

I. Akbar^{1*}, Z.K. Myrzaliyeva², A.Z. Tazheкова²,
K.O. Arystanova³, A.T. Saulembaev²

¹Recreation Geography and Tourism Department, Al-Farabi Kazakh National University, Kazakhstan, Almaty

²Department of Geography, South Kazakhstan State Pedagogical University, Kazakhstan, Shymkent

³Central Asian Innovation University, Kazakhstan, Shymkent

* e-mail: akbar.imanaly@gmail.com

THE PROPOSITION OF COMMUNITY NATURE-BASED TOURISM DEVELOPMENT PATTERN FOR AKSU-ZHABAGLY WORLD HERITAGE SITE

This work studies the Community Nature-Based Tourism Development (CNBT) pattern using the Aksu-Zhabagly world heritage site (WHS) as a sample. The goal is to present a CNBT pattern suitable for Aksu-Zhabagly nature-based tourist areas, using a combination of field monitoring, expertise, assessment, and cross-country comparison of tourism patterns. The paper identifies strategic recommendations for the CNBT pattern for the Aksu-Zhabagly WHS by analyzing overseas triumphant CNBT patterns and comparing them with Kazakhstani patterns. The results concluded that the benefits of selected overseas CNBT patterns are job creation, distribution of tourism revenues for local growth, and maintenance of resources. At the same time, the higher quality of transportation infrastructure, frequent use of the mass media, priority local employment, and nature preservation are the main positive outcomes of Aksu-Zhabagly tourism. The pattern comparison results show that overseas patterns perform better than Aksu-Zhabagly in meeting the requirements (the highest authority, residents' involvement stage, benefit distribution, tourism marketing, staff trained program, and quality of services and tourist facilities) for the growth of sustainable tourism. Finally, the article suggests that economic growth, ecological maintenance, cultural heritage, marketing and image promotion, a attractive political environment and empowerment of the population are key to the effective implementation of sustainable growth of CNBT in the Aksu-Zhabagly tourist route.

Key words: Community Nature-Based Tourism Development; pattern; Aksu-Zhabagly; world heritage; Kazakhstan.

И. Акбар^{1*}, З.Қ. Мырзалиева², А.Ж. Тажекова², К.О. Арыстанова³, А.Т. Сәулембаев²

¹Әл-Фараби атындағы Қазақ ұлттық университеті, Қазақстан, Алматы қ.

²Оңтүстік Қазақстан мемлекеттік педагогикалық университеті, Қазақстан, Шымкент қ.

³Орталық Азия инновациялық университеті, Қазақстан, Шымкент қ.

* e-mail: akbar.imanaly@gmail.com

Ақсу-Жабағылы дүниежүзілік табиғи мұра объектісіне қауымдастықтың табиғатқа негізделген туризмді дамыту моделін ұсыну

Бұл зерттеу үлгі ретінде Ақсу-Жабағылы дүниежүзілік табиғи мұра объектісін (WHS) пайдалана отырып, қауымдастық негізіндегі экотуризм (CNBT) моделін зерттейді. Мақсат – далалық бақылауды, сараптаманы, бағалауды және экотуризм үлгілерін ел аралық салыстыруды қолдану арқылы Ақсу-Жабағылы табиғат негізіндегі туризм бағыттары үшін қолайлы CNBT моделін ұсыну. Зерттеу шетелдік табысты CNBT үлгілерін талдау және оларды қазақстандық үлгілермен салыстыру арқылы Ақсу-Жабағылы дүниежүзілік табиғи мұра объектісі үшін CNBT моделіне арналған стратегиялық ұсыныстарды анықтайды. Нәтижелерден табыс әкелу және жұмыс орындарын құру, қауымдастықты дамыту үшін туризм кірісін бөлу және табиғи ресурстарды қорғау таңдалған шетелдік CNBT үлгілерінің артықшылығы болып табылады деп қорытындылайды. Сонымен қатар, көлік инфрақұрылымының жоғары сапасы, бұқаралық ақпарат құралдарын жиі пайдалану, жергілікті тұрғындарды жұмыспен қамту, табиғатты қорғау Ақсу-Жабағылы туризмінің негізгі оң нәтижесі болып табылады. Модельді салыстыру нәтижелері көрсеткендей, шетелдік модельдер Ақсу-Жабағылыға қарағанда туризмнің тұрақты дамуындағы талаптарға (жоғары өкілеттілік, қауымдастықтың қатысу деңгейі, кірісті бөлу, туризм маркетингі, қызметкерлерді оқыту бағдарламасы, қызмет көрсету және туристік нысандардың сапасы) көбірек сәйкес келеді.

Мақаланың соңында экономикалық даму, қоршаған ортаны қорғау, мәдениет пен мұра, маркетинг пен имидж, қолайлы саяси орта және тұрғындардың мүмкіндіктерін кеңейту Ақсу-Жабағылы туристік бағытында CNBT-дің тұрақты дамуын тиімді жүзеге асыру үшін басты қажеттілік деп тұжырымдайды.

Түйін сөздер: қауымдастық негізіндегі экотуризм, модель, Ақсу-Жабағылы, дүниежүзілік табиғи мұра объектісі, Қазақстан.

И. Акбар^{*1}, З.К. Мырзалиева², А.Д. Тажекова², К.О. Арыстанова³, А.Т Саулембаев²

¹Казахский национальный университет им. аль-Фараби, Казахстан, г. Алматы

²Южно-Казахстанский государственный педагогический университет, Казахстан, г. Шымкент

³Центрально-Азиатский инновационный университет, Казахстан, г. Шымкент

*e-mail: akbar.imanalay@gmail.com

Предложение схемы развития общественного природного туризма для объекта всемирного наследия Ақсу-Жабағылы

В данном исследовании изучается модель экотуризма на базе сообществ (CNBT) на примере объекта всемирного природного наследия Ақсу-Жабағылы (WHS). Цель состоит в том, чтобы предложить подходящую модель CNBT для природных туристских направлений Ақсу-Жабағылы, используя комбинацию полевых наблюдений, изучения, оценки и межстранового сравнения моделей экотуризма. В исследовании определены стратегические рекомендации по модели CNBT для Всемирного фонда дикой природы Ақсу-Жабағылы путем анализа успешных зарубежных моделей CNBT и сравнения их с казахстанскими моделями. Результаты исследования заключаются в том, что получение доходов и создание рабочих мест, распределение доходов от туризма для развития сообщества и защита природных ресурсов являются преимуществами выбранных зарубежных моделей CNBT. В то же время более высокое качество транспортной инфраструктуры, частое использование средств массовой информации, приоритетное трудоустройство местного населения и охрана природы являются основными положительными результатами Ақсу-Жабағылинского туризма. Итоги сравнения моделей показывают, что иностранные модели лучше, чем Ақсу-Жабағылы, соответствуют требованиям (высший орган власти, этап участия сообщества, распределение выгод, туристский маркетинг, программа обучения персонала, обслуживанием качество туристских объектов) для устойчивого развития туризма. В завершение рекомендуется, чтобы экономическое развитие, охрана окружающей среды, культура и наследие, маркетинг и имидж, благоприятная политическая среда и расширение прав и возможностей жителей были основными факторами, необходимыми для эффективной реализации устойчивого развития CNBT в туристской дестинации Ақсу-Жабағылы.

Ключевые слова: общинный экотуризм, модель, Ақсу-Жабағылы, объект всемирного наследия природы, Казахстан.

1. Introduction

In the case of tourism areas, the local communities adjacent to the areas where tourism activities are allowed are often the key stakeholders, as they are involved as human capital in various events at the tourist site. Community Nature-Based Tourism Development (CNBT) is a form of nature-based natural resource control based on ecological theory and practice that allows people to exercise significant control and involvement in public growth and control. In many developed countries over the past few years, CNBT is fast becoming a popular biodiversity preservation tool that can increase the living standards of local communities (Mohd Noh et al. 2020: 5049-5061). CNBT is an umbrella term for leisure tourism as a condition of natural landscapes or natural resources or activities, or the land or re-

sources themselves are a core component of tourism activities. All over the world, regions are reserved for many unique biodiversity values and the financial or political support for these protected areas and local development are largely dependent on the arrival of nature tourists (Wolf, Croft, and Green 2019: 104). A best experience is also a prerequisite for future visits or referrals to others, especially if the personal benefit is enduring and transformative (Wolf and Wohlfart 2014: 89-103, Wolf, Ainsworth, and Crowley 2017: 1650-1673, Wolf, Stricker, and Hagenloh 2015: 358-381). This generates more fiscal revenue and reinforces the conservation value of specific tourist attractions.

Through this form of tourism, residents share their environment and lifestyle with tourists, while increasing local income and building the local economy. By sharing events such as festivals, homestays

and handicraft production, CNBT aims to protect the environment, but it is also a way to expand community capacity by ensuring the degree of control over tourism programs and their impacts (Fiorello and Bo 2012: 758-778). An advanced CNBT pattern works with existing residents' initiatives, leverages public leaders, and seeks to hire residents so that tourism-generated income stays in the locals and maximizes local economic benefits (Akbar and Yang 2021: 1-21).

While tourism often promises to increase livelihoods and sources of employment for local people, irresponsible tourism practices can deplete natural assets and exploit local communities (Akbar, Abdreyeva, et al. 2022: 33-48). Approaches to CNBT development projects should be part of a common community development strategy and take into account the views of local people to help achieve the goals of preserving ancient culture and heritage (Zhang et al. 2020: 587-605). The key to successful CNBT projects is poverty reduction by increasing incomes and providing local people with the knowledge they need to be critical of the long term and make decisions that benefit society (Akbar et al. 2021). However, residents involvement often depends on the control system, because in many cases, due to injustices in the control system, the participants in decision-making are managers, not employees (de los Angeles Somarriba-Chang and Gunnarsdotter 2012: 1025-1043). Our previous research has shown that inequalities in local engagement are shaped by local sociocultural, economic, and sometimes political tensions. It is important to increase opportunities to implement Community Nature-Based Tourism Development growth strategies to understand how public engagement can take place in different contexts.

In this paper, we aim to present a pattern of CNBT that corresponds to the Aksu-Zhabagly WHS. To do this, we first analyze the design and control of some triumphant overseas patterns of tourism growth. We then analyze in detail the present pattern of developing the tourism industry in our research field and compare it with selected overseas CNBT patterns. Finally, based on the results of the analysis, we will propose the most appropriate CNBT pattern for the Aksu-Zhabagly WHS.

2. Material and methods

The main idea of this article was born in March 2019 during a week-long survey of the

Aksu-Zhabagly State Nature Reserve in Kazakhstan and the identification of tourist routes. Data collection was conducted from March 2 to March 22, 2019 for 20 days. To obtain a deeper knowledge of the growth of tourism, interviews were conducted with representatives of the Aksu-Zhabagly Nature Reserve and Aksu-Zhabagly tourism companies. Face-to-face interviews were conducted with the akim of Zhabagly village, who knows the situation of the population's involvement in tourism, the head of the research department of the nature reserve and the director of a tourism company in Shymkent. In order to address the goals and objectives of the research, relevant information was collected on selected research areas and interviews were conducted with experts who studied the reserve. One of the main methods of the research was a table analysis of documents prepared on the official website of the Aksu-Zhabagly State Nature Reserve (www.Aksu-Zhabagly.kz). We have analyzed some documents in detail, including all general reports, mission reports, periodic reports published in recent years, and some existing documents. Research articles on "Community Nature-Based Tourism Development planning" were also analyzed. The research was conducted mainly using documents and content analysis methods. In addition, the analysis and comparison of overseas advanced CNBT patterns was used to highlight the advantages and disadvantages of the research area for the growth of Community Nature-Based Tourism Development.

3. Results and discussion

3.1. *Triumphant CNBT growth overseas case studies*

To understand how sustainable tourism benefits local communities, it is important to assess how well they can participate in tourism planning and related decision-making processes. This research aims to provide a sustainable CNBT pattern for Aksu-Zhabagly WHS, discussing the top CNBT patterns in other countries. Thus, opting for CNBT patterns, we selected the Dadia Forest CNBT pattern from Greece and the Ko Yao Noi CNBT pattern from Thailand, as these countries have extensive experience in CNBT growth and these selected CNBT growth areas are WHS, like our research area.

3.1.1. CNBT pattern of Dadia Forest, Greece

Brief overview of the research area: The forest's name derives from Dadia village, located in Thrace, 67 km north from Alexandroupoli. The impressive lush vegetation of Dadia's Forest, filled with pine trees, will put a spell on you with trails leading to some magnificent hillsides, which borders Bulgaria, Turkey and Greece. Visit the eco-tourism center 500 meters from the settlement of Dadia, where there are hotels, restaurants, coffee shops and an information center that organizes many eco-tours. You can also stop at the Condor Observatory 3 km away. Distance from information center. Travelers can usually be guided to the observatory to look the feeding area by a telescope and binoculars, and a local ecological guide can explain. In addition, several sidewalks have been installed in the forest area to highlight the importance of biodiversity (Schindler, Poirazidis, and Wrbka 2008: 502-514).

Mechanism of operation of the pattern: The success of the Dadia project soon became known in government circles. This was one of the advantages of the EU funded project: it forced national authorities to pick up speed and skills in the management of the protected area. Dadia's ecotourism attracted further investments from both private and public bodies. EU regional development funds through the Community Support Framework and community initiatives such as LEADER+ or INTERREG were of far greater magnitude than the small amount of funding for nature protection committed at the beginning of the project. Thanks to the construction of more hotels and accommodation for visitors, the visitor information center was expanded, and the local monastery was restored. The original prison cells there became a residence for worshippers and other special visitors. More than 60 international and national summits, fairs, exhibitions and conferences have been held in Dadia-Sufli Forest Reserve, which has a unique natural heritage since the establishment of permanent services for the promotion of ecotourism (KISA OVALI and Tachir 2018).

The Dadia Preservation and Related Commercial Tourism Service encourages job creation programs and provides interest and pride for young people. At the same time, generates a major additional source of revenue for local families. A number of young

women, who had previously been unable to study or work in their hometowns, are now postponing marriage and being educators, guides or administrators or to look for other new positions to increase their involvement in the Dadia reserve. (KISA OVALI and Tachir 2018).

3.1.2. CNBT pattern of Koh Yao Noi, Thailand

Brief overview of the research area: Thai islands in the Ao Phang-Nga Marine National Park, in the Andaman Sea, near Phuket and Koh Yao Noi. Despite its location in the heart of Phang Nga Bay, between two of Thailand's most popular tourist hubs - Phuket and Krabi - Koh Yao Noi and its sister island Koh Yao Yai are surprisingly peaceful. Koh Yao Noi is home to about 4,000 Thai-Muslim Malays, mainly engaged in fishing, rice and rubber farming, aquaculture, and more recently tourism. The Koh Yao Noi tourism project has been underway since 1990 when a large commercial trawler was destroying traditional marine fisheries and coral reefs (Choibamroong et al. 2011: 173-186).

Mechanism of operation of the pattern: The villagers, in cooperation with the non-governmental organizations, organized the CNBT Cooperative Tourism Club of Koh Yao Noi. In the mid-1990s, Koh Yao Noi launched a home-based money-making program for 30-35 rural residents as part of the CNBT project. Around 250 eco-tourists receive accommodation services monthly, and hundreds of other tourists took part in short-term tourism activities. They have boat trips, swimming, forest excursions, kayaking, bird watching, fishing, swimming, cooking, nutrition and many "tourist activities (they) mangroves, seaweed ecology knowledge that fit the local way of life and livelihoods. and awareness." (Choibamroong et al. 2011: 173-186).

Here, 500 villagers are members of the CNBT project, which includes hosts, guides and drivers, as well as food and handicraft producers. They get about 10% of their annual income from these tourism services. Another 10% of all proceeds from the project will go to collective funds, local school projects and local growth funds that support the restoration of coral reefs, seaweeds and mangroves. The activities of the CNBT project include replanting mangrove trees along the coast, protesting against plans to build a Japanese shrimp farm, cleaning up

garbage on a monthly basis, conducting ecological education camps for young people, and financing the construction of toilets in local mosques (Walter and Reimer 2012: 551-561).

3.1.3. *The positive outcomes of the selected overseas CNBT patterns*

The advantages of the above-mentioned best overseas CNBT patterns can be described in the following 3 main headings.

- *Enhancing Sources of Income by Creating Jobs for Indigenous Peoples:* Two leading CNBT case studies, considered as a model, show that the establishment of CNBT has helped to provide local people with sustainable employment and additional sources of income in their areas. The establishment of Dadia as a tourist area and related commercial tourism activities have stimulated the employment of the rural population. For example, young women trained as environmental guides share their experience and knowledge of the region's biological resources with schoolchildren from all over Greece. It also instilled in young people a sense of pride and protection of their homeland. Similarly, 500 villagers in Koh Yao Noi are members of the CNBT project. Most of them are guides and drivers, but they work as manufacturers, sellers and suppliers in the food and handicraft industry. They receive about 10% of their annual income from these tourist services.

- *Distribution of tourism revenues for local economy growth:* In all four cases, the presence of CNBT has been reported to have helped support regional growth. For example, part of the revenue from tourism in Dadia is used to improve infrastructure and open production facilities. As for Koh Yao Noi, 10% of tourism revenues are transferred to the Fund for Regional Development. The funds from the funds in Koh Yao Noi will be used to develop local school programs, clean up garbage, build an environmental education camp for teenagers and build a local mosque.

- *Sustainable use of the region's natural resources:* From the above two case studies, it can be seen that one of the main goals of the development of CNBT is the preservation of natural values and protection of wildlife in the region. For example, The Dadia Tourism Center has a permanent exhibition promoting flora and fauna, as well as specialized centers and small shops that

provide information about local products and preserves. In addition, several sidewalks have been paved to show visitors the importance of biodiversity in the forest. As for Koh Yao Noi, 10% of tourism revenues are transferred to the Fund for Environmental Protection. The preservation fund was mainly used to support the restoration of reefs, seaweeds and mangroves.

3.2. *Tourism growth pattern in Aksu-Zhabagly WHS*

3.2.1. *Current tourism growth pattern in Aksu-Zhabagly*

Brief overview of the research area: It is the first nature reserve in Kazakhstan, occupying the north-western part of the Talas Alatau (Western Tien Shan) and the Ugam ridge. It is located in Zhualy district of Zhambyl region and Turar Ryskulov district of South Kazakhstan region. The reserve is located between two rivers, Aksu and Zhabagly. He died in 1926. created. It includes Karabastau (126 hectares) and Aulie (100 hectares) in Karatau. The land area is 128,118 hectares (2007). In 2006, the Aksu-Zhabagly Nature Reserve was included in the UNESCO World Heritage List. According to UNESCO, the reserve is home to 48% of the region's birds and 72.5% of the animals. The reserve is one of the best places in the world for bird watching and has great potential for the development of ecotourism.

The reserve area can be divided into several zones as shown in Figure 1. They are a specially protected main zone, a buffer zone where semi-subsistence farming can be carried out, a transition zone and a multi-purpose area where any economy can be developed within the law. The Zhabagly people is more triumphant in achieving sustainable growth of the CNBT than the Abaiyl residents, and the overall assessment of the sustainability of the two communities is moderate. (Akbar, Maksatovna, et al. 2022: 69-82).

Zhabagly is a village in Zhabagly rural district, Tulkubas district, Turkestan region. The rural district includes the villages of Zhabagly, Abayil and the railway junction №115. The center is Zhabagly village. The district center is about 17 km south-east of Turar Ryskulov town. According to the 2009 census, the population of the district was 2436 people (Figure 1).

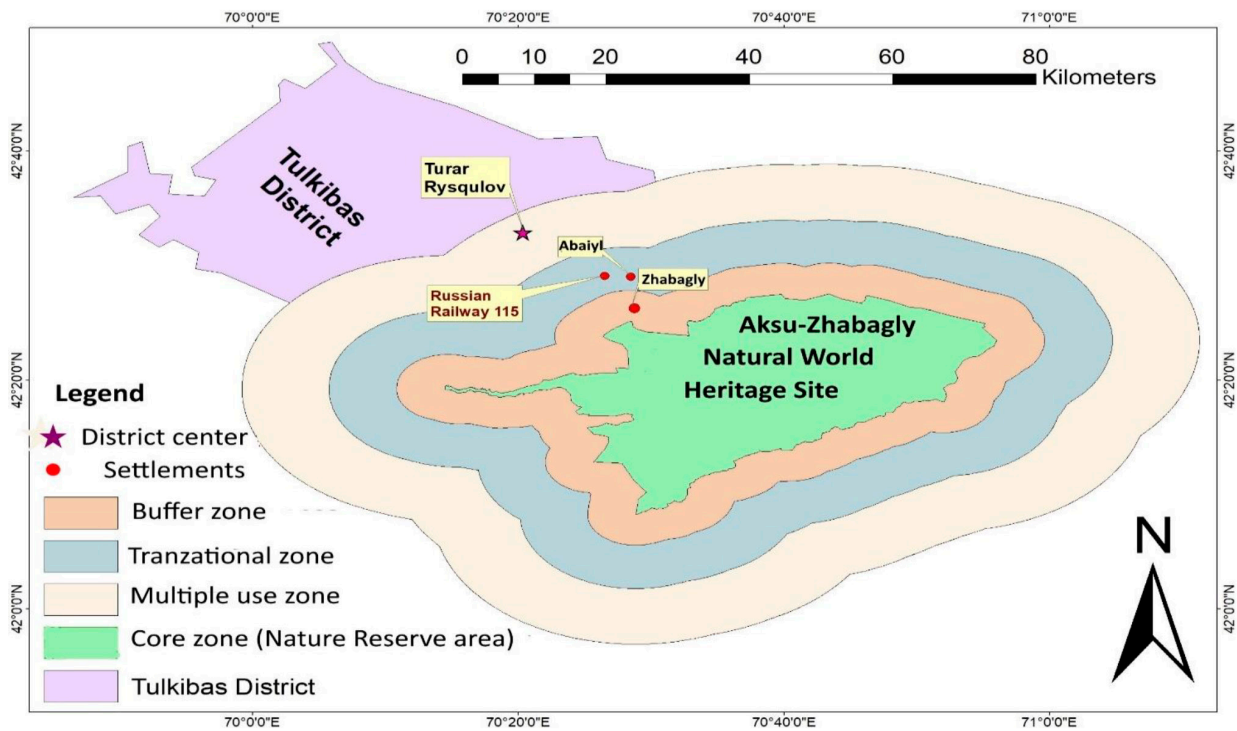


Figure 1 - Zoning map of the research area (first author's work).

Mechanism of operation of the pattern: Provision of land plots to individuals and legal entities for the purpose of tourism regulation and recreation in the specially protected natural area of Aksu-Zhabagly will be carried out in accordance with the state master plan for the development of infrastructure in nature reserves.

At present, there are 3 ecological trails and 7 excursion routes for the research and observation of flora, fauna and landscape on the territory of Aksu-Zhabagly, which are equipped with information boards, signs and shelters. Ecological roads are designated to generally familiar to the nature beauty and attractive biodiversity of this natural world heritage tourist destination. In addition, it serves as an environmental education for the people of Kazakhstan. There is also a tourist center with a museum of nature of the Western Tien Shan, located in the administrative building of Aksu-Zhabagly WHS. By offering 10 tourist routes, WHS Control Office organizes mainly recreational, scientific, cognitive, botanical, wildlife and bird watching tourism for visitors.

To be a protected area at the national and international levels, the pattern of developing eco-tourism at the Aksu-Zhabagly WHS is strictly implemented with the involvement of local authorities + Aksu-

Zhabagly reserve administration + national tour operators + private enterprises. Inside and outside Zhabagly village + overseas partners + Residents of Tulkiabas district, especially Zhabagly village.

Regional and district administrations and the management of Aksu-Zhabagly reserve jointly organize tourist routes. Sometimes the state supports the field tourist infrastructure in order to provide convenient surgery for tourists. Tourism is usually provided by local residents of Zhabagly village and travel agencies in major cities. Tourist units of Zhabagly village can receive guests and organize tours. At the same time, during the summer season, which is often visited by tourists, the villagers receive guests in their homes.

3.2.2 The advantages of Aksu-Zhabagly tourism

1) *High-quality transport infrastructure:* Infrastructure growth is carried out mainly with state support (Aksu-Zhabagly Nature Reserve and local executive bodies). In an interview with the mayor (village akim), he said that the transport infrastructure of this tourist route is well developed compared to other tourism facilities in Kazakhstan. During the field work period, we noticed that whole roads to

the reserve gate in Zhabagly village are smooth and asphalted. At the same time, we saw that there are several quality hotels and hotels near the reserve.

2) *Marketing and image promotion:* Aksu-Zhabagly WHS has a special place not only in the south of Kazakhstan, but also on the map of natural wonders throughout the country. Aksu-Zhabagly Nature Reserve is a real scientific laboratory of nature, where research work is carried out continuously. It is the first WHS to be awarded the title of UNESCO Biosphere Reserve in Central Asia.

3) *Employment Priority:* During the field survey, we found that the Aksu-Zhabagly Nature Reserve Administration Office and its hotel have more than 50 local employees. Sanitary workers, inspectors, forestry workers, horse caretakers, drivers, receptionists and cooks, etc. are hired to work under the contract. included. For example, Aksu-Zhabagly summer camp, Zhenzha and Luda resorts and Ruslan family tourism company. In total, there are about 10 local workers, including a sanitary worker, a door guard, a receptionist, a cook, a shop assistant and others.

4) *Prioritization of nature maintenance:* Due to the richness of its fauna and flora, a comprehensive study of their biology and features of life has been well established since the first years of the reserve. Since 1935, researchers of the reserve have been systematically and regularly engaged in research. On their basis, ways of effective use of natural resources, ways of protection are carried out, nature protection work is propagandized. The beautiful nature of the reserve fascinates visitors. In its half-century history, the Aksu-Zhabagly WHS has made a significant contribution to the protection of nature of the republic.

3.3 Comparison of Aksu-Zhabagly tourism pattern with other patterns

Comparing the current pattern of developing tourism in Aksu-Zhabagly with typical two overseas CNBT patterns (Table 1), it was claimed that the Aksu-Zhabagly pattern works better in terms of ecological preservation and providing jobs for locals like other CNBT patterns.

Table 1 – Comparison of Aksu-Zhabagly tourism modes with other CNBT development projects

Similar points	Different points
To demonstrate the importance of biodiversity, sidewalks have been established within protected areas.	<i>The highest authority:</i> the government in Aksu-Zhabagly and other CNBT-type NGOs.
The main type of tourism is nature-based tourism (for example, eco-tourism and adventure tourism).	<i>Public involvement level:</i> This is the initial level in Aksu-Zhabagly, and the higher level in other CNBT patterns.
Ensuring employment opportunities for local residents.	<i>Income distribution:</i> The Aksu-Zhabagly State Nature Reserve office is the main beneficiary, but the local is the largest beneficiary of other two CNBT patterns. Revenues from tourism in other two CNBT project are used to develop local communities.
Provide equal opportunities for individuals and organizations to participate in tourism.	<i>"Outflow" of tourist income:</i> more in Aksu-Zhabagly, and less in other CNBT pattern areas.
Frequent events in the media to promote the originality of tourism.	<i>Tourism marketing:</i> Not well developed in Aksu-Zhabagly, but well organized in other CNBT pattern areas.
	<i>Personnel training program:</i> Aksu-Zhabagly failed to do so, but other CNBT pattern areas have trained their staff.
	<i>Tourist services and facilities:</i> In Aksu-Zhabagly low quality of tourist services and facilities exist, but they are well developed in foreign CNBT patterns.

Nevertheless, there are still points that need to be enhanced. These include: (1) enhancing the status of non-governmental organizations, with the government playing a leading role and other stakeholders having an equal role in tourism planning; (2) increase residents' LRP levels and strive to participate in tourism planning, control and decision-making at all stages; (3) Profit distribution is aimed at the growth of society; (4) reducing the "outflow" of economic interest; (5) promoting tourism marketing; (6) training employees in tourism industry

to increase their service quality and business skills; and (7) to increase the quality of tourist services and tourist facilities in Aksu-Zhabagly.

3.4 Appropriate CNBT Growth Pattern for Aksu-Zhabagly WHS

The relationship between society, economy and environment is very close, and social and economic activities are usually based on local environmental and resource conditions; at the same time, local envi-

ronmental and resource conditions are also affected by the characteristics of human social and economic activities (Chapin III et al. 2009). The development of rural tourism affects the resources and quality of natural capital, physical capital, financial capital, human capital and social capital in different ways (Kong Xiangzhi, Zhong Zhen, and Yuan Meisheng 2008: 115-119). Effective use of recreational and cultural opportunities in nature and their continuous improvement is a guarantee of increasing the economic viability of Zhabagly village. A number of strategic measures are needed to stimulate the sustainable development of tourism in our research destination, these strategies target commercial networks, identifying assets, preserving and using open spaces, historical heritage, and promoting marketing and eco-resort. The above mentioned strategies will

allow the local to build a solid foundation for tourism based on current circumstances.

Comparing the Aksu-Zhabagly tourism growth pattern with triumphant overseas CNBT patterns and based on the advantages of triumphant CNBT growth patterns abroad, the work assesses and presents the advantages and disadvantages of the current Aksu-Zhabagly tourism growth pattern. Follow the Aksu-Zhabagly area CNBT template for tourist areas. We believe that in order to effectively implement the sustainable growth of CNBT on the Aksu-Zhabagly tourist route, it is important to include the suggestions identified in Figure 2 below. This is because these proposals have borne fruit in many developed countries and, if applied in Kazakhstan, can serve as a model for neighboring developing countries.

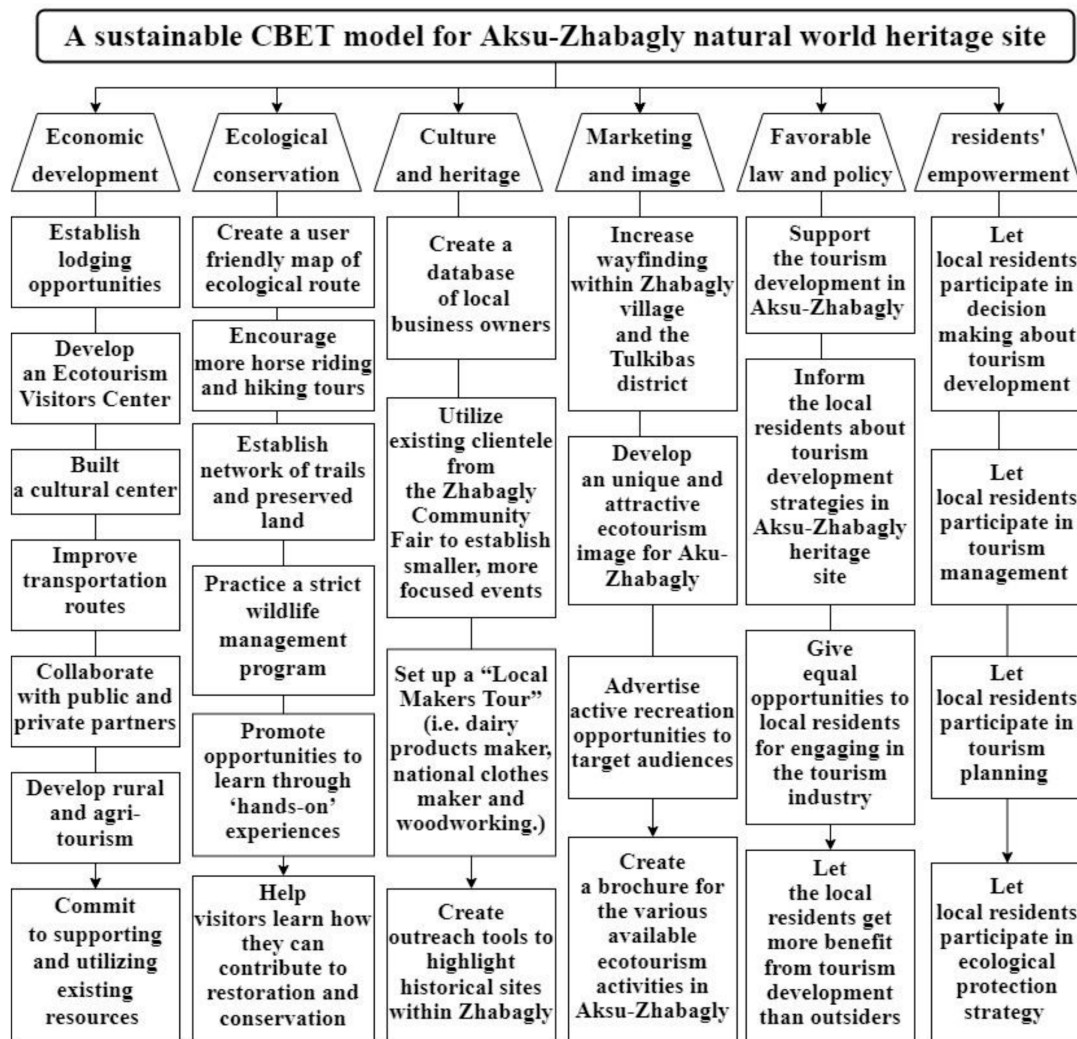


Figure 2 – The proposed CNBT growth pattern for Aksu-Zhabagly WHS (first author’s work).

- *Economic development dimension:* With its strong development momentum, tourism has become the most dynamic “sunrise industry” in the global economic industry. With the development of tourism, the influence of tourism on the development of local economy has become increasingly apparent, and many experts and scholars have done a lot of research on it (Chen Jinhua, Lu Min, and Li Xiangyu 2008: 10-11). Tourism is a development path for many countries to reduce poverty and improve their economies. In order to see the positive economic impact of tourism mentioned above, tourism revenues must be fairly distributed. When we talk to people at our research site, they say that we do not feel the positive economic impact of tourism so far. Therefore, implementing the recommendations shown in Figure 2 is of great significance to ensure the sustainable growth of CNBT in this field.

- *Ecological maintenance dimension:* With many species and habitats already on the brink of extinction due to harmful changes caused by humans, preservation is necessary. Local residents benefited from tourism and began to consciously protect the environment and enhance their awareness of environmental protection (Zhao and Li 2018). As can be seen from our investigation, the Aksu-Zhabagly Northwest Highlands are effectively protected by the Special Reserve Law. From the analysis of this study, we learned that the relevant authorities of the tourist area have done a lot to protect biodiversity. However, we believe that the implementation of the measures described in Figure 2 will help to improve the positive environmental impact of tourism in WHS.

- *Culture and heritage dimension:* Cultural heritage is a very important tourism resource, and the development of tourism and the protection of intangible cultural heritage are important issues in today’s society. Except for nature-based tourism, this tourist area has great potential for the growth of various cultural heritage tours. However, according to our research, the cultural and heritage value of this tourist area has not yet been determined.

- *Marketing and image dimension:* Due to the vigorous development of tourism and the intensification of market competition among tourist destinations, the influencing factors of tourism image have attracted extensive attention of tourism researchers and marketers (Cheng Jinlong and Wang Fazeng 2009: 1753-1758). The results of the work in this area show that the organizers of tourism in the region have not done much to develop marketing and image promotion in the tourist area. In order to

eliminate the identified shortcomings, we believe that tourism managers need to take into account a number of marketing and image promotion measures presented in Figure 2.

- *Favorable law and policy:* With the advent of the era of popularization of tourism, many places have regarded tourism as the leading industry and pillar industry that drives social and economic development, and given it the political mission of addressing macroeconomic challenges, promoting employment, and getting rid of poverty; and political trust is related to these goals (Chen Pinyu and Zhu Chuncong 2018: 282-292). Based on the results of our previous research, we concluded that the reason for the lack of active participation of the rural population in the development of tourism in this tourist area is the lack of a favorable political environment for sustainable tourism. Therefore, in order to reduce these shortcomings, we believe that this tourist area can achieve sustainable development of tourism, taking into account the important recommendations summarized in Figure 2.

- *Residents’ empowerment dimension:* Tourism supports the economic opportunities of all people based on employment, income and business opportunities. When large businesses use communication to facilitate communication with local landowners, there are more opportunities that enhance opportunities (Aghazamani and Hunt 2017). In our paper, we found that the status and level of involvement of the local population in tourism is low, and the right give evaluation and recommendations on tourism projects is shallow. Another thing we noticed is that tourism organizers in the region usually do not give their employees as much competence as in successful foreign tourism development projects. Therefore, in order to equate the development of CNBT in this area with the development models of prestigious foreign tourism, it is necessary to take into account the best practices presented in Figure 2, which will allow the rural population to participate in the development of the tourism industry.

4. Conclusion

As it is a special protected reserve at the national and international level, the tourism growth pattern within the Aksu-Zhabagly Nature Reserve is strictly implemented, with the involvement of local authorities + Aksu-Zhabagly Reserve control department + national tourism operator + private sector Business- es in and out of Zhabagly village + overseas partners + Tyulkibas district, especially local residents

of Zhabagly village. The positive results are: perfect tourism infrastructure, good publicity image promotion, job creation for the local area, and priority to protect the ecology of nature reserves.

From the comparison results of the current Aksu-Zhabagly tourism growth pattern and the triumphant overseas CNBT pattern, and discussing the CNBT model abroad, we came to the conclusion that the keys to their success are active community participation, good leadership, a strong local organization, equitable income sharing and empowerment. However, most of these effective measures are not realized in the Aksu-Zhabagly tourist zone.

Finally, combined with the results of our field investigation, the advantages of triumphant CNBT patterns abroad and the advantages and disadvantages of the current tourism growth pattern in the northwestern mountainous area of Aksu-Zhabagly, a sustainable tourism pattern for the Aksu-Zhabagly

world heritage tourism area is suggested. The pattern proposes measures for economic growth, ecological maintenance, cultural and heritage preservation, promotion in marketing and image, creation of an attractive political conditions and empower locals. In turn, this model will provide a theoretical basis for the establishment of sustainable tourism in Aksu-Zhabagly, as well as a reference example for the development of natural world heritage tourist destinations in the neighboring countries.

Acknowledgment: I am very grateful to Zhumanova Elmira Pedbayevna, head of the ecological education and tourism department of the Aksu-Zhabagly National Nature Reserve Office in Zhabagly village, and Jumanov Smatulla Zhorauly, deputy director of the scientific research department, who helped a lot in the field investigation of the Aksu-Zhabagly tourist area.

References

- Aghazamani, Y., & Hunt, C. A. Empowerment in tourism: A review of peer-reviewed literature. *Tourism Review International*, 2017. - 21(4): 333-346.
- Akbar, Imanaly, Sholpan Abdreyeva, Alexandr Artemyev, Markhaba Tumazhanova, and Gulnar Orynbasarova. "Research on Design and Management of Community-Based Ecotourism Model in Aksu-Zhabagly Nature Reserve of Kazakhstan." *Journal of Geoscience and Environment Protection*, 2022 - no.10 (4):33-48.
- Akbar, Imanaly, Sergeyeva Aigul Maksatovna, Myrzaliyeva Zabira Kazbekkyzy, Tazhekova Akmaral Zhaksybekkyzy, Saulembaev Altynbai Tagabayevich, and Mominov Serik Abdukarimovich. "Sustainability of the community-based ecotourism development in the Aksu-Zhabagly nature reserve, Kazakhstan: An evaluation through local residents' perception." *REGION*, 2022 - no. 9 (1):69-82.
- Akbar, Imanaly, Zabira Kazbekkyzy Myrzaliyeva, Akmaral Zhaksybekkyzy Tazhekova, Altynbay Tagabaiuly Saulembayev, and Rabiga Nokerbekkyzy Kenzhebay. "EVALUATION OF THE COMMUNITY-BASED ECOTOURISM DEVELOPMENT STATUS IN THE AKSU-ZHABAGLY NATURE RESERVE, KAZAKHSTAN." *GeoJournal of Tourism & Geosites*, 2021 - no. 35 (2).
- Akbar, Imanaly, and Zhaoping Yang. "The influence of tourism revenue sharing constraints on sustainable tourism development: a study of Aksu-Zhabagly nature reserve, Kazakhstan." *Asian Geographer*, 2021 - :1-21.
- Chapin III, F Stuart, Gary P Kofinas, Carl Folke, and Melissa C Chapin. *Principles of ecosystem stewardship: resilience-based natural resource management in a changing world*: Springer Science & Business Media, 2009.
- Chen Jinhua, Lv Min, and Li Xiangyu. "Analysis of the Influence of Tourism on Local Economy." *Construction of Old Areas*, 2008 - (20): 10-11.
- Cheng Jinlong, and Wang Fazeng. "Influencing factors and shaping strategies of tourism image." *Economic Geography*, 2009 - no. 29 (10):1753-1758.
- Chen Pinyu, and Zhu Chuncong. "Research progress and enlightenment on foreign tourism development and political trust." *Tropical Geography*, 2018 - no. 38 (2):282-292.
- Choibamroong, T, E Laws, H Richins, J Agrusa, and N Scott. "A stakeholder approach for sustainable community-based rural tourism development in Thailand." *Tourist destination governance: Practice, theory and issues*, 2011 - :173-186.
- de los Angeles Somarriba-Chang, Matilde, and Yvonne Gunnarsdotter. "Local community participation in ecotourism and conservation issues in two nature reserves in Nicaragua." *Journal of Sustainable Tourism*, 2012 - no. 20 (8):1025-1043.
- Fiorello, Amélie, and Damien Bo. "Community-based ecotourism to meet the new tourist's expectations: An exploratory study." *Journal of Hospitality marketing & management*, 2012 - no. 21 (7):758-778.
- KISA OVALI, Pinar, and Gildis Tachir. "IMPROVEMENTS WITHIN THE SCOPE OF ECOLOGICAL DESIGN: DADIA ECOTOURISM AREA (GREECE)." *International Journal of Contemporary Economics & Administrative Sciences*, 2018 - no. 8 (2).
- Kong Xiangzhi, Zhong Zhen, and Yuan Meisheng. "Analysis of the Impact of Rural Tourism on Farmers' Livelihoods: Taking Three Scenic Spots in Shanxi as Examples." *Economic Issues*, 2008 - (1): 115-119.
- Mohd Noh, AN, ARA Razzaq, MZ Mustafa, MN Nordin, and B Ibrahim. "Sustainable Community Based Ecotourism Development." *PalArch's Journal of Archaeology of Egypt/Egyptology*, 2020 - no. 17 (9):5049-5061.

Schindler, Stefan, Kostas Poirazidis, and Thomas Wrbka. "Towards a core set of landscape metrics for biodiversity assessments: a case study from Dadia National Park, Greece." *Ecological indicators*, 2008 - no. 8 (5):502-514.

Walter, Pierre G, and JK Reimer. "The "ecotourism curriculum" and visitor learning in community-based ecotourism: Case studies from Thailand and Cambodia." *Asia Pacific Journal of Tourism Research*, 2012 - no. 17 (5):551-561.

Wolf, Isabelle D, Gillian B Ainsworth, and Jane Crowley. "Transformative travel as a sustainable market niche for protected areas: A new development, marketing and conservation model." *Journal of Sustainable Tourism*, 2017 - no. 25 (11):1650-1673.

Wolf, Isabelle D, David B Croft, and Ronda J Green. "Nature conservation and nature-based tourism: A paradox?" *Environments*, 2019 - no. 6 (9):104.

Wolf, Isabelle D, Heidi K Stricker, and Gerald Hagenloh. "Outcome-focused national park experience management: Transforming participants, promoting social well-being, and fostering place attachment." *Journal of Sustainable Tourism*, 2015 - no. 23 (3):358-381.

Wolf, Isabelle D, and Teresa Wohlfart. "Walking, hiking and running in parks: A multidisciplinary assessment of health and well-being benefits." *Landscape and Urban Planning*, 2014 - no. 130:89-103.

Zhang, Yuling, Xiao Xiao, Chunhui Zheng, Lan Xue, Yongrui Guo, and Qitao Wu. "Is tourism participation in protected areas the best livelihood strategy from the perspective of community development and environmental protection?" *Journal of Sustainable Tourism*, 2020 - no. 28 (4):587-605.

Zhao, Jing, and Shu-Min Li. "The impact of tourism development on the environment in China." *Acta Scientifica Malaysia*, 2018 - no. 2 (1):1-4.