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The evolution of community-based tourism development in Kazakhstan: a case study of Saty village

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Abstract

During last years of COVID-19 significance and importance of tourism types which are oriented on sustainability as rural tourism, eco-tourism, community-based tourism (CBT) are increased dramatically. These alternative forms of tourism may bring a great potential to contribute towards sustainable commonality and provide domestic tourism development. In Kazakhstan, and Central Asia only few scholars have explained the growth of community-based tourism in the region. This paper examines the Saty case study, which describes a vision of how tourism has been developed in chaotic way with national features and brings to community development. Saty is a village in Rayymbek district of Almaty Region (Oblast) of Kazakhstan. It is located in picturesque place under the Tien-Shan mountains and near the Kolsay lakes. Tourism in Saty started from its accidental beginnings to being a mainstay of the local economy. The growth of tourism in Saty is closely connected with other aspects of the social and cultural development of the community. The story of the Saty provides an insight into the possibilities for other communities wishing to take advantage of their natural assets towards locally driven development. The study relied on a literature review and unstructured in-depth interviews, which were conducted with a total of 20 stakeholders-respondents. A narrative of the study identifies the development of the CBT at Saty. The findings of the study claim the positive contribution of CBT towards destination formation and development. The overall idea serves as a valuable insight into themes promoting the merits and complications of CBT, especially in countries of Central Asia, as Uzbekistan, Kyrgyzstan and others, who has the same political and historical background.

Funding: This research has been funded by Science Committee of the Ministry of Education & Science of the Republic of Kazakhstan (Grant No. AP09260144).

Keywords

community-based tourism, tourism destination, Kazakhstan, Saty, in-depth interviews

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