

мендации по урегулированию вопросов, касающихся политики ценообразования, политики продажи номеров на конкретную дату. RMS может также способствовать формированию аналитических отчетов, необходимых графиков и таблиц по многим разрезам рынка, включая анализ конкурентов: изменения цен конкурентами, позиционирование на рынке.

Эффективность применения методов и инструментов RM заключается в достижении следующих параметров:

- увеличение загрузки отеля от 10 до 30%;
- рост оборота от 7 до 10%;
- увеличение показателей ADR и RevPAR.

Заключение. Растущее внимание к методикам Revenue Management в настоящее время исходит со стороны владельцев и управляющих гостиниц, независимо от номерного фонда, однако еще многие работают над вопросом внедрения системы управления доходностью. Можно с уверенностью утверждать, что управление доходностью будет являться трендом индустрии гостеприимства еще многие годы.

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TOURISM ENVIRONMENTAL MANAGEMENT: AN INTERNATIONAL EXPERIENCE

В.М. Pazylkhaiyr

*Ph.D. student in Tourism,
Al-Farabi Kazakh National University,
Almaty, Kazakhstan.*

Abstract. Environmental management is one the key elements of Sustainable tourism and Tourism industry at all. Consequently, sustainable tourism is one of the best ways to develop the tourism industry in every country. In fact, sustainable tourism not only generates income, but also helps save nature. Therefore, countries that want to protect the environment for future generations should strive to practice environmental management. Some countries, such as Kazakhstan, have not yet focused on the development of sustainable tourism with environmental management system. This management system will be useful for controlling the tourism industry with less harming the nature. Therefore, learning from the countries, which tourism industry have been developing with this method.

Keywords: environmental management, sustainability, international experience, sustainable tourism

Introduction. Kazakhstan has opportunities for developing sustainable tourism (sustainable tourism destinations). For instance, with its vast territory, various species of flora and fauna, and ancient traditions, Kazakhstan can attract many international eco-tourists. These people are looking for new sustainable tourism challenges around the world, so Kazakhstan can offer them. In this country, visitors have the opportunity to participate in activities such as hiking and bird watching. Kazakhstan offers these opportunities, but the government is not developing them anymore. For example, countries suffer from infrastructure, environmental regulations, air and water pollution, poaching and education.

Research methods. The Kazakh government is focusing on oil and non-ferrous metal exports, placing all other sectors in the second tier. Second-line sectors such as sustainable tourism are suffering. Kazakhstan's sustainable tourism industry can be developed by making a fresh

start. For example, state governments can look up developed sustainable tourism destinations and regain these examples. Sustainable tourism in Kazakhstan is now defined as a responsible trip to the natural region, including protecting the environment, supporting the well-being of locals, interpreters and education. Education must include both employees and guests [1, 3, p.464]. Sustainable tourism has grown about 30% annually since the 1990s, faster than the tourism sector. In fact, sustainable tourism travel will account for about 5% of the total tourism sector by 2024. In addition, the number of eco-tourists will increase dramatically. In Kazakhstan, some sustainable tourism principles need to be applied:

- to minimize pollution of the environment;
- to respect the culture and traditions of the locals;
- to fund environmentally friendly activities;
- to have accurate sustainable tourism laws and regulations
- to teach children in school about the benefits of sustainable tourism [1, 5].

The sustainable tourism sector has not yet established its position in the tourism industry in Kazakhstan.

Competition between sustainable tourism plays a big role, but these types of attractions did not appear in the tourism sector long ago. In a competitive world, the development of sustainable tourism attractions can be thriving. For example, on the other hand, companies always strive to stay one step ahead of their peers. Attractions, on the other hand, can interact directly or indirectly. [2, p. 114] However, learning from competition is not imitation. It is the same as playing chess. For example, a black color is delayed by one step when copying a white color movement. After all, companies need to learn carefully from their competitors without copying, and they need strategy.

All countries are exposed to competition in all sectors. Although the market has a wide variety of products and services and a large number of customers, all competing companies may share environmental regulations. [3, p.464] As a result, marketing managers are looking for new tools such as the latest technologies and innovations to develop products and services and compete in the market. As a result, they can dominate the market. [4, p.131] Nevertheless, companies are struggling to introduce new products and services because new ideas do not quickly reach the market. [5, p.247] Nevertheless, despite fierce competition, does not mean that all companies have special plans, but plans to succeed in the market. , Companies have discovered that they have the opportunity to take advantage of it. Therefore, companies need to closely monitor their competitors. In addition, if a country can develop legally like its partner, it should start. [6, p.33]

Nevertheless, the country has many opportunities to reach its goal of becoming one of the best sustainable tourism destinations in the Central Asia. There are several sustainable tourism programs nationwide. Bird watching. Riding; Hiking; Visiting Nature Reserve etc. [6, 14]

Eco-tourists can find flamingos in the Korgalzhyn Nature Reserve but cannot go there. First, the roads leading to the reserve are not in perfect condition, so visitors need to be quiet. Moreover, there are not enough hotels and restaurants. Tourists can find hotels and rooms in private homes, but the service at this location requires the attention of the local government. Third, the price of the tour is high. Despite the national currency of Kazakhstan, tenge is lower than other foreign currencies, and tourists from different countries see tourists from different countries visiting the reserve much cheaper than special tours. Ultimately, many local and international tourists do not visit this destination due to the issues mentioned. When visiting, these people will probably not advise their relatives or friends to do so. [7, 8, p. 235]

Table 1

Share of total protected areas in the country area

		Unit	1990	2020
1	Country area	km ²	2724900	2724900
2	Total areas under protection	km²	138 262	238 732
3	Reservations	%	6,0	6,8
4	Nature reservations	%	0,2	9,6
5	National parks	%	1,7	10
6	Botanical gardens	%	0,002	0,002

7	Regional parks	%	0,87	7,9
8	Nature sanctuaries	%	0,04	0,02
9	Wildlife sanctuaries and protected areas	%	91,2	65,7
10	Share of total protected areas in the country area	%	5	9

Source: Bureau of National statistics [1]

Eco-tourists need more active travel and vacation:

- to emphasize tourism;
- to meet the interests of sports;
- to provide the environmental aspects of the destination;
- to have quality, heritage-based holidays.

Eco-tourists, like other tourists, always have expectations for travel to their destinations, and travelers need to live up to their expectations as they can return to these places. Problem Kazakhstan's economy has gained a significant share of oil and non-ferrous metal exports, so the government is increasingly less focused on other sectors. Still, the government creates several tourism development programs every 10 years, but they are either non-functional or suitable only for the tourism industry in Kazakhstan. [9, 11]

The Kazakh government has announced that it will increase its share of non-oil exports to 70% by 2025, but at this point crude oil still accounts for 55% of exports. Metals provide an additional 14 percent. The ratio of industrial products to exports is very small. The government needs to provide financial support for sustainable tourism. For example, the development of sustainable tourism may account for a small proportion of operating expenses for environmental protection (Table 2). In this way, the government is preventing damage to the environment, and in the future, the spending needed to protect the nature of Kazakhstan with flora and fauna will be reduced. [12, 13]

Table 2

Running expenses on environment protection

Regions	2019	2020
Republic of Kazakhstan	140 578 609	174 650 049
Akmolinsky	604 221	1 200 707
Aktyubinsk	16 382 464	18 308 916
Almaty	1 608 070	2 431 904
Atyrausky	25 159 288	40 254 371
Kazakhstan	4 964 179	3 793 821
Zhambylsky	2 181 832	3 245 330
Karaganda	16 968 507	23 881 108
Kostanajsky	16 572 796	5 171 019
Kyzylordinsky	2 428 958	2 904 693
Mangistausky	14 651 455	29 093 197
South Kazakhstan	4 045 632	4 988 206
Pavlodar	16 265 835	16 696 011
North Kazakhstan	772 392	1 864 711
East Kazakhstan	13 316 733	15 838 119
Nur-Sultan	992 053	1 584 670
The city of Almaty	3 664 194	3 393 266

Source: Bureau of National statistics [1]

The Australian Government uses several means to develop sustainable tourism across the country.

1. Integration into national and regional laws/regulations that adopt and promote green economic strategies.

2. Tourism profile in green employment strategy, green investment, planning, procurement, fuel efficiency, renewable energy programs.

3. Support the development of the “green supply chain”, thereby encouraging tourism companies to purchase local products and utilize “green” suppliers. [15, 16]

Conclusions and recommendations. Kazakhstan needs to have tools, in order to success in the tourism industry. At the first stage, it could be seemed easy to reach this goal. Unfortunately, this process requires a best example of international experience in the sustainable tourism around the world. Especially, environmental management would assist to achieve these targets. As a result, the environment will not be damaged.

Kazakhstan has several sustainable tourism programs such as bird watching, hiking, horse riding and visits to nature reserves. However, the government has not yet fully supported the industry. Sustainable tourism generally does not require large financial resources because it combines tourism with wildlife and minimal infrastructure. In the Korgalzhyn Nature Reserve, tourists can observe flamingos, but due to lack of infrastructure, they visit flamingos. This obstacle is one of the reasons why the country is unable to develop the sustainable tourism industry. However, Kazakhstan can apply the strategies and plans of the developed sustainable tourism location. Therefore, this country will become a destination for sustainable tourism in developed countries in the future.

The Government of Kazakhstan can learn from countries where sustainable tourism has developed.

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