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NATURAL ENVIRONMENT ELEMENTS AS CONDITIONS FOR AGRITOURISM SUCCESSFUL DEVELOPMENT (BY THE CASE OF KAZAKHSTAN'S CONTENT)

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Abstract. Natural environment elements (NEEs) – important resources and conditions of rural areas which to support the activities or to create the difficulties for agritourism development. Analysis and accounting of the NEEs of rural areas will allow to use them effectively and to help avoid major mistakes in the agritourism organization. Needs of agritourists and agrotour's organizers should be taking into account in framework of NEEs assessment. The concept of the author's methodology for studying the impact of NEEs on agritourists and agritourism development is briefly described.

Key words: natural environment elements (NEEs), agritourism, agritourist, territorial development, research methodology

The "agritourism" concept is ambiguously interpreted by authors from different countries, based on unequal classifications, and associated with different development geographical factors. The general view about agritourism is following: it is a kind of tourism generated by agricultural enterprises and tourist attractions located nearby, which contributes to the socioeconomic, ecological and institutional "improvement" and development of rural areas. Achievement of the positive effects from agritourism based on special territorial planning – the field of science and projecting which are formed in contact sphere between geography and several private sciences and disciplines. Despite the successes of modern territorial planning in tourism, the scientific basics for studying the EPSs of rural areas in context of agritourism development in present scientific literature is poorly presented [1]. This problem requires serious analysis because the EPSs are important resources and conditions of rural areas which can play supporting or limiting roles in agritourism development.

In Kazakhstan, agritourism is just beginning to develop and is declared a highly perspective segment of tourism. This latest statement can be explained the high potential of rural areas in all fourteen administrative regions of country for agritourism development and rich variety of possible agritourism activity types. EPSs are the very different geographical characteristics of Kazakhstan's rural areas. A new integrated research approach to its study is needed, especially for areas of intensive agricultural use with tense land balance and conflicts of interest between different users of natural resources. An example is the situation typical for agricultural production complexes of Northern Kazakhstan and agricultural irrigation areas of Southern Kazakhstan, which have good prospects for agritourism development. Analysis and accounting of EPS of rural areas will allow using them effectively and avoid gross errors in the agritourism organization. The lack of scientifically based requirements and guidelines for organization of the territorial agritourism complexes, taking into account EPS, leads to the emergence of unexpected risks.

It is important to distinguish the assessment of EPSs from position of agritourists and agrotour's organizers. This latest statement can be explained the more detailed required information about EPSs. It is important to take into account both the needs of agritourists and agrotour's organizers. In the study of EPSs, the complex nature of the "subject" or agritourists is crucial and can be characterized various ages and cultural levels, unequal health, temperaments, propensities, etc. These parameters determine the different goals of agritourists, which are implemented differently depending on the length of the rest and the possibilities of the natural environment.

The author's methodology is based on the hypothesis that the study of the influence of the certain EPSs is made up from specific indicators for each agritourism object or district. The basis for assessment can be presented in the form of a matrix-table, the rows of which characterize the EPSs, and the columns – the directions for assessing the impact of EPSs on agritourists and agritourism development. In cells formed by the intersection of rows and columns, the measure of the effect for the particular EPSs on assessment directions are presented and must be expressed in certain units (percentages, scores, portions of one unit). When assessing a



rural area as a whole, it is necessary to fill in the number of such matrices equal to the number of agritourism objects or areas within it. It is methodically recommended to create a matrix based on the main forms of vital activity of agritourists (different contingents), which are affected by EPSs. Then can be selected EPSs, which are necessary to assessment of the natural contributing and limiting conditions and factors for agritourism.

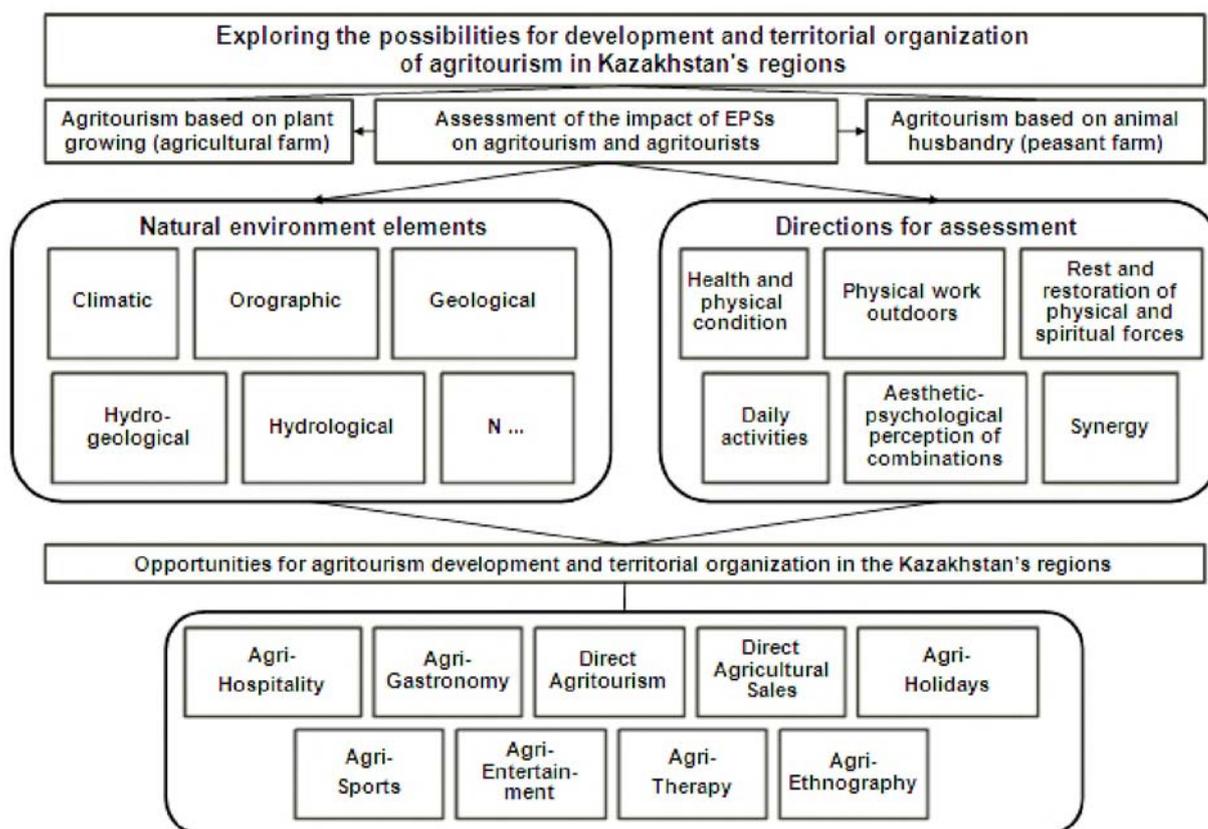


Fig. 1. Organizational logic of researches [compiled by the authors]

Each of the matrices is the result of generalization. It can be displayed differentially. Further detailing the evaluation for EPSs makes it possible to increase the accuracy and reliability of the researches and leads to an growth in the number of indicators, therefore, to an expansion in practical difficulties (an increase in the amount of works involved in searching and processing of representative data). The detailing of EPSs in the process of developing the matrices requires careful selection of indicators and its grouping according to heterogeneity of influences, exerted on agritourists and agritourism development. The EPSs grouping includes the systematization of its territorial distribution. As a result of the assessment of the impact of individual EPSs on the agritourists and agritourism development, it is possible to develop of economic grouping taking into account the costs, necessary to overcome the negative effect of EPSs.

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