

THEORETICAL FRAMEWORK OF ENVIRONMENTAL MANAGEMENT IN THE KAZAKHSTAN TOURISM INDUSTRY

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Theoretical framework of environmental management at the tourism industry covers different aspects from different fields. Besides, many authors have written a large number of books and articles on this topic. Popular scientific journals also cover this theme.

This research aims to determine theoretical-methodological basis of tourism environmental management in the Republic of Kazakhstan; besides, the object of the paper is to review the theoretical aspects and methods of environmental management in the Republic of Kazakhstan. The methods as comparative analysis of different sources and literature review have been used.

Even though many Kazakhstani scientists have published papers on the environmental management in Kazakhstan, most of them just stay without any involving in the process. Moreover, the governmental officers of the country speak a lot about this area, but in fact, they do not put it in the strategic documents of tourism development.

There are a lot measures and other activities, which will assist to improve the environmental management in the Kazakhstan tourism industry. That is why the long-term programs or roadmaps have to include the above-mentioned points. Nowadays, in the world a large number of best cases and experiences that the country could take.

Therefore, the Kazakhstani government has to have a win-win relationship between on one side the governmental strategies and programs and scientists research on another side. Furthermore, the latest could correct the direction of the programs and improve the national papers in order to have the best examples of the tourism development.

Unfortunately, the Kazakhstan government has difficulties with managing environmental management in tourism, such as the lack of experts, the tourism programs are almost the same, just copying from the foreign examples, etc. For example, the developed countries normally have discussion with the local researchers in the specific field, so they could have at the end the right decision. Moreover, they do research before planning the tourism strategy or program.

Nevertheless, there are some ways to develop the environmental management at the Kazakhstan tourism industry:

- to have educational and scientific approaches to each tourism project;
- to connect the principles of environmental management in the Kazakhstan tourism industry with the global peers;
- to involve the local scientists in constructing the important documents of the regions;
- to analyze the regional interests during the establishing the tourism development projects and programs.

To conclude, it is important to understand the environmental management system in the tourism industry. Consequently, many authors have given different approaches to this direction. Therefore, it is crucial to put altogether the practice and the paper development in the tourism industry.

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Development and usage of environmental management programs, appointing managers who are responsible for the implementation of the realization. The programs ought to be designed and planned as not only current but for the future ones.