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The secretariat is pleased to inform that your paper has been accepted to be presented. You are cordially invited to present the paper orally at the **2nd International Conference on Sustainable Tourism and Hospitality (ICSTH 2016)** at Penang, Malaysia on 26th-27th February 2016. Below are the details of the paper :

TITLE	:	**Assessment of Socio-Economic Potential for Tourism Development Planning: A Case Study Almaty Region (Kazakhstan)**
PRESENTER (s)	:	Roman Plokhikh, **Ruslan Bayburiev,** Viktoria Krylova, Mereke Sakypbek and Ayaman Zhakupova

If you haven't registered, please remember to register for the conference and the registration form can be obtained from **http://icsth2016.weebly.com/**

Please send the registration form and payment (USD 450) by **20th January 2016** in order for your paper to be published in the *Australian Journal of Basic and Applied Science (ISI/THOMSON REUTERS) (online issue ISSN 1991-8178) (online special issue)* The fee is for each paper presented. ICSTH 2016 is not responsible for payment not received. Please refer to our website for details of the payment.

Arrangements for the transportation to and from the conference venue are under the responsibilities of the presenters/participants. All expenses related to the conference must be beared by the presenters/ participants of the conference.

The lead presenter is responsible for informing the co-presenter(s) of all correspondence received. We are looking forward to seeing you at the conference and making ICSTH 2016 a success.

Thank you.

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Director – Conference Management

*** Payment must be made to PGTS Resources
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26th-27th February 2016

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Paper Title : **Assessment of Socio-Economic Potential for Tourism Development Planning: A Case Study Almaty Region (Kazakhstan)**

Evaluation:

	Poor	Fair	Good	Very Good	Outstanding
Originality			X		
Innovation			X		
technical merit			X		
applicability			X		
Presentation and English			X		
Match to Conference Topic				X	

Recommendation to Editors

	Strongly Reject	Reject	Marginally Accept	Accept	Strong Accept
Recommendation				X	

Comments: The finding of this paper is interesting to be shared during this conference. However, the author still need to improve this paper in term of abstract, grammar error, updated literature and rational of this study also need to be highlighted in this paper.

IPN – IWNEST 2016 Conferences Penang
Conference Program

Date	Venue	Time	Activity	
February 26, 2016	Venue: **ATRIUM (Ground Floor)**	1430 - 1630	Registration	
February 27, 2016	Venue: **GEORGETOWN ROOM (LEVEL 3)**	0830 – 0945	Opening Remarks & Plenary Speech 1	**KEYNOTE SPEAKER**
	Venue: **TANJUNG BUNGAH ROOM (LEVEL 3)**	0830 - 0945	Opening Remarks & Plenary Speech 2	**KEYNOTE SPEAKER**
	Venue: **Foyer outside function room**	0945 – 1015	Group Photo and Coffee Break	
	Venue: **GEORGETOWN ROOM (LEVEL 3)**	1015 – 1230	Session 1	
	Venue: **TANJUNG BUNGAH ROOM (LEVEL 3)**	1030 – 1230	Session 2	
	Venue: **SRI TANJUNG CAFÉ (LEVEL G)**	1230 – 1400	Lunch	
	Venue: **GEORGETOWN ROOM (LEVEL 3)**	1400 – 1600	Session 3	
	Venue: **TANJUNG BUNGAH ROOM (LEVEL 3)**	1400 – 1600	Session 4	
	Venue: **Foyer outside function room**	1600 – 1630	Coffee Break	
	Venue: **GEORGETOWN ROOM (LEVEL 3)**	1630 – 1800	Session 5	
	Venue: **TANJUNG BUNGAH ROOM (LEVEL 3)**	1630 – 1800	Session 6	
	Venue: **SRI TANJUNG CAFÉ (LEVEL G)**	1900 – 2100	Best Presenter Awards And Dinner	

Session 6
Time: 1630 – 1800
Venue: **TANJUNG BUNGAH ROOM**
Session Chair: **TBA**

No	Paper ID	Presenter
1	003-icsth	**Assessment of Socio-Economic Potential for Tourism Development Planning: A Case Study Almaty Region (Kazakhstan)** Roman Plokhikh, **Ruslan Bayburiev**, Viktoria Krylova, Mereke Sakypbek and Ayaman Zhakupova *Al-Farabi Kazakh National University, Kazakhstan*
2	008-icsth	**Factors Influencing the Change in the Sense of Place of Markets in Urban Regeneration** **Muhammad Hazrin Abd Ghapar**, Khalilah Zakariya*, Nor Zalina Harun and Ismawi Zen *International Islamic University Malaysia*
3	004-icsth	**Service quality, Emotional Satisfaction, and Behavioural Intentions: A Review of the Literature** **Ala`a Nimer AbuKhalifeh**, Ahmad Puad Mat Som *Universiti Sains Malaysia*
4	007-icsth	**An Overview of Opportunities and Challenges of Branding Japan as a tourist destination** **Rodolfo Delgado** *Tokai University, Japan*
5	005-icsth	**TOURIST PERCEPTION TOWARDS HOMESTAY BUSINESSES: SABAH EXPERIENCE** Jati Kasuma, Mohammed Irsyad Esmado, Yusman Yacob, Agnes Kanyan , **Hawa Nahar** *Universiti Teknologi MARA Sarawak*
6	006-icsth	**DETERMINANTS OF FACTORS AND THE GROWTH OF TOURISM INDUSTRY IN LANGKAWI ISLAND** Muhammad Faiz Yusup, Agnes Kanyan, Jati Kasuma, **Hazami Kamaruddin**, Johanna Adlin *Universiti Teknologi MARA Sarawak*

Assessment of Socio-Economic Potential for Tourism Development Planning: a Case Study Almaty Region (Kazakhstan)

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INTRODUCTION

The concept of "Tourism as an economy sector" is gradually got fuzzy. The market-driven economy is not characterized by development of the individual branches, it's predicated upon a cross-sectoral development planning of recreation-tourist complexes. This is due to the fact that tourism and recreation industry produces commodities (such as food, souvenirs, special catalogs, maps, etc.) and services (such as hotel accommodation, transfers, excursions, entertainment, etc.).

One of the main preconditions for the formation and development of recreational and tourist complexes at the regional level are an adequate socio-economic potential. The concept of "Socio-Economic Potential of Tourism" can attribute to the insufficiently known in the theory and practice of tourism, because there is no generally accepted definition, and there is no consensus about its composition. Researchers have provides recommendations for assess individual types of socio-economic resources, but real examples of assess technology to overall capacity are little or nothing.

An important place in researching of the spatial socio-economic potential have takes complexly and geographical approaches, which are particularly useful for the analysis of inhomogeneous and multifunctional systems. Evaluation of the social-economic potential of the territory is necessary for the planning and creating of alternative options for development of tourism, for design action plan, for monitoring socio-economic impacts and management effectiveness of resource use of the territory.

LITERATURE REVIEW

The problem of development of tourism as a reason to diversify the local economy makes it very important to assess the socio-economic potential for the territory. Lavrikova (2015) implies urgency of developing new approaches to defining the structure, content, and methods of evaluation of social and economic potential of the territory. In her scientific work, she describes the theoretical and methodological tools to assess the socio-economic potential; she considered Central Federal District of Russia as an example. Kluchnikova et al. (2013) noted the relationship of prerequisites and consequences of tourism for developing region. Their research shows that the socio-economic potential – the basis of development of tourism, which has a large multiplier effect on all areas of the region. Tretyakova et al. (2014) examined the social and economic relations that determine the processes and regularities of formation and development of the employment potential of the territory.

Repova and Lobanova (2015) conclude that the regions are very different by a range of factors of development, so there is a need to identify competitive socio-economic benefits. They constitute indicators of social and economic potential, which can be studied by using analytical and typological groups, methods of ranking, correlation and regression analysis. Vasconez and Aranda (2015) reviewed the strategy for socio-economic development of the territory from the perspective of diagnosis of conditions for the development of sustainable tourism. The special attention they give to the following methods: analysis and synthesis, inductive-deductive, historical and logical methods, expert judgment, external and internal factors evaluation (EFE and EFI), SWOT analysis, strategic assessment, action position (LEEP), descriptive statistics. Volkova et al. (2015) studied the socio-economic indicators, which determine the processes and patterns of formation and use of the potential areas for the development of ecotourism. Rafsanjani and Bakillah (2013) on the example of OpenStreetMap have shown that the area with a high density of socio-economic characteristics can be used for the diagnosis of spatial development potential of the territory. In a study of Parwez (2013), he discloses the relationship between tourism development and socio-economic indicators, by using a highly urbanized territory of Delhi as an example. The methodological basis of the work was the analysis of secondary data, literature review and visits to representative sites. Balakina et al. (2015) reviewed the existing models for the balanced development of the region. They used a factor analysis and expert assessment of the social and economic infrastructure for the planning of a special cluster. According to SEQUOIA methodology (Passani et al., 2014) for the assessment of area

development plan should be optimized for the institutional, organizational and epistemological claims. Therefore, special attention should give to studying socio-economic characteristics (potential) of territory. Simanaviciene et al. (2014) as an example of the Moldovan and Ukrainian contents developed the methodology for evaluating regional differences in the development of territory. Based on the analysis of different indicators of development level, they identified four major groups of socio-economic indicators: demographic, social and economic development and labor market; assessed region's transportation systems; social and tourism availability; compared public infrastructure and services development indicators. The paper describes the sequence of execution activities and opportunities of research methods.

MATERIALS AND METHODS

The research conducts the Almaty region, which located in south-eastern part of Kazakhstan (Figure 1). The Almaty region has an area of 223.9 ths km^2 (8.2 % of the country) and includes 19 administrative territorial units, it is also including the largest in the republic Almaty agglomeration (Brochure "Regions of Kazakhstan", 2015). The territory has a very difficult topography. The north part of the region are limited by southern coast of the large intracontinental Balkhash lake (area about 16.9 km^2). The northern part of the region represented by weakly sloping aeolian plain – Zhetysu, which have 300–500 m ALT. The southern and eastern parts of the region represented by the foothill and mountain landscapes of Ile Alatau (Talgar peak, 4973 m), Zhetysu Alatau (Besbakan Mountain, 4622 m), Ketmen or Uzynkara (Mount Heaven, 3652.8 m).

From the southeast to the northwest the territory crosses by the valley of the Ile river and in the central part, there put up one of the largest water reservoirs in Kazakhstan – Kapshagay (water-surface area – 1874 km^2, length – 80 km, width – 40 km) (Regions of Kazakhstan, 2014). Foothills – the most comfortable area based on natural characteristics, so it is highly urbanized territories. The total population of Almaty region against 01.09.2015 was 3,629,623 people, or 20.6 % of the Kazakhstan's total population (Country population, 2015). The development of tourism in the Almaty region defined by one of the top long-term priorities. The importance of problems solving increases in the task of developing the tourism infrastructure near the international transport corridor "Western Europe – Western China".

As a source of initial information, we used statistics, library books and journals, analytical and cartographic material.

Fig. 1: Map of Almaty region

We studied the data of Department of statistics of the Almaty region and Committee on statistics of Ministry of national economy of Kazakhstan, the official information of public and private institutions for 1991–2014 years. Additional qualitative and quantitative data were collected in 2013–2014. The existent informative systems and additional renewed and filled up information generators we are used: Kazakhstan National Electronic Library (http://www.kazneb.kz); Database of Regulatory-Legal Acts of Kazakhstan "Әділет" (http://adilet.minjust.kz); official portal "Electronic Government of the Republic of Kazakhstan" (http://www.e.gov.kz), official sites of the Ministry of Education and Science of the Republic of Kazakhstan (http://www.edu.gov.kz), the Ministry of Healthcare and Social Development of the Republic of Kazakhstan (http://www.mzsr.gov.kz), the Ministry of Culture and Sport of the Republic of Kazakhstan (http://mk.gov.kz), Akimat of Almaty region (http://zhetysu-gov.kz), the Akimat (government representative on local level) of Almaty city (http://almaty.gov.kz), the official site of Government Program "Мәдени мұра" – Cultural Heritage of Kazakhstan (http://www.madenimura.kz), the Program of Monitoring of the Government Social Order Execution (http://monitoring.academy.kz); Reference Portal "All Kazakhstan" (http://www.kps.kz); the Portal about Real Estate (http://www.kn.kz). For more information database materials for research accounted by annual reports and statements of Almaty Akim, heads of agencies and organizations of Almaty region, an archive of JST "National Center of Scientific and Technical Information" of Kazakhstan, the scientific articles, the scientific conferences proceedings and publications in mass media.

The researchers are used a comprehensive approach to study socio-economic potential for the territory of the RTC development as combination of resources and enterprises that make sure production of a range of tourist products. We used following scientific methods: description, scientific abstraction and ascent from the particular to the general, comparison, analogy, analysis and synthesis, extrapolation to the entire territory of the regularities which identified in the model plots. From the particular methods, we used statistical analysis, computer information processing technology and produce quantitative indicators for the subjects of the socio-economic sphere, standardization and grading performance. For the assessment and mapping social and economic potential of the territory for development of RTC system, we used 50 criteria (Figure 2).
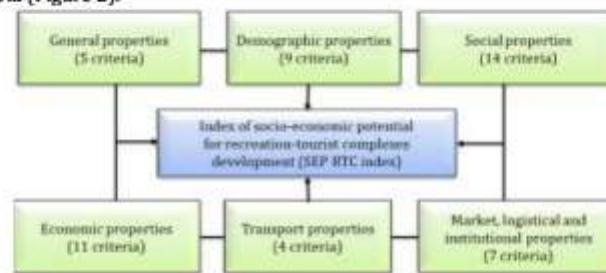

Fig. 2: Groups if the criteria for assessing and mapping the socio-economic potential of the Almaty region

The software product ArcGIS 10 of the ESRI company has been used to process spatial data source and create a map of social-economic potential of the Almaty region for the development of recreation-tourist complex.

RESULTS AND DISCUSSIONS

Recreation-tourist complex formed by the integration of the infrastructure for different purposes: sanatorium, treatment, tourist, excursion, sport, recreation and other. RTC system-forming elements includes: recreation and tourist resources as a factor in the formation and satisfaction the demand for leisure and tourism; business entities as suppliers of goods and services; tourists as consumers of the final product (Table 1).

Table 1: Main properties of recreation-tourist complexes in Almaty region

Recreation-tourist complexes	Significance	Seasonality	Natural conditions	Area in Almaty region	
				km²	%
Ile-Alatau	National	Year-round	Extremely comfortable	14287	6.4
Chimbulak-Tabagan-Akbulak	National	Winter	Extremely comfortable	1675	0.7
Kapshagay	National	Summer	Extremely comfortable	12629	5.6
Kolsay-Kegen	National	Summer	Extremely comfortable	6916	3.1
Zharkent	National	Year-round	Extremely comfortable	5541	2.5
Taldykorgan-Zhetysu-Alatau	National	Year-round	Extremely comfortable	14319	6.4
Alakol-Sasykkol	Regional	Summer	Comfortable	5888	2.6
Sarkand-Zhetysu-Alatau	Regional	Year-round	Comfortable	13647	6.1
Koyandytau-Toksanbay	Regional	Summer	Comfortable	6409	2.9
Shonzhy-Naryn	Regional	Year-round	Comfortable	8043	3.6
Ile-Balkash	Regional	Year-round	Comfortable	3913	1.7
Lepsy-Aksu	Regional	Summer	Comfortable	22631	10.1
Arganaty-Zhekeshagyl	Local	Summer	Complicated	5533	2.5
Uzynkara	Local	Summer	Complicated	2482	1.1
Aralkum	Local	Summer	Complicated	5879	2.6

When mapping social and economic potential of Almaty region for RTC development the main object of study is an integral territorial formations, estimated by the nature of the conditions and prospects for the creation of infrastructure of recreation and tourism. What closer such territories one to another, the possibilities of the different types of relationships between them are higher – information, transport and communication, production, economic and others. The index of socio-economic potential for recreation-tourist complexes development (SEP RTC) calculated by the formula (1):

$$\text{SEP RTC} = \frac{C_{i5} + 0{,}75C_{i4} + 0{,}50C_{i3} + 0{,}25C_{i2}}{C_{i5} + C_{i4} + C_{i3} + C_{i2} + C_{i1}}, \tag{1}$$

where C_{i1}, C_{i2}, C_{i3}, C_{i4}, C_{i5} – the number of criteria that are included in the group of the evaluation with one point, two points, three points, four points or five points. Table 2 presents the graduation of SEI RTC index.

Table 2: Graduation of SEP RTC index

Size of changing the SEP RTC index	Levels of socio-economic potential
Less than 0,10	Extremely low
0,10 – 0,21	Low
0,22 – 0,33	Middle
0,34 – 0,45	High
More than 0,45	Extremely high

For the assessment and mapping SEP RTC used 50 criteria, combined into six groups according to the socioeconomic characteristics of territory: 1) general; 2) demographic; 3) social; 4) economic; 5) transport; 6) market, logistical and institutional.

Three approaches to the scale of assessment criteria development according to its properties were used:

1) positive criteria – the direct, growing gradation from minimum to maximum value;

2) negative criteria – the reverse, inversion gradation from maximum to minimum value;

3) mixed criteria – the direct or inversion gradation, depending from the demonstration degree of positive properties (Table 3).

Topographic map of Almaty region in scale 1:1 000 000 was divided into grid of equal squares of 1x1 km. For each of them defined the SEP RTC index. Extrapolation of spatial information is made in the Golden Software Surfer V. 11.2.848, the main purpose of which – processing and visualization of two-dimensional data set described by the function: $z = f(x, y)$.

Table 3: Assessment of the criteria for SEP RTC index in Almaty region

Groups of the criteria	Special criteria	Properties of the criteria*
General properties of territory (poten-tial of economic-geographical posi-	Area	
	Topological properties	
	Compactness of objects location	
	Administrative-territorial division (affiliation to different units)	

tion)	Development of territory	🟨
Demographic properties of territory (potential of population)	Population size	🟨
	Density and settlement of population	🟨
	Reproduction and migration of population	🟨
	National-ethnic structure (composition) of population	🟨
	Gender-age structure (composition) of population	🟨
	Social structure (composition) of population (diversity of social groups: administrators, workers, farmers, businessmen and intellectuals)	🟩
	Development of economic structure (composition) of population (diversity of groups according to livelihood sources)	🟩
	Religious structure (composition) of population	🟨
	Level of income-quality of life (variety of positive characteristics of households)	🟩
Social properties of territory (potential of social sphere and infrastructure)	Social problems (common prevalence of criminality-alcoholism)	🟥
	Availability of educational establishments	🟩
	Availability of health facilities	🟩
	Development level of housing-communal services	🟩
	Variety of trade enterprises	🟩
	Variety of catering enterprises	🟩
	Variety of service companies and consumer services	🟩
	Variety of mass media and communication	🟩
	Variety of tourist service subjects	🟩
	Variety of hotel facilities	🟩
	Availability of rest and recreation enterprises	🟩
	Variety of infrastructure of sport and physical culture	🟩
	Level of public order protection	🟩
	Level of fire safety	🟩
Economic properties of territory (level of economic development, basic capital intensity, investment attractiveness)	Variety of industrial enterprises and productions	🟨
	Structure of industrial production (from single to many branches)	🟨
	Production of most important industrial products	🟨
	Activity of small enterprises	🟩
	Activity of individual business	🟩
	Production and distribution of electricity and thermal energy	🟩
	Percentage of agricultural land	🟨
	Agricultural production	🟩
	Percentage of area for forestry	🟩
	Development of fish industry	🟩
	Development of dacha farming	🟩
Transport properties of territory (potential of transport complex)	Comfortable position in transport routes	🟩
	Variety of transport scheduled services	🟩
	Average distance from settlements to objects of recreation and tourism	🟨
	Transport accessibility of settlements and objects of recreation and tourism according to cost of rail and bus tickets	🟩
Market, logistical and institutional properties of territory (potential of market environment, logistic system, institutional structure)	Average number of agencies and institutions for managing the economy	🟥
	Integration of institutions and organizations in economic management system	🟩
	Development level of credit and financial system (fairs, brokerage firms, banks, investment companies, taxes, insurance companies, legal advices, notary public services)	🟩
	Development level of market conjuncture (real estate company, consultative and information-marketing firms, audit companies, consulting firms, advertising business)	🟩
	Variety of organizations for regulating the labor market (labor exchange, employment, retraining and training for a new profession)	🟩
	Favorable level of investment climate	🟩
	Development level of legal security (legal-regulatory conditions)	🟩

Note:
🟩 – positive criteria;
🟥 – negative criteria;
🟨 – mixed criteria.

Interpolation is carried out by the algorithm – Kriging Geostatistical Method (KGSM). Contour maps exported to ArcGIS 10.0. Main result of the researches – a comparative characteristic of different areas of

the Almaty region according to levels of the SEI RTC index (Figure 3).
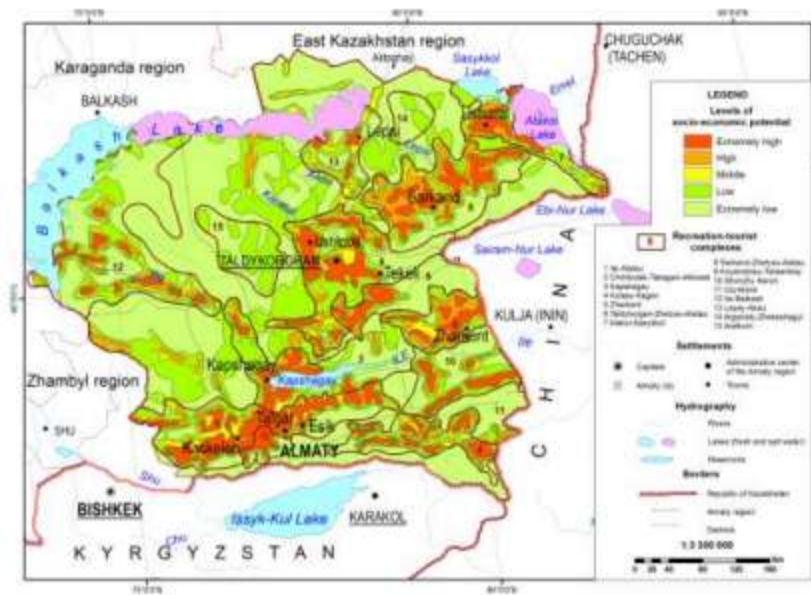
Figure 3: Map of the socio-economic potential of the Almaty region for development of the RTC

In case of allocation zones considered not only certain combinations and ratios of areas of resources and situations, but also that the SEI, what is the result of a complex and specific interaction of factors. When developing and mapping, the initial is the concept of social and economic resources as the characteristics of the territory with a relatively homogeneous state, which is the result of interaction group of factors. They can be considered as a complex system – a combination of the territorial covering of varying difficulty, characterized by a particular community. Characteristics of the territory includes the following distinctive characteristics: unfavorable conditions, suitable for RTC with their comfort zones. The map shows the boundaries of the ranges by conditional line, which indicates the limits of comfort for the development of recreation and tourism.

CONCLUSIONS AND RECOMMENDATIONS

Based on the assessment SEI RTC and dimensions on landscape maps of up to 40 % of the Almaty region is characterized by extremely low levels of potential, 25 % – low to middle, and 35 % – high and extremely high (Table 4).

Table 4: Socio-economic potential for development of the recreation-tourist complexes in Almaty region

Recreation-tourist complexes	Area according to levels of social-economic potential									
	Extremely low		Low		Middle		High		Extremely high	
	km²	%	km²	%	km²	%	km²	%	km²	%
Ile-Alatau	3067	21.5	2156	15.1	2315	16.2	2283	15.9	4338	30.4
Chimbulak-Tabagan-Akbulak	629	37.6	178	10.6	143	8.5	139	8.3	586	35
Kapshagay	5108	40.4	3434	27.2	1063	8.4	996	7.9	1628	16.1
Kolsay-Kegen	1654	24	1490	21.5	1340	19.4	1191	17.2	1241	17.9
Zharkent	435	7.8	1157	20.9	972	17.5	1689	30.5	1288	23.32

Taldykorgan-Zhetysu-Alatau	3254	22.7	3279	22.9	2790	19.5	2034	14.2	2962	20.7
Alakol-Sasykkol	1480	25	1499	25.5	757	12.9	1059	18	1093	18.6
Sarkand-Zhetysu-Alatau	3367	24.7	2022	14.8	1859	13.6	3590	26.3	2809	20.6
Koyandytau-Toksanbay	3947	61.6	421	6.6	500	7.8	563	8.8	962	14.9
Shonzhy Naryn	3651	45.4	1654	20.6	968	12	754	9.4	1015	12.6
Uzynkara	3271	83.6	254	6.5	178	4.5	142	5.4		
Ile-Balkash	12617	55.8	4981	22	2152	9.5	1618	7.1	1258	5.6
Lepsy-Aksu	1819	32.9	1865	33.7	1125	20.3	362	6.5	362	6.6
Arganaty-Zhekeshagyl	1707	68.8	775	31.2						
Aralkum	2742	46.6	3137	53.4						

The main objectives of development RTC in Almaty region are following: creation conditions for the effective development of the RTC, formation of competitive tourist products, which provides a positive image and recognizability at the national and international tourist and recreational services markets; an active promotional activities focused on the promoting the RTC on the national and international markets; the formation of a local regulatory framework of RTC; promoting in the developing the competitiveness of tourism and recreational services by improving the quality of customer service; support the development of small and medium business in RTC; ensuring the development of infrastructure in RTC by facilitating the attract of domestic and foreign investments for reconstruction and the creation of new facilities; according to international standards to create a conditions for the development of services (hotel, health, service, transport, communication, etc.); promoting interregional and international tourism relations based on mutual benefit; creation of conditions for the revival, development and the assimilation of new tourist and recreational resources.

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