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THE FEATURES OF THE DEVELOPMENT OF ECOLOGICAL TOURISM IN THE EAST KAZAKHSTAN REGION

The article is devoted to the features of the ecological tourism in the East Kazakhstan region. Nowadays the development of tourism acquires mass character and plays more considerable role in satisfaction of sociocultural necessities in the field of leisure. One of recreation types is ecological tourism that can be an alternative for bringing in of profits from tourism without damage to the people and environment. Development of eco-tourism in our region is topical, because the East Kazakhstan region is rich by its history, varied scenarios and well-developed infrastructure of motorcar highways and railways. There were formulated prerequisites of its development in the region, also difficulties of the development of ecotourism and possible ways to overcome them were considered. The current position of touristic recreational ecological potential of East Kazakhstan was analysed. Investigation on the basic tendencies of development of the tourism industry turned out that ecotourism can be considered as the balance, which can provide jobs, stable high incomes and save intact wildlife. In regions such as the East Kazakhstan, ecotourism can help nature protection, growth of employment and socio-economic development. The conclusions were drawn on the prospects for the implementation of ecological tourism in protected areas.

Key words: East Kazakhstan region, ecotourism, recreational resources, development of tourism, environment, infrastructure, landscape.

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Шығыс Қазақстан аймағында экологиялық туризмнің даму ерекшеліктері

Мақала Шығыс Қазақстан аймағындағы экологиялық туризмнің даму ерекшеліктеріне арналған. Қазіргі әлемде туризмді дамыту жаппай сипатқа ие және әлеуметтік-мәдени қажеттіліктерін қанағаттандыруда маңызды рөл атқарады. Туризм түрлерінің бірі экологиялық туризм қоршаған ортаға зиян келтірмей, кіріс әкелетін туризм түрі. Экотуризмді дамыту біздің аймақта өзекті мәселе болып отыр, себебі Шығыс-Қазақстан облысы тарихы бай, әртүрлі ландшафтарымен және жақсы инфрақұрылымы бар автомобиль магистральдары мен темір жолдары жақсы дамыған аймақ. Аймақтағы экотуризмді дамыту туралы алғышарттары тұжырымдалып және оларды шешу жолдары қарастырылған. Шығыс Қазақстанның рекреациялық туристік экологиялық әлеуетінің қазіргі жағдайы сарапталған. Туризм индустриясын дамытудың негізгі тенденциялары зерттелген, яғни жұмыс орындарын және халықтың тұрақты жоғары табыстарын қамтамасыз ете алатын, сонымен қатар тірі табиғатты жанашырлықпен сақтайтын экотуризм қарастырылған. Шығыс Қазақстан сияқты аймақтарда экотуризмді дамыту, табиғатты қорғау, халықты жұмыспен қамту, әлеуметтік-экономикалық дамуына көмектесе алады. Аймақтың ерекше қорғалатын табиғи аумақтарында экологиялық туризмді жүзеге асырудың болашағына қорытындылар жасалған.

Түйін сөздер: Шығыс Қазақстан аймағы, экотуризм, туризм дамуының рекреациялық ресурстары, қоршаған орта, инфрақұрылым, ландшафт.

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Особенности развития экологического туризма в Восточно-Казахстанском регионе

Статья посвящена особенностям развития экологического туризма в Восточно-Казахстанском регионе. Развитие туризма в современном мире приобретает массовый характер и играет все более значительную роль в удовлетворении социокультурных потребностей личности в сфере досуга. Одним из видов рекреации является экологический туризм, который может стать альтернативой для привлечения доходов от туризма без ущерба местным жителям и окружающей среде. Развитие экотуризма в нашем регионе актуально, так как Восточно-Казахстанская область богата своей историей, разнообразными ландшафтами и хорошо развитой инфраструктурой автомобильных магистралей и железнодорожных путей. Сформулированы предпосылки его развития в этом регионе, охарактеризованы трудности для развития экотуризма и рассмотрены возможные пути их преодоления. Анализируется текущее состояние туристического рекреационного экологического потенциала Восточного Казахстана. Исследованы основные тенденции развития туристической отрасли, что экологический туризм может рассматриваться именно тем балансом, который может обеспечить рабочие места и стабильно высокие доходы населения и сохранит в неприкосновенности дикую природу. В таких регионах, как Восточный Казахстан, экотуризм может помочь охране природы, росту занятости населения и социально-экономическому развитию. Сделаны выводы о перспективах осуществления экологического туризма на особо охраняемых территориях.

Ключевые слова: Восточно-Казахстанский регион, экологический туризм, рекреационные ресурсы, развитие туризма, окружающая среда, инфраструктура, ландшафт.

Introduction

The development of tourism is topical and priority direction for each region of our country and one of the main goals specified in the Address of the Head of State to the people of Kazakhstan. Sustainable growth of the country's economy due to accelerated industrialization and infrastructure development, where the tourism sector plays an important role (Bektimirova, 2003: 146.).

Since the beginning of the 80s of the XIX century, one of the priorities of travel is ecological tourism. According to one of the definitions, ecological tourism is all kinds and forms of tourism, where the main motivation is observation and communication with nature, which contributes to the preservation of the environment and cultural and natural heritage, with minimal impact on them (Bektimirova, 2003). This makes us talk about the phenomenon of so-called ecotourism, a special sector of the tourist area, which, according to some estimates, already covers more than ten percent of the tourist market, and its growth rates are 2-3 times higher than the corresponding rates in the entire tourism industry (Lukichev, 2011: 3-6).

Today the main task for all regions of the world is the development of new approaches to solve problems of preserving the natural environment, and the East Kazakhstan region is also in the list. In general, the nature of East Kazakhstan: the diversity, unique-

ness, attractiveness and vastness of landscapes not yet covered by urbanization processes represents ideal conditions for the successful development of ecological tourism (Shajkenova, Mamutova, 2009). East Kazakhstan region, since it has a rich potential for the development of ecological tourism. Ecological tourism in the East Kazakhstan region is not only an interesting journey, but also an introduction to the preservation of the environment (Kajgorodcev, 2011, Nakatkov, 2012).

The aim is to analyse the features of the development of ecological tourism in the East Kazakhstan region, which has considered as a specific and promising type of tourism activity (Allcock, Jones, Lane, Grant, 1994).

The task is to analyse the current situation of ecological tourism and its place in the economy of East Kazakhstan, and to identify the prospects for the development of ecological tourism in the region.

The object of research

Tourism is one of the factors of world integration processes, and tourism business is now becoming a significant sector of the economy. Ecological tourism is currently a priority sector and contributes to the sustainable development of the economy. Analysis of the tourist market of Kazakhstan conducted by the Kazakhstan Tourist Association (KTA) and IPK experts in 2005 showed that Kazakhstan possesses a huge untapped nature

potential with a large number of national parks and reserves, as well as an outstanding cultural heritage (Blamey, 1997: 109-130).

Research and survey (about 10 000 questionnaires) conducted in Germany, Great Britain, France, South Korea and Japan showed that there is a high interest for ecological tours to Kazakhstan among foreigners.

There are several types of ecotourism, which include:

1. Natural tourism - aimed at the development of nature (mountains, forests, caves);
2. Biotourism - the object of this type of ecological tourism is the manifestation of nature;
3. Ecotourism - objects - cultural places, natural, anthropogenic landscapes, where the culture is fully connected with the environment (Cater, 1994).

Ecological tourism is very popular among young people, aged people, who love active and interesting rest (Ceballos-Lascurain, 1987). On the basis of the foregoing, let consider the development of ecological tourism in East Kazakhstan in connection with the growing interest of ecotourists in this region and as one of the new and dynamically developing sectors of world tourism industry (Gibson, Dodd, Joppe, Jamieson, 2003: 324-327).

East Kazakhstan is well known for its rich recreational potential, formed from unique natural and historical sites. This is the highest mountain of Siberia Belukha, revered as sacred among many peoples who lived here; the only one in the world in terms of significance and size is the geological Tarkhan gorge. The relic and endemic plants of the region are of great interest; huge tracts of rock paintings, which have no analogues in the world; extensive grave complexes, including the Zevakinsk and Berel (Hetzer, 1965: 1-3). The nature of this region is diverse. In the south-east rises Saur ridge and Tarbagatai, and between them and the Southern Altai, lies the Zaysan hollow. The rivers of East Kazakhstan - the right affluent of the Irtysh Kurchum, Bukhtarma, Uba, Ulba - are full of turbulent water, they contain not only the richest energy reserves, but also places for extreme rest (Higham, Luck, 2002: 36-51). Below to Oskemen (Ust-Kamenogorsk) to Semey (Semipalatinsk) Irtysh flows through a wide valley. An interesting feature of East Kazakhstan is the possibility of studying all types of landscapes that are available in Central Asia in a relatively small area. The scenery of this region can be enjoyed within a single tourist tour (Honey, 1999). Here you can see:

- sandy-desert zones;
- clay canyons;

- steppe zones;
- highlands;
- forests and taiga;
- alpine meadows;
- mountain peaks, whose height exceeds 4500 m above sea level (the peak of Altai and Siberia - the mountain Belukha).

Unusual geographical and geopolitical position equally with a unique landscape echoes with a diverse culture and traditions. In one tourist trip, tourists will be able to see the culture of the original nomadic Kazakhs, representatives of anglers, old-timer, and visit the maral farm. All these factors will present to each tourist an interesting, diverse, dynamic and unforgettable journey (Ecotourism Association of Australia 1992).

East Kazakhstan is the most biodiversity-based region includes 24 national reserves, the total area of which is 6% of the entire territory of the East Kazakhstan region. Particular attention should be paid to the territory of the Kazakhstan Altai, which is part of the Altai-Sayan ecological region. Due to its unique landscape and biological diversity, this region is included in 200 priority global ecological regions, defined by the International Organization "WWF Living Planet" (Fennell, 2001: 403-421).

East Kazakhstan is famous for its magnificent honey - Altai mountain honey for its aroma, taste and medicinal qualities is considered one of the best in the world; here there are bears and marals (or noble deer). The diversity and beauty of natural high-mountain landscapes, the richness of the animal and plant world, the presence of turbulent rivers, noisy and rapid waterfalls, healing springs and other places of special prominence is the Katon-Karagay district. In the heart of the Altai Mountains between two picturesque lakes, at the bottom of the stone bowl are the famous "Rakhmanov keys" (Kastelein, 2004: 36-42).

At this time, a great demand for a growing segment of the tourist market is ecotourism. To meet the requirements of the market, such forms of accommodation have been developed, where tourists can be acquainted with local traditions and culture; enjoy a stay near nature conservation areas. Tourists visiting the regions are provided with traditional dishes that meet the minimum standards of quality, safety, hygiene, comfort and are environmentally friendly. Tourists have access to the unique, wild nature and biodiversity of national parks and reserves (Orams, 1995: 3-8).

The main popular tourist and recreational areas of the East Kazakhstan region are North-east (Belukhin), East (Markakol Lake), Central (Oskemen,

Bukhtarma Coast), North (Ridder), Western (Semey), South (Alakol Island). The main natural attractions of the South Altai are concentrated in these territories, attracting numerous tourists not only from the CIS, but also from far abroad (Pedersen, 1991: 61-74).

The development of ecological tourism in the East Kazakhstan region will contribute to the successful development of the entire environmental complex of the region, as well as the achievement of the main social and economic goal of the region - providing the population with favourable environmental conditions as a determinant of healthy lifestyles and sustainable development of society (Ross, Wall, 1999).

Ecological tourism pursues the goal of preserving the natural environment in its natural state and brings a certain profit while satisfying the interests of local residents.

An integral characteristic of ecotourism is environmental education, which includes two aspects:

- informative – getting knowledge about the nature and culture of territories, ecological patterns, etc.;
- ethical – the formation of ecological mentality – respect and understanding of nature and traditional cultures, awareness of the need to preserve them.

The development of ecotourism is the most perfect and, perhaps, the only way to reduce the negative impact on ecosystems because of tourist activities. The most important problem of development of ecological tourism in the region is that at the moment there is no state program for the development of ecotourism, and, consequently, there is no state support for this direction. At the same time, one cannot say that ecological tourism in the region is not developed at all. There are institutions, non-governmental organizations involved in the development of ecotourism and develop eco-routes on their territories in order to develop ecotourism (Tickell, 1994).

Methods of research

Research methods and data using in this work are as follows: bibliographic, statistical, systematic, comparative, official materials of state statistics bodies: The Ministry of Health of the Republic of Kazakhstan, the Agency of Statistics of the Republic of Kazakhstan, the Statistics Department of the East Kazakhstan region (Blamey, 2001). Literary sources on the theoretical and methodological problems of ecological tourism in the Republic of Kazakhstan and also the materials of specialized scientific journals, internet resources' materials (Bran, Simon, Nistoreanu, 2000).

Results and discussion. Modern biological science has established that a global disturbance of the ecological balance inevitably entails catastrophic consequences for the environment, which is an integral part of the biosphere. The main objective of the conservation of biological diversity defined by this Convention is first of all the preservation of the whole variety of microorganisms, flora and fauna, as well as natural ecological systems, preventing their losses as a result of economic and other activities (Wall, in Jafari, 2000).

It can be concluded that Eastern Kazakhstan is a region with a unique landscape and natural and climatic conditions. The natural and cultural diversity of confirms the status of attractive region for tourists. All conditions for the development of a tourist product, characterized by dynamism and diversity, are created here (Weaver, Lawton, 2007).

As the results of studies of tourist potential have shown, the East Kazakhstan region has great opportunities for the development of ecological tourism. It is based on unique natural conditions and landscapes, numerous natural, historical monuments, cultural and ethnic heritage of peoples (Wu, Wang, 2007: 8-9).

However, despite the fact that ecological tourism differs from other types of tourism with a negligible impact on the environment and does not need a particularly developed infrastructure, activities in this direction face serious difficulties due to the fact that for the most part the recreational and tourist infrastructure is still at the stage of formation. The economic potential of ecological tourism is practically unlimited, however, for its formation and development, considerable capital investments and costs will be required (Wu, Wang, Ho, 2010: 739-743). Creation of the necessary infrastructure for ecological tourism will ensure the availability of unique places of nature for tourists. It is necessary to create conditions for attracting investments and private capital with the aim of implementing investment projects for environmental tourism facilities, such as the construction of a tourist complex on the Rakhmanov Keys in the Belukha Mountain region in the East Kazakhstan region, the construction of health-improving complexes, recreation centres on the Markakol Lakes, Alakol and others (Petrov, 2013: 108-111).

Conclusion

Consequently, based on the literature already studied, it can be concluded that the attractiveness of the East Kazakhstan region is determined primar-

ily by the fact that nature on a vast territory has been preserved in a natural state, practically unchanged by man. The high degree of landscape and aesthetic appeal of landscapes, the abundance of interesting natural objects, as well as the unique flora and fauna, allow us to recognize that East Kazakhstan is one of the region's most promising for organizing ecological tours (Pronkina, 2016: 127-129).

Under condition of competent development, ecological tourism can play not the last role in the resolution of the modern social and economic crisis. The development of ecotourism in the East Kazakhstan region needs new impulses. East Kazakhstan has vast territories with untouched nature, unfortunately, until recently, the development of ecological

tourism in the region was mostly amateur. In recent years, there has been a trend towards the normal development of this type of tourism (Miroshnichenko, 2007: 123-128).

Specifically, the development of ecotourism will help to preserve the natural beauty of the unique territories of East Kazakhstan. Revenues from ecotourism will contribute to the development of the economy (Nakatkov, 2001). A rational use of natural and cultural and historical tourist resources will avoid many of the negative consequences of mass tourism. Thus, the realization of the existing potential is possible only on the condition of a systematic and integrated approach to solving problems that hinder the development of tourism.

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