

¹Bulcsú Remenyik, ²Lóránt Dávid, ³R.M. Baiburiev, ⁴Imre Varga

¹Budapest Business University School, Budapest, Hungary

²Szent István University, Gödöllő, Hungary, e-mail: dr.david.lorant@gmail.com

³Al-Farabi Kazakh National University, Kazakhstan, Almaty, e-mail: Ruslan.Baiburiev@kaznu.kz

⁴Eötvös Loránd University, Szombathely, Hungary

SMOKING AND TOURISM: TOBACCO AS THE STAPLE PRODUCT OF THEMATIC ROUTES

Recently, the demand for tobacco products and, accordingly, its production in the world has been steadily falling. At the same time, of course, tobacco companies have to look for new ways to solve problems with lower incomes, where the tourism industry can play an unimportant role in solving this problem. The relevance of this topic is based on the study and disclosure of the main purpose of creating thematic routes, which affect the integration of non-viable attractions in the supply chain of products. The scientific idea of the study is to consider foreign sources, materials, world experience with regard to the study of this issue, to analyze and determine the possibility of developing thematic routes based on tobacco growing in Kazakhstan. The study is based on research using a combination of abstract-logical and economic-statistical methods of scientific cognition. Conducted research can contribute to the use of previously unused resources for tourism, along with obtaining a new clientele, requiring an appropriate type of tourism. The practical significance of the work results may be of interest to non-governmental organizations; supported by the government, tobacco companies, tour operators or other sponsors.

Key words: smoking, thematic routes, tobacco industry, foreign experience, anti-smoking regulations.

¹Булцсу Ременик, ²Лорант Давид, ³Байбуриев Р.М., ⁴Имре Варга

¹Будапешт Университетінің бизнес мектебі, Будапешт, Мажарстан

²Свент Иштван Университеті, Гёдёлле, Мажарстан, e-mail: dr.david.lorant@gmail.com

³Әл-Фараби атындағы Қазақ ұлттық университеті, Қазақстан, Алматы, e-mail: Ruslan.Baiburiev@kaznu.kz

⁴Этвёш Лоранд университеті, Сомбатхей, Мажарстан

Шылым шегу және туризм: темекі тематикалық маршруттардың кеңістік өнімі

Соңғы кезде, темекі өнімдеріне деген сұраныс және оның әлемдегі өндірісі тұрақты түрде азайып келеді. Осыған орай, темекі өндіруші мекемелерінің табыстарының төмендеуі, бұл мәселені шешу жолында туризм индустриясы маңызды рөлге шығып, тығырықтан шығуға жаңа жол іздеуіне көмектеседі. Мақаланың өзектілігі туристік тақырыптық маршруттарды құрудың негізгі мақсатын зерттеуге және ашуға негізделеді. Зерттеудің ғылыми мақсаты Қазақстанда темекі өсіру және өндіру негізінде туристік тақырыптық бағыттарды дамыту мүмкіндігін анықтау және талдау үшін шетелдік дереккөздерді, материалдарды, осы мәселені зерттеуге қатысты әлемдік тәжірибені қарастыру болып табылады. Зерттеу негізіне ғылыми танымның абстрактілі-логикалық және экономикалық-статистикалық әдістерінің комбинациясын қолдана отырып жасалынған зерттеулер жатады. Жүргізілген зерттеулер туризмнің тиісті түрін талап ететін жаңа клиентураны алумен қатар туризм мақсаттары үшін бұрын пайдаланылмаған ресурстарды пайдалануға ықпал етуі мүмкін. Жұмыс қорытындыларының практикалық маңызы үкіметтік емес ұйымдарға, темекі өнімдерін шығаратын компанияларға, туроператорларға немесе басқа да демеушілерге қызықты болуы мүмкін.

Түйін сөздер: темекі шегу, тақырыптық маршрут, темекі индустриясы, халықаралық тәжірибе, темекі шегуге қарсы күрес жөніндегі нормативтік актілер.

¹Булцсу Ременик, ²Лорант Давид, ³Байбуриев Р.М., ⁴Имре Варга

¹Бизнес-школа Университета Будапешта, Венгрия, г. Будапешт,

²Университет Свент Иштван, Венгрия, г. Гёдэле, e-mail: dr.david.lorant@gmail.com

³Казахский национальный университет имени аль-Фараби, Казахстан, г. Алматы, e-mail: Ruslan.Baiburiev@kaznu.kz

⁴Университет Этвёша Лоранда, Венгрия, г. Сомбатхей,

«Табачный» туризм: табачное производство как пространственный продукт тематических маршрутов

В последнее время спрос на табачную продукцию и, соответственно, её производство в мире неуклонно падает. При этом, естественно, табачным компаниям приходится искать новые пути решения проблем с понижением доходов, где туристская отрасль может сыграть немаловажную роль в решении данной проблемы. Актуальность данной темы основывается в изучении и раскрытии основной цели создания тематических маршрутов, в которых затрагивается интеграция нежизнеспособных достопримечательностей в цепочке производства табачной продукции. Научная идея исследования заключается в рассмотрении зарубежных источников, материалов, мирового опыта касаясь изучения данной проблематики, для анализа и определения возможности развития тематических маршрутов на основе выращивания табака в Казахстане. В основе исследования лежат исследования с использованием комбинации абстрактно-логического и экономико-статистического методов научного познания. Проведенные исследования могут способствовать использованию ранее неиспользованных ресурсов для целей туризма, наряду с получением новой клиентуры, требующей соответствующего типа туризма. Практическое значение: итоги работы могут быть интересны неправительственным организациям; компаниям, выпускающим табачные изделия, туроператорам или другими спонсорам.

Ключевые слова: курение, тематические маршруты, табачная индустрия, зарубежный опыт, нормативные акты по борьбе с курением.

Introduction

Development of a specific tourist route is a complex and multi-step procedure that requires highly skilled developers and is the main element of the technology of tourist services. This procedure is long in time and sometimes takes several months. When objects of the tourist route are based on products of the manufacturing sector, which can often cause diverse opinions in society, such as a negative attitude to tobacco production, the process of forming a business based on it becomes difficult to implement for any entrepreneur in any country in the world. In opinion of the professor, István Süli-Zakar from Hungary was a dedicated researcher and tourist enjoying travel and his own advice was always worth listening to customers. While the authors of this article participated with him in several projects he often told us about thematic tourism routes when such concepts were not part of touristic product development at home. Englishman scientist B. Goodey asserting that, “thematic routes or paths are knowledge dissemination schemes related to specific, mapped roads” provided the most comprehensive definition of the concept (Goodey, 1974). At the same time a longer more comprehensive definition was forwarded as well: “Thematic routes are integrated, environmentally sensitive, sustainable, and relevant interpretations of a given theme of-

ferred to the public via the appropriate development of services and marketing activities meeting visitor, local, and environmental demands and generating favourable economic, social, and cultural impact” (Silgbergh, 1994). In Hungary Puczko L. and Rátz T. forwarded the following summary explanation: “Thematic routes connect natural and artificial attractions accessible via a variety of transport means focusing on a given theme while simultaneously providing educational, relaxation, and entertainment options in a sustainable manner” (Puczko, Rátz, 2000). Russian researcher Gulyaev V.G. gives the following definition: “The tourist route is a pre-planned route of movement of a tourist for a certain time in order to provide him with the services provided by the program”. This definition is more appropriate, since the routes presented in the paper are intended for organized commercial tourism.

The main purpose behind creating thematic routes is to integrate attractions not viable on their own into a product supply chain. One of the related advantages is that the formation of such routes requires only a relatively small investment facilitating the temporal and especially spatial diversification of tourism-related demand. Furthermore, thematic routes can promote the utilization of heretofore-unexploited resources for the purposes of tourism, along with gaining a new clientele demanding the respective type of tourism.

The feasibility of a thematic route on a long run depends on financing in the post-implementation phase. Thematic routes are mostly organized by non-governmental organizations; backed by the government, church either organizations, movie-make studios, or other sponsors (Remenyik, 2010:78).

State or church supported cultural routes with local, regional and national significance, and trails sponsored by the European Council, or deemed as part of World Heritage have a specific life span. The ultimate objective behind their establishment is achieving World Heritage status as demonstrated by the Business Development and Innovation Operative Program (GINOP) providing governmental support to the formation of the Danube-Limes World Heritage Route. Having completed their life cycle, the cultural routes acquire additional titles in order to maintain visitor interest continuously. The circle of sponsors also includes alcoholic beverage producing firms, wine regions, or as in the present case tobacco factories. Today four firms control the worldwide tobacco trade (Philip Morris, JTI of Japan, British American Tobacco BAT and Reemtsma). British-American corporations own three of these as Reemtsma; originally, a German firm is also under British control. Therefore, the European tobacco routes established in England, Norway and Germany follow the American Tobacco Road model as well.

The tobacco industry of the Republic of Kazakhstan took shape in Soviet times, but with the country's independence, it has undergone significant changes – new players appeared on the market – transnational corporations that control a significant part of the Kazakhstan market. The two largest companies that control the tobacco products market in the Republic of Kazakhstan are Philip Morris Kazakhstan LLP and JT Kazakhstan LLP, which are divisions of TNCs operating worldwide, Philip Morris International and Japan Tobacco International. In the “Expert-200-Kazakhstan” rankings by Expert RA Kazakhstan rating agency in 2014, the companies listed above took 45 and 64 places among all companies in Kazakhstan in terms of sales. This indicates a significant volume of the tobacco products market in the Republic of Kazakhstan.

Tourism routes promise to bring together a variety of activities and attractions under a unified theme and thus stimulate entrepreneurial opportunity through the development of ancillary products and services (Grefe 1994, Gunn 1979, Fagence 1991, Lew 1991, Miossec 1977, Long et al 1990, Getz and Page 1997). The design of thematic routes has to take into consideration several aspects, especially

the proportional relationship between the topic and length of the given trip with the quantity of relevant information provided. Another important consideration is the appropriate proximity of the attractions, since an excessive distance between the given sights tends to discourage visitors or participants from continuing the given trip. Since the landscape the visitors have to cross while completing a route is a crucial component of the respective experience, special care has to be given to mapping the given trail and the location of the respective attractions. It is possible if the theme and its surroundings are not compatible; the visitor will become disappointed and leaves the route. Moreover, climatic conditions have to be taken into consideration in case of nature related thematic routes, including tobacco tourism, as weather conditions can turn a given route into a seasonal attraction. Consequently, the specific offer should be adapted to the respective climate, or the product supply should not be climate dependent. The routes can include attractions not viable on their own but compatible with the overall theme as the production of Bacardi white rum in Cuba or can combine complementary offers related to the given principal focus. Moreover, since the running of a thematic route on a long term is much more challenging than its establishment, conditions for continuous operation and the protection of the given attractions have to be given priority during the design stage. The establishment of thematic routes can provide several advantages including the improvement of the quality and quantity of tourism-related offers, the increased reputation of the region as an independent tourism destination promoting quality tourism, and increasing the time spent at a given location.

In addition to nicotine, addiction the marketing of a tobacco-themed touristic route is greatly influenced by story matrices and beliefs considered essential for the tourism industry. The Maya emphasized the therapeutic aspects of tobacco as they covered wounds either with whole or ground tobacco leaves, in European countries it was used as a treatment for squamous cell cancer or spinalioma, and tobacco was an intended remedy for leg ulcer, shingles, and scrofula in Portugal. But the product was used for the treatment of ulcer, epilepsy, gout, asthma, oedema, unceasing hiccups, constipation, skin irritation, even a simple headache, stomach ache, or cough. Furthermore, snuff was used to cure adenoids or polyp. Tobacco was sold in form of a syrup, powder, scented ointment or oil. In 1848 it was used as a muscle relaxant, during World War One soldiers were given tobacco to neutralize the ef-

fects of mustard gas and in the interwar years tobacco was used as a treatment for Parkinson's disease, and in 1945 Burn discovered its reductive impact on urine secretion.

Also, over 200 studies of foreign scientists have examined the impact of smoke-free laws on the hospitality industry, but the majority focused on restaurant and bar revenue rather than overall tourist spending (Scollo, Lal, Hyland, Glantz, 2003). Few studies have assessed the potential impact of smoke-free policies specifically on local tourism, rather than bar and restaurant revenue

Materials and research methods

Research methods: The methodological core of this article are scientific methods that are based on the requirements of an objective and comprehensive factor analysis of the tourism industry in a world. Research conducted using a combination of methods and methods of scientific knowledge. The abstract-logical method allowed to reveal the theoretical aspects of the evaluation of tourist routes related to the purpose of visiting tobacco companies, to determine the main characteristics of the processes and phenomena occurring in this area. The use of economic-mathematical and economic-statistical methods allowed determining the development trends of tourist routes,

evaluate their dynamics, identify imbalances and contradictions, and predict their further development and methods to improve its sustainable development.

In recent years, so-called tobacco tourism has become increasingly popular. For the first time, the Germans decided to arrange such a tour, and today almost every self-respecting company producing tobacco products is ready to offer its customers megatours at the most significant points: hand factories, festivals and other thematic events dedicated to tobacco, cigars, etc. If, as part of a gastronomic journey, tourists enthusiastically eat traditional culinary delights and national treats, then as part of a tobacco tour, the tourist's goal is to try the highest-quality tobacco products, take a master class from residents of sunny Cuba and learn to turn strong and aromatic cigars on their own.

Declining economic activity, restructuring of the agricultural sector, dwindling rural industrialisation and out-migration of higher educated youth have led to the adoption of tourism as an alternative development strategy for the economic and social regeneration of rural areas (Meyer, 2004).

However, the main tobacco thematic tours are not located in those countries where tobacco production has huge proportions in terms of its growing areas (Fig.1).

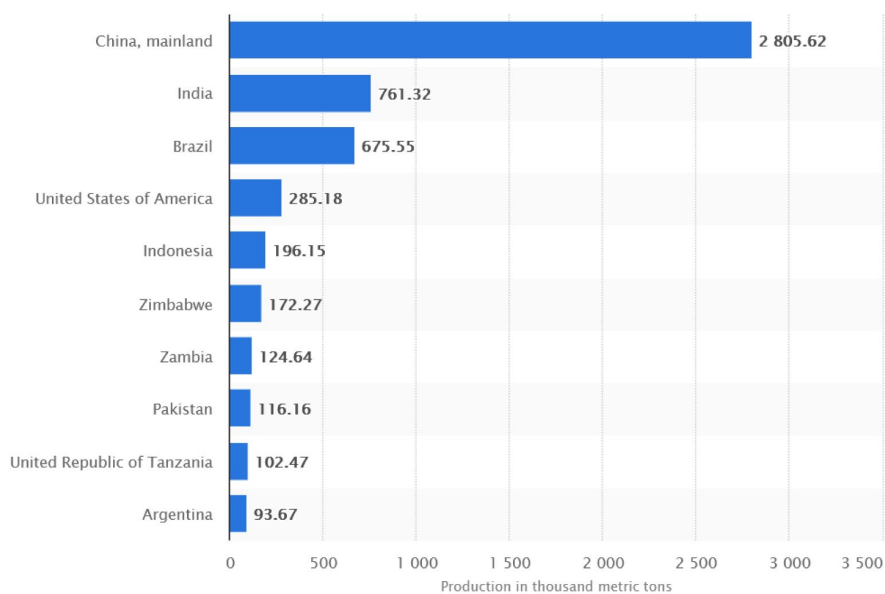


Figure 1 – Leading tobacco producing countries worldwide in 2018 (in 1,000 metric tons)

Figure show that the basis for organizing a thematic tour of tobacco production facilities, an important role is played not by quantity, but rather by

quality, rich history, traditions and opportunities to correctly present all of this. In the modern world, a tobacco tour can acquaint tourists with not only

the history and characteristics of traditional cigars, but also electronic cigarettes and their accessories. Therefore, you can become an expert in this field and, at a professional level, independently determine which mod to choose for an electronic cigarette, what should be the power and voltage, what board should be in your soaring device and why an electronic cigarette needs a regulating tool.

The route of the traditional tour, which is most often offered by popular tobacco brands, in particular, passes to such points as the cigar festival in Nicaragua, manual cigar twisting factories in Cuba and India or machine factories in Holland, Mexico or Spain. Whatever the route, the main advantage is the tasting of all the most sought-after brands of cigars. Connoisseurs and simply fans of cigars will be able to try the creation of the most popular; it means the highest quality brand of cigars – Gurkha. In addition, tourists in this tobacco tour have the unique chance – to try the chic brands “Por Larranaga”, “Ramon Allones”, “Punch”, “Partagas”, etc.

Since tobacco and the habit of smoking originates from North America tobacco-themed tourism routes were connected with states in the previous Tobacco Belt (Georgia, Virginia, North Carolina) and the home of cigars, Cuba. The most popular tobacco-themed tourist routes are in Cuba, as the La tierra del mejor tabaco del mundo or the Route of the best tobacco in the world is considered the most significant. Cubans call this region located between Sierra de los Órganos and Vitals, Pinar del Río y San Luis the Green Triangle or El triangulo verde. The climate is favourable for tobacco production as the temperature is between 14-25 °C in the actual growing period from November until May, while the amount of precipitation is low and the winter is mild. According to local regulations, the soil should not be sandy, as tobacco requires gravel soil.

The iconic products of Cuba including its music, tobacco, and sugarcane are the country's major source of income and form the foundation of the tobacco-themed tourism routes as well. While individuals can grow tobacco, the production and sale of tobacco is controlled by the state. In San Juan Martinez, the government provides a significantly higher incentive for tobacco production than in other regions of the country. Approximately 1-quintal tobacco is worth 410 pesos, or about 14 Euros. The Tobacco Road covers the full spectrum of tobacco-related activities ranging from growing to processing.

Tobacco viewed by Fernando Ortiz as the most iconic product of the country has been one of the most important sources of income for

Cuba for centuries. The *El camino del tabacco*, the tobacco-themed tourist route was established by the Directorate of the Bureau of Historical Heritage Protection based in Havana in one of the oldest buildings of Mercaderes street. The tourist route providing information on the cultural, historical, commercial, and social significance of tobacco consumption was established on February 26, 1993. The project was organised by Eusebio Leal Spengler, one of the best-known historians of Havana. The Tobacco Museum aims to familiarize visitors with the history of tobacco and the culture of smoking, which is dated much earlier than the discovery of the New World. Visitors can learn that Havana was the cradle of smoking; hence, cigars have born the name of the city for centuries. The highest quality tobacco leaves are harvested in the fertile area ranging from San Antonio de los Baños and Santiago de las Vegas to Vueltaabajo. The leading cigars including Hijas de Cabañas y Carvajal, Cohiba, and Vegas Robaina are produced here. The stations at Cuba's Tobacco Road commemorate the first struggles native tobacco growers waged against Spanish control as well.

The Tobacco Road of the American South was established by towns located in Virginia, Georgia, and North Carolina in the 19th century. The original tobacco belt connected these three states. African slaves cultivated the tobacco plantations and the harvested tobacco was taken to ports and the respective marketing outlets. Carts loaded with tobacco were drawn not only by animals, but by slaves as well. The Tobacco Road thematic route spanning over the abovementioned three states displays the hard working conditions of slaves in addition to the details of tobacco production.

In the XX century, cigarette smoking appeared on the Tobacco Road as cigarettes connected with listening to blues music. According to data provided by the given attraction smoking 10 cigarettes a day means one is a weak smoker, 10-20 cigarettes a day indicate medium consumption, while someone smoking more than 30 cigarettes a day can be considered a chain smoker. It is believed that one cannot smoke more than 80 cigarettes a day.

The longest and greatest tobacco road of Europe is in Germany, The German thematic tourist route connects the tobacco factories with the tobacco museums including the Reemstma Museum of Hamburg, the Brandenburg Tobacco Museum of Vierraden, the Tobacco Museum of the Upper Rhein in Mahlberg, and the BAT Museum of Intrichting. However, as the struggle against smoking is given an increasing priority by the European Union tobac-

co-themed tourist routes do not receive subsidies (Britton, 1991; Freyer, 1994; Inskip, 1991).

In the capital of Macedonia, during a three-day trip, tourists visit places where locals have long grown and cultivated tobacco, as well as the Tobacco Museum, which hosts presentations of various tobacco varieties, breakfast in the tobacco field and a walk through the tobacco storage (Leshkova, 2010).

According to the World Health Organisation (WHO) today 1,25 billion people smoke in the world, providing a substantial demand for tobacco roads or tobacco-themed tourist routes (www.who.org). While in the developed world the number of smokers continuously increases, the declining per capita smoking rate results in decreased cigarette sales as well.

Approximately, 1 billion men smoke, out of which 300 million are Chinese and about one-half of men smoke in the developed countries. At the same time 250 million women smoke, and while the number of smoking women is becoming lower in the developed world, it is on the increase in Eastern and Southern Europe (Fig. 2).

As part of our research aiming to examine the impact of anti-smoking regulations on tourism and catering, we administered a survey between December 4-8 2017. The questionnaire was returned by 386 people. The first question referred to the sex

of the respondents. Accordingly, the completion rate was 63% women and 37% men. Young adults mostly filled in the questionnaire as almost 90% of the respondents represented the 18-40 age group with 50% coming from the 18-24 segment.

The questionnaire revealed that the rate of smokers in Hungary is considered in the medium range in comparison with neighbouring countries, as the total number of adult smokers is 31% including 34% men and 28% women.

According to WHO statistics the rate of adult smokers is the highest in Romania as 50% of active earners smoke, including 57% of all men and 37% of all women. In addition, Slovenia has similarly high aggregate smoking rates with 50% as 49% of the male and 51% of the female population smoke.

Slovakia, Serbia, and Kosovo show similar aggregate smoking rates to those of the Hungarian figures with 30-35%.

The development of tourism in Kazakhstan does not depend on the needs, but rather on the possibilities that our country has (Smykova, 2014; Karbetova, 2013). This also applies to the promotion and organization of tourist excursion routes on tobacco plantations grown in the Turkestan and Almaty regions. In this regard, the proper and skillful use of promotional materials for the promotion of tourist products plays a special role (Saprunova, 1998; Vukolov, 2009; Ismayev, 1993).

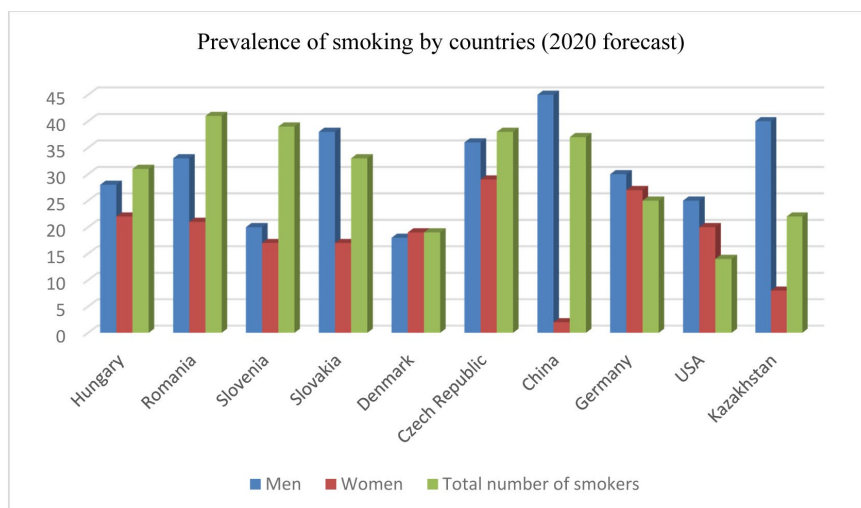


Figure 2 – Statistics of smoking of any tobacco product (age-standardized rate) by World Health Organisation

As of 2010 the European Union introduced anti-smoking regulations in order to counter the increasing annual rate of cancerous diseases considered to

be caused by smoking, Surveys have proven that people exposed to secondary smoke can be susceptible to the same illness whose treatment is extremely

costly. Nevertheless, since the passage of anti-smoking laws the rate of smoking has not decreased significantly, only smoking habits changed. Accordingly, while previously people smoked in the smoking sections of catering facilities, now they do it in their homes, cars, and on the street, producing the same secondary smoke as earlier. Since restaurants and other catering facilities can only keep their smoking guests if they assure the necessary convenience, that is warm, heated facilities, those service providers who cannot solve this problem can expect a shorter time spent by patrons on-site along with a decrease in clientele (Tarnawa, 2010; Zwęglińska, 2017).

The questionnaire also revealed that 67% of people are indifferent to the smoking problems as they do not smoke, 12% reduced or gave up smoking due to anti-smoking regulations, primarily in winter and 21% continue smoking at the same rate regardless of the changing legal environment. Also 12% of the respondents as non-smokers welcome the respective changes and frequent catering and entertainment facilities more since 2012, but 7% of smokers tend to go out less.

According to respondents, the formation of smoking sections is mostly needed in clubs, cafés, and pubs. 68% agree with the ban on smoking in entertainment facilities while the prohibition on smoking in cafés, pubs, restaurants, workplaces, underpasses, in public transportation, and play grounds is supported by 62%, 41%, 89%, 65%, 57%, 93%, and 93% respectively. Furthermore, 64% of the respondents agree with the smoking ban at stops for vehicles of mass transit.

Anti-smoking laws had a substantial impact on demand, as 78% of the respondents reported that they were familiar with the "Tobacco shop law" and were more or less aware of its causes. As it was expected at a rate of 27% non-smokers made up the largest segments of the sample who was not familiar with the respective regulations, 25% of the non-smokers gave a negative answer to this question, while the respective highest score, 12,9% was posted by smokers. Having processed the respective answers, it can be concluded that 78% of the respondents were familiar with smoking regulations in some form, and thus was able to consider the potential impact. Approximately one-half of the respondents stated that they would buy more ciga-

rettes at a time and it is expected that consumption would not decrease; moreover, 38% believe that it would increase. We were also interested in how the respondents would evaluate the potential success of the respective regulations, in other words, whether the given law was effective and achieved its purported goals. A large segment of the sample is doubtful concerning the effectiveness of the law and its ability to fulfil the legislative intent. One of the most sceptical answers were given concerning new places of employment as 66% expressed disbelief about its success and 21% believe it would only be partially successful or its success would be limited. The largest segment of the respondents agrees that acquiring cigarettes for underage children or minors would be more difficult, but only 31 people responded to this question.

Summary

In sum, it can be concluded that the development of tobacco-themed tourism has tremendous potential both from the aspects of demand and supply. The highly centralized global tobacco industry supports the establishment and maintenance of tobacco themed tourism as one potential means of weakening the role of illegal trade. The four large tobacco product manufacturers continuously compete with each other in convincing smokers to use their own products via trade shows and playful contests allowing everyone to win and to try the relevant tobacco-related goods. Tobacco-themed tourism routes are interactive as the visitors can participate in the tobacco growing and production process, become familiar with the history and types of smoking, can prepare or buy smoking accessories including pipes, cigarette cases, and tobacco pouches. The given thematic trips include the tasting of local alcohol products, and enjoying the blues or salsa music as well. The research overall revealed that while anti-smoking regulations changed or altered smoking habits, the number of smokers continuously increases. Although according to the World Health Organisation tobacco sales and the profits of producers are on the decline, their diminishing market share is due to the increasing role of illegal merchandising. Therefore, it is hoped that tobacco as a staple of thematic tourism routes can counteract this negative tendency.

References

- Goodey, B. (1974). *Urban Walks and Town Trails*. Birmingham: Centre for Urban and Regional Studies.
- Puczkó L., Rátz T. (2000). *Az attrakciótól az élményig. A látogatómenedzsment módszerei. (From attraction to experience, the methodology of visitor management)*. Budapest: Geomédia, 109-115.

- Remenyik, B. (2010). *Attrakciómenedzment Magyarországon. (Attraction management in Hungary)*. Gödöllő: Szent István Egyetemi Kiadó.
- Silbergh, D., Fladmark, M., Henry, G. and Young, M. (1994). *Strategy for Theme Trails*. Journal of Cultural Tourism, London.
- Scollo, M., Lal, A., Hyland, A., & Glantz, S. (2003). Review of the quality of studies on the economic effects of smoke-free policies on the hospitality industry. *Tobacco Control*, 12 (1), 13–20.
- Heather, S. (2005). Tourism and smoke-free environments: the evidence. *Tourism and Hospitality Planning & Development*, 2 (1), 61-63.
- Meyer, D. (2004). *Tourism routes and gateways: Key issues for the development of tourism routes and gateways and their potential for Pro-Poor Tourism*. Overseas Development Institute, p. 2
- Grefe, X. (1994). Is Rural Tourism a Lever for Economic and Social Development? *Journal of Sustainable Tourism*, 2, 23-40.
- Fagence, M. (1991). Rural Tourism and the Small Country Town. *Tourism Recreation research* 16 (1), 34-43.
- Getz, D. and Page, S. J. (1997). *The Business of Rural Tourism*. In: Page and Getz. New York: International Thomson Business Press, 191-205.
- Gunn, C.A. (1979). *Tourism Planning*. New York: Crane Russak & Co.
- Lew, A. (1991). Scenic Routes and rural development in the US. *Tourism recreation research*, 16 (2), 23-30.
- Long, P.T., Perdue, R.R., and Allen, L. (1990). Rural Resident Perceptions and Attitudes by Community Level of Tourism. *Journal of Travel Research*, 3-9.
- Miossec, J. M. (1977). Un Modele de L'espace Touristique. In: M. Oppermann & K-S. Chon (eds) *Tourism in Developing Countries*. London: International Thomson Business Press, p. 37
- Britton, S.G. (1991). Tourism, Capital and Place: Towards a Critical Geography of Tourism. *Environment and Planning*, D9, 451-478.
- Crotts, J.C., Aziz, A. and Raschid, A. (1998). Antecedents of supplier's commitment to wholesale buyers in the international travel trade. *Tourism Management*, 19, 127-134.
- Freyer, W. (1994). *Tourismuswirtschaft*, Munich: Oldenbourg Verlag/Gilbert, D. (1989) *Rural Tourism and Marketing: Synthesis and New Ways of Working*. *Tourism Management*, 10 (1), 39-50.
- Inskeep, E. (1991). *Tourism planning: an integrated and sustainable development approach*. New York: Van Nostrand Reinhold
- Oppermann, M. and Chon, K.S. (eds). (1997). *Tourism in Developing Countries*. London: International Thomson Business Press
- Prentice, R. (1993). Community Driven Tourism Planning and Residents' Preferences. *Tourism Management*, 14, 218-227.
- Roberts, L. and Hall, D. (eds). (2001). *Rural Tourism and Recreation: Principles to Practice*. Oxford: CABI Publishing
- Leshkova, O.V., Geras'kina S.E., Paus I.S. (2010). Ispol'zovanie vrednyh privyчек cheloveka v razvitii nekotorykh vidov turizma [The use of bad habits in the development of certain types of tourism]. *Vestnik HGAEHP*, 2 (47), 78-80.
- Smykova, M.R. (2014). *Turizm: ehkonomika, menedzhment i marketing [Tourism: economics, management and marketing]*. Almaty: Izdatel'stvo «NURPRESS». 246 s.
- Karbetova, Z.R., Karbetova SH.R. (2013). Strategicheskie prioritety sovershenstvovaniya turizma v Kazahstane [Strategic priorities for improving tourism in Kazakhstan]. *KazNU Bulletin. Economics series*. 4 (98). 69-74.
- Saprunova, V.B. (1998). *Turizm: ehvoljuciya, struktura, marketing [Tourism: evolution, structure, marketing]*. – M.: Os'-89, 160 s.
- Vukolov, A.V. (2009). Podgotovka menedzhera v VUZe k organizacii reklamnoj kompanii turistskogo produkta. Teoriya i metodika fizicheskoj kul'tury [Training a university manager to organize an advertising campaign for a tourist product. Theory and methods of physical culture], vol. 2. 69-73.
- Ismaev, D.K. (1993). *Osnovy strategii planirovaniya i marketinga v inostrannom turizme. – M.: «Luch»*
- Tarnawa Á., Jolánkai M. (2010). Resilience within agro-ecosystems. *Agrokemia es talajtan* 59 (1). 207-210
- Zwęglińska D. (2017). Gentryfikacja: o złożoności procesu i niejednoznaczności zjawiska. Recenzja książki Łukasza Drozda pt. *Uszlachetniająca przestrzeń. Jak działa gentryfikacja i jak się ją mierzy*. Instytut Rozwoju Wsi i Rolnictwa Polskiej Akademii Nauk. 139-145
- Hudson, S. (2008). *Tourism and Hospitality Marketing: A Global Perspective*. SAGE Publications Ltd. 89-92
- Mazbaev, O.B. (2012). Turistsko-rekreacionnye vozmozhnosti Kazahstana i nereshennye problemy. *Ekonomika Evrazii: Materialy mezhdunarodnoj nauchno-prakticheskoj konferencii [Tourist and recreational opportunities of Kazakhstan and unresolved problems. Economy of Eurasia: Proceedings of the international scientific-practical conference]*.