**6.5. FORMATION OF TOURIST ZONES OF KAZAKHSTAN**

**ON THE EXAMPLE OF KARAGANDA REGION**

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Experts note that the tourism industry, in growing competition

between countries and regions, is actively involved in many processes in

the world. Tourism is one of the fastest growing sectors of the world

economy. According to the UN World Tourism Organization (UNWTO) and

the IMF, its contribution is estimated at 3.5 trillion dollars, which is

equivalent to 10.9% of GDP and 7% of the world investment [1].

In the ranking of countries according to the Index of competitiveness

of the travel and tourism sector in 2013 (Travel and Tourism

Competitiveness Index, 2013), published by the World Economic Forum,

Switzerland takes the first place. The second and subsequent positions are

occupied by Germany, Austria, Spain, UK, USA, France, Canada, Sweden,

and Singapore, which are included in the top 10 of the ranking. The list of

140 countries is finalized by Burundi, Chad and Haiti. Kazakhstan in the

period from 2011 to 2013 rose to five positions and took 88th place.

Indicators, characterizing the state of the environment, tourism,

infrastructure and communication, were improved.

The actuality of the research and justification of opportunities for the

formation of tourist zones in Kazakhstan, in general, and in regions are

obvious. The Government of Kazakhstan, stressing the crucial economic

profitability of reception and service of tourists (including foreign), indicates

great benefits arising from orienting country’s regional economy to the

development of tourism. Taking into account the rapid and steady growth of

tourism and its powerful impact on the environment, all sectors of the

economy and social welfare, the government identified tourism as one of

the important areas among seven nonprimary

sectors of the economy to

create an industrial basis for improving competitiveness and diversifying

country’s economy in the long term program for the development of

Kazakhstan.

Karaganda region takes about 1/6 of the territory of Kazakhstan (428

thousand sq. km) and constitute the largest region of the country. The

territory of the region is divided into 9 administrative districts, 11 cities are

located there. Population is more than 1 364.4 thousand people, mostly in

urban areas. The huge by European standards territory of the region, which

is in excess of the total area of some countries with developed tourism,

such as Austria and Italy, has a great recreational potential and can offer

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tourists a variety of objects and fascinating routes for traveling; however,

not all administrative districts and towns of the area are studied and

exploited. Identification of potential resources for recreation, reconstruction

of old and creation of new tourist zones in the area of the research is

dictated by needs of population, which is mainly involved in heavy,

environmentally hazardous industries, as well as by a high degree of

urbanization of the region. In this regard, it is topical to form a promising

product strategy in the market of tourist services in Karaganda region.

The region has a number of competitive advantages due to its

convenient geographical location, unique natural capacity, existing

production, transport infrastructure, as well as scientific, technological,

innovative and labor potentials. The opening of Zheskazgan – Beyneu and

ArkalykShubarkol

railways provide shorter access for companies in

Karaganda region to Aktau port. It will afford development of coal, oil,

copper, iron ore and other fields in the region. In addition, an

implementation of development initiatives for «NEW Corridor

» along the

route of the Northern Corridor of TransAsian

Railway (Petropavlovsk Dostyk)

will enhance the effectiveness of transit potential of Karaganda

region in the development of international tourism.

The most important point of growth of Karaganda region’s economy

should become a special economic zone (SEZ) "SaryArka",

created in

2011 on the order of the President. The main priority sectors, for the

development of which maximum human and financial resources are

engaged, are the mining and metallurgical complex, mechanical

engineering, agriculture, chemical industry, construction, pharmaceuticals,

energy, and tourism. The Strategic Plan of Karaganda region envisages

the development of tourism as one of the clusters of industrialinnovative

development. Resolution of the Government approved a comprehensive

plan for social and economic development of Zhezkazgan, Satpayev cities

and Ulytau district for 20122020,

where tourism, organization and

development of the tourist business in the region are highlighted as a

priority.

President of Kazakhstan Nursultan Nazarbayev during his working

visit to Karaganda region in 2014 at the meeting with citizens and

representatives of businesses said, that the region is the largest in

Kazakhstan with the gross regional product of 2.6 trillion tenge, but the

Accelerated industrial and innovative development program (AIIDP) is

realized with large imbalances. Most of the funds are allocated to

Karaganda and Temirtau cities, but some areas, such as Ulytau district,

Zhezkazgan, Satpayev, and Priozersk cities are not included into the

program of industrialinnovative

development [2]. Nursultan Nazarbayev

also mentioned development problems of 8 monocities of the region. In

Karkaralinsk, Ulytau areas, as well as in Temirtau, Balkhash, Zhezkazgan,

and Satpayev monocities, the organization of tourist activity may become

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one of the areas of industrial and innovative development along with

improvement of heavy industry.

The innovation strategy of the Republic of Kazakhstan requires stable

development of the country in the long term. President Nursultan

Nazarbayev noted, that "Kazakhstan will be a country, the brand of which

will be sustainable development" [3].

The Strategy "Kazakhstan2050"

determined the main objective of

the country creation

of a prosperous society based on a strong state, not

exposing future generations to significant environmental risks. The

country’s goal is the transition to a "green" economy. Thus, the

organization of ecotourism, an alternative direction of sustainable

development, is important for saving environment and sustainable use of

natural resources.

The basis of the study of tourism geography of Karaganda region

comes down to the development of theoretical basics of management and

territorial organization of tourist activities, taking into account its natural,

economic, social and other aspects.

"The task of geographers ... is to develop a methodology for

identifying, evaluating and mapping recreational resources, make

recommendations for the rational use of territory, protection of nature and

the beauty of landscape for recreation, as well as, in form of theoretical

research, build standard models of recreation areas and work out basic

concepts, rules, and also identify areas of recreational geography, along

with other specialists" [4]. At the same time, geographical research can

cover territories with developed tourist functions, as well as those areas,

where tourist activities have not been seen at all or developed at a small

extent despite the presence of tourist and recreational resources.

Territorial approach to strategy of the presentation of tourist regions is

based on allocation and use of certain geographical features of both the

territory of Karaganda region as a whole and its separate regions with

attractive, unique objects and phenomena that could be interesting for

tourists. Identification and evaluation of tourist resources make it possible

to determine essential elements of the cluster. The uniqueness of tourist

resources, local traditions and culture has an impact on the choice of

specifics of the cluster, process of its formation and determination of main

tourist products [5].

The study of reasons for which foreign tourists visit Kazakhstan

shows that, first of all, they are attracted by rich nature of the country and

the desire to get acquainted with culture and traditions of the local

population. Each area, regarded as an object of tourism, should retain its

singularity, ethnographic features and appeal. If those national lifestyle

peculiarities are to be lost, there is no possibility to discuss sustainable

development of ecological tourism. Unwillingness of authorities to invest

heavily in tourism, including ecotourism, under the pretext of the economic

crisis has no serious justification. Meanwhile, according to experts, Kazakh

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tourists spend abroad about 4 billion dollars annually. This contributes to

economies of other countries and worsens economic crisis within our

country.

Building infrastructure of regional tourism and creation of a tourist

image are important directions in Karaganda region’s development. By the

number of tourists, Karaganda region takes the fifth place (4.8%) in the

country after Almaty 34.6%,

Almaty region 21%,

Astana 18.8%,

and

East Kazakhstan region 6%.

It is necessary to create a catalog of tourist objects in each area, city

and places of interest for tourists, develop tourist routes, including

environmental routes, to attractive natural landscapes, cultural and

historical monuments. Of course, first of all, areas to be developed are the

hotel business, mainly for lowcost

small and medium size hotels, active

forms of travelling (for which a majority of foreigners are coming), social

tourism, recreational, cultural tours and excursions throughout the region.

Karaganda region is a unique geographical region of Kazakhstan.

Karkaraly, Kent, Kyzyltas, Bektauata, Ulytau mountains and surrounding

areas of steppes, semideserts,

deserts, as well as industrial centers of

ferrous and nonferrous

metals, on the one hand, are poorly researched

tourist regions, but, on the other hand, have a perspective of active

development as a tourist and recreational areas. Studies of the degree of

attractiveness of region’s natural landscapes for development of tourism

and recreation are of great scientific, cultural, educational, aesthetic, and

tourist value.

Natural tourist and recreational resources can be classified in the

same manner as geographers classify natural resources.

When studying natural geosystems for recreation, i.e. uncovering and

assessing their degree of favorability for various types of recreation and

tourism, only those having favorable properties for recreation should be

highlighted among all studied geosystems. They represent natural and

recreational resources [6].

Natural conditions of population’s life are one of the most important

factors that facilitate or hinder development of the territory. The degree of

favorability for human population of the natural environment as a whole and

of its separate elements strongly affects the forms of settlement, network of

health resorts, and specifics of leisure and tourism [7].

The result of the investigation and assessment of natural conditions

for recreation and tourism will be the cartogram "Zoning of Karaganda

region according to the degree of attractiveness of natural landscapes," as

well as the description of tourist zones and routes.

In Karaganda region, due to its unique natural resources, tourist

zones need to be expanded and development of ecological tourism in

Karkaralinsk region on the territory of Karkaraly national park should be

supported [8].

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Speaking on principles of sustainable development of the region, it is

necessary to highlight the importance of tourism in the context of activities

for preserving cultural heritage. Archaeological and historical monuments,

original architecture, unique rituals, music, art, crafts, and systems of

ethical values all

of these together represent region’s culture. This cultural

heritage attracts tourists [9].

Cultural and historical recreational resources are a prerequisite for

organization of educational tourism and, thus, optimize recreational

activities in general.

Among cultural and historical monuments the leading role is taken by

the most attractive monuments. Depending on the features, they are

divided into five major groups: historical, archeological, architectural, art,

and documentary monuments.

Traces of civilization that existed since the Bronze Age to the late

Middle Ages are found in the Karaganda region. Academician A.Kh.

Margulan is the explorer of magnificent monuments of Kazakh history.

Organized under his leadership, the first expedition (Central Kazakhstan

archeological expedition) to North Balkhash in operational seasons of

19461950

discovered majestic necropolises of the Late Bronze Age and

explored archaeological and architectural monuments in Ulytau area.

Central Kazakhstan was one of the main areas of development of

Andronian tribes. Andronian settlements and more than 500 burial mounds

dating from the Bronze Age and early nomads are found in Karaganda

region.

Arabic geographer alIdrisi

reports the historical and topographical

background of Ulytau and Zheskazgan as the most important center of

ancient metallurgy, whose population was engaged not only in stock

raising, but also in mining and smelting of ore, gold, silver, copper, as well

as trading. One of the most important centers of ancient metallurgy in the

area is Milykuduk. According to academician A.Kh. Margulan, Milykuduk

preserved a great formation of the cultural layering from the Bronze Age to

the late Middle Ages, testifying the human activity on extraction of ore,

smelting of copper, tin, iron, gold, silver and their processing.

The remains of more than sixty fortified settlements, castles and

towns were found in Central Kazakhstan.

One of the main branchesof the Silk Road from Central Asia to

Siberia, the socalled

"Sarysu" or "Copper" way, passed through Ulytau

region. The ruins of caravanserais

and guard towers along with results of

archaeological researches at the sites of Baskamyr, Ayakkamyr, and

Ordabazar, conducted by Alkei Margulan, verify this information.

Kyzylkenish Palace, the ancient "Buddhist Temple", was built in the

second half of the 17th century as an outpost of Jungar expansion in

Kazakhstan.

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Extremely dense saturation of Kyzylkenish river’s valley with

archeological monuments is a phenomenon, if not unique, then, at least,

surprising.

There are 29 locations of petroglyphs rock

carvings found in Central

Kazakhstan. Among masterpieces of ancient rock art Terekty Aulie, located

in Ulytau district, is especially revered.

The author lists only the largest objects. Together with separate

mounds, fences and structures of undiscovered purpose, their number

exceeds more than fifteen hundred.

In recent years, along with increased interest in the history of Kazakh

statehood in society, there is an interest in the history of Ulytau as the first

political center of the Kazakh Khanate, especially revered for centuries.

The ancient town Khan Orda is located near the confluence of

Karakengir and Sarykengir rivers, where in the Middle Ages

representatives of three zhuzes (tribes) gathered to combat jungars and

elected the khan. Names of 20 khans are carved on a granite monument

on the square in Ulytau village.

The mausoleum of Alashakhan is the most ancient monument in

Ulytau. Zhoshy khan’s mausoleum, built in the left bank of Karakengir river

in 1213th

centuries for the elder son of Chingis khan, is the

unique structure in both Kazakhstan and all across the Central Asia due to

its construction techniques and stylistic features. Mausoleums of

Bilan Ana, Bolgan Ana and Juban Ana are also related to the period of

Zhoshy ulus as well. In accordance with the "Cultural heritage" program,

Dombaul, Alashakhan, Zhoshy khan’s mausoleums have been restored.

Natural and historical museum of Ulytau was founded in 1992 to

preserve unique monuments and rare natural landscapes. Today, the

region, which absorbed the spirit of three thousand years of nomadic

period, covered by legends and sung by poets, can attract tourists from all

over the world. President of Kazakhstan Nursultan Nazarbayev took part in

the establishment of a memorial plaque in commemoration of the historic

role of Ulytau in the development of Kazakh statehood.

During the launch of Zheskazgan–Beyneu and ArkalykShubarkol

railways, President visited Ulytau region. Nursultan Nazarbayev noted, "...

that there are many sacred places in the land of Kazakhs, ... but among

them Ulytau occupies a special place. Ulytau is a sacred place for each

Kazakh. It was the center for our ancestors huns

and kokturks,

the

Golden Horde. As the sacred land of Kazakhs, this region will always

remain as their spiritual capital. Especially nowadays, when there are

railways and roads. It will become a center of tourism, people will come

here in order to venerate the memory of great ancestors "[10].

The special attractiveness of archaeological monuments, architecture

of different eras, and colorful landscapes of the region (especially Ulytau

and Karkaraly) make a deep impression on all who visit these places and

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are perspective to establish regular archaeological excavation, historical,

educational, and tourist activities [11].

The research on tourist and recreational potential of areas and cities

of Karaganda region will contribute to the sustainable development of the

Republic of Kazakhstan and growth of international scientific ties,

enhancing country’s prestige on the international stage in organization of

tourist business.

The economic effect of the project is in the ability to evaluate the

wider development of tourist areas of Karaganda and Karaganda region, as

well as in the subsequent economic recovery of Karkaraly, Ulytau areas

and Temirtau, Balkhash, Zhezkazgan, Satpayev and Priosersk monocities.

The research, formation of tourist zones and development of tourism

industry will enable the region to solve the problem of unemployment,

including in rural areas of administrative regions of Karkaraly, Ulytau and

Balkhash. For example, in most countries with developed tourism, the

domestic tourist market provides income of about 30% to 50% of total

income from tourism; rural tourism in Europe brings 2030%

of the total

revenue from tourism industry [12].

Sets of regulations on tourism cannot create a market while private

business and the state do not create a combined strategy and do not

realize the necessity of the cluster approach in the local areas. The

clustering process involves the creation of a welldesigned

structure. It

should proceed under the control of the local tourism associations, state

and business representatives.

As a consequence, a contribution will be made to identify

opportunities for the development of tourism, its territorial organization and

implementation of the comprehensive plan for the socioeconomic

development of Karaganda region.

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