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ENSURING THE DEVELOPMENT OF THE TARBAGATAI NATIONAL PARK THROUGH THE ORGANIZATION OF ECOTOURISM

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ABSTRACT

There are several main trends in the modern tourism industry, among which an important place is occupied by the tendency to strive for stability and environmental cleanliness. Ecotourism is an important component of the sustainable development of natural areas. Work on the development of ecotourism in Kazakhstan is also increasing from year to year. Therefore, the recently opened Tarbagatai National Park has great opportunities for the development of ecotourism. Tarbagatai State National Nature Park is of great recreational importance, it offers its visitors huge opportunities. Here you can organize such types of ecological tourism as rural and scientific (botanical, zoological, etc.), educational. A significant number of geological and paleontological objects, various forms of relief have the opportunity to arouse great interest, attracting a significant number of visitors. The analysis of eco-tourism routes in Tarbagatai National Park was carried out.

These analyses show that Tarbagatai National Park has significant advantages in ecotourism, the main of which are the untouched natural environment as the basis of ecotourism; low anthropogenic load on the soil cover of the territory characterized as a whole; availability of specialists who understand the situation on the ground and are ready to work on its improvement; availability of plans to improve and develop new directions of the national park; the presence of natural conditions and is a specially protected natural area.

Keywords: ecotourism, national park, sustainable development.

INTRODUCTION

The tourism industry has a strong economic foundation, with the tourism sector accounting for 10 percent of total exports and the tourism sector for the second half of the year, and the tourism sector for the third half of the year. Alaida, the tourism industry is a major problem in Karamastan, as well as the economic and environmental problems of the country. The tourism industry has been affected by the lack of tourism-related problems: The following are examples of the following: the erosion of the soil, the water, the soil, the erosion of the soil and the landscape; the effects of tourism on the landscape; the effects of tourism on the landscape.

Therefore, one of the main directions of modern tourism development is associated with the growing interest in ecotourism and nature-oriented tourism. The need to "be closer to nature" is due to the fact that tourists strive to spend more and more nature holidays. Another direction of life in developed countries is an increase in attention to health (physical and spiritual), which leads to the development of extreme forms of sports, adventure and nature-oriented tourism. Ecotourism makes it possible to reduce the risks posed by ordinary tourism by making a profit for people living in and around natural areas: Environmental Conservation, local entrepreneurship development, local employment, cultural exchange, environmental education.

Ecotourism is a type of nature-oriented tourism, a reference version of sustainable tourism based on reducing the negative impact from the use of natural and cultural-historical tourist resources, which is responsible for the conservation of nature and the uniqueness of local communities, which uses environmentally oriented (eco-friendly) technologies and contributes to the creation of a society of ecological consumption.

At the 5th World Congress on wholesale trade, held in Durban (South Africa) in 2003, a proposal was proposed to consider them as a real opportunity to improve the quality of life of the population, "save man as a biological species and spiritual substance" [3], a similar proposal was made due to the presence of supplier functions consisting in the beneficial effect of territories with protected status on adjacent lands outside their borders. These improvements were related to various areas of life: economic, social, recreational, resource (resource conservation and resource conservation). This idea is fully justified, firstly, in order to help transform people's understanding of protected areas from the outside world as closed "islands of Ecobusiness", and secondly, in order to make it possible to assess the essence of protected areas from an economic (consumer) point of view (cleaning air, water, workplaces, eco-certified products, improving the comfort of the living environment).

Having studied, the principles of sustainability in national parks relate to environmental protection, economic and socio-cultural aspects of Tourism Development, and an appropriate balance should be established between these three aspects to guarantee the long-term sustainability of Tourism. Thus, sustainable tourism in national parks:

1) ensuring optimal use of Environmental Resources, which are a key element in the development of tourism, while supporting the main environmental processes and helping to preserve natural heritage and Biological Diversity;

2) respect for the specific socio-cultural characteristics of host communities and contribute to mutual understanding of different cultures and tolerance to their perception, while preserving their own cultural heritage and traditional customs;

3) ensure the viability of long-term economic processes, taking into account their benefits for all interested groups that distribute them impartially, including sustainable employment and opportunities for income and social services for host communities and their contribution to reducing the scale of poverty.

The transition to sustainable development requires solving three main problems [4]:

1) Ecological, the result of almost 10 thousand years of spontaneous development of humanity, which did not feel any danger from the biosphere. But in the twentieth century, due to the continuous expansion of humanity, the capabilities of the biosphere have reached the limit, which indicates global changes in the environment. Thus, the twentieth century. it marked the beginning of a severe environmental crisis, a sign that humanity can no longer develop independently, but must live according to the laws of the biosphere.

2) Economic, latent economic crisis, which manifests itself in the form of regional and regional financial crises, trade wars, depression and stagnation in the economy, an increase in economic emigration and unemployment, a decrease in the level of rents in the world economy, etc.

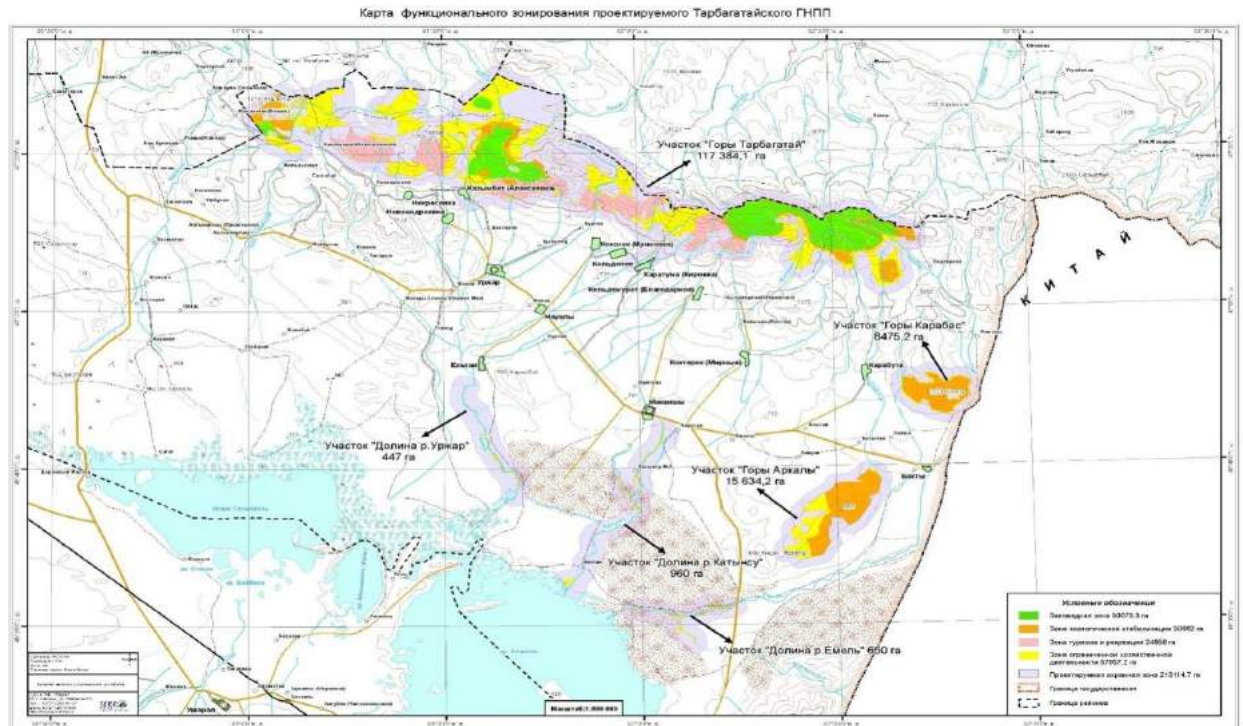
3) socio-demographic, characterized by an increase in the gap between poor and rich people in each country and the standard of living between rich and poor countries in the world.

In this regard, it is logical to assume that in the long term, the main direction of development of the entire tourism industry will be reflected in the gradual transition to the path of sustainable tourism of all types, directions and forms of tourism that do not meet the "criteria of social, cultural, environmental and economic compatibility".

MATERIALS AND METHODS

Tarbagatai National Park is the youngest Park in Kazakhstan. The territory of Tarbagatai state National Natural Park is administratively located in Urdzhar District of East Kazakhstan region. The institution was established in accordance with the resolution of the Government of the Republic of Kazakhstan dated June 27, 2018 № 382 on the establishment of the Republican state institution of the state National Natural Park "Tarbagatai" of the committee of Forestry and wildlife of the Ministry of Agriculture of the Republic of Kazakhstan. Its area is the main territory (obtaining land for protected areas) - 143550.5 ha, the protected area (without obtaining land) – 204602 ha. and on the territory there is a wide variety of flora and fauna, including those listed in the Red Book. In this regard, the main goal of the National Park is to

preserve biological and landscape diversity, use for the purpose of natural protection of unique natural complexes and objects of the state Natural Reserve, which have a special ecological, scientific, historical, cultural and recreational value.



Picture 1-territory of Tarbagatai National Park [5]

There are 4 approved tourist routes in Tarbagatai National Park. Namely: Route 1 – "Karabas", Route 2 – "Alet "3 – "Mir", Route 4 - "Kusak". The following are the current conditions for routes and recommendations for improvement (Table 1).

Name tourist routes and trails		Season duration	General description of the route			Route type	Maximum number of people in a group	Permissible recreational load(norm) *
			time	km	hectare			
N								
1	Karabas	4 month	40 hours	159	39,75	walking, car	15 people in the group	15-30 person / ha

2	Alet	4 month	6,25 hours	94	23,5	walking, car	10 - 15 people in the group	15-30 person / ha
3	Alemdi	4 month	20 hours	162	40,5	walking, car	10 – 15 people in the group	15-30 person / ha
4	Kusak	4 month	10 hours	84	21	walking, car	10 - 15 people in the group	15-30 person / ha

Table 1 - general information about routes and trails of the Tarbagatai National Park [compiled by the author]

The total declared length of routes and trails is 499 km, walking – 13 km, highways – 486 km. The main attractions of interest to tourists are Aksakovsky waterfall, Maly Alem (Kara Mola, seven stages Road,tassai), Alem gorge, healing spring "healing water", "Aulie cave", balbal stones, Botanical Garden "Alet", petroglyphs, Kusak gorge, Alma zhurek gorge, Maraldy gorge, etc. 40 rare and endangered species of animals listed in the Red Book of Kazakhstan are registered on the territory, including 1 species of reptiles, 33 species of birds (20 nesting) and 6 species of mammals, as the goal of the National Park is to preserve biological and landscape diversity.

In specially protected natural areas, one of the main tools is an ecological Trail, which is a specially equipped route that passes through various ecological systems, unique natural objects, tourist attractions of aesthetic, environmental or historical value, where participants (tourists and tourists) receive oral (with the help of a tour guide) or written (stands, full houses, etc.) information about these objects.

The organization and arrangement of ecological trails allows us to solve the problems of regulating tourist flows, redirecting them in a certain direction, thereby weakening the anthropogenic load on the natural environment, while meeting the needs of tourists to communicate with nature.

A calculation method based on the Lavery and Stanevi formula and tested by European national parks that takes into account the tourist season, working and non-working days, and weather comfort. In general, the formula is as follows:

$$K = S \cdot k / N \quad (1) \quad [6]$$

where K is the maximum number of people in the studied area; S is the total area of the territory (ha); k is the correlation coefficient depending on the sensitivity of the territory (for a national park – 1.0); N is the standard area per person (for a national park – 0.12 ha).

Table 2 - assessment of recreational load on routes and trails of the Tarbagatai National Park using the Lavery and Stanevi formula, person / ha [compiled by the author]

Route		Season duration	General description of the route, km			Number of tourists, 2021	Assessment of recreational load using the leivery and Stanevich formula (Max. load) person / ha
№	Name		time	km	hectare		
1	Karabas	4 month	40 hours	159	39,75	90	331,2
2	Alet	4 month	6,25 hours	94	23,5	90	195,9
3	Alemdi	4 month	20 hours	162	40,5	-	337,5
4	Kusak	4 month	10 hours	84	21	-	175

If the demand for routes is 100%, tourist routes in various directions of Tarbagatai National Park can accommodate up to 3,200 people per month. It is important to take into account the permissible number of people in each group. Thus, 8-10 people are considered optimal for a typical sightseeing group (the maximum allowed is 15-20 people). Bird and other animal monitors require groups of less than 3-4 people, especially if this applies to animals that are sensitive to anxiety, and regular monitoring is required.

Thus, to determine the permissible load for the Tarbagatai SNPP, today it is possible to approximate it with the help of methods, since currently there is no anthropogenic impact in the park, only twenty-four tourists are registered on two trails, and for this it is necessary to conduct additional research and monitoring for 3-10 years.

Tarbagatai National Park has well-known problems and opportunities for joint development. Tarbagatai state National Natural Park is of great recreational importance, it offers its visitors huge opportunities. Here you can organize such types of eco-tourism as rural and scientific (Botanical, Zoological, etc.), educational. A significant number of geological and paleontological objects, various forms of terrain have the opportunity to arouse great interest, attracting a significant number of visitors. These objects also have a recreational uniqueness and are a particularly valuable resource for educational tourism.

Tarbagatai National Park has well-known problems and opportunities for joint development. Tarbagatai state National Natural Park is of great recreational importance, it offers its visitors huge opportunities. Here you can organize such types of eco-tourism as rural and scientific (Botanical, Zoological, etc.), educational. A significant number of geological and paleontological objects, various forms of terrain have the opportunity to arouse great interest, attracting a significant number of visitors. These objects also have a recreational uniqueness and are a particularly valuable resource for educational tourism.

For a number of reasons, it can be seen that Tarbagatai National Park has the necessary potential for the development of sustainable and eco-tourism:

- The National Park includes many unique and spectacular landscapes and ecosystems that have not been disturbed by human activity [7];
- The National Park is the only structure in the region that can take on the functions of planning, managing and monitoring tourist activities, which is a prerequisite for the development of ecotourism.
- The National Park and its departments are a network of research institutions covering natural areas. This justifies their high prospects for organizing tourism, student practice, and volunteer programs for ecotourism purposes [8];
- The combination of environmental-educational and ecotourist activities on the basis of the National Park significantly increases the effectiveness of environmental education and allows us to draw the attention of the general public to environmental issues.
- World experience shows that the effectiveness of eco-tourism at the local and regional levels is higher. Therefore, Tarbagatai National Park can become a source of jobs and income for the local economy.

In general, if we note the main prospects for the development of ecotourism in the National Park [9]:

1) the development of ecological and recreational zones and tourist routes is aimed at harmonizing and improving relations in the field of nature protection and development of tourist activities, allowing coordination of work aimed at preserving natural complexes.

2) the presence of ecological and recreational zones allows us to determine and monitor compliance with the norms of maximum recreational zones provided in the National Park.

3) the tourist specialization of the National Park should be reflected, first of all, in the development of various areas of ecotourism (research, recreational and cognitive, sports recreation), and only then in the development of other sustainable types of Tourism.

4) currently, it is necessary to provide a wide range of tourist and recreational services to attract a large number of tourists due to their age, mobility, and material well-being.

5) ecological and recreational zones and the developed ecotechnological infrastructure used in them all year round allow us to differentiate tourist flows and smooth out the existing seasonal imbalance in the arrival of tourists and recreants in the park.

6) it is obvious that the National Park needs to update the tourist and recreational infrastructure and build a new one. Work in this direction is actively carried out, for example, the construction of Cardons for the recreation of new tourists on the Alet tourist route, the construction of signs.

7) the importance of using the service planning tool. It is necessary to develop a tourism development strategy for the National Park, which will allow us to realize the potential of the

territory for the development of sustainable types of tourist and recreational activities, primarily eco-tourism.

CONCLUSION

Taking into account the opportunities and weaknesses of ecotourism in the Tarbagatai National Park, it is necessary to take such measures to intensify work in this direction:

- 1) Approval of the rules for sustainable development, in particular, the rules for tourism, at the state level;
- 2) cooperation and exchange of experience with the international community on the theory and practice of sustainable development, adaptation of their methods and tools;
- 3) increasing the level of environmental awareness of the population, dissemination of information about the quality of the environment and methods of its protection;
- 4) economic and legal support for environmental activities;
- 5) promotion of environmental initiatives of the population by supporting non-governmental organizations;
- 6) assessment of the impact of tourism on the environment, determination of a set of indicators of sustainable tourism development for destinations, environmental management and Environmental Audit, development of a certification system for enterprises applying sustainable development approaches should be used more effectively;
- 7) development of a system of training and training of personnel responsible for organizing organized tourism and Recreation. In this system, it is very useful to consider the participation of National Park partners (officials, representatives of the public and other interested parties) in training and advanced training programs [10];
- 8) development of a mechanism to ensure the recognition of national parks, their environmental and recreational purpose (branding mechanism).

In conclusion, Tarbagatai National Park is one of the natural parks with a very high tourist potential, although it is young today. Therefore, properly planned ecotourism on the territory of the natural park allows this region to develop in the future as a major tourist distribution. We should not forget that the main goal of a natural park is not to earn money. Today, many tourist activities are being carried out in order to increase the attractiveness of the park.

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