resort in the rocky region of Shuchinsko-Borovskaya in the Akmolinsk oblast
- A ski resort in the vast undeveloped eastern part of the country
- A 'space resort' at Baikonour
- Hotels and 'caravansarais' (traditional roadside inns built with a square or rectangular walled exterior and a single portal) along the Kazakh part of the legendary Silk Route.

While some of these projects will be aimed at Kazakhs, increased inbound tourism - which is already a substantial source of revenue - is the primary goal. Foreign investors have already shown enthusiasm for the projects, commensurate with an ever-growing media interest in Kazakhstan - over and above its extensive oil and gas deposits.

## **2.8 Tourist Flow**

According to the Ministry of Tourism and Sports of the Republic of Kazakhstan in 2007 tourism services were rendered to 13 mln. 787,6 thousand tourists. Inbound tourism increased by 12,8% (5 mln. 310,6 thousand tourists), outbound tourism grew by 23,2% (4 mln. 544,4 thousand tourists), and domestic tourism increased by 12,5% (3 mln. 932,6 thousand tourists).

Kazakhstan expects big tourist flow ahead of the VII Asian Winter Games planned for 2011 in Astana and Almaty. Head of the State Nursultan Nazarbayev has made it public at the 18th session of the UNWTO General Assembly in Astana today. According to the President, holding of Asian Games will become a powerful incitement for tourism development in our country. He noted that the total income from tourism amounted to KZT 74 billion in 2008 that is by 17% more as compared to 2007. "Interest in Kazakhstan among foreign tourists is growing. According to the marketing research made by Kazakh tourist firms, about 14 million of tourists from Europe and Asia plan to visit Kazakhstan in the nearest years. The biggest interest in our country is expressed by Germany, Britain, China, Japan and the USA". (<http://kazinform.kz>)

### **2.8.1 Arrival of Foreign Tourist**

The neighboring countries –Turkey, Russia and China– were the leading source of tourists accounting for more than 80% of all arrivals. The majority of trips by arrivals from these countries were not for traditional tourism purposes though, but for seeing relatives or friends, to seek employment, and for business purposes. Germany, Russia and Turkey were the leading arrival source countries in 2008. The majority of tourists from non CIS countries visit Kazakhstan for business purposes, as the country is a large oil, gas and natural mineral supplier. Business tourists create and maintain strong demand for high quality hotels, which resulted in the development of a significant number of 4- and 5-star hotels in the country over the last five years period.



Demand for world tourism is undergoing considerable quantitative and qualitative changes which are directly influencing the world tourism market. Several economic indicators are used to access 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.

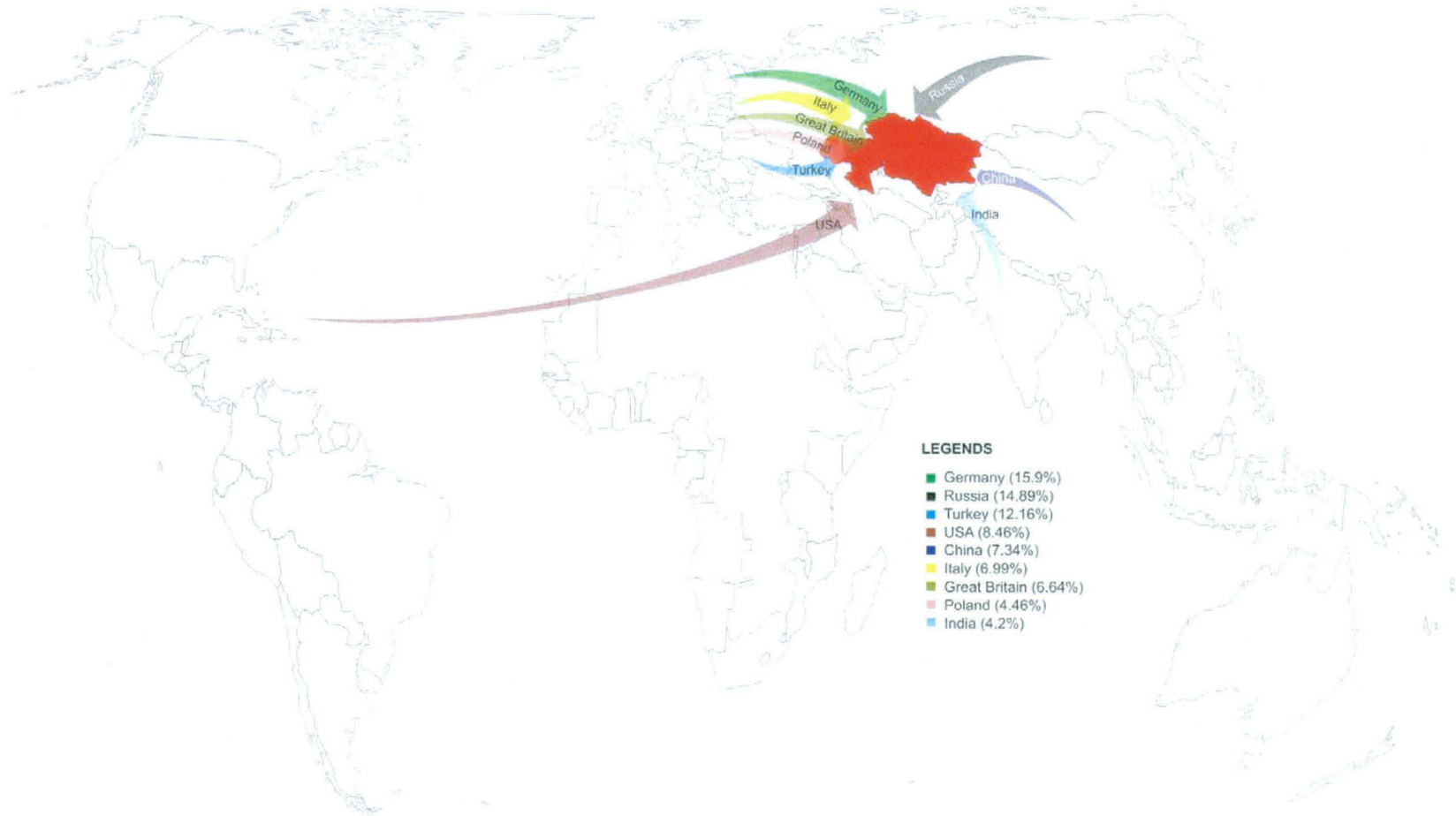
**Table No. 2.2**  
**No. of Foreign Tourists Arrival Year Wise**

Countries	2007	%	2008	%	2009	%
Germany	4929	11.60	4251	18.74	3 875	15.09
Russian Federation	4183	9.84	3647	16.08	3 823	14.89
Turkey	14537	34.21	2269	10.00	3 122	12.16
USA	5487	12.91	2205	9.72	2 172	8.46
China	4442	10.45	3749	16.53	1 886	7.34
Italy	1071	2.52	2039	8.99	1 795	6.99
Great Britain	2050	4.82	1889	8.33	1 705	6.64
Poland	4270	10.05	1565	6.90	1 147	4.46
India	1514	3.56	1033	4.55	1 033	4.02
<b>Total</b>	<b>48597</b>	<b>100</b>	<b>22674</b>	<b>100</b>	<b>25671</b>	<b>100</b>

*Data Source: Agency on Statistics of the Republic of Kazakhstan*

In table 2.2 it shows the number of foreign tourist arrival year wise. In 2007 Turkey is the highest number of foreign tourist arrival 34.21% but in 2008 it will fall to 10%. In 2008 Germany and China are the highest tourist arrival in Kazakhstan with the % of 18.74 and 16.53 but in 2007 the arrival of the tourist is low. In 2009 Germany, Russia and Turkey is the highest tourist arrival to Kazakhstan but in 2008 Germany and Turkey will decrease little bit of % of tourist arrival into Kazakhstan.

### NUMBER OF FOREIGN TOURISTS ARRIVAL IN 2009



Map No. 2.3

Data Source: [www.d-maps.com](http://www.d-maps.com)

## 2.8.2 Departure of Kazakhstan Nationals Visting Abroad

The factors influencing 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. Tourism is a labour-intensive and salaries make up a large proportion of product costs. It follows that from high wage countries are attracted to the low tourism prices in low-wage countries. Price differential is an important factor in the motivation of the countries destinations.

**Table No. 2.3**  
**Departure of Kazakh Tourist Abroad Year Wise**

Countries	2007	%	2008	%	2009	%
Turkey	74233	29.30	101528	43.98	89764	51.78
China	88833	35.06	39805	17.24	21092	12.16
UAE	22081	8.71	24746	10.72	19022	10.97
Thailand	10725	4.23	13131	5.68	10565	6.09
Germany	16069	6.34	10948	4.74	9393	5.41
Russian Federation	10303	4.06	9929	4.30	8042	4.63
Egypt	15002	5.92	14629	6.33	7887	4.54
Kyrgyzstan	8392	3.31	8352	3.61	6001	3.46
France	2783	1.09	1701	0.73	1583	0.91
Bulgaria	1842	0.72	1888	0.81	2 573	1.48
Azerbaijan	1098	0.43	540	0.23	2 328	1.34
Italy	1980	0.78	3602	1.56	2 271	1.31
<b>Total</b>	<b>253341</b>	<b>100</b>	<b>230799</b>	<b>100</b>	<b>173349</b>	<b>100</b>

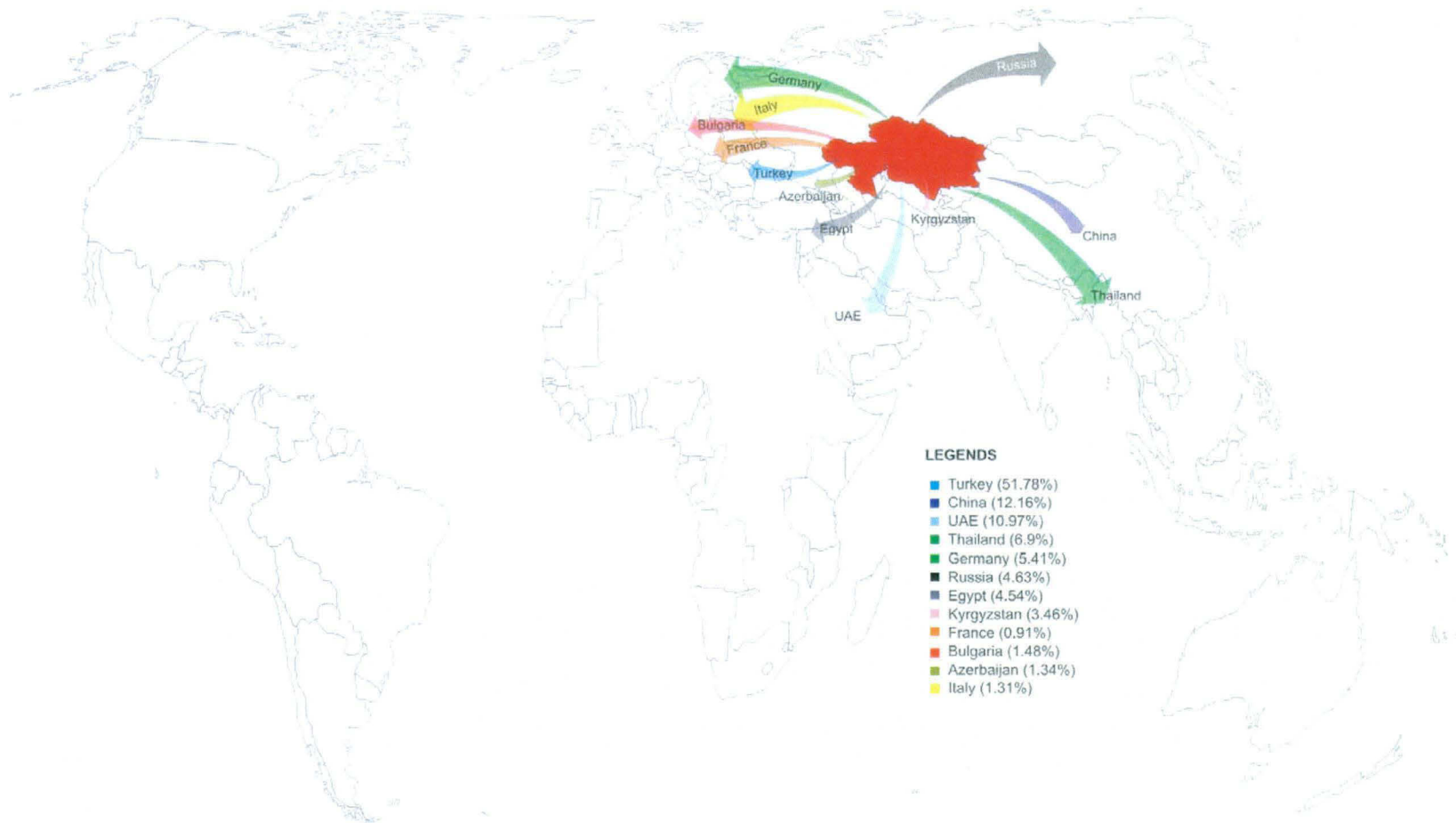
*Data Source: Agency on Statistics of the Republic of Kazakhstan*

In table 2.3 it shows the number of Kazakh tourist departed abroad for recreation, health trip and education purpose etc. In 2007 China is the highest number of % where the Kazakh tourist departed but

it low in 2008 and 2009 year. In 2008 and 2009 the Turkey is the highest number of % where the Kazakh tourist departed abroad. 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 – Turkey, China and UAE were the leading countries where the Kazakhstan citizen departed abroad for their various purposes.

Climate is another detrmining 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.

### DEPARTURE OF KAZAKH TOURIST ABROAD IN 2009



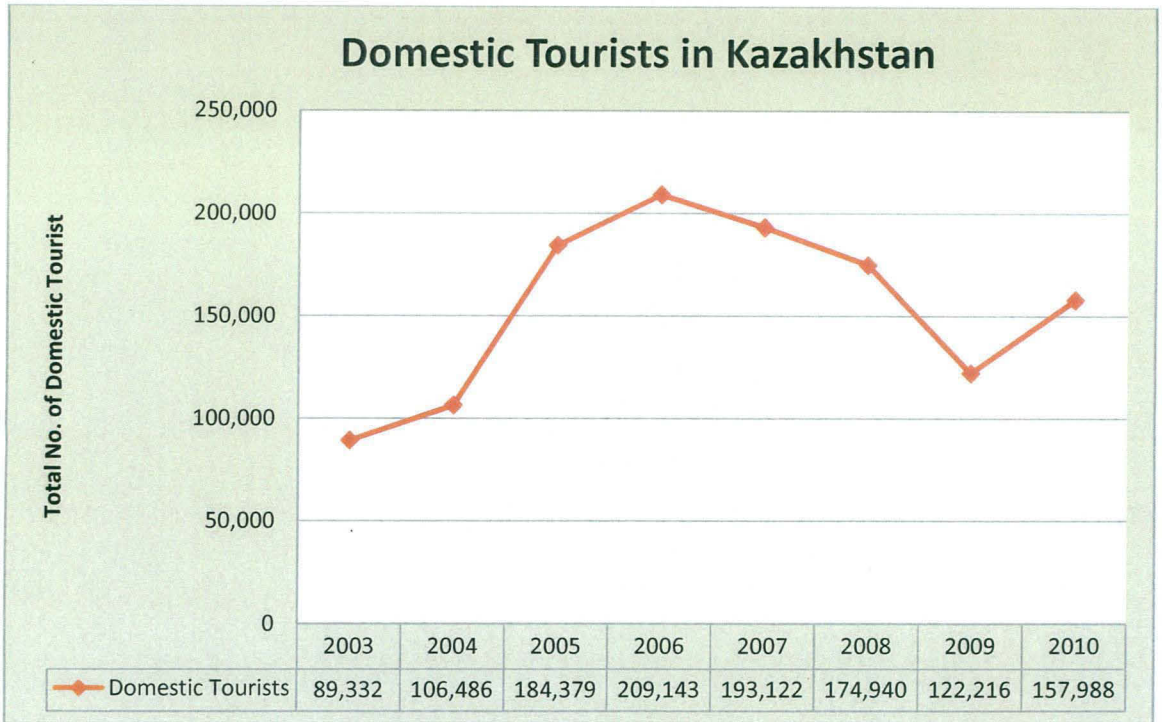
Map No. 2.4

Data Source: [www.d-maps.com](http://www.d-maps.com)

### **2.8.3 Departure of Domestic Tourists**

Domestic tourism 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. 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. The goal of the program was the creation of a competitive tourist industry to provide employment, income, growth of population and states due to internal growth and internal tourism. Centers of tourism development in 2007-2011 are the Caspian Sea coast regions and the regions of movement of gambling. Ecotourism - as one of the most popular areas – is planned to be developed throughout the territory of Kazakhstan.



**Figure No. 2.5**

*Data Source: Agency on Statistics of the Republic of Kazakhstan*

Domestic tourism in Kazakhstan has grown by 15.7 % within nine months of 2010. Since 2006, dynamics of development of domestic tourism has shown stable growth, on the average, annually, it grows by 4-5 %. There was a decrease in 2009 by 4.6 %. In figure no. 2.5 it shows that the highest number of domestic tourist in the year of 2006. The graph is representing the increase and decrease of the domestic tourists in Kazakhstan.

## References

- Douglas Scott, (2009): Kazakhstan Promotion of its Tourist Potential
- Marston-Nicholson, (2009): Tourism potential to be developed, Kazakhstanlive.com
- Vellas Francois & Lionel Becherel, (1995): International Tourism: an economic perspective Macmillan Press Limited.
- A.A. Smailov, (2009): A.A. Smailov, (2009), Statistical yearbook, Astana Agency on Statistics of the Republic of Kazakhstan.

## Reports and Websites:-

A bi-weekly online publication of the Ministry of Foreign Affairs of the Republic of Kazakhstan.

Mantas Kaluina (Euromonitor International's Senior Research Analyst)

<http://www.euromonitor.com>

Tourism – review. Com, April 2011

Kazakhstanlive.com

Investing in Kazakhstan, The Global Edition of The New York Times, Wednesday, May 12, 2010.

Embassy of Republic of Kazakhstan, <http://search.globescope.com/kazakhstan/index.php?page=overview>

[www.kazakhstan-tourist.com](http://www.kazakhstan-tourist.com)

World Travel & Tourism Council (2010) Travel and Tourism Economic impact, Kazakhstan.

Travel and Tourism in Kazakhstan, Mar 2011.

News Agency Kazakhstan Today.

Emerging Global Tourist Destination, Vol. 1, Issue2, Oct- Dec 2009.

<http://www.kazinform.kz/eng/article/2131142>

[http://www.kazakhstan.orexca.com/kazakhstan\\_nature\\_parks.shtml](http://www.kazakhstan.orexca.com/kazakhstan_nature_parks.shtml)

<http://www.kasachstan-tourismus.de/pdf/General%20Tourist%20Information.pdf>

<http://www.kazakhembus.com/>



CHAPTER  
THREE

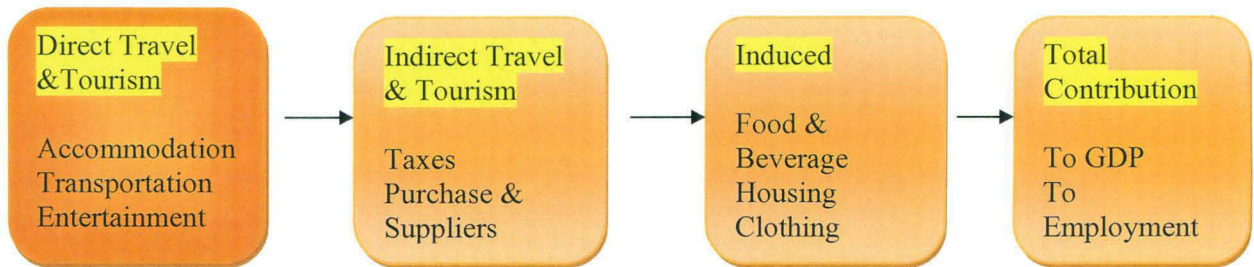
### 3.1 Importance of Tourism in the Economy

The theoretical rationale for tourism as a development strategy derives from the relationship of exports to economic growth. The inbound tourism industry is considered an export industry from the point of view of the foreign exchange earnings by the host country. Ecotourism, for example, has been likened to the establishment of export processing zones within the model of export-oriented growth strategy. (Bandy,1996) Tourism plays an important role in the economic development of Kazakhstan. With the growing international demand for tourism, tourism provides a major prospect for growth in Kazakhstan. It makes a huge contribution to the world economy in general and many countries in particular by attracting enormous revenue and influencing positively other sectors of economy. There is a positive relationship between employment in, and support for tourism.

The contribution of small and medium-size enterprises (SMEs) to achieving and sustaining growth and performance in national economies is increasingly recognized. SMEs play a critical role in the development of employment, innovation and social and economic growth. "In order to create a viable and resilient economy, we consistently implemented difficult structural reforms, built up our export potential and began to diversify by creating significant incentives for the development of the non-commodity sector of the economy, and small and medium business. (Address to the Nation by President Nursultan Nazarbayev of Kazakhstan March 6,2009). Tourism takes on an important role as a strategy for local development by generating jobs, increasing the income of workers and stimulating capital investments through new business opportunities, which result in the establishment of new organizations, including SMEs, among other advantages (Cuncha & Cuncha, 2005).

Travel & Tourism is an important economic activity in most countries around the world. As well as its direct economic impact, the industry has significant indirect and induced impacts. But WTTC recognizes that Travel & Tourism's total contribution is much greater, and aims to capture its indirect and induced impacts through its annual research. The direct contribution of Tourism to GDP reflects the 'internal' spending on Travel & Tourism (total spending within a particular country on Travel & Tourism by residents and non-residents for business and leisure purposes) as well as government 'individual' spending - spending by government on Travel & Tourism services directly linked to visitors, such as cultural (eg. museums) or recreational (eg. national parks). The direct contribution of Travel & Tourism to GDP is calculated to be consistent with the output, as expressed in National Accounting, of tourism-characteristic sectors such as hotels, airlines, airports, travel agents and leisure and recreation services that deal directly with tourists.

## Economic Contribution of Tourism



*Data Source: World Travel and Tourism Council, Kazakhstan, 2011*

**Figure: 3.1**

In figure 3.1 it shows that the total contribution of Travel & Tourism includes its 'wider impacts' (i.e. the indirect and induced impacts) on the economy. The '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' – eg tourism marketing and promotion, aviation, administration, security services, resort area security services, resort area sanitation services, etc; and 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 agents. The 'induced' contribution measures the GDP and jobs supported by the spending of those who are directly or indirectly employed by the Travel & Tourism industry.

### 3.1.1 Tourism Contribution to GDP

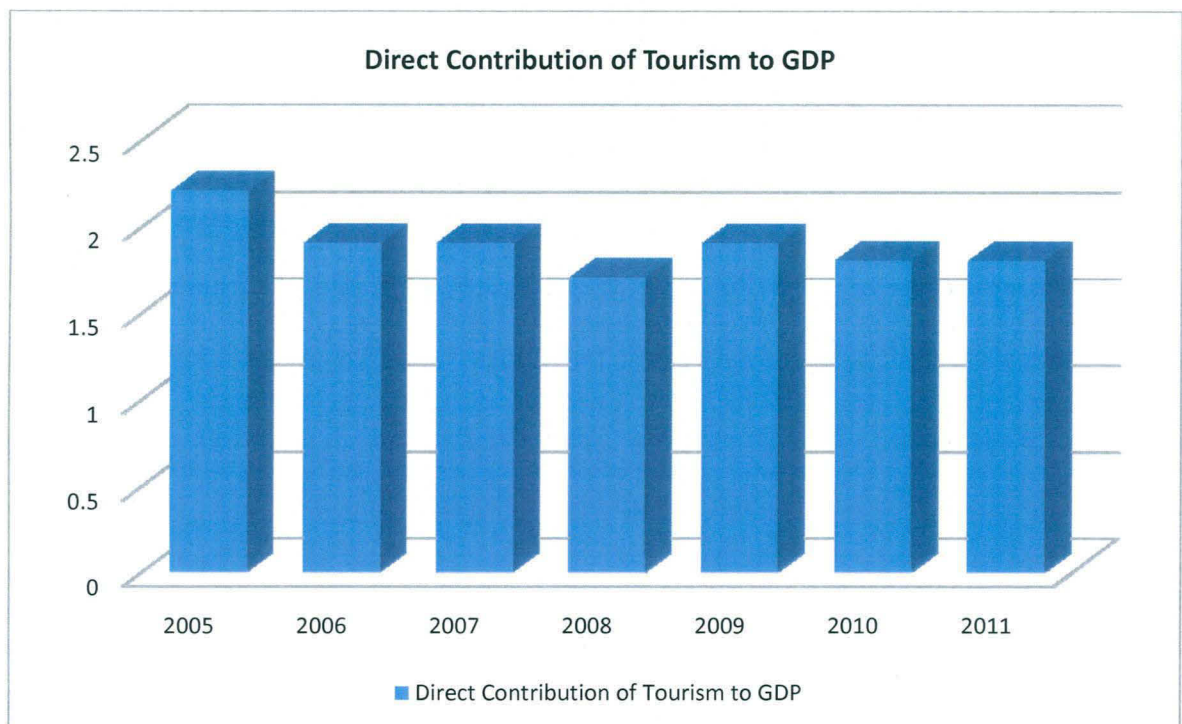
The direct contribution of Travel & Tourism to GDP is expected to be KZT389.7bn in 2011 (1.8% of GDP). This primarily reflects the economic activity generated by industries such as hotels, travel agents, airlines and other passenger transportation services (excluding commuter services). But it also includes, for example, the activities of the restaurant and leisure industries directly supported by tourists.

Table: 3.1

**Tourism Contribution to GDP**

Year	Direct Contribution of Tourism to GDP
2005	2.2
2006	1.9
2007	1.9
2008	1.7
2009	1.9
2010	1.8
2011	1.8

*Data Source: World Travel and Tourism Council, 2011*



**Figure: 3.2**

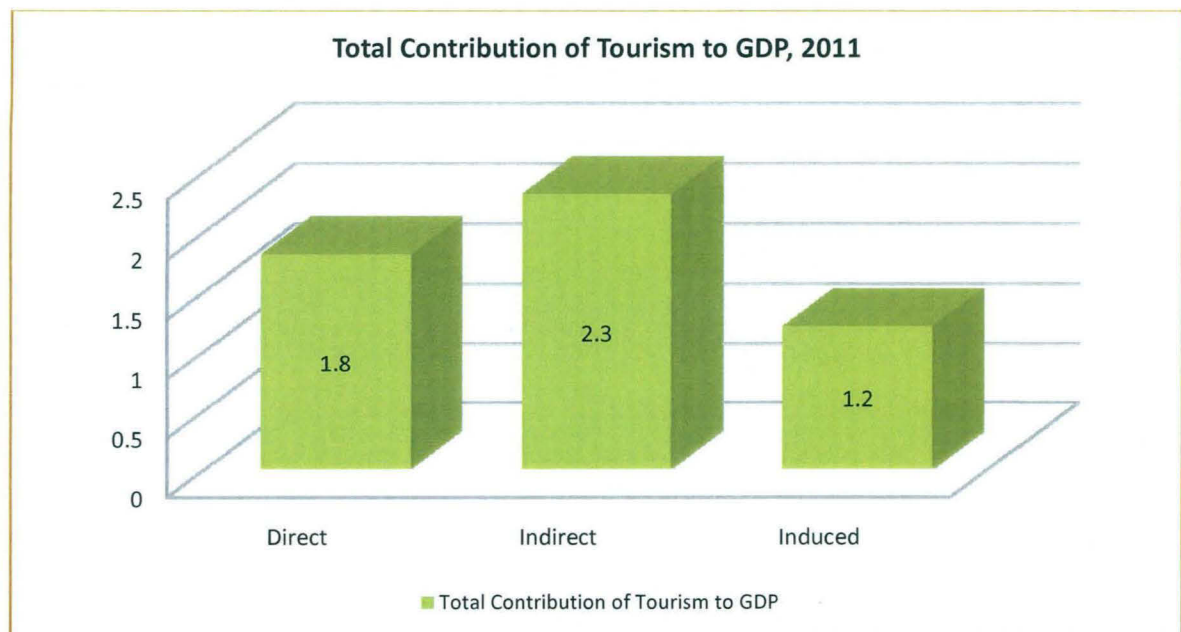
*Data Source: World Travel and Tourism Council, 2011*

Tourism stimulates other economic activities: entertainment, trade, transport, lodgings, travel agencies, crafts, supporting services and amenities and the development of infrastructure: roads, airports, sanitation, energy, etc. Cuncha & Cuncha (2005) developed the concept that a tourism cluster is a group of companies and institutions bound up to a tourism product or group of products. Such companies and institutions are

spatially concentrated and have vertical (within the tourism productive chain) and horizontal relationships (involving factor, jurisdiction and information exchange between similar agents dealing with a tourism product offer). They show an intern configuration that generally includes: a set of tourist attractions that draw non-resident attention; the concentration of tourism service companies: restaurants, accommodation, transport services, crafts, travel agencies etc.; sectors providing support to tourism services; suitable and low-cost infrastructure (roads, energy, sanitation, health services, etc.); companies and institutions that provide specialized qualification, information and financial capital and intern agents organized into class associations; and government agencies and other regulating bodies that impact tourism agglomerations.

### 3.1.2 Total Contribution of Tourism to GDP

Tourism generates jobs throughout the economy, both in companies directly involved in the business and in related supplier industries such as retail, construction, manufacturing and telecommunications. Small and medium-sized enterprises offering their employees transferable skills, there is still a considerable absence of training for these groups.



**Figure: 3.3**

**Data Source:** World Travel and Tourism Council, 2011

The total contribution of Tourism to GDP (including wider effects from investment, the supply chain and induced income impacts, is expected to be KZT1, 160.5bn in 2011 (5.3% of GDP). Indirect contribution of

tourism to GDP in Kazakhstan is maximum % of 2.3. But induced contribution is very much low compare to direct contribution.

There is a real need for human resource development within the sector that tackles the issues that lead to costly effects for travel and tourism. Indeed, more than a third of employers surveyed reported serious shortages of skilled workers, which would suggest that real career opportunities do exist. This has met with industry recognition of the need for human resource development that raises the industry's profile, increases productivity and provides sustainable employment. The hospitality industry contributes to the important process of job creation. As a labour intensive industry, it employs large numbers of wage earners, whose taxes and disposable income add to gross domestic output and help to create further employment opportunities. Given that each hotel room typically requires one member of staff, every hotel room built has the potential to create an additional job.

### **3.1.3 Contribution Towards Employment Opportunity**

Tourism is one of the most emerging sectors for Kazakhstan's economy. Recently it has developed in an impressive manner. 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.

Kazakhstan is not an exception from this global trend and tourism is now more than a buzz in the Kazakhstan economy. Acknowledging the potential contribution of tourism to the country's prosperity, image and growth, in 2002 Kazakhstan officially made tourism its priority sector (Asia Policy Research Co.Ltd.2006). Today, tourism is one of the most advantageous and dynamic industries of the country's economy (Djordjevic, 2008). It is expected that in 2009, Kazakhstani tourism will contribute KZT1,340.2 billion (or US\$11,168.4 million) to GDP and its contribution to the total employment will be 469,000 jobs (World Travel and Tourism Council, 2009).

Technological improvements, risen economic prosperity of population and globalization processes has transformed tourism into a world's largest industry. 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). Currently, the global economy experiences difficult time; however, tourism industry is expected to maintain its dynamic role in global growth. It is estimated that in 2009, tourism industry will contribute US\$5,474 billion to worldwide GDP and its contribution to the total employment will be 220 million jobs (World Travel and Tourism Council, 2009).

Tourism is expected to generate 132,000 jobs directly in 2011 (1.6% of total employment). This includes employment by hotels, travel agents, airlines and other passenger transportation services (excluding commuter services). It also includes, for example, the activities of the restaurant and leisure industries directly supported by tourists. The total contribution of Travel & Tourism to employment, including jobs indirectly supported by the industry, is forecast to fall by 0.6% pa from 386,000 jobs (4.8% of total employment) in 2011.

#### Direct Contribution of Tourism to Employment

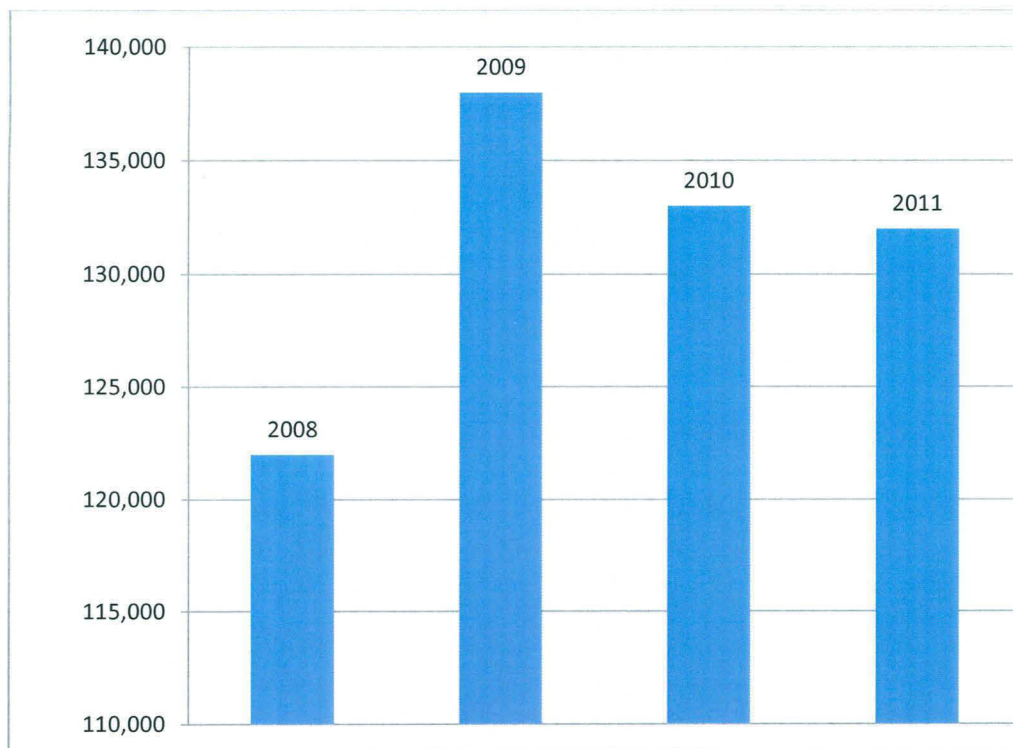


Figure: 3.4

*Data Source: World Travel and Tourism Council, 2011, Kazakhstan*

In figure: 3.4 it shows that in 2009 the direct contribution of tourism to employment in Kazakhstan is 138,000 which is highest above all of the years. But significantly it should decline slowly 2010 (133,000) to next 2011(132,000).

Employment has been an important element in Kazakhstan development strategy. Government has also played a direct role in generating employment and ensuring minimum qualitative safeguards for the workers. Employment directly in the government expanded with the state assuming the dominant role in providing not only administrative, but also social and economic services. Government has also been responsible for creating employment on an increasingly larger scale over the years in enterprises which it owned and ran in economic sectors regarded as vital. The public sector also set qualitative standards for employment, thus playing the role of the “model” employer to be followed by the larger private sector. The Government also legislated to ensure these standards, especially in the larger private sector enterprises.

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 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 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.

#### **3.1.4 Entrepreneurs Involved in Tourism Activities**

The dynamics of tourist industry is unique in several ways. Tourism industry is a multi industry and multi product in nature. The tourist demand is complementary and has to be met by a number of goods and services, which are not only spatially disparate but also functionally different. In fact, tourism coordinates different components of its product to create a package or service, thereby helping to earn revenue from both internal and external sources. The tourist product is of a highly perishable nature and the bulk of tourists are also multi product in nature. A dollar spent by tourist transmits impulses to different sectors of



the economy. In a developed country, where the production base is strong, the transmission of the pulses last for quite a longer time and as such the multiplier effect of these expenditure on the economy remain higher. However, in a developing economy, such transmission is short- lived due to low production base, weak forward and backward linkages and high linkages in terms of imports. This makes the transmission in terms of domestic multiplier smaller, producing only limited rounds of effects of tourist expenditures on the economy.



**Figure: 3.5**

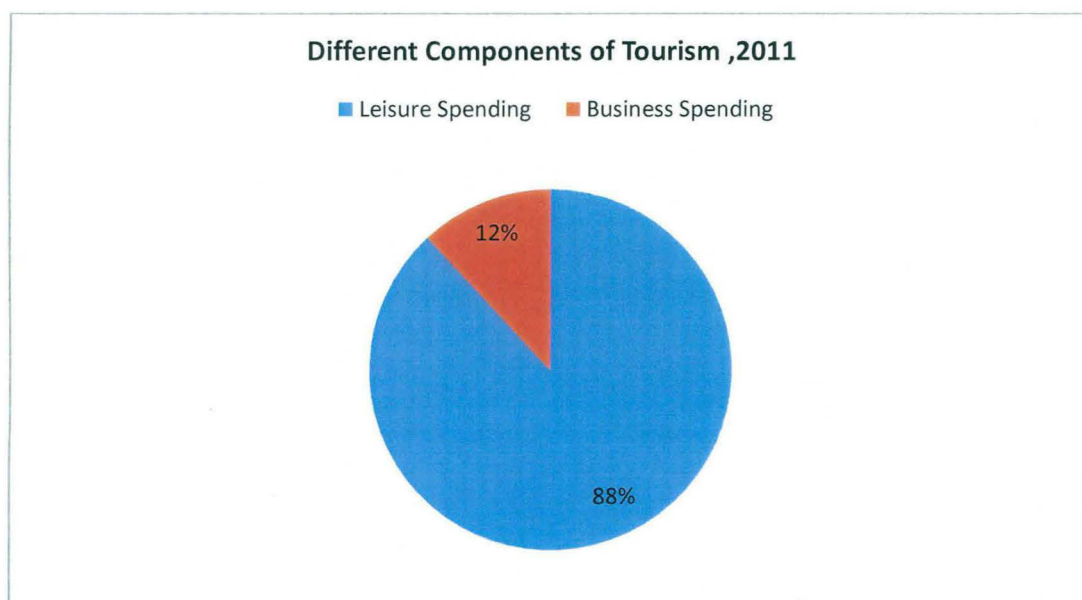
*Data Source: Agency on Statistics of the Republic of Kazakhstan*

In this figure: 3.2 it shows that in 2004 the maximum number of individual entrepreneurs involved in tourist activity but in 2005 and 2006 the number of entrepreneurs involved in tourist activity is decline then in 2007 it steadily increase up to the year 2010.

### 3.2 Components of Tourism

The principal causes of the growing popularity of business tourism in Kazakhstan are: the necessity of being well-informed about the latest developments in a given field, the optimum time-management and efficient access to critical industry shows, fairs and forums. As the world economy grows ever more homogeneous, global markets' character becomes more crucial to business. Businessmen today need the help of agencies

like Kondor-Tour organizes special trips for companies and commercially-oriented visitors who want access to Kazakhstan's business-friendly climate and booming economic development. Kondor-Tour as they travel worldwide in search of partnerships and business opportunities, studying tendencies of the markets and undertaking successful contracts. At the same time businessmen highly appreciate an opportunity to combine business with pleasure. Business tourism will help to solve all these problems. Business tourism means a full package of tourist services - from booking air tickets to registration business-visas and transfers - and also the organization of business meetings and opportunities for rest and pleasurable passing of time while away from home.



**Figure: 3.6**

*Data Source: Agency on Statistics of the Republic of Kazakhstan*

Leisure travel spending (inbound and domestic) is expected to generate 88.1% of direct Tourism GDP in 2011 compared with 11.9% for business travel spending. Leisure travel spending is expected to total KZT657.5bn in 2011. Business travel spending is expected to total KZT88.4bn in 2011.

### **3.2 Income Generated from Foreign Tourist**

Tourisms give impetus to national income. International tourism and domestic tourism both have the same effect on national income, as both, national and foreign tourism together creates national income. Tourism constitutes a demand for services and consumer goods that would otherwise not have been produced. This stimulates the production sectors bringing with it an automatic increase in national consumption. As the

structure of tourist spending is reflected in the boost given to production, the process of increasing income is to be seen in this sector to other sectors through various regional inputs. This development is quite independent of the 'consumption' and has chain reaction effect on the entire national economy. The construction of accommodation, urbanization for tourist purposes, infrastructure installations, increased tourist transport and equipment etc. are the examples how the tourists demand encourages investment.



**Figure: 3.7**

*Data Source: Agency on Statistics of the Republic of Kazakhstan*

In figure: 3.7 it shows that the maximum number of income generated from tourist in the year of 2005 and 2009. But it decline in the period of 2008 and 2010. Tourism development is commonly regarded as affecting the economy of a given community in four ways. First visitor spending brings additional revenue into the tourism area, aiding the economic development of the area. If the tourism carters to substantial proportion of international visitors, the money spend provides foreign exchange for the community. Tourism development also increases the tax base for a destination because there are more businesses and workers to task. Finally, tourism provides a large number of jobs. The creation of the jobs is one of the main reasons government frequently encourage tourism development. The development of tourism in scenic corners of the country would create additional jobs. Tourist projects are very profitable and are a major source of income in some countries. Large-scale tourism facilities would help extend catering networks that mainly employ female workers. Women would also manufacture souvenirs, an indispensable extension of any tourist project. They would certainly be the first to get jobs in this sector and, if appropriate, should be given specialized training.

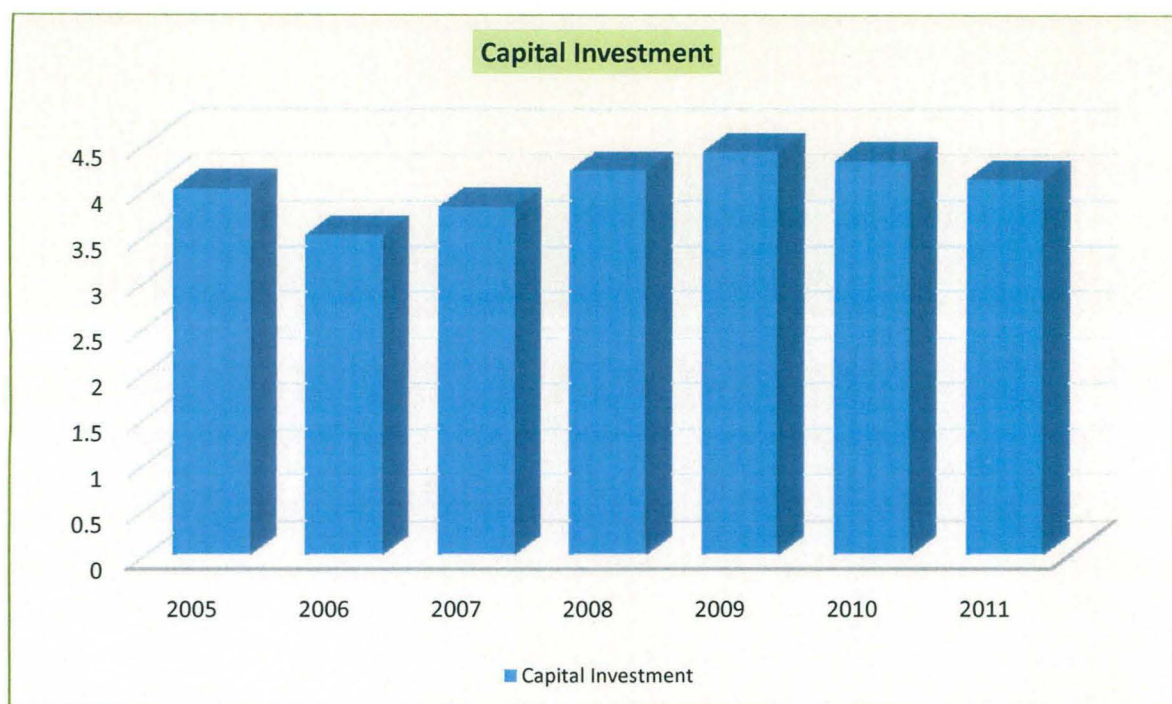
About two-thirds of all employees in tourist firms are females, 90% of them have higher education, in particular, 45% in tourism. Nowadays 430 tourism agencies, firms and bureaus of various property forms function in the republic of Kazakhstan. They employ nearly 6, 000 people, 1,500 professional guides. The fact that international tourism is an important source of income for the state budget, Kazakhstan faces the challenge of increasing tourism from abroad and creating a favorable tourist image for the country. One of the fundamental factors for achieving these goals is the presence of two important conditions: (i) availability of tourist product, and (ii) travel safety.

Ethnic crafts and home manufacturing in recent years, international integration and growing tourism flows have boosted the demand for handicrafts. Promotion of home manufacturing would produce good results in terms of female employment. Admittedly, rural women have rich experience and sufficient skills for this work, which could include handicrafts, ethnic headgear, sheepskin and fur coats, and leather and woven items. Home manufacturing would eventually help jobless women to start a business, provide services to local residents, sell locally or in district and regional centers because production costs will always be lower than in factories. Loans must be readily available to purchase required equipment or, if required to support training of rural women in specific skills. Incomes in rural areas in Kazakhstan predominantly depended on the agricultural sector, which employed approximately half of the female rural labour force. Most of the rural women are engaged in handicraft manufacturing.

### **3.4 Capital Investment**

Tourism investment is a critical component of a sustainable tourism sector. Investment in product and infrastructure is essential for destinations and businesses to support tourism visitation and experiences. The tourism sector is attracting not only visitors, but also capital. According to the National Statistics Agency, the fixed capital investments in Kazakhstan decreased in January-April 2010 by 8.7% year-on-year to 937.1 billion tenge. The mining industry was the most attractive sector for investments having attracted 46.5% of all investments in the reporting period. The large Kazakh companies increased their investments by 0.4% year-on-year to 515.4 billion tenge. The money spent the foreign tourists can benefit the national economy by improving the balance of payments. It can benefit the local economies through increased income and opportunities of employment. In addition, the governments can also generate income from taxes on tourism activity and communities can benefit from the multiplier demand for goods and services. The ledger may be balanced by the creation of cost to the community through increased import of goods from overseas and the need to spend large sums on installing or upgrading infrastructure and utility services such

as airports, roads, telecommunications, water, electricity and waste disposal. However the resident community may benefit from access to a wider range of a good (imports) and to improved infrastructure and utility services. Thus the assessment of net benefit or net cost is a complex issue. The benefits of tourism that accrue to the economy of the host country are measured mainly in terms of foreign exchange receipts from tourists and its multiplier effects on different activities; contribution to national income, employment and income generation in rural areas, infrastructural development and also improvement of social services.



**Figure: 3.8**

*Data Source: Agency on Statistics of the Republic of Kazakhstan*

In figure: 3.8 it shows that Tourism is expected to attract capital investment of KZT252.1bn, rising by 5.5% pa to KZT429.4bn. In 2009 the capital investment in tourist is maximum percentage but it maintains the balance to 2011 and little bit decrease in 2011. 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 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 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

### **3.5 Growth Rate in Tourism Sector**

Kazakhstan is not an exception from this global trend and tourism is now more than a buzz in the Kazakhstan economy. Acknowledging the potential contribution of tourism to the country's prosperity, image and growth, in 2002 Kazakhstan officially made tourism its priority sector (Asia Policy Research Co.Ltd.2006). Today, tourism is one of the most advantageous and dynamic industries of the country's economy (Djordjevic, 2008). It is expected that in 2009, Kazakhstani tourism will contribute KZT1,340.2 billion (or US\$11,168.4 million) to GDP and its contribution to the total employment will be 469,000 jobs (World Travel and Tourism Council, 2009). Technological improvements, risen economic prosperity of population and globalization processes has transformed tourism into a world's largest industry. 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). Currently, the global economy experiences difficult time; however, tourism industry is expected to maintain its dynamic role in global growth. It is estimated that in 2009, tourism industry will contribute US\$5,474 billion to worldwide GDP and its contribution to the total employment will be 220 million jobs (World Travel and Tourism Council, 2009).

The majority of the country's tourism sights and destinations suffer from little awareness, lack of infrastructure, limited accommodation availability, inconsistent service quality and pricing. However, with the country's rapidly growing economic power this is starting to change as the tourism is benefiting from large government and private investments.



**Figure: 3.9**

*Data Source: Agency on Statistics of the Republic of Kazakhstan*

In Figure: 3.9 it shows that the growth rate in Kazakhstan in different tourist sector. The graph representing that the domestic and leisure spending contribute amongst the maximum number of percentage to the Kazakhstan growth rate. But the capital investment is also supported to the growth rate in Kazakhstan. The government tries to boost tourism in a variety of ways, such as through passing favorable legislation for private investments in tourism industry, investing in the development of tourism infrastructure and hosting large international events. Until 2014, Kazakhstan committed to develop tourism infrastructure, which includes new roads, railways, construction of new and renovation of old accommodation outlets, near the main recreational zones, World Heritage Sites, as well as other cultural, historical and business centers.

## References

- Cuncha K.S. & Cuncha J.C. (2005),: "Tourism cluster competitiveness and Sustainability: Proposal for a Systemic Model to measure the Impact of Tourism on local Development." *Brazilian Administration Review*, vol.2, no/ 002, pp.47-62. PR, Brazil.
- Baisakalova Azhar, (2001), :The Kazakhstan Institute of Management, Economics & Strategic Research (KIMEP)
- Djordjevic, D. (2008), : *Kazakhstan's Tourist Potential: A Glance into future*", Investors' Voice, Vol. 30, 22-26.
- Joe Bandy (1996), : 'Managing the other of nature: sustainability and global regimes of capital in ecotourism. *Public culture* 8, 3 springs.
- Berno, T. and Bricker, K. (2001), : "Sustainable tourism development: the long road from theory to practice" , *International Journal of Economic Development*, Vol. 3, pp. 3-2.1
- French, S. (2005), : "Tourism and sustainable development", Proceedings of the Foundation for Excellence in Business Practice Conference, Geneva.
- Horner,S. and Swarbrooke, J. (2001): Marketing Tourism, Hospitality, and Leisure in Europe. International Thomson Business Press.
- Kreag Glenn (2001), : The Impacts of Tourism, Minnesota Sea Grant.
- Stynes J. Daniel (1999),: Economic Impacts of Tourism, Illinois Bureau of Tourism, Department of Commerce and Community Affairs..
- Archer, B. H. 1984 "Economic impact: Misleading multiplier." *Annals of Tourism Research* 11(3): 517-518.
- Negi, J.M (1990), "Tourism and travel: Concepts and Principles", Geetanjali New Delhi.
- Williams, Stephen (1998), : Tourism Geography, Contemporary Human Geography Series, London.
- Frechtling, Douglas C (1994): Assessing the economic impacts of travel and tourism – Introduction to travel economic impact estimation. In. *Travel, Tourism and Hospitality Research*, second edition. J.R. Brent Ritchie and Charles R. Goeldner (eds). New York: John Wiley and Sons Inc.
- KITF 2008 Catalogue (2008) : Almaty, Kazakhstan
- Asia policy Research Co. Ltd. (2006)
- Country Profile of Kazakhstan (2010)
- <http://www.tourasia.kz>



Statistical Yearbook, ( 2006) :	Agency on Statistics of the Republic of Kazakhstan.
Statistical Yearbook, ( 2007) :	Agency on Statistics of the Republic of Kazakhstan.
Statistical Yearbook, ( 2008) :	Agency on Statistics of the Republic of Kazakhstan.
Statistical Yearbook, ( 2009) :	Agency on Statistics of the Republic of Kazakhstan.
Travel & Tourism the Economic Impact, (2010) :	World Travel and Tourism Council Kazakhstan
Travel & Tourism the Economic Impact, (2010) :	World Travel and Tourism Council Kazakhstan

CHAPTER  
FOUR

#### **4.1 Community Based Tourism**

Community-based tourism 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 and/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).

Two Asian examples of CBT serve to illustrate how it is being used as a tool for local development. 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).

Community participation in tourism is regarded as the critical and indispensable 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: (1) 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 local residents are willing to cooperate with each other depends on their attitude to community tourism. (2) 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. (3) 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 enterprises. 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. (4) 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.

#### **4.2 Factors Influencing Community Participation**

There are various ways through which communities can be involved in the tourism industry so as to attract their support and participation which in turn enhance development of the industry. It will focus on and compare two factors: involvement in the tourism decision-making process; and employment opportunities. Communities can participate in the decision-making process (Zhao and Ritchie, 2007; Li, 2005; Li, 2004; Tosun, 2000; Chok and Macbeth, 2007). One of the key underlying principles of pro-poor tourism clearly declares that local communities "must participate in tourism decisions if their livelihood priorities are to be reflected in the way tourism is developed" (Chok and Macbeth, 2007, p. 147). According to Zhao and Ritchie (2007) this can be achieved through engaging local communities as members in the public and tourism related decision making bodies.

Community participation via decision-making is a crucial determinant to ensure that the benefits local communities get from tourism are guaranteed, and their lifestyles and values are respected. However, this approach is rarely found in developing countries (Tosun, 2000; Li, 2005). Building on the same argument, Kibicho (2003) in his study about community tourism in Kenya, further noted that local communities had the feeling that they were not fully involved in their country's coastal tourism, especially in decisions regarding its development, despite the fact that the industry has impacts on their well-being. In his study about the nature of community participation expected by the local community in Turkey, Tosun (2006) observed that the local community needs to be part and parcel of the decision making body through consultation by elected and appointed local government agencies or by a committee elected by the public specifically for developing and managing tourism issues.

It is, however, important to note that community participation in decision making is not only desirable but also necessary so as to maximize the socio-economic benefits of tourism for the community. It is perhaps one of the most important elements of tourism management to enable communities who often serve as tourist destinations and for that matter suffer from the negative impacts of tourism, to get involved and eventually participate in planning decisions regarding tourism development. This is important in order to

create better handling of the negative impacts of tourism development (Li, 2004; Tosun, 2000). Much of the literature seems to support the idea that if local communities want to benefit from tourism they must be integrated into the decision-making process. However, Li (2005), while studying community decision-making participation in tourism development in Sichuan Province, China, pointed out that there was weak local participation in the decision-making process yet local communities received satisfactory benefits from tourism. It is equally important to note, therefore, that integration of local communities into the decision-making process is “not a final goal itself” but only one of the many ways through which community participation can be achieved (Li, 2005, p.133).

Another way to involve and attract community participation and ultimately their support in tourism development is through local job creation (Zhao and Ritchie, 2007). Since tourism offers better labour-intensive and small scale opportunities (Chok and Macbeth, 2007; Scheyvens, 2007) and since it happens in the community, arguably, it is thought to be one of the best placed potential sources of employment opportunities for local communities, inclusive of women and the informal sector (Blank, 1989; Li, 2005; Johannesen and Skonhoft, 2005; Scheyvens, 2007). Community participation via employment opportunities, as workers or as small business operators, can be a catalyst to the development of tourism products and services, arts, crafts and cultural values, especially through taking advantage of abundant natural and cultural assets available in communities in developing countries (Scheyvens, 2007).

Community participation through working in the tourism industry has been recognized to help local communities not only to support development of the industry but also to receive more than economic benefits Tosun (2000). Apart from participation in the decision making process, or simply, apart from the high need by local people to be consulted about local tourism development issues, Kibicho (2003) further identified that 88.6% of 236 members of the local community who participated in his study stated that encouraging local people to invest in, operate small scale businesses, and work for the tourism industry is a suitable means for community participation. Tosun (2000) underlined that in many developing countries community participation through employment as workers in the industry or through encouraging them to operate small scale business, “has been recognized to help local communities get more economic benefits rather than creating opportunities for them to have a say in decision making process of tourism development” (p. 626). Zhao and Ritchie (2007) added that communities, as a way of participation and as the input of the local workforce, may pursue tourism-related economic activities as paid or self-employed workers. While participation through employment has more direct impacts on the lives of poor households, it is arguably a useful way to curb poverty at the household level since it diverts economic benefits tourism brings directly to the family level (Zhao and Ritchie, 2007).

### **4.3 The Contradictions among Main Stakeholders**

For the pursuit of self-interest, the above main stakeholders of community participation in rural tourism not only have interdependence, but also there are complex contradictions between them. The contradictions can come down to five aspects.

#### **4.3.1 The Contradiction between Community Residents and Tourism Enterprise**

Tourism enterprises, especially the massive participation of external tourism enterprises, will bring respectable economic benefits and advanced management concepts, technologies and means for communities in the development of rural tourism. However, tourism enterprises also take away the vast majority of tourism revenue, and then lead to the formation of “tourism leakages” because of a variety of investments and business activities. For community residents, they have few economic benefits by providing labor, raw materials, and so on, but undertake a series of negative effects from tourism development, such as the environmental pollution, traffic congestion, and so on. The unfairness in the distribution of benefits will inevitably cause the contradiction between residents and tourism enterprise.

#### **4.3.2 The Contradiction between Community Residents and Rural Tourists**

In the early stage of the development of rural tourism, community residents, with high expectations on the economic effects of the tourism industry, participate actively in rural tourism and are friendly to tourists. However, with the development of rural tourism, the frequent market exchange and cultural contacts between community residents and rural tourists will cause the psychological imbalances of the former due to the contrast of consumption habits and levels of tourists. Secondly, compared with the received economic benefits, community residents come to realize that they do not become the real beneficiaries, but undertake all the negative effects of rural tourism. Thus, they slowly begin to change the initial attitude to rural tourists and deceive them by a variety of means in the market exchange; all of these will lead to the contradiction between community residents and rural tourists.

#### **4.3.3 The Contradiction between the Village Collective and the Government**

The contradiction mainly centers on land acquisition and resource protection. The local government has a large number of land acquisitions for infrastructure construction such as roads, public recreation places, and tourism facilities and so on in order to promote the development of rural tourism. Under this circumstance, the village collective will have many disputes on land compensation and resettlement of landless peasants with the local government for the guarantee of the sustainable development of

communities and residents. In addition, the distribution of taxation and the protection and management of rural tourism resources will become other issues.

#### **4.3.4 The Contradiction between Tourism Enterprise and Rural Tourists**

It is certain for rural tourists to experience rural tourism products with unique village characteristics. However, the demand is difficult to satisfy due to the homogenization of rural tourism products and the poor combination among various elements. Moreover, it seems that the price is relatively low due to information asymmetry, but in reality some follow-up costs have to pay in the process of tourism. The low quality but high price of tourism products leads to the contradiction between tourism enterprise and rural tourists.

#### **4.3.5 The Contradiction between Tourism Enterprise and the Village Collective**

The contradiction comes from the following two aspects: the transfer of operation right on tourism resources and the distribution of economic benefits. The fact that most of rural tourism resources belong to public resources decided that both local enterprises and external enterprises must obtain the right to use for development and operation through reaching a certain agreement or contracts with the village collective. In the early stage, tourism enterprises can obtain the right to use at a lower transfer fee but high distribution ratio of economic benefits due to the difficulty in estimating future earnings for village collectives. It is necessary for village collectives to reappraise the values of tourism resource and readjust the distribution of benefits with the rapid increase revenue of tourism enterprises. However, tourism enterprises are unwilling to do what village collectives expect for the pursuit of profit in the long contract period (at least 3-5years). Therefore, the contradiction appears naturally.

#### **4.4 The Main Stakeholders and their Benefits**

The community participation in rural tourism has many stakeholders including rural tourists, rural tourism enterprises, non-rural tourism enterprises, village collective, the Government and tourism administration, non-governmental organization, residents, scientific research institutes, media, rural tourism planning designers, and rural environment and so on. According to the level of participation and impact, the following five categories are:

#### **4.4.1 The Local Government**

As the representative of public interests and the foremost resource integrator and allocator, the local government hopes: creating more employment opportunities, driving the development of related industries, promoting the current new rural construction, and enhancing the popularity of the destination and so on through the development of rural tourism.

#### **4.4.2 The Rural Tourism Enterprises**

There are two categories of rural tourism enterprises. The first one is tourism enterprises invested and operated by the village collective. Another one is tourism enterprises operated by external investors. As for-profit organizations, tourism enterprises firstly aim at profit maximum by supplying products and services for rural tourists; and hope acquiring the support and participation of the village collective and residents; and need the preferential policy and infrastructure construction from the government. On the one hand, tourism enterprises provide employment opportunities and increase the income of the farmers; on the other hand, they lack enough concern for the negative effects from tourism development, such as the environmental pollution, culture missing and immoral, and falling back to poverty from tourism development and so on.

#### **4.4.3 The Residents**

The residents can be divided into two types: one is participators include operators of rural tourism, providers of rural tourism products and their raw materials, and other rural tourism employed persons; another can be called “non-participators” except for the above participators. For participators, they need the preferential policy, more training and cultural exchanges opportunities from the government; hope a higher position income level from tourism enterprises and provide more products and service for tourists and so on. For “non-participators”, more employment opportunities and participation access are required. At the same time, they hope tourism enterprises and tourists not to destroy the local natural, ecological, cultural environment, and not to affect their normal life.

#### **4.4.4 The Village Collective**

As the representative of the overall benefits of rural communities, the village collective requires the local government and relevant departments to provide a reasonable planning and enabling policy, to give direct financial and technical aspects of support and better infrastructure; requests tourism enterprises and participators to protect tourism resources and ecological environment, to pay certain taxes. As the direct participation of rural tourism, it is also asked for providing products and services for tourists.



#### **4.4.5 Rural Tourists**

As the demand side, it is natural for rural tourists to need convenient tourist facilities and harmonious atmosphere from the community, high quality tourism product at reasonable prices from enterprises and participators, safe and orderly travel environment and the establishment of effective information transmission and tourism complaints mainly from the government, and a friendly attitude from local residents.

#### **4.5 Interaction with Local Communities**

Many visitors are interested in interacting with local people, experiencing elements of local lifestyles, crafts, food and drink and visiting cultural and historical sites. Tour operators may consequently incorporate these elements as a minor or major component of their tour product. Direct interactions with local communities may occur through purchasing decisions and supplier choices, interactions with individuals or families, visits to local businesses, markets and exhibitions, use of local recreation areas or use of shared infrastructure such as transport, communications, entertainment and food services. Communities may also be indirectly affected by environmental damage that can degrade or restrict their access to natural resources, such as food and land, upon which they depend.

The level of cross-cultural awareness, understanding and respect between visitors and local people will influence the quality of the visitor experience and the level of community tolerance and support for tourism. If visitors use inappropriate language, handle cultural artifacts, or take photographs of people and private or sacred sites, it can create negative perceptions of visitors in local communities and lead to conflict, crime or an inhospitable atmosphere. Interactions between visitors and local people may also affect the ability of the local community to maintain its unique culture and lifestyle in the face of exposure to the alternative traits, customs and preferences of tourists. It may also lead to commercialization or modification of aspects of the culture, in an attempt to make a destination and services more appealing to visitors. However, it is the diversity, uniqueness and authenticity of a culture that may be the primary attraction for increasing numbers of discerning customers.

This cultural diversity and authenticity also contributes to a destination's competitiveness by distinguishing it from other destinations. The extent to which the economic benefits of tourism are channeled into local economies will directly affect the degree to which local communities benefit from tourism activities and their ability to maintain viable local businesses and contribute to the unique nature of a particular mountain destination. Tourism revenue can easily "leak" out of local economies, as the benefits from

spending on imported goods, services and labor from outside the local destination often leave the local economy. Utilizing or recommending non-locally owned accommodation, transport and food outlets often does the same. The less revenue that stays within the local economy, the less income is available to channel toward local training, developing tourism infrastructure, conserving natural, cultural and historical sites, and marketing local destinations and businesses. The exploitation of local workers, such as mountain porters, through low pay, long working hours and bad working conditions is also a poor use of these resources and does not contribute to the long-term sustainability of tourism in the region.

The additional pressure that tourism puts on transport, infrastructure and commercial services can greatly limit the access of local communities to these shared resources. In sufficient numbers, tourists can overcrowd local community areas or prevent access to areas preferred by local residents. They may also participate in incompatible activities in these areas. A high concentration of tourists can also put additional, unsustainable pressure on scarce natural resources in remote and high altitude areas, creating competition for fuel, firewood and water. In many communities, scarcity of fresh water is already a major concern and can be greatly exacerbated by tourism development.

#### **4.6 The Status and Condition of Women**

The status and condition of women in the mountain societies of Central Asia today are in a state of flux, as is the study of women in these settings. Shortly after the collapse of the USSR a host of studies focused on the fate of women in post-Soviet societies. Nearly all identified difficulties in the path of women in the newly independent states, especially from the reduction of education and health services and the abolition of many jobs connected with the Soviet system. The overwhelming impression one gains from these conversations with men and women in and from mountain zones of Central Asia is that their high-altitude economies are in a state of both relative and absolute free-fall, as compared with other geographic zones of their region. Were it not for money from the Marco economy the situation would be worse still. First, many factories created in district and provincial capitals in Soviet times have died. However grim their conditions, these had long constituted a major source of female employment. Some succumbed to the reality that they were never competitive in terms of cost or quality and continued only as a kind of subsidy from the Soviet system. Of those that survived the initial collapse, many have recently died, the victims of competition from Chinese goods, which tend to be cheaper and better.

Second, the renewal of roads and the expansion of regional networks in highways and railroads, has not reached many secondary markets, let alone the more remote mountain areas. This places a kind of transport tariff on all goods coming from the mountains and makes them less competitive. At the same

time, the spread of private truck ownership has enabled both urban and rural entrepreneurs to make money by bringing produce and goods from towns and provincial centers to remote mountain settlements. Third, while levels of access to education and health facilities vary by country, the best access is everywhere to be found in the cities, especially the capitals. As elsewhere in the world, it is hard to recruit outsiders to serve in remote mountain areas and those from such areas who are trained in medicine or teaching increasingly prefer to take readily available jobs in the cities. This has caused the gap in education and health indicators of mountain and non-mountain populations to widen.

Fourth, government employment, which formerly constituted a major pillar of all employment in mountain areas, has greatly shrunk. The inability of governments to collect taxes leaves them relatively impoverished, even as individuals in their societies acquire wealth. This means cut-backs in the civil service rolls. Also, as central governments rush to provide basic services to the burgeoning and potentially destabilizing urban populations they are forced to reduce staffs elsewhere, especially in the mountains.

Fifth, decade ago many dreamed of stimulating agriculture, home industries, and eco-tourism in the high mountain zones of Central Asia, and believed that this might provide a solution to the vexed economies of the region. This hope is still alive, and those who share it can point to many successful enterprises that not only fit this general profile but which are organized by women or employ them.

However, the overall impact of these initiatives, however laudable they may be, remains limited. The reality is that agricultural products grown above certain altitudes are uncompetitive economically, the market for home industries is limited, and even eco-tourism requires a substantial support infrastructure (beginning with regional air links) that does not exist. Many of these fledgling enterprises depend on direct or indirect subventions to survive, and as a group they do not exhibit any pattern of robust growth. Together, these factors have undermined the viability and comparative attractiveness of mountain economies in many parts of Tajikistan, the Kyrgyz Republic, and even East Kazakhstan. Rising indicators do not help in this situation. Paradoxically, the gap between life in these regions and the capitals has broadened as per capital GDP has risen nationally, for the growth is overwhelmingly concentrated in urban areas with ready access to regional transport. The inevitable consequence is to cause productive elements of the labor force in mountain communities to consider emigration.

Women particularly those living in rural areas or mountain areas have special relationship with the environment. They are more close to the nature than men and this very close relationship makes them perfect managers of an eco-system. The life of mountain women is so much intertwined with the environment that whole ecosystem revolves around her and she can't even think of her survival without it.

For her forest is her mother's home as she is entirely dependent on the forest to meet her daily needs such as - water, fodder, fuels, minor forest produce etc.

Traditionally, mountain women are accustomed to a significant level of resource control, and a clear voice in the affairs of the household and community. Sexual division of labor tends to be less strict than in lowland areas, and caste or class distinctions play a comparatively less important role in defining women's work. It is conceivable that lower reproduction rates of traditional highland women are also linked to their higher status in the community. In Nepal, women of the Tibeto-Burman cultures, who have traditionally inhabited high mountains, exhibit a greater freedom of action, more participation in the market economy, and are more immediately responsive to extension proposals than are women of the Indo-Aryan groups, who have migrated to the hills much more recently (Acharya and Bennett, 1983).

Women have vital role in conservation and management of sustainable eco-system. Since time immemorial women are traditionally involved in protecting and conserving their natural resources in mountain areas. With their extraordinary skills and traditional knowledge women have proved how land, water, forest and other natural resources can be used and managed. They have their own devised system and ways to sustain and manage the resources which are the basis of survival for their families and communities.

Through their practical experiences and managerial skills they have acquired immense knowledge of the various types of plants, grass, medicinal plants, kind of fuel wood and various species of fodder plants. They know better than any scientist that what grass, herbs, shrubs, trees are best for them and should be planted to maintain a balanced ecosystem and well being of their families and communities. They always prefer a mixed forest which can meet their demands of fuel, fodder fruits and food as well as maintains the bio-diversity of the mountains. They are perfect in making an optimum use and conservation of natural resources.

Mountain women have traditionally engaged in small scale entrepreneurial activities based on the use of natural resources (Baer, 1990). This non-domestic forest economy can be critical to meeting household subsistence needs. Many traditional income-generating activities involving mountain women depend on ample supplies of energy or biomass. In addition to direct sale of firewood or fodder, income is acquired through livestock products (requiring fodder), cheese and butter processing, beer and liquor brewing, processing of agricultural products, raw materials for crafts, charcoal making, and the collection and processing of many non-timber forest products. Non-timber forest products include many essential

subsistence items such as fodder, fertilizer, and soil. Both subsistence and small-scale commercial use is made of honey and wax, flowers, seeds, leaves, wild fruits, fibers and flosses, bamboo, rattan, cane and grasses, oil seeds, tans and dyes, gums and resins, pine oleoresins, rubber, drugs, spices, aromatics and insecticides, lac, sandalwood, and seeds for propagation. Sustainable harvesting and processing of these resources can generate significant income for women and community cooperatives.

#### **4.7 Tour Operators**

Communities generally do not have the resources or contacts to be able to attract a sufficient number of visitors without the help of tour operators dedicated to this function. Communities will be keen to ensure that tour operators do not place profits above environmental and social considerations, while tour operators will need convincing that there is an appealing product, and services of a consistently high standard to attract customers. Tour operators should:

Actively involve communities in decisions regarding tourism development (see previous section) and respect their views. Make long-term commitments to destinations that provide sufficient time to build partnerships and invest in product development and training. Accountable relationships should be developed with responsibilities clearly set out. It may be advisable to initially test this approach in one or two destinations. Use locally owned accommodation and service providers whenever possible and ensure that pay and working conditions are fair. Provide potential customers with clear and accurate information regarding the extent of their support of the community and environment at tourist destinations. Provide visitors with information, before and during the stay, on how to visit in a responsible and sensitive way.

Consider making a charitable donation to community development, although this should not be used merely as compensation for damage caused by tours. In-kind contributions, such as carrying out an environmental clean-up, are an alternative form of giving. Provide tourists with the option of making a contribution to support local development or conservation work.

##### **4.7.1 Service Providers on Tourism**

As the individual or organization based within the destination, the local provider of tourism services has a key role to play, in terms of the impact of their own business, and their opportunity to influence the actions of visitors. Many will start with very limited resources, and the temptation will be to look at the approach that is cheapest in the short-term. While understandable, this approach is likely to prove counter-productive, not only in terms of the environmental impact, but also in terms of the satisfaction of visitors and long-term economic efficiency of the business. The following principles provide a framework for a sustainable approach:

If a new building is required, the location and design (including choice of building materials) should minimize its environmental impact (in terms of site clearance, disturbance of nature and appearance in the landscape). The efficient use of resources such as energy and water should be incorporated into the design, choice of equipment and fittings, and operation. Waste should be minimized through avoiding unnecessary packaging coming into the area and also through re-use and recycling. Organic waste should be composted if possible and remaining waste properly disposed with particular care given to hazardous waste and sewage.

Local products (particularly food and drink, and handicrafts) and services should be used, promoted and offered for sale whenever possible. Local employees should be used whenever possible with training programmes introduced if necessary to cover gaps in skills and experience. Employers should ensure that employees receive fair pay and working conditions. Those taking visitors into nature should minimize impacts in choice of trail route and camping location, size of group and its activity, and management of campsites. Particular attention should be given to taking litter away for proper disposal. Service providers should cooperate on mutually beneficial projects – such as joint marketing, exchanging information, organizing training, lobbying – and consider developing associations or networks to facilitate this.

#### **4.7.2 Involving the Visitor**

Tourists clearly have a significant impact, positively or negatively, on the communities and environments that they visit during their holiday. Influencing the way they visit an area is therefore an essential element of developing ecotourism. In order to influence visitors it is essential to understand their motivations. It should never be forgotten that relaxation and enjoyment are the main reasons for a tourist's visit. This enjoyment may be through the stimulation of finding out more about wildlife or a different culture, but nonetheless many are coming for a break from their normal routine and surroundings. However, tourists do not want their trip to be at the expense of the places and people they are visiting. If they can make some positive contribution then this will add to their feeling of satisfaction.

Tourists will, of course, be looking for information that tells them about the destination – for example, the experiences and activities available, the accommodation, means of getting there. The format and means of distributing the information will vary according to whether the visitor is booking, preparing to visit, or in the destination. Promotional brochures, websites and guidebooks all play a key role prior to departure, although those travelling with a tour operator will receive much of this information through them. Within destinations tourist information centres, service providers, information boards and guides are all important

ways in which a visitor finds out information. It is important to ensure that these various stages and forms of information provision and promotion are used to communicate, not only information on how to enjoy the destination, but also how the visitor can be a benefit rather than burden to the place and residents. Accuracy and clarity will be the two aspects of information that will be most important to visitors. Even if, for example, prices vary during a season, they want to have a clear idea of the range of prices. Language will clearly be another important consideration if a significant proportion of visitors are foreign: Information on facilities and experiences is clearly vital for a visitor but recent research confirms that there is other information that they require.

The research conducted by Tearfund indicated that 63% of holidaymakers in the UK wanted more information about the impact of their holiday on the people and place. The information most in demand regarded how to dress and behave appropriately, while a significant number also wanted information on ways to support the local economy and meet local people. Slightly fewer wished to know about how to minimise their environmental impact (although the number could be expected to be higher if the responses came only from ecotourists).

The socio-cultural impacts of conventional tourism described here, are the effects on host communities of direct and indirect relations with tourists and of interaction with the tourism industry. For a variety of reasons, host communities often are the weaker party in interactions with their guests and service providers. The impacts arise when tourism brings about changes in value systems and behaviour, thereby threatening indigenous identity. Furthermore, changes often occur in community structure, family relationships, collective traditional life styles, ceremonies and morality.

## References

- Allcock, A. (2003): Sustainable Tourism Development in Nepal, Vietnam and Lao PDR, SNV Netherlands Development Organization
- Aref, F., Ma'rof, R., & Sarjit, S. G. (2010): Community Capacity Building: A Review of its Implication in Tourism Development. *Journal of American Science*, 6(1), 172-180
- Boissevain, J - P. Serracino-Inglott, (1979): Tourism in Malta; In: E. de Kadt ed.: *Tourism - Passport to Development ?*; Oxford University Press, New York, USA, pp.265-284
- Briassoulis, H.,(1992): Environmental Impacts of Tourism: A framework for analysis and evaluation, In: van der Straaten, J. and Briassoulis, H. (eds) *Tourism and the Environment: Regional, Economic and Policy Issues*. Kluwer Academic Publishers, Dordrecht.
- Brunt, P. and Courtney, P. (1999): Host Perceptions of Sociocultural Impacts.' *Annals of Tourism Research*, 26(3): 493-515.
- Butler, R.W. (1980): The Concept of a Tourist Area Cycle of Evolution: Implications for Management of Resources; *Canadian Geographer*, 24(1):5-12
- Conway, P., & Hachen, S. (2005): Attachments, grievances, resources, and efficacy: The determinants of tenant association participation among public housing tenants. *Journal of Urban Affairs*, 27, 25-52.
- Chapman, M., & Kirk, K. (2001): Lessons for Community Capacity Building: A summary of the research evidence. Retrieved 2, October, 2007.
- Chavis, D. M., & Wandersman, A. (1990): Sense of community in the urban environment: a catalyst for participation and community development. *American Journal of Community Psychology* 18(1), 55-81.
- Davidson, W. B., & Cotter, P. R. (1989): Sense of community and political participation. *Journal of Community Psychology*, 17, 119-125.
- Dogan H. Z., (1989): forms of Adjustment: Socio cultural Impacts of Tourism *Annals of Tourism Research* 16: 216-236
- Fariborz Aref, (2011): Sense of Community and Participation for Tourism Development, *Life Science Journal*, Volume 8, Issue 1, 2011 School of Management and Economics, Science and Research Branch Islamic Azad University, Tehran, Iran
- Gursoy, D., Jurowski, C. & Uysal, M. (2002): 'Resident Attitudes: A Structural Modelling Approach.' *Annals of Tourism Research*. 29: 79-105
- Jones, A. (1996): Is there a real alternative tourism? *Tourism Management*, 13(1), 102-103.
- Lacy, T. D., Battig, M., Moore, S., & Noakes, S. (2002): Public / Private Partnerships for Sustainable Tourism. In *Delivering a sustainability strategy for tourism destinations: Asia Pacific Economic Cooperation Apec Tourism Working Group*.



- Levi, Y., & Litwin, H. (1986): Community and cooperations in participatory development. Aldershot: Gower.
- Liz Fredline, Margaret Deery and Leo Jago,(2006): Development of a Scale to Assess the Social Impact of Tourism Within Communities, Copyright © CRC for Sustainable Tourism Pty Ltd.
- Mathieson, A. & Wall, G. (1982): Tourism: Economic, Physical and Social Impacts. Longman, Harlow.
- Miranda, E. M. (2007): Gang injunctions and community participation. University of Southern California.
- M, C., & Wandersman, A. (1990): Sense of community in the urban environment: A catalyst for participation and community development. American Journal of Community Psychology, 18(1).
- Nampila, T. (2005). Assessing community participation—the Huidare informal settlement. University of Stellenbosch.
- Pretty, J. N. (1995): Participatory learning for sustainable agriculture. world development, 23(8), 1247-1263 Tourism and Local Development
- Sofield, T., De Lacy, T., Lipman, G. & Daugherty, S. (2004): Sustainable Tourism ~ Eliminating Poverty (ST~EP): an overview. Sustainable Tourism CRC; Gold Coast, Australia
- Sproule, K.W. (1996): Community-Based Ecotourism Development: Identifying Partners in the Process. The Ecotourism Equation: Measuring the Impacts. Bulletin Series Yale School of Forestry and Environmental Studies, Number 99. New Haven CT: Yale University, 233-250.
- Theron, F. (2005): Trends in Micro-level Development. Pretoria: J. L. van Schaik Publishers.
- TsingHua, (2005): Study on Community Participation and Community Integration in Tourism.

CHAPTER  
FIVE

## 5.1 Importance of Mountain Tourism

Tourism and environment are intricately related. The environment of a tourist destination, its socio-cultural attributes, resources heritage value constitutes the basic background elements for the evolution, growth and development of tourism in that area. Holder (1987) sees the environment as a resource of tourism. As mountain landscapes have become more accessible, an increasing number of recreationists have become sources of concern as well as optimism for the future of mountain people and their habitat. In this section the theories of accessibility, highland-lowland interaction, and population migration in mountains are used to illustrate the linkages between the supply of recreation landscape and the attractions, demands and impacts of recreation in mountain environments and on their inhabitants. In the highland-lowland interaction system, the nature and degree of impact is directly related to the types and numbers of tourists, amounts of time they spend in mountain environments, and the intensity of the contact. These factors are related to the degree of accessibility of a particular area. Increased accessibility results in more recreationists as well as increased communication with the outside world. As a result of these external influences, changes inevitably take place among residents. Examples of such changes are drawn from many of the world's mountain areas. Planning for eco-tourism and soft recreation and balancing economic development and environmental concerns requires reversal of past exploitative practices and attitudes, and greater sensitivity toward mountain inhabitants' self-determined goals. Mountains of the world seem to be predestined for tourism for all their excellent land architecture, climates, recreational flora and fauna, and for the doings of man. Man has sought these unique environments for different motivations, inspiration, scientific enquiry, adventure and spiritualism. Tourism in the mountains is encouraged for economic opportunity, creates local employment, hold back the process of depopulation in the marginal areas, and finally corrects regional imbalance.

Mountain areas are second only to coasts and islands as popular tourism destinations, generating 15-20 percent of annual global tourism, or US\$70-90 billion per year. Tourists are attracted to mountain destinations for many reasons, including the climate, clean air, unique landscapes and wildlife, scenic beauty, local culture, history and heritage, and the opportunity to experience snow and participate in snow-based or nature-related activities and sports. While modern forms of transportation have made even remote mountain areas accessible to increasing numbers of visitors, mountain tourism tends to be very unevenly distributed, with a small proportion of locations having significant tourism infrastructure. For example, in the European Alps, where tourism now exceeds 100 million visitor-days per year, 40 percent of communities have no tourism at all, while 10 percent have extensive and specialized tourism infrastructure.

Mountainous cover at least one fifth of the earth's landscape and contain critical water towers for much of our earth's fresh water supplies. Remote mountain regions are some of the last stronghold for globally significant biodiversity and indigenous cultures. These areas with complex ecosystems, extremely fragile, unique in geomorphology, react sensitively to global climate change and hence have to be protected and handled with care. It is believed that mountains can serve as inspiration and model for community-based conservation. Conserving these mountain environments and cultures while helping to improve mountain peoples' livelihood through community based conservation, endeavor programs through participatory approaches, building on indigenous knowledge and wisdom, will all boost in bringing about a sustainable development in the region. It is important to note that many cultures draw vitality and cohesion from their relationship to mountains and other sacred features of the landscape.

There is a simultaneous need for a compressive interdisciplinary approach sustainable mountain development as well as for the effective participation and empowerment of mountain people in the use and conservation of mountain resources. Under the impacts of modernization, the influx of outside forces, and population growth, many traditional beliefs and practices that have been extremely effective in preserving the environment are now being besieged. With increased accessibility into mountain areas, resources degradation as well as economic and political marginalization of mountain communities, has started taking place.

In order to reserve this trend and to combat the poverty of hill people, strategies for development must empower hill communities to exercise larger control over local resources management and conservation and generate income in sustainable and equitable ways. In order to ensure an integrated approach to the complexity of mountain ecosystems and the socio-economic issue at stake, there is a need for strengthening the existing institutional mechanisms as well as the knowledge base about mountain ecosystems and land use system, tourism, transportation policies, energy production and use. These initiatives must incorporate a participatory approach involving all stakeholders, including farmers, women and local and indigenous communities, as well as non-governmental organizations.

The relationship between tourism and environment is obvious, and is largely established through what is sometimes called "environment quality". This quality is perceived in different ways according to the human population and the circumstances presiding tourist activities at any given moment. Any analysis of the relationship between tourism and the environment that we can include under human ecology therefore comprises aspects of the natural sciences as well as the social sciences. The reliance of tourism upon the natural and cultural resources of the environment means that its development induces change which can

either be positive or negative. Today there is a growing interest in the environmental effects of tourism from governments, non-governmental organization, the private sectors, academics and the public.

Tourism activity is promoted, conditioned and influenced by the environmental circumstances of each region and can be affected by modifications or changes in those circumstances. Although a lot of emphasis has been placed on the negative impact or modifications in “environmental quality” attributed to tourism, it is also accepted that it can be a very important factor in preservation and defense in ecological values threatened by more destructive alternative for the use of territory. Very, often tourism can be most suitable and most satisfactory way of using a region’s renewable natural resources. However, tourism remained largely immune from environmental criticism, the image of tourism being predominantly one of an ‘environmentally friendly’ activity, the ‘the smokeless industry’. This perception was enhanced by the imagery of tourism, embracing virtues of beauty and virginity, as portrayed in landscapes of exotic beaches and mountain areas farmed in sunshine. Nevertheless, there were one or two dissenting observations about the ‘smokelessness’ of tourism.

The tourism industry is growing in many mountain areas and has become an important development issue. Among the driving forces are an increased demand for recreational activities and the need for infrastructure and job opportunities. The positive economic effects of tourism can include a stimulus for related industries and increased government revenues (Frederick 1993; Shaw and Williams 1994). Although tourism may be attractive as a means of economic development, its environmental impacts on fragile ecosystems is a matter of serious concern. These impacts have been studied extensively, and their destructive influences on the very qualities of the natural environment that attract tourists have been described (Hall and Page 1999).

## **5.2 Kazakhstan Mountaineering Tourism**

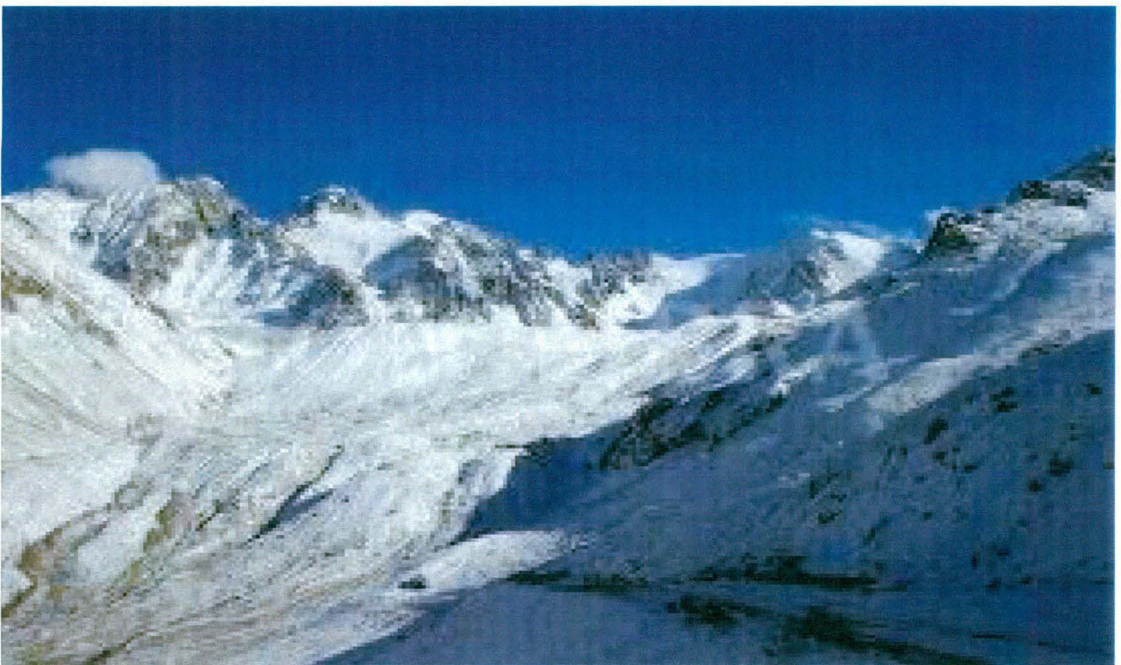
Khan Tengri Mountain is the highest point in Kazakhstan (7,010 m) and the most northerly 7,000m peak in the world. The mountain sits on the border of three states - China, Kyrgyzstan and Kazakhstan. The summit of Khan-Tengri is difficult to reach and therefore extremely attractive to both mountaineers and lovers of adventure travel. The northern part of the mountain is situated in Kazakhstan. The dream of many mountaineers is to climb the north face of Khan-Tengri. Khan Tengri Peak is the most northern peak over seven thousands meters height in the world, and is one of the most beautiful mountains in the world because of its perfect marble peak. 1,200 years have passed since Khan Tengri was mentioned in the Chinese chronicles for the first time. M. Pogrebetskiy, a Ukrainian mountain climber, conquered it for the first time in 1931, having traversed the southern side of the peak. This route is considered to be a classic

even today. Khan Tengri is located in a remote region on the boundaries of Kazakhstan, Kyrgyzstan and China. Most climbers reach the base camp at the foot of Khan Tengri by helicopter. Ascending to its peak is the goal of many climbers all over the world. It requires a minimum of fourteen days to reach its top. The region around the mountain includes many peaks of 6,000m in height: the Marble Wall (6,400 m) is among them. It is an area of alpine valleys with the most beautiful lakes and rivers.

Today, Northern Tien Shan mountaineering is one of the most popular forms of extreme sport in the world. The Republic of Kazakhstan has unique mountaineering resources, among which are the Northern Tien Shan Mountains. They are located in Almaty Region. Another name for this place is 'Zhetysu-Semirechie', meaning "Land of seven rivers", all of which drain into Lake Balkhash. Zhetysu is Kazakhstan's pearl. It is a beautiful and unique place. Striking secrets are held here, where the routes and destinies of many ancient tribes and nations have crossed through the millennia. The Central Tien Shan is located in Central Asia, mainly in Kyrgyzstan (the western part) and China (the eastern part), and partially in Kazakhstan and Uzbekistan. It stretches for 2500 kilometers from west to east and for 300 kilometers from north to south. The highest points are Pobeda Peak (7439m) and Khan-Tengri Peak (7010m). Alpine landscapes are characteristic of the Central Tien Shan: pointed crests are covered by grey - turquoise colored glaciers and dazzling snow fields; multi-colored alpine meadows flow next to dark coniferous Tien Shan spruce forests. The Zhaili Alatau, the most northern range of the Tien Shan, stretches laterally for about 400km, forming an arch extended southward. The central part of the range stretching for 170 km and ranging from 33 to 50 km in width, towers between the



Khan Tengri Mountain



Tien-Shan Mountain

Data Source: Travel-Images.Com

Kumbel pass in the west and the Amanzhol pass in the east. The highest point in the range is 4973m above sea level (Peak Talghar).

Among mountain climbers the region of the Maly Almaty gorge and the Bogdanovich glacier adjacent to it are the most popular in the Zhaili Alatau. The glacier is in the Levy Talgar River basin, but most convenient routes to climb its peaks are from the Maly Almaty gorge. Many gorges such as the Bolshoi Almaty, Aksai, Kargaly, Kaskelen, and Chemolgan are pristine; with places where man has never set foot. The western branch of the Maly Almaty spur - Kumbel - begins at the snowy and icy Pogrebetskii Summit (4231m), followed by Lokomotiv Peak (4182m) from which the spur turns north, keeping its direction till Peak Kosmodemyanskaya (4108m), where it turns northwest to the Molodezhny Summit (4147m).

Behind Molodezhny pass (3735m) the Kumbel spur descends, losing its glaciers and branches into several forested ridges. In the Bolshoi Almaty River basin, the Soviets spur should be mentioned. It stretches from Lokomotiv Peak towards Bolshoi Almaty Lake. There are two summits - Gorelnik (4000m) and Soviets Peak (4317m) with a glacier of the same name on the northern slope. The nearest valley to the city of Almaty is that of the Maly Almaty River. The upper valley is located in the first branch of the Maly Almaty spur.

To the north of the Tuyuk Su pass (4100m) is the heavily eroded Tuyuk Su summit (4218m), then behind a flat snow crest, a wall with seven rocky towers rises - The Tuyuk Su Needles (Igli) (4213m). Behind the two-headed Partizan Peak (4390m) is a spur 4410m high in the Ordzhonikidze summit massif. Then there is a sharp saddle, resulting in the Ordzhonikidze pass (3980m), which stretches from the Igly Tuyuk Su glacier towards the Eastern Ordzhonikidze glacier. Summits located to the north of the pass are rocky. Among these is Mayakovskii Peak (4208m) with its vertical 400m walls. Its upper part consists of marbled limestones and the lower one - of red granites. There is a highly eroded crest of summits: the Great Patriotic War Peak (Velikaya Otechestvennaya Voina) (4050m) and Antikainen (4000m) behind the peak. Then follow the snowy saddle of Antikainen pass and a beautiful rocky peak named after Manshuk Mametova (4194m). Behind Manshuk Mametova pass (3750m) to the north of the summit of the same name, the Almaty spur branches for the second time. There are the "Hero Peaks" - Panfilov Guardsmen (4120m), Teacher (4045m), Pioneer (4031m) and the Amangeldy summits along its western branch.

It is necessary to mention Amangeldy Peak, at 4000m. Every year on December 22, the most courageous mountain climbers of Kazakhstan gather at the Memorial to Fallen Mountaineers near the Tuyuk Su Gates to take part in a speedy ascent to the summit of Amangeldy Peak (4000m). The ascent is dedicated to the memory of Anatolii Bukreyev, a well known Kazakhstani mountain climber. Anatolii Bukreyev was one of the greatest mountaineers in the world. He set many records for speed climbing in the Pamir, Tien Shan, Karakorum, and Himalaya and in the mountains of Alaska. The first mass Alpiniad (ascent) in the history of sovereign Kazakhstan was made to Abai Peak (4010m) in 1995. The event was dedicated to the 100th



anniversary of the great Kazakh scholar, Abai Kunanbayev. The President of the Republic of Kazakhstan, Nursultan Nazarbayev, took part in the ascent. Escorted by veterans and young Kazakhstani mountaineers, he reached the top of the peak.

The eastern branch of the Maly Almaty spur stretches for 7 kilometers. At the very spot where it branches, the snow dome of the Karlytau summit (4100m) rises. Separated from the Karlytau by Komsomol pass (4000m), the popular Nursultan Peak (4376m), well seen from the city of Almaty, towers majestically.

The first name of the summit was Maly Almaty Peak, later renamed Komsomol Peak on July 11, 1935 after the 1st Komsomol alpiniad, and in 1998 it received a new name - Nursultan Peak. The name was given to the summit in honor of the birthday of the first President of the Republic of Kazakhstan, Nursultan Nazarbayev. The decision was made by the participants of the mass ascent. The mass ascent has become a great tradition. Now every year hundreds of people strive to conquer this peak, and those who are well trained take part in speedy ascents are successful. To the north of Nursultan Peak is an eroded ridge with the Fizkulturnik (4068m) and Chkalov (3892m) peaks. The topography of the Maly Almaty spur would be incomplete without its lateral ridges, the summits of which are of interest to mountain climbers. Thus, in the north, on the eastern ridge of the Ordzhonikidze summit there are two unconquered peaks. On the short eastern ridge of the Karlytau summit, beautiful pointed towers of Aristov Peak (4102m) rise, and in the north - the eastern ridge of Komsomol Peak tower numerous summits: Snow plateau (3800m), Lastochkino gnezdo (3880m), Uzhbinka (3910m), and Trezubets (4089m).

The training camp of the Centre for mountain rescue and guide training, the Tuyuk Su alpine base camp, is located in the Maly Almaty gorge at a height of 2300m afterwards, for those who complete the course are given certificates in mountain climbing. The Zhaili Alatau range attracts not only professional mountain climbers, but fans of skiing, mountain biking, paragliding, snowboarders, mountain hikers and city folk who are into adventure tourism. The nature of Almaty oblast is unique. You can cross all climatic Zones from deserts to glaciers within one day's travel with little effort. The Zhetysu land harbours many unique things which attract travelers and those who are interested in the ethnography of the world, and won't leave even the most exacting traveler disappointed. Mountaineering tourism is the most highly developed type of tourism here. Ascent routes are diverse: rock, snow/ice and combined. Ascents are undertaken year round, but the optimal period is June - August. Guests may stay overnight at the Kegen and Narynkol settlements, taste the national drink "Kumys", and get acquainted with the traditional way of life of the Kazakh people.

Khan-Tengri Peak is the most northerly 7-thousander in the world, and for this reason it attracts a great number of travelers from all over the world, in spite of the fact that conquering its summit requires extreme alpine climbing. A most beautiful marble summit crowns the peak. 1200 years have passed since Khan-Tengri was first mentioned in Chinese chronicles. In 1931, a Ukrainian mountain climber, M. P. Pogrebetskii, was the first to conquer it. He chose a route along the southern side of the pyramid. The route is considered classic to this day. Khan-Tengri Peak is located in a remote region on the border of Kazakhstan with Kyrgyzstan and China. The majority of travelers fly to the base camps at the foot of the Peak by helicopter. It takes a minimum of about 14 days to reach the top.

### **5.3 The Impact of Tourism in Mountain Ecosystems**

Tourism can have a range of impacts on mountain ecosystems, communities and economies. While many of the impacts described below are negative, tourism can also generate positive impacts as it can serve as a supportive force for peace, foster pride in cultural traditions, help avoid urban relocation by creating local jobs, increase visitor awareness and appreciation of natural, cultural and historical values and assets. Environmental impacts: Mountain landscapes are particularly fragile and susceptible to change and degradation. Landslides, avalanches, lava flows, earthquakes, torrents and rock falls can alter the landscape unexpectedly. Mountain ecosystems include a wide range of small and unique habitats, with flora and fauna that may have very short growing and reproductive seasons, and may be particularly sensitive to disturbance by human activity. Tourism activities often involve the development and intense use of tracks, paths and sports slopes by vehicles, non-motorized transport and pedestrian traffic. Visitor presence is also usually concentrated in small areas, contributing to increased noise and waste. The negative environmental effects of poorly managed tourism activities can include vegetation clearing and soil erosion, removal of scarce habitat, altering of critical landscapes and water flows, water and air pollution, and wildlife relocation or behavioral changes. The introduction of exotic and invasive species and diseases can also have a significant negative impact on local plant and animal species.

Socio-cultural impacts: Mountain communities can also be very susceptible to impacts and change from tourism activities. The negative social impacts of poorly managed tourism can include disturbances from high levels and concentrations of visitor noise and activity, and reduced availability of scarce shared resources such as firewood, fish and fresh water. In addition, exposure to and adoption of foreign traditions, lifestyles and products can pose a threat to the unique culture, traditions, knowledge and livelihoods of mountain populations, particularly in remote and indigenous communities.

Economic impacts: While tourism can provide significant local employment, if not properly managed, this employment can be short-term and seasonal, providing little skill-building or training to local people. Working conditions can be poor, and revenue can easily leak out of local economies to externally owned companies. However, well-managed tourism can play an important role in attracting revenue and supporting poverty alleviation. It can also improve infrastructure, provide community services and help diversify local economies. Employment and income can, in turn, improve the self-sufficiency and sustainability of mountain communities.

#### **5.4 Ecotourism in Kazakhstan**

The idea of ecotourism and community based tourism in Kazakhstan is new, an effort to address the problems associated with emerging from decades of living within a Soviet system. Kazakhstan is not a poor country, quite the opposite, with massive oil reserves and other natural resources. Unfortunately, the money earned is staying in the hands of the few, and not being spread throughout the country. So, the poor villages stay poor. At least in Soviet times there was a system of social welfare and employment for all. Now people in the remote rural areas are trying to eke out a living and are living a hand to mouth existence. Seen at a distance there is something attractive about this simple life, but all societies need some financial exchange, and people are usually happier if they have some control over earning it. For this reason, Community Based Ecotourism in Kazakhstan is being developed. It is seen as a regeneration tool, offering a means to sustainable livelihoods. It is not going to be easy, but those involved are beginning to see the benefits and think that it is worth the effort.

It will never be easy to market ecotourism, or any type of tourism, here. The vast size of the country is a barrier. While trundling across the steppe in an ancient train may sound romantic, it can be frustratingly slow. Obtaining tickets can be problematic, and cannot be done before registration. The powers that be do not make travel easy, with visas, not available at land borders, being needed by nearly everyone, and registration also a requirement. Compared with other Central Asian countries prices are quite high. In efforts to try and "Package" Central Asia, while avoiding the damage that badly managed tourism has brought to communities in many parts of the world, including Kazakhstan is difficult. Neighboring Kyrgyzstan and Uzbekistan are cheaper and have more obviously marketable attractions. For all the difficulties, the effort is worth it, particularly taking time to get to the villages where a network of home stays is slowly being built up. The hospitality of the people is justly renowned, and here can be found the real experience that so many look for when travelling. The hombra and dancing shows are for the traveler's benefit, but they feel part of life too, not a special performance. People will sing and dance together when there isn't a tourist paying them. The food gives a taste of Kazakh life. It will almost

certainly be grown by the host, or a neighbor. Kazakhs are renowned horsemen, with children riding almost as soon as they can walk. People are far more likely to own a horse and cart than a car. This means that the possibility of trying out riding skills, and getting off the beaten track, is high. You will just need to learn sign language, but then communication is far more than language.

There is a great range of fauna and flora to be enjoyed- the elusive snow leopard, ibex, bears, and wolves. Unfortunately hunting remains a popular sport, though efforts are being made to limit it. Poaching too is a major problem, but the management of the national parks, a major draw for eco tourists, is becoming more efficient as international involvement and interest grows. In spring time the steppe that looks so barren in the dry summer is abundant with flowers. "Flower watching" is popular among local people and visitors alike. On a recent training course in Southern Kazakhstan I was able to witness a little of the positive effect that community based tourism is having. There were tangible financial gains, and improvements being made to the village infrastructure. The home stay providers spoke happily of how much they had enjoyed welcoming people from different nationalities into their homes and sharing information and ideas about each other's cultures. Economic factors came first- they would rather their children went to school than toiled on the land at a far too early age, but they happily embraced the opportunity of finding out about other cultures. This, I think, is when ecotourism is most enjoyable and effective. To be involved in the challenge of making it happen in Kazakhstan, a country of great beauty and interest, but lacking in well known or immediately obvious tourist attractions, is an opportunity I will always be grateful for (Helen Lunn 2006).

Problems are likely to remain- the lure of the cities for young people, who want results immediately, are one difficulty that small communities, however appealing to the visitor, will always be faced with. It will be some time before they will be able to understand the benefits, and indeed may not welcome the influx of noisy foreigners into their home. Rushing ahead with enthusiasm and without planning is also a danger, but the foundations are being firmly established here, and changes are happening slowly. This is one of the advantages of being a fairly late arrival in the world of tourism- Kazakhstan can learn from the mistakes of others. It is unlikely that ecotourism in Kazakhstan will ever become big business, but that is probably a good thing. What is needed is enough development to improve the lifestyles of the rural poor, but not so much that the way of life is too much changed.

## 5.5 Utilization of Kazakhstan's Ecotourism Product

The existence of tourism during the Soviet era means that there has already been some utilization of Kazakhstan's ecotourism product. However, the extent and manner in which this has taken place has varied from location to location. In general, those sites that are in close proximity to urban centers have become established as destinations. The protected areas around Almaty are therefore well-known and well-visited, bringing income for tourism providers, but also problems in terms of a pattern of environmental damage (particularly litter and graffiti) the impact of which is magnified due to cuts in the budgets of those responsible for managing protected areas post-USSR.

Some of these natural areas now have quite a substantial amount of built-up development such as Baravoye, with its numerous sanatoriums. Some of this development not only provides a visual intrusion, but can also cause pollution (e.g. through pumping waste directly into lakes) and restricted access (due to the creation of private beaches for example). The pattern of accommodation used in natural areas has tended to focus on either the large-scale sanatoriums or basic campsites. Neither of these forms of accommodation is particularly well-suited to maximizing potential economic benefits for the local economy.

The sanatoriums may employ a significant number of local people but visitors tend to stay within the complex reducing the circulation of money into other parts of the economy, and ownership of the sanatorium is usually from outside the area, resulting in most goods and services being imported and profits leaving the area. In contrast, campsites are more likely to be locally owned, and may provide more options for tourists to use other services, but much of the food and drink may be purchased by visitors before setting off from home. Unlike many other countries, small-scale guest accommodation (e.g. guesthouses or home stay accommodation) has yet to become established, although some tour companies are starting to organize and construct such facilities to serve their groups. While some sites are already well-utilized, other destinations receive relatively few visitors. Most of these are in locations that are long distances from the main cities, disadvantaged further by the poor condition of the road infrastructure and limited rail network. Other places that are relatively close to urban centers may still receive few visitors due to the absence of tourist facilities, lack of awareness among potential tourists, entry restrictions (such as in border areas) or a greater interest being taken in extracting natural resources (e.g. the Caspian Sea). At a national level there are a number of other constraints and threats to the growth of ecotourism, particularly in terms of attracting foreign visitors. An initial threat to ecotourism is the continued lack of understanding of the principles of ecotourism. This may be due to ignorance, or a more conscious neglect of environmental and social responsibilities, but the result is that what is advertised as ecotourism often

represents a trip into nature with little or no consideration given to the consequences. This approach threatens to destroy the environmental assets on which ecotourism is based, as well as alienating 'host' communities.

While Kazakhstan's size is an advantage in terms of providing a wide variety of environments, this has the disadvantage of significant travel distances and times between areas of interest. Most foreign visitors only have a week or two for their main holiday which means that they do not want to spend days travelling between destinations. The poor condition of the transport infrastructure generally means that to see a variety of sites requires either spending much time travelling (often in limited comfort) or the expense of internal flights. It is not surprising that as a consequence of this situation Almaty Oblast has become the focus for most visits by foreign tourists, as it is able to offer a variety of destinations relatively close to each other, and is also the point of arrival for the vast majority of international flights.

Another significant challenge for Kazakhstan relates to awareness and image. There is generally a low level of awareness of Kazakhstan in many of the major tourist-generating countries, and among people who do know about it there is often an inaccurate and negative image. The environment is seen as one solely of barren steppe and desert, the weather continually cold, and its location within Central Asia now causes some security concerns. The '-Stan' suffix seems to be a cause of these associations in the West and extensive work will be needed to overcome these perceptions. Even if a tourist is potentially interested in visiting Kazakhstan the entry requirements make it a less attractive destination than it could be. The requirement for a visa is not found in many of Kazakhstan's competitors, but perhaps more significant is the additional administration involved with invitation letters for visas and then registration while in the country.

Although tourist organizations can be paid to take care of these arrangements they add extra expense and inconvenience that is not present in most tourist destinations. This is particularly off-putting for visitors arriving independently. The need to re-register after 72 hours in each location, and the inability to buy a train ticket prior to registration add further to the restrictions.

## **5.6 Development of Ecotourism in Kazakhstan**

Ecological Tourism has a big potential in Kazakhstan. The country has vast areas of still virgin nature to offer. Vast steppes and semi-deserts dominate the country and give the visitor a feeling of freedom and remoteness. As virtually no fences are present in the open country one can freely move about in this exciting countryside. In addition the mountains and lakes are an important asset. Tourism has shown a

booming growth and is recovering fast after the crisis years. Within this promising industry ecotourism is showing the best performance over the last years. That is for a reason. Ecological tourism is always conserving the environment and improves the well-being of the local people.

A community based approach does guarantee that the benefits of tourism are staying in the region and enhance the living standards of the local people as well as nature protection. Ecotourism is never connected with big single investments, which bare often high risks both economically and ecologically. With putting the conservation of the environment in the centre of the objectives it does take the main asset of tourism appropriate into account: a clean and beautiful natural environment ([www.ecotourism.kz](http://www.ecotourism.kz)). Although tourism and ecotourism in particular, remain relatively new developments in Kazakhstan, recent years have seen a growth in interest. This has generated a number of initiatives and strategies significant to the future development of the sector.

### **5.6.1 Government strategy**

As the national government's main mechanism for engagement in tourism development, the Agency of Tourism and Sport has a significant role to play in ecotourism's development. The strategic document that currently guides its work is the "Programme of Tourism Development for 2003-2005".

This Programme aims "to create an up-to-date, effective and integrated tourism network that meets the needs of local and foreign citizens" The objectives focus on improvements in legislation, training, tourism infrastructure, promotion, investment and business creation as the keys to achieving this aim. The Programme recognizes the country's nature and landscape as one of the tourism industry's main resources, but focuses primarily on the work of tour operators and hotels rather than small-scale tourism development. The action plan does, however, include a section covering "development and conservation of cultural, historical and recreational zones" that emphasizes the environment as a product and the need to protect its qualities.

The Agency has also worked with the Ministry of Natural Resources and Environment, to produce an Ecotourism Development Programme to coincide with the International Year of Ecotourism. The programme sets out the growing interest in ecotourism highlighted by the WTO and its relevance to Kazakhstan's extensive natural areas, particularly its protected areas. The Programme's main aim is "to develop new approaches to nature conservation" and it recognizes the potential for ecotourism to have environmental, economic and social benefits. The programme documents the work of tour operators, acknowledging both the products offered and the need for improvements, particularly regarding the quality of tours, staff training (especially guides and instructors) and promotion. It recognizes that some

destinations may receive too many visitors, which could undermine the tourism experience and recommends that an inventory is made of tourist sites.

The programme for action is focused on four areas of activity:

- Creating an appealing image for Kazakhstan – Emphasizing participation in major travel exhibitions, production of promotional literature, carrying out market research and to using local airlines to distribute publicity.
- Promoting inbound tourism – Recommending easing entry requirements, increasing the provision of affordable accommodation, dispersing tourism to new destinations, reducing the tax burden for tour operators and reducing negative impacts on the environment.
- Establishing an infrastructure for tourism – It recognizes that ecotourism does not require large-scale development but believes that car parking, hotels, camps, catering facilities and shops are needed to make the product more appealing. It encourages private investors to fund such developments, but emphasizes that they should not cause environmental damage, and that tourism activity within National State Reserves should be limited.
- Developing economic and legal frameworks for ecotourism development - This highlights ecotourism's potential for generating income, and the need for a clear framework of responsibilities for tour operators and environmental managers, specifically highlighting the need for tour operators to conduct objective environmental audits of their operations.

### **5.6.2 National Ecotourism Initiative**

This initiative aims to develop ecotourism “as a means to generate income in remote communities, preserve the environment, and promote environmental education”. It recognizes the potential for ecotourism to provide income for remote communities, as demonstrated in neighboring Mongolia and Kyrgyzstan, but also acknowledges the problems of NGOs lacking the business experience to realize this potential.

The initiative has three main phases; market research, training and pilot projects. The market research (described below) was designed to provide the first specific assessment of the market conditions for ecotourism in Kazakhstan, as well as informing the applications made by pilot projects. A training seminar



was held in April 2003 to provide selected NGOs with basic skills for developing a tourism project. This was followed by an invitation for funding proposals.

Four pilot projects were selected to receive around \$10,000 each for equipment and administrative costs associated with developing ecotourism in their locations:

- TEK, in Ust-Kamenogorsk
- Wild Nature, in Aksu-Zhabagly, Southern Kazakhstan Oblast
- Uigentas Agro, in Lepsinsk, Almaty Oblast
- Bars, in Ridder, East Kazakhstan Oblast

### **5.6.3 Potential Benefits of Ecotourism**

Creation of jobs and income for the local community, benefiting many service sectors the benefits can go beyond specific tourism providers (such as those offering accommodation or guiding), also increasing the demand for shops, those providing transport, and those growing food in the local area. If those employed in tourism also spend their extra money in the local area then there is the potential for further jobs to be supported. In remote rural areas ecotourism can provide one of the few opportunities for new or improved livelihoods. Creation of an understanding in ecotourists for the area they are visiting, a concern for its conservation, and encouragement to contribute to its maintenance. Ecotourism can not only educate tourists about local customs and biodiversity, it can also show how areas are in need of conservation and how the profits from ecotourism are making a direct contribution to the welfare of the community and quality of the environment. If some of the profits from ecotourism are returned directly to conservation then those responsible for managing and monitoring the environment have an increased ability to fulfill their remit.

Increased recognition of the environment as an economic asset ecotourism can provide a financial incentive to protect the environment from destructive alternative forms of development such as logging and oil exploration (as has been the case in the Ecuadorian Amazon rainforest). Preservation or revival of local knowledge, customs and crafts, which may not otherwise survive. By providing a market for crafts and a renewed interest in local customs and traditions, local culture can be maintained and revitalized. Increased community cooperation and pride when the community has been involved in the process of developing and managing tourism, greater cooperation can result. In addition, visitor interest in the area and improvements funded by tourism can help develop local pride. Involvement of fewer inputs and outputs than other forms of economic development in comparison to alternatives, ecotourism can require relatively minimal investment as much of it is based on existing resources (e.g. the natural environment for

visits, homes for accommodation). Similarly, small-scale, efficient use of resources should produce little in the way of negative outputs such as pollution. Wide circulation of currency spent by tourists if money is spent by the ecotourists in local communities and their businesses instead of with foreign owned hotels and companies, that money will stay and circulate within the community and country for longer, benefiting the state as well as the individual. Improvement of an area's image and value encouraging future development by government. Once ecotourism has been developed Governments can recognize that areas are worth investing in, and as a result, roads, water supplies and waste removal are improved.

#### **5.6.4 Potential Problems of Ecotourism**

Environmental Degradation by its very nature, ecotourism relies on a high quality environment – that is what attracts visitors to an area. However, the very activity of tourism can end up damaging the environment that is being visited. The facilities required to serve the needs of visitors can cause damage. Unless there is sufficient and suitable space in existing buildings, new accommodation will be required. New constructions often cause some damage to the environment, whether it is clearing trees, changing the appearance of an area, taking away a natural habitat or introducing elements (such as exotic trees) that cater for tourist expectations but are 'alien' to the local environment. Once in operation, a tourism development will have an impact on the environment in terms of its inputs and outputs. Its inputs, after the materials used in constructing any facilities, would include:

Energy most tourist facilities will need a wide range of electrical appliances to serve the needs of visitors, and so there will be a high level of power consumption, generally much higher per head than the local population. Unless generated by renewable sources (such as solar power), which require a large investment, this power will be produced from non-renewable sources (e.g. gas, coal), which create pollution in the atmosphere. Food and Drink serving the needs of visitors may require importing food over large distances, or, if supplied locally, may lead to a change in food production from products useful for the local population to the more profitable, but risky, ones required by visitors.

Waste even with the most efficient food preparation, any accommodation providing food will create some level of food waste, while the need to ensure that food is fresh increases the amount of refuse. Many food and drink products will have some form of packaging, much of which cannot be composted, reused or recycled. The maintenance and administration of the operation will also create waste. The fact that ecotourism destinations are often in remote areas away from properly managed waste disposal services reinforces the potential difficulties. Some products such as cleaning and metal products can be hazardous if not disposed of properly. Sewage many accommodation facilities do not make the necessary investments

to ensure that sewage is properly treated and disposed of. Instead it is dumped into the nearest river, lake or sea creating pollution that is harmful to wildlife and humans alike.

Tours of ecotourists may cause disturbance to wildlife or even destroy important habitats through trampling and picking of flowers etc as souvenirs. Litter left during a tour is not only unsightly but can be a hazard for the local wildlife. Overnight camping in the wild may use resources such as firewood and pollute rivers with soap. Tourists may buy souvenirs made from natural materials that are in scarce supply or from an endangered animal. Animals carrying visitors, or their luggage, may not be cared for properly. Finally, even the most environmentally-friendly tourism operation can indirectly create environmental damage because of the transport that tourists use to reach the destination. Many ecotourists travel on long flights that not only destroy the ozone layer but also create significant carbon dioxide emissions – the main cause of global warming.

#### **5.6.4.1 Damaging Communities**

In some cases the need for land to develop tourism can lead to local residents having their access to land removed. This often occurs when hotels create a private beach so that their guests have exclusive use of a section of sea or lakeshore. However, there are also cases where development goes a step further and communities are actually forced off the land that they live on and own. Even if the development of tourism does not deny access or take away land from the local population, the day-to-day activities of tourism within a community can introduce problems. The presence of visitors can result in a loss of privacy, particularly in terms of visitor photography and filming, and the numbers of visitors can lead to residents feeling that their settlement no longer belongs to them. This sense of loss can be magnified in the case of destinations where the language used on the majority of signs is that of the visitors rather than the local population. The presence of affluent visitors can introduce begging and 'hustling', while traditions of hospitality can be lost as they become seen merely as a commercial transaction. Cultural traditions can be changed to become just another tourism product, such as entertainment shows in a hotel, rather than a genuine custom of the local area.

Visitors may offend local customs through thoughtless actions, such as wearing revealing clothes in areas where it is offensive, and in some locations a minority of visitors may take advantage of the need for money by using prostitutes. This in turn can introduce and spread disease (particularly HIV) to communities. Those working in tourism businesses (particularly larger businesses) can be exploited, by being denied the higher positions within the company, by being underpaid, by working long hours, and sometimes by being given tasks which are dangerous tasks (such as in the case of hill porters required to

carry huge packs with inadequate clothing and footwear). Even when tourism is successful within a community, resentments can be created as people become jealous of those prospering, while those who are successful may prevent others from having the opportunities to succeed in order to protect their own business. Differing opinions on how tourism should develop, how the trade and benefits should be distributed, and who is responsible for managing the impacts can all lead to community divisions. A successful destination is also likely to see an influx of people from other communities in the region (or further afield) looking to take advantage of the opportunities that have been created.

#### **5.6.4.2 Distorting Local Economies**

In many areas developing tourism, established industries have been declining and tourism was seen as one of the few alternatives. Encouraged by governments who are desperate for the foreign currency, it is easy for a destination to become over dependent on tourism. A farmer may neglect his crops because he can earn more money by guiding tourists. However, unlike farming, tourism does not in itself produce food to feed people, or materials to clothe and house them. While tourism has become an essential purchase for many in the West, the places chosen to visit are increasingly subject to change – whether as a result of changing fashions, exchange rates, political boycotts or safety concerns. These are generally factors over which local people involved with tourism have no control, and change can be extremely swift with little time for service providers to respond.

Products available locally may also change as a result of tourism. Essential products may stop being sold in favour of more profitable tourist souvenirs. The price of all products may also increase to levels that only visitors are able to afford making it increasingly difficult for local people to live in the area.

## References

- Butler, R.W. (1980): The concept of a tourist area cycle of evolution Canadian Geographer, 24: 5–12.
- Byers, Elizabeth, (1991): Heterogeneity of hydrologic response in four mountainous watersheds of northwestern Rwanda. Mountain Research and Development, 11 (4): 319-332.
- Carter, E. (1991): Sustainable Tourism in the ThirdWorld: Problems and Prospects. Discussion Paper No. 3, University of Readings, London. 32 pp.
- Ceballos-Lascurain, H. (1996): Tourism, Ecotourism and Protected Areas. Gland: IUCN Publication. 230 pp.
- Glasson, J., Godfrey, K. & Goodey, B. (1995): Towards Visitor Impact Management: Visitor Impacts, Carrying Capacity and Management Responses in Europe's Historic Towns and Cities. England: Avebury. 189 pp.
- Jennifer Hill, Tim Gale, (2009): Ecotourism and environmental sustainability: principles and practice, Ashgate Publishing, Ltd.
- Frederick M., (1993): Rural tourism and economic development. Economic development quarterly.
- Joseph E. Mbaiwa, (2003): The socio-economic and environmental impacts of tourism development on the Okavango Delta, north-western Botswana, Journal of Arid Environments (2003) 54: 447–467.
- Milne, S. (1988): Pacific Tourism: Environmental impacts and their management' pacific environmental conference, London 3-5 oct.
- Prosser, R. (1994): Societal change and the growth in alternative tourism. In: Cater, E. & Lowman, G. (Eds), Ecotourism: A Sustainable Option, pp. 19–37. New York: John Wiley and Sons Ltd. 30 pp.
- Hall, C and Lew, A(eds)(1998): Sustainable Tourism: a geographical perspective Harlow: Addison Wesley Longman.

Websites:

[http://www.kazakhstan.orexca.com/mountaineering\\_kazakhstan.shtml](http://www.kazakhstan.orexca.com/mountaineering_kazakhstan.shtml)

[http://www.mountainpartnership.org/issues/tourism\\_case.html](http://www.mountainpartnership.org/issues/tourism_case.html)

Nations Environment Programme UNEP, (2001) Women in the Mountain Societies of Central Asia,, Central Asia-Caucasus Institute.

Web: [www.ecotourism.kz](http://www.ecotourism.kz) Email

[www.ecoclub.com](http://www.ecoclub.com)

CHAPTER  
SIX

CONCLUSION

Tourism is a global industry that affects all nations, be it the countries that received the influx of tourists or the country where the tourists come from. Tourism has an important role to play in uplifting the Kazakhstan Economy. It is therefore, essential to consider all the aspects of tourism development to present the country the best place to travel, explore and adventure. Though, the data so analyzed show the subsequent increase in the tourist arrivals yet the question of quality vs. quantity arises. The actual and the expected data do not match. It is because of certain weaknesses of the country that are yet to be strengthened. The lack of sound tourism marketing, planning, processing and research system, Kazakhstan could not achieve better results in tourism as per its potentiality. The international tourism marketing was carried out without sound linkage between the products and their target market. The limited funds and scattered marketing activities hardly achieve any desired targets. Due to the government instability and the bureaucratic procedures, tourism was hardly treated as a professional business sector that needs competitive marketing strategy. The environment pollution and degradation hinder upon the natural beauty. Though tourism was pointed out as one of the major foreign exchange earnings, the priority given to the tourism sector was only after disintegration with Russia that the realization of the importance of tourism spreads nationwide for greater and more coordinated effort for tourism development. Therefore, the need for a planned tourism development has been realized so that the tourism development program could be measurable and achievable. The creation of different institutional arrangements would be helpful for the development of tourism in Kazakhstan.

The trend in world tourist expenditure shows a lower growth than the volume of tourists, which means a drop in average spending per tourist. Some authors have pointed to the expansion of LCCs and the widespread formation of alliances among big airline companies as the possible driving forces behind the growth in the number of tourists, the reduction in the cost of transport and the resulting drop in average spending per tourist. Social security payments related to the workforce and special taxes on goods sold represent significant cost items in the tourism industry. Tax evasion on these items presents substantial and alluring gains to the firms. The wage level is low and the turnover of both employees and customers is high in hotels and restaurants – the core businesses in tourism. Customers mostly pay in cash, and the markets are international. Thus, tourism includes crucial features in accommodating a hidden economy. This study has shown that the hotel and restaurant industry comprises more short-lived firms with a higher frequency of bankruptcy than other industries. The restaurants and hotels reveal surprisingly high positive correlations between profit and sales.



Mountain ecosystems and the pivotal role of women in managing them merit special consideration in development and conservation policy. Primary emphasis needs to be placed on understanding the tremendous diversity, limited scale of production, and fragility of mountain environments. Women's integration into environmental initiatives builds sustainability across many sectors, and may be strengthened through community organizations, secure access to resources, and recognition of their vital role in mountain resource management. The potential of tourism to economically uplift not just mountain women, but to also assist in national income generation is unequivocal. Tourism's contribution to foreign exchange earnings has increased the significance of mountain regions. Thus, the Government has acknowledged the need to provide basic services to mountain communities and accommodate mountain people in the political and development mainstream. The overwhelming involvement of mountain women in tourism and their historical role in natural resource management and other aspects that lead to the sustainable development of mountain societies also need to be duly acknowledged and policies and programs to sustain such practices need to be evolved to not just protect the fragile mountain environment but to also enhance the sustainability of mountain communities. It analyzes the economic background of mountain communities and their gradual evolution and subsequent adoption of tourism as a primary industry for sustenance and growth. The role of mountain women in tourism and the ease with which mountain women have been able to transform their responsibilities from herding, trading and domestic work into leading entrepreneurs in tourism.

While tourism like any other industry can have potential negative and positive impacts on mountain women and communities, the negative impacts can be addressed by bringing together stakeholders through social mobilization. Capacity enhancement, skills training and providing access to credit to mountain women are some ways through which the role of mountain women in tourism can be optimized. Above all, the leading role of mountain women in natural resource management and their roles as preservers of culture and indigenous wisdom have to be acknowledged and the Government ought to take appropriate proactive steps if it is actually committed to protecting and enhancing one of the leading industries of Kazakhstan.

Community participation in rural tourism involves local government, community collectives and residents, tourism enterprises, tourists and other stakeholders. As the biggest obligee of rural tourism resources and spokesman of overall benefits of rural tourism, the local government must stick to the rule of fairness, justice and openness to controlling, guiding and coordinating the behavior of all

stakeholders rationally. As the representative of all residents' interests, the village collective must pay more attention to the sustainable development. Tourism enterprises should undertake social responsibility initiatives in the pursuit of profit maximization. Residents especially for those participators should protect the environment, maintain the reality, and provide honest products and services for tourists from the vision of sustainability. For tourists, we must protect the local resources and environment consciously and respect for the living habits, folkways, value system of local residents sincerely. In short, we can achieve the "win-win" situation of community participation and the sustainable development of rural tourism only if the good coordination of interests of all parties realized.

In the rural tourism market, where small business and rural tourism establishments overlap, the methodology developed in this research provides a valuable tool for planners and managers of rural establishment. The evaluation of the tourists' preferences on facilities and amenities that are offered by an establishment may lead to achieve a better and greater development of its activity. The knowledge of consumer preferences on attributes such as type of building, location or size, which are not easy to modify, is also important in the development of rural tourism, especially in the case of investment decision on new establishments. In addition, preferences on rural accommodations for different segments have been obtained. This information permits the identification of specific groups that policy makers should address and it could well be an important tool in developing marketing strategies and advertising campaigns for these establishments.

However, economic growth and voluntary good environmental practice do not in themselves resolve the conflict between tourism and natural resources. Consequently, as a complementary measure, public authorities must introduce environmental regulations and tax instruments aimed at boosting a destination's competitive edge, making it more attractive to tourists and responding to citizens' needs in terms of their environmental wellbeing. How tourism influences the environment is clearly not just a matter of the environmental impact it makes but the efforts that are made to reduce this impact.

Like societies and workforce, customer bases are becoming more and more diverse in today's competitive business environment. Therefore, tourism businesses are paying serious attention to global competitiveness and its productivity, quality, and service components. New approaches are needed to develop a powerful understanding of the diversity-base tourism. The approach of diversity as a unifying factor for businesses is central. Businesses should create a business image that depicts a

destination as unique and distinctive to serve the customer in tourism sector. Diversity-based tourism is also a strategic alternative sector for local development. Therefore, most of countries have recently been attempting to present their unique differences and their local cultures in global markets. Particularly, the ability of tourism businesses to market their offerings effectively in these markets is depending upon how effectively the businesses utilize its diversity capabilities. More importantly, employees who mirror the customers can understand customers and offer potential new markets.

In Kazakhstan there are emerging opportunities for diverting more of the income that tourism can generate towards the communities that often attract the expenditure in the first place, but which so far have not enjoyed a fair share of the benefits. The changing nature of the tourism and travel industries, which are becoming increasingly based on new information technologies, combined with the increasing availability of such technologies for rural people, present a powerful opportunity for empowering poor people with the ability to exploit the natural assets under their custodianship for their own improvement and also for the preservation of those assets. Tourism is a highly lucrative and therefore competitive global marketplace. Community Based Tourism has the potential for balancing market conditions more in favour of small local operators who can promote their sought-after products to global niche markets on equal terms with large corporations. Being small, individualized and non-mass market oriented, local operators have an advantage over larger organizations when targeting appropriate consumers and ICTs allow such operators to exploit that advantage in a manner that is wholly suited to their market. For community based Tourism to become the development tool that it promises to be, action oriented research initiatives are required as proof of concept projects to expose the difficulties as well as the potential and to clear a path for multiple replications so that large scale benefits can be generated.

To further counter the lack of involvement and interest on the part of the state, local firms solicit the assistance of international development agencies whose goal is the establishment of ecologically and culturally sustainable community-base tourism. While the stability and maintenance of local ecosystems is the primary goal, CBT development programs also allow for the creation of a type of tourism that is appealing to tourists from the emerging markets of Europe and North America, a market that makes up a growing, but still small, portion of visitors to the Kazakh Altai. Local communities are benefiting as well, mainly from seasonal employment that appears to be stemming the loss of human capital and is seemingly more economically substantial than other forms of employment available to them. Tourism development programs have not necessarily taught new skills, but have, for one of the

communities involved in this study, lead to an increase in the number of visitors. However, travel barriers have left the control of the supply of foreign tourists and their money in the hands of firms from Ust-Kamenogorsk. While entrepreneurialism is somewhat stimulated, locals are actually subcontractors.

Tourism is playing a major role in socio-economic development. Among other observations, it has shown that, for many countries of the region, the economic significance of tourism is very large when measured against GDP and exports. In Kazakhstan tourism is a sector in which they have comparative, if not competitive, advantages for which they can efficiently convert domestic resources into foreign exchange. If appropriately used, such foreign exchange can purchase the investment goods necessary to support more broadly based economic development policies. The social significance of tourism, measured in terms of employment (especially unskilled labour), is very large. It has also illustrated that appropriate tourism-related interventions can play a role in raising the standard of living and in reducing poverty in local communities.

However, to develop and implement policies that takes advantage of the potential benefits of tourism in socio-economic development. In some cases, this is simply a matter of increasing awareness so that the joint benefits to tourists and local communities can be “factored-in” at the planning stage. In other cases it may involve reducing leakages (or retaining tourist spending). In yet other cases “affirmative action” may need to be taken to capture the benefits. There is a strong case for considering tourism as an important sector in socio-economic development. The impact of tourism on local communities can be both positive and negative, whether it comes to economic, social, or environmental effects. It depends to which extent tourism is developed in a particular region. Every region has its bearing capacity, that is to say the limit of the incoming influence that does not harm the host community.

Finally, Kazakhstan is placing lots of emphasis on the fight against unfair and socially unacceptable practices and its decision to develop the tourism sector as parts of its national strategies. The recommendations made might help to guide and provide insight to operators of tourism sectors as well as other sectors of the economy of Kazakhstan on the practice of social responsibility and ethics. However, it should acknowledge that this study is limited to practices of the economic, social and environmental impact in Kazakhstan. Further studies could be replicated and focused on the tourism industry such as restaurants, hotels and entertainment places etc.

## BIBLIOGRAPHY

(\* denotes Primary Sources)

### \* Primary Source

- Agency on Statistics (2006), : *Agency on Statistics of the Republic of Kazakhstan, <http://www.stat.gov.kz>*
- \_\_\_\_\_ (2007), : *Agency on Statistics of the Republic of Kazakhstan, <http://www.stat.gov.kz>*
- \_\_\_\_\_ (2008), : *Agency on Statistics of the Republic of Kazakhstan, <http://www.stat.gov.kz>*
- \_\_\_\_\_ (2009), : *Agency on Statistics of the Republic of Kazakhstan, <http://www.stat.gov.kz>*
- \_\_\_\_\_ (2010), : *Agency on Statistics of the Republic of Kazakhstan, <http://www.stat.gov.kz>*
- Embassy of the Republic of Kazakhstan *[www.kazembassy.in](http://www.kazembassy.in)*
- UNEP, (1995), : *United Nations Environment Programme, *Environmental Codes of Conduct for Tourism: Technical Report, No. 29*, UNEP, Paris.*
- UNWTO, (1999), : *Silk Route Tourism: Current Issue, *A Report on the Third International Meeting on the Silk Roads*, Madrid, Spain: World Tourism Organizations.*
- UNWTO, (2008), : *World Tourism Barometer, Madrid, Spain: World Tourism Organization.*
- \_\_\_\_\_ (2009), *World Tourism Barometer, Madrid, Spain: World Tourism Organization*
- \_\_\_\_\_ (2010), *World Tourism Barometer, Madrid, Spain: World Tourism Organization*
- UNWTO: Increasing Confidence in *Recovery for the Tourism Sector*. Astana, Kazakhstan. (2010)
- World Travel & Tourism Council (2010), : *Travel and Tourism Economic Impact, Kazakhstan.*
- Tourism Annual Report (2009), : *Published by chief directorate: *Communications Department of Environmental Affairs and Tourism.**

(2011),

### Books

- Abbasi, A. A, (1997), : *Geographical basis of Tourism*, Pangea Publication, Indore.
- Ahmad Afroz, (1993), : Environmental impact Assessment in the Himalayas: An ecosystem approach, *Ambio*, Vol.22, No. 1, 4-9.
- Archer, B. H, (1973), : *The impact of domestic tourism*, Bangor: University of Wales Press.
- Allcock, A. (2003): *Sustainable Tourism Development in Nepal, Vietnam and Lao PDR*, SNV Netherlands Development Organization
- Aref, F., Ma'rof, R., & Sarjit, S. G. (2010): *Community Capacity Building: A Review of its Implication in Tourism Development*. *Journal of American Science*, 6(1), 172-180
- Bhatia, A. K., (1994), : *Tourism Development Principles and Practices*, Sterling Publishers Pvt. Ltd., New Delhi.
- \_\_\_\_\_ (2006), *The business of Tourism, Concept and Strategies*, Sterling Publishers Pvt. Ltd., New Delhi.
- Booth, D.E. (1998), : *The Environmental Consequences of Growth*, London : Routledge
- Boissevain, J - P. *Tourism in Malta*; In: E. de Kadt ed.: *Tourism - Passport to Development ?*; Oxford University Press, New York, USA, pp.265-284
- Serracino-Inglott, (1979): *Environmental Impacts of Tourism: A framework for analysis and evaluation*, In: van der Straaten, J. and Briassoulis, H. (eds) *Tourism and the Environment: Regional, Economic and Policy Issues*. Kluwer Academic Publishers, Dordrecht.
- Brunt, P. and Courtney, P. *Host Perceptions of Sociocultural Impacts.* *Annals of Tourism Research*, (1999): 26(3): 493-515.
- Butler, R.W. 1980, *The concept of a tourist area cycle of evolution: implications for management of resources*. *Canadian Geographer*, 24:5-12.
- Butler, R. (2009) : *Tourism in the Future: Cycles, Waves, or Wheels? Futures*, Vol.41, pp.346-

- “Who is a Tourist, a Conceptual clarification” *Sociological Review*, vol. 22,
- Burns, P (1999), : *An Introduction to Tourism & Anthropology*, London.: Routledge
- Byrd, E.T. (2007), : Stakeholders in Sustainable Tourism development and their Roles: Apply Stakeholder Theory to Sustainable Tourism Development. *Tourism Review*, 62(2, pp6-13.)
- C. Michael Hall & Alan A. Lew (1998), *Sustainable Tourism, Addison Wsley Longman Limited.*
- Carroll, A.B. (1999), : Corporate Social Responsibilities: Evolution of a definitional construct, *Business Society*, vol. 33, No. 2, pp 219-222.
- Collin, P.H (1995) : *Dictionary of Ecology and Environments*, 3<sup>rd</sup> Edn, Teddington: Peter Collin Publishing.
- Cohen, E (1974), : “Tourism cluster competitiveness and Sustainability: Proposal for a Systemic Model to measure the Impact of Tourism on local Development.” *Brazilian Administration Review*, vol.2, no/ 002, pp.47-62. PR, Brazil.
- Cohen, E (1978), : Impact of tourism on physical environment, “*Annals of Tourism Research*”, 215-37.,
- Conway, P., & Hachen, S. (2005): Attachments, grievances, resources, and efficacy: The determinants of tenant association participation among public housing tenants. *Journal of Urban Affairs*, 27, 25-52.
- Chapman, M., & Kirk, K. (2001): Lessons for Community Capacity Building: A summary of the research evidence. Retrieved 2, October, 2007.
- Chavis, D. M., & Wandersman, A. (1990): Sense of community in the urban environment: a catalyst for participation and community development. *American Journal of Community Psychology* 18(1), 55-81.
- Djordjevic, D. (2008), : *Kazakhstan’s Tourist Potential: A Glance into future*”, *Investors’ Voice*, Vol. 30, 22-26.
- Dimitri Ioannides & Keith G. Debbage (2002), *The Economic Geography of the Tourist Industry: a supply – side analysis.* Publisher: Routledge, Place of Publication: London.
- Davidson, W. B., & Cotter, P. R. (1989): Sense of community and political participation. *Journal of Community Psychology*, 17, 119-125.
- Dogan H. Z., (1989): forms of Adjustment: Socio cultural Impacts of Tourism *Annals of Tourism*

- Dutta, M, (2003), : *Tourism Policy in the Hill Areas – An Overview*, A Paper Submitted for the workshop on National Broad for Tourism Policy in the Hill Areas.
- Dutta, M. (2000), : *Tourism and Terrorism: A case study of Kashmir valley, "Spatio-Economic Development Record", Vol. 7.*
- Duval T. David (2007), : *Tourism and Transport: Modes, Network and Flows*, An Imprint of Multilingual Matters Ltd. *Tourism: An Introduction*, Sage, London.
- Dutta, M. (1985), : "The Lidder Valley in Kashmir Himalaya- A study in Recreation Geography".  
Department of the *Tourism & the Environment: Marinating the Balance*, London: HMSO
- Environment(1991), :
- Drumm A. (1995), : *Converting from Nature Tourism to Ecotourism in the Ecuadorian Amazon*, Paper given at the World Conference on Sustainable Tourism, Lannzaraote, April.
- Elliott J.A (1994), : *An Introduction To Sustainable Development: The Developing World*, London : Routledge
- Fariborz Aref, (2011): *Sense of Community and Participation for Tourism Development*, Life Science Journal, Volume 8, Issue 1, 2011 School of Management and Economics, Science and Research Branch Islamic Azad University, Tehran, Iran.
- Eurostat (1997), : *Indicators of Sustainable Development*, Luxembourg.
- Fanell B. (1992) : *Tourism Alternatives: Potentials & Problem in the Development of Tourism*, Philadelphian: University of Penn Sylvania Press, pp. 115-32.
- Franklin, A (2003), *Tourism: An Introduction*, Sage, London.
- French S. (2005), : *Tourism & Sustainable Development*, Proceeding of the Foundation for Excellence in Business Practices Conference, Geneva.
- Guthire, H.W. (1961), : *Demand for tourists' goods and services in a world market, papers, Regional Science Association, 7, 159-76.*
- Glukovstsev I & Yermekbayeva L. (2001) : *Kazakhstan Integrating Biodiversity into the Tourism Sector: Best Practices & Country Case Studies*, Biodiversity Planning Support Programm. Public Centre on Conservation of Biological diversity in the Republic of Kazakhstan, Almaty.



- Gursoy, D., Jurowski, C. & Uysal, M. (2002): 'Resident Attitudes: A Structural Modelling Approach.' *Annals of Tourism Research*. 29: 79-105
- Hunter C. & Green H. (1995), : *Tourism & Environment: A Sustainable Relationship?*, London: Routledge.
- Iwersen, Albrecht (1996), : *Economic Impact of Tourism Development, An Indian Experience*.
- Investing in Kazakhstan,: *The Global Edition of the New York Times*, Wednesday, March 10, 2010.
- (2010) *Tourism and Developing Countries, Inter economics* vol. 31, no. (6), p. 301-306.
- Jenkins, C. L. (2008), : *Tourism & Welfare: A Good Idea & Pious Hope, Tourism Recreation Research*, Vol. 33, No. 2, pp.225-26.
- Jackson, J. & Murphy, P. (2006), : *Cluster in Regional Tourism: An Australian case, Annals of Tourism Research*, 33(4), pp. 186-204.
- Jones, A. (1996): *Is there a real alternative tourism? Tourism Management*, 13(1), 102-103.
- Kunal, Chattopadhyya : "A Framework of Tourism Attraction Research", *Annals of Tourism Research*, Vol. 15 No. 3, 553-575.
- (1995),
- Labbai M. M (2007), : *Social Responsibility & Ethics in Marketing, Proceeding of the Internationals Marketing Conference on Marketing & Society, IIMK*
- Law C. (1999), : *Urban Tourism: Attracting Visitors to Large Cities*, London Mansell.
- Lacy, T. D., Battig, M., Moore, S., & Noakes, S. (2002): *Public / Private Partnerships for Sustainable Tourism. In Delivering a sustainability strategy for tourism destinations: Asia Pacific Economic Cooperation Apec Tourism Working Group*.
- Levi, Y., & Litwin, H. (1986): *Community and cooperations in participatory development*. Aldershot: Gower.
- Liz Fredline, Margaret Deery and Leo Jago,(2006): *Development of a Scale to Assess the Social Impact of Tourism Within Communities*, Copyright © CRC for Sustainable Tourism Pty Ltd.

- Mathieson, A. & Wall, G. (1982): *Tourism: Economic, Physical and Social Impacts*. Longman, Harlow.
- Lea, J. (1988), : *"Tourism and Development in the Third World"*, Routledge London.
- Mathieson &Wall (1993), : *"Tourism: Economic, Physical and Environmental Impacts"* Longman, New York.
- Mac Cannell, D (1976), : *The Tourist: A new theory of Leisure class*. London: Macmillan.
- Medlik,(1972), : *Economic Importance of Tourism*, University of Surray.
- Murphy, (1991), *"Tourism: A Community Approach"*, Routledge, New York.
- Melntosh and Goeldner, (1986), : *Tourist- Principle Practices and Philosophies*. Jhon Wiley and Sons, (New York).
- Ministry of tourism & Sports of the Republic of Kazakhstan (2009), : *Kazakhstan Big Tourist Opportunities*, viewed March 24, 2009. www.Mts.gov.kz.
- Mowforth, M. & Munt , I (1998), : *Tourism & Sustainability: New Tourism in the Third World*, London: Routledge.
- Nampila, T. (2005). *Assessing community participation—the Huidare informal settlement*. University of Stellenbosch.
- Murphy, (1991), *"Tourism: A Community Approach"*, Routledge, New York.
- Melntosh and Goeldner, (1986), : *Tourist- Principle Practices and Philosophies*. Jhon Wiley and Sons, (New York).
- Negi ,J.M (1990), : *"Tourism and travel: Concepts and Principles"*, Geetanjali New Delhi.
- Pearce, D. (1981), : *"Tourist Development"*, Longman Inc., New York.
- Pearce, D. (1987), : *"Tourism Today: A Geographical Analysis"*. London, Longman.
- Peters, M. (1969) : *International Tourism: the economics and development of the international tourist trade*, Hutchinson, London.
- Pretty, J. N. (1995): *Participatory learning for sustainable agriculture*. world development, 23(8), 1247-1263 *Tourism and Local Development*

- Poon, A, (1993), : *Tourism, Technology and Competitive Strategies*, Oxon, CAB.
- Porter, Michael, E. (2005), : *"Kazakhstan's Competitiveness: Roadmap towards a Diversified Economy"*.
- Pradhanang (2002) : *Village Tourism in Chitwan*, Adroit Publishers, New Delhi.
- Robinson, H (1979), : *"A Geography of Tourism"*, Plymouth: Macdonald and Evans.
- Singh, S.C. (1989), : *Impact of Tourism on Mountain Environment*, India: Research India Publications
- Seth, P.N (1978), : *Successful Tourism- Planning and management*, Cross Section Publication, New Delhi.
- Suzuki, Y. (1976) : *Tourism in Japan, Festschrift Leopold G. Scheidl, Zum 60. Geburtstag*.
- Waters Bella (2007), : *Kazakhstan in Pictures*, Lerner publishing group, inc, Minneapolis, USA
- Willams, Stephen (1998), : *Tourism Geography*, Contemporary Human Geography Series, London.
- Piperoglou, J (1967), : Identification and definition of regions in Greek tourist planning, *papers, Regional Science Association*, 169-76.
- Ritter, W. (1975), : *Recreation and Tourism in Islamic countries, Ekistics*, 236.
- Jhon D. Wong (1996), : *"The Impact of Tourism on Local Government Expenditure"*, *Growth and Change Vol. 27*, 313-326.
- Sood, Vibha Krishen, (1999),: *Impact of Tourism on the Socio- Cultural Set up of Ladakh, Geographical Review of India*, Vol. 61, No.2, 173-182.
- Willams, A. V & W. : *Some patterns in international tourist flows. Econ. Geography* 46(4):549-67
- Zelinsky (1970),
- Douglas Scott, (2009): *Kazakhstan Promotion of its Tourist Potential*
- Marston-Nicholson, (2009): *Tourism potential to be developed*, Kazakhstan live.com
- Vellas Francois & Lio: *International Tourism: an economic perspective*, Macmillan Press Limited.
- Becherel, (1995):
- A.A. Smailov, (2009): *A.A. Smailov, (2009), Statistical yearbook*, Astana, Agency on Statistics of the Republic of Kazakhstan.

- Baisakalova Azhar, (2001), :The Kazakhstan Institute of Management, Economics & Strategic Research (KIMEP)
- Djordjevic, D. (2008), : *Kazakhstan's Tourist Potential: A Glance into future*", Investors' Voice, Vol. 30, 22-26.
- Joe Bandy (1996), : 'Managing the other of nature: sustainability and global regimes of capital in ecotourism. *Public culture 8, 3 springs*.
- Berno, T. and Bricker, K. (2001), : "Sustainable tourism development: the long road from theory to practice" , *International Journal of Economic Development*, Vol. 3, pp. 3-2.1
- French, S. (2005), : "Tourism and sustainable development", Proceedings of the Foundation for Excellence in Business Practice Conference, Geneva.
- Horner,S. and Swarbrooke, J. (2001): Marketing Tourism, Hospitality, and Leisure in Europe. International Thomson Business Press.
- Kreag Glenn (2001), : The Impacts of Tourism, Minnesota Sea Grant.
- Stynes J. Daniel (1999),: Economic Impacts of Tourism, Illinois Bureau of Tourism, Department of Commerce and Community Affairs..
- Archer, B. H. 1984: "Economic impact: Misleading multiplier." *Annals of Tourism Research* 11(3): 517-518.
- Negi, J.M (1990), : "Tourism and travel: Concepts and Principles", Geetanjali New Delhi.
- Williams, Stephen (1998), : *Tourism Geography, Contemporary Human Geography Series*, London.
- Frechtling, Douglas C (1994): Assessing the economic impacts of travel and tourism – Introduction to travel economic impact estimation. In. *Travel, Tourism and Hospitality Research*, second edition. J.R. Brent Ritchie and Charles R. Goeldner (eds). New York: John Wiley and Sons Inc.
- Byers, Elizabeth, (1991): Heterogeneity of hydrologic response in four mountainous watersheds of northwestern Rwanda. *Mountain Research and Development*, 11 (4): 319-332.
- Carter, E. (1991): Sustainable Tourism in the ThirdWorld: Problems and Prospects. Discussion Paper No. 3, University of Readings, London. 32 pp.
- Ceballos-Lascurain, H. (1996): Tourism, Ecotourism and Protected Areas. Gland: IUCN Publication. 230 pp.

- Glasson, J., Godfrey, K. & Goodey, B. (1995): *Towards Visitor Impact Management: Visitor Impacts, Carrying Capacity and Management Responses in Europe's Historic Towns and Cities*. England: Avebury. 189 pp.
- Jennifer Hill, Tim Gale, (2009): *Ecotourism and environmental sustainability: principles and practice*, Ashgate Publishing, Ltd.
- Frederick M., (1993): *Rural tourism and economic development*. *Economic development quarterly*.
- Joseph E. Mbaiwa, (2003): *The socio-economic and environmental impacts of tourism development on the Okavango Delta, north-western Botswana*, *Journal of Arid Environments* (2003) 54: 447–467.
- Prosser, R. (1994): *Societal change and the growth in alternative tourism*. In: Cater, E. & Lowman, G. (Eds), *Ecotourism: A Sustainable Option*, pp. 19–37. New York: John Wiley and Sons Ltd. 30 pp.
- Hall, C and Lew, A(eds)(1998): *Sustainable Tourism: a geographical perspective* Harlow: Addison Wesley Longman.
- Shackley, M. (1995), : *Wildlife Tourism*, London; International Thomson Business Press.
- Singer, P. (1993), : *Practical Ethics, 2<sup>nd</sup> edn*, Cambridge: Cambridge University Press.
- Stabler, M. & Sinclair, : *The Economics of Tourism*: London: Routledge.
- M. T (1997),
- Swarbrooke, J. & Horner, S. (1999), : *Consumer Behavior in Tourism*, Oxford: Butterworth- Heinemann.
- Timothy, D.J. (1998), : *Cooperative Tourism Planning in a Developing Destinations*, *Journal of Sustainable Tourism*, (6)1, p.52.
- Veblen, T. (1899), : *The Theory of the Leisure Class*, republished in 1994 (3<sup>rd</sup> edition) by Penguin, London.
- Weston, J. (ed.) (1997), : *Planning and Environmental Impact Assessment: Theory and Practices*, London Routledge.
- Willis, I. (1997), : *Economics & the Environment: a Signaling & Incentives Approach*, st. Leonards: Allen & Unwin.
- Waddock, S.A, (1989), : *Understanding Social Partnership*. *Administration & Society*, 21(2), pp.78-100
- Wood, K. & House, : *Quality of Life gets a Higher profile*, the Guardian, Nov. 24, p.2
- S. (1991),

- Wood, D.J & Gray, B. (1991), Towards A comprehensive Theory of Collaboration. *Journal of Applied Behavioral Science*, 27(2) pp. 139-162.
- Zimmermann, F. M (1995), : The Alpine Region: Regional Restructuring Opportunities and Constraints in a Fragile Environment, in Montanari, A. & Willams, A. M (eds.) *European Tourism: Regions, Spaces & Restructuring*, Chichester: Wiley.

## Newspaper

Kazakhstan Newline, a Subscription-Based Source of Business Information ( [www.khabar.kz](http://www.khabar.kz))

Official Site of KazInform Information Agency ( [www.inform.kz](http://www.inform.kz) and [www.inform.kz/eng](http://www.inform.kz/eng))

Official site of Khabar News Agency ( [www.newline.kz](http://www.newline.kz))

## Websites

[www. Wftga. Org.](http://www.Wftga.Org)

[www. Wttc.org.](http://www.Wttc.org)

[www.akdn.org/akf\\_environment.asp](http://www.akdn.org/akf_environment.asp)

[www.kazakhstan-tourist.com](http://www.kazakhstan-tourist.com)

<http://unwto.org/en/about/tourism>

<http://www.kazembassy.in/>  
[www. Kazakhstan-tourist.com](http://www.kazakhstan-tourist.com)

<http://www.euromonitor.com>. [www.kazakhstanlive.com](http://www.kazakhstanlive.com)

[www.visitkazakhstan.com/en/](http://www.visitkazakhstan.com/en/)

[www.kaztour-association.com](http://www.kaztour-association.com)

[www.centralasia.travel](http://www.centralasia.travel)

Eurasianet.org: Kazakhstan

Gazeta.kz

A bi-weekly online publication of the Ministry of Foreign Affairs of the Republic of Kazakhstan.

Mantas Kaluina (Euromonitor International's Senior Research Analyst)

<http://www.euromonitor.com>

Tourism – review. Com, April 2011

Kazakhstanlive.com

Investing in Kazakhstan, The Global Edition of The New York Times, Wednesday, May 12, 2010.

EmbassyofRepublic of Kazakhstan, <http://search.globescope.com/kazakhstan/index.php?page=overview>

[www.kazakhstan-tourist.com](http://www.kazakhstan-tourist.com)

World Travel & Tourism Council (2010) Travel and Tourism Economic impact, Kazakhstan.

Travel and Tourism in Kazakhstan, Mar 2011.

News Agency Kazakhstan Today.

Emerging Global Tourist Destination, Vol. 1, Issue2, Oct- Dec 2009.

<http://www.kazinform.kz/eng/article/2131142>

[http://www.kazakhstan.orexca.com/kazakhstan\\_nature\\_parks.shtml](http://www.kazakhstan.orexca.com/kazakhstan_nature_parks.shtml)

<http://www.kasachstan-tourismus.de/pdf/General%20Tourist%20Information.pdf>

[http://www.kazakhstan.orexca.com/mountaineering\\_kazakhstan.shtml](http://www.kazakhstan.orexca.com/mountaineering_kazakhstan.shtml)

[http://www.mountainpartnership.org/issues/tourism\\_case.html](http://www.mountainpartnership.org/issues/tourism_case.html)

