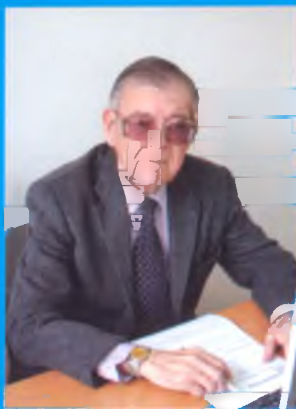


TOURISM OF KAZAKHSTAN



Almaty, 2015



This publication is prepared by the collective efforts of the faculty and staff of the Department of Recreation Geography and Tourism of Alfarabi KazNU edited by Professor, Doctor of Geographical Sciences Erdavletov Stanislav Ramazanovich.

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- E 66 Tourism of Kazakhstan:** a textbook / Group of authors, edited by S.R.Erdavletov – Almaty, Bastau, 2015. – 464 p.

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The textbook covers the study of a wide range of issues related to the development of tourism in Kazakhstan. It describes the main categories and concepts of geography, tourist and recreational resources, as well as prerequisites for the development of tourism, tourist facilities and tourist traffic with the tentative characteristics of the main types of tourism and tourist routes. The book describes the most important tourist areas of the country, i.e. the territories which stand out for their resources and attract flows of tourists.

The book is intended for geographers, economists, ecologists, demographers, and teachers, university students and anyone interested in tourism.

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*This edition is devoted to
EXPO-2017 to be held in Astana.
This is a new impetus in strengthening
the positive image of Kazakhstan,
a momentum in developing international tourism,
so that Astana could be
known to the world as a tourist center.*

When writing this textbook the authors used theoretical positions, published in the western and domestic (CIS) literature. Being based on the extensive factual material, generalization and personal observations and elaborations of the authors the textbook describes geographical environment of Kazakhstan, its natural, social and economic background and historical conditions that shaped the development of tourism in the country.

The rapid development of tourism in the second half of the XX century around the world has led to the formation of this important sector of the economy, including in Kazakhstan, where it has recently been recognized as a priority sector among other sectors of the economy. Currently Kazakhstan faces the task of forming a modern highly effective tourism industry through the use of the rich natural resources and historical and cultural heritage of the country.

One of the most important approaches in addressing this task is training of highly qualified personnel, professionals to serve the needs of our both domestic and foreign visitors because the human factor is the most important element in this type of activity.

This textbook is written for students of geographical and economic faculties of universities; however, it will be a necessary tool for everyone who is interested in Kazakhstan and the country's tourism. This is especially true for young people – students, students of colleges, lyceums and schools, who will come into the country's economy including tourism to replace the older generation in the near future. This book can be of interest to a wide range of readers: both domestic and foreign: students and educators, scientists and designers, entrepreneurs and businessmen, workers of tourism and, of course, tourists themselves.

*We are travelling not only
to see the new, but to see
the old from another perspective.*

Chinese proverb

INRODUCTION

Modern tourism as a form of physical activity and a way to spend free time, as well as a sector of the economy is closely linked to and depends on geographical environment. Location of tourist facilities and geography of tourist traffic are, to some extent, a reflection of the tourist attractiveness of the geographical environment.

The purpose of this book is to attract attention to the imbalance of the tourist economy of our country: a relative «tourist overpopulation» of some areas while insufficient use of resources of other parts of the country. ***Kazakhstan is rich with attractive landscapes of animate and inanimate nature, historical and cultural monuments***, however it remains unknown from the tourism perspective to foreigners and many residents of the Republic. Kazakhstan is often inferior to other more publicized but not necessarily more interesting countries in the world tourist market, as well as in offers of travel agencies.

Thanks to the use of geographical environment resources tourism is a sector of the national economy requesting relatively small investments; at the same time, it provides work and income for a large number of people. In recent years, Kazakhstan's participation in international tourism has been growing; this growth has been observed both in the outbound and inbound tourism; the possibilities of further development of tourism of the country have great prospects. However, *a more intensive advertising and extensive information about the tourist attractions of Kazakhstan is necessary.*

The book consists of five chapters. *The first* chapter is devoted to general issues of tourism geography as a major scientific discipline on tourism. *The second* chapter discusses the background of tourism development in Kazakhstan, i.e. it describes the features and elements of the geographical environment, which are important for the development of tourism. It also considers the man-made resources such as the various monuments and cultural heritage. *The third* chapter describes the current state of tourism economy in the country. It consider the objects and tools that serve the

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