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The integrated estimation of touristic potential of the cities of Kazakhstan, on example of Balkhash-Alakol basin

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Abstract

Tourist trips are one of the basic elements of a modern way of life. Usually one of the tourist's aims is visiting cities in abroad as well as in domestic places. Beside the sights of cities, the forces of their attraction are defined by quality, diversity and abundance of services and economic activity, initiating the development of business tourism. Touristic functions mean the entire socio-economic activities of a city which are directed on service of tourists and executes in the system of national economy (Matczak, 1989). This fact contributes that it becomes necessary to search for efficient methods that allow an objective comparison of possibilities of rendering the touristic services by them, identify competitive features that make up the basis for adopting a strategy of development of these functions.

The present work is an attempt to conduct a research in the field of comparative analysis of the touristic potential of Balkhash-Alakol basin (Kazakhstan) cities under terms of their competitiveness. It is also an attempt that estimates the rating of the cities on the basis of comparison of their touristic potentials. Researches will be conducted on the basis of Polish and other foreign sources of the countries where these problems are focused on the attention of specialists.

An attempt will be focused on the research quality of non-homogeneous object, which is the touristic potential of the city, taking into account natural conditions, levels of cultural, economic and tourist development, as well as psychological conditions and tourism development.

Introduction

From the perspective Tourism development cities take a double role. On one site cities are centers of attraction the tourist traffic, on the other site its center of tourist service demand. The first is due to a major cultural-historical potential, which have some cities, the second one is due to a major demographical and financial potential, that has the largest cities. These two opposite processes, generating demand for rest in terms of recreation and satisfaction recreational needs - take place within the urban environment with its specific conditions. The process of satisfaction recreational needs gives creates the recreational cycles, within which it involved various parts of the urban environment, which together form the recreational environment of the city. So, recreational environment of the city is a main concept in the tourism study and management in the city [36-38].

All cities Balkhash-Alakol basin have established structure, their place in settlement and national history. Occupying different positions in the settlement system, different for different economic and social conditions, that defines their position in territorial recreation systems of Kazakhstan, differ in their morphological structure and significance their concentrated in cultural heritage. It requires a differentiated approach to the construction of the optimal model of recreational environment. Therefore it is necessary to generalize the conditions of urban development on the basis of the fundamental characteristics in order to be able to evaluate and propose a model of recreational environment for the selected groups of cities.

Create any typology as such is quite difficult. On the one hand, it must be taken into account as fully as possible the variety object of typologies, and on the other hand, the typology should have a clear, logical constructed structure. It is this philosophy will be fundamental to our approach to the creation recreational typology of cities. In the calculation we have taken only the settlements with the status of cities. [36] In order to simplify the initial set of features and distinguish among them are independent, we used the method of factor analysis.

After considerable existing material on this issue in the creating the typology we took into account the complex State scheme of territorial organization of the Republic and our own development. For the consideration cities as a tourist destination were selected following indicators: population, administrative status, the place in the settlement system, the functional profile, time of occurrence, recreation and geography, the cultural heritage, the place of recreation in a territorial system (TRS) of Kazakhstan.

Features of classification of cities in Kazakhstan

Administratively status of cities are divided as follows: on the capital centers of regions, centers of administrative districts, cities of district subordination.

By the place in the settlement system cities are divided into a certain reference points are: national, regional, sub-regional, local.

By a functional purpose cities are divided as follows: rich, industrial, agricultural, agricultural, tourism and recreation (Almaty, Taldykorgan, Tekeli, Balkhash, Lepsy), environmental (Usharal, Talgar).

By the value of immovable cultural heritage for tourism cities can be grouped into next six categories:

1) with the most significant cultural heritage (Esik);

- 2) with a significant cultural heritage (Alamaty, Talgar Taldykorgan Kapshagay, Tamgaly);
- 3) the average for the importance of cultural heritage (Kapaa, Uzyn-Agash, Zharkent, Karkar);
- 4) with less significant cultural heritage (Usharal, Shilik,);
- 5) with the least significant cultural heritage (Ayagoz);
- 6) all the other cities, the least valuable in the historical and cultural.

The criteria for this classification were: total number of monuments of architecture, art, archeology and history of tourist interest, availability and area within the historic urban area, the presence of architectural complexes, on the basis of which is necessary to organize thematic museum for tour exhibits, etc. The principles of this classification consistent with the objectives of the present study, so it is accepted by us as one of the recreational aspect is the typology of cities Balkhash-Alakol Basin (BAB).

Estimation of touristic potential of the cities of Balkhash-Alakol basin

In territory of republic can be traced to the major tourist areas of concentration of urban areas with the most valuable heritage (1-4th category): the main southern area, including a large number of cities, eastern area, which forms the basis of which are Almaty, Taldykorgan. In addition, special significance is the core of the historical and territorial tourism, including the area of concentration of settlements 1-3rd category: Issyk, Talgar Uzyn-Agash, and a large number of cities in the 4th category.

In place in the territorial system of recreational BAB, according to the scheme cities divided: the center of the national territorial and recreational system (TRS), TRS regional center, the center of the local TRS, TRS local sub-center, and other cities. Urban hierarchy in place in the TRS is not related to the hierarchy of the tourist potential. It gives an indication of the place cities the system of tourist services to the public BAB.

Unfortunately, ancient and rich history is reflected in the real monument is not in all cities. Belonging to this group cities rather denotes a potential of cultural and historical value, the real value can be determined by taking into account the number and degree of preservation of historical material. This classification by the value of immovable cultural heritage for tourism show will be described later. However, even on its own long history of cities can be the basis for developing and conducting tours [30-35].

Recreation and geographical location is a complex concept, you can include a lot of features, but in this paper we consider the following aspects:

1 Location in the area affected interstate corridors. The boundary of these zones of influence can not be assessed accurately, and in this paper, the city considered to be in the zone of influence of the transport corridor, if the distance to it on paved roads from the centerline of the route does not exceed 50 km. Cities were divided into three categories: situated in the intersection of two major transportation corridors, which are located in the zone of influence of one of the corridors, which are located outside the influence of transportation corridors.

Location of the border. Belonging to this area cities was determined by a similar principle: it should be no further than 50 km from the paved roads to the nearest border crossing. Cities were divided into two categories: in the border zone, located outside the border area.

2 Location in the area of concentration of urban areas with the most valuable cultural heritage, or within the territorial core historical and cultural tourism (see above). Cities were divided into three categories: located within the territorial core historical and tourism, which are located within the areas of concentration of cities with the most valuable heritage, which are located outside these areas.

3 Location of pollution in the area of more than 1 MAC. Among the cities were two categories: located in an area of pollution that are located outside the area of pollution.

So, three characteristics, which have a positive impact, and one – negative, have obtained. All of them can be combined to produce an integrated assessment, but first they must be considered separately, in order to assess the significance of each.

Even during the initial review the list of cities and their main characteristics can be seen the main features of the future typology. It is the greatest variety of features observed in small and medium towns. Large and major cities are ancient, multi-functional, occupy a key place in the national settlement. Large - ancient or old, industrial, are the centers of the regional level in the settlement system, etc. The city, thus form a kind of "pyramid" on top of which are large and major cities, and at the bottom - medium and small.

Word designations listed indicators were replaced by numeric and Factor analysis of the resulting data set in order to study its structure. The resulting factor structure is presented in Table I.

Table 1. Loadings factor of the indicators

Indicator	Factor 1. Urban planning of the city	Factor 2. Position with habitats of cities with a precious heritage, the <i>situation with areas of contamination</i>	Factor 3. Factor of time of formation and the <i>importance of cultural heritage</i>	Factor 4. Factor, which characterize the <i>proximity to main transport highways</i>
Population	0.9390	0.0092	0.0907	0.0756
Administrative status	0.6993	0.1888	-0.2285	0.0860
Role in the settlement system	0.6347	0.0803	0.2490	-0.0546
Functional Profile	0.9282	-0.0442	0.1001	0.0386
Time of formation	0.3033	0.1382	0.7422	0.2596
The importance of cultural heritage	0.5379	-0.2803	0.6564	-0.0761
Role in the territorial-recreational system of Kazakhstan	0.8541	-0.1820		-0.0433
Transit condition	0.0723	-0.0249	0.0996	0.8846
Position with cultural and historical habitats	0.0544	-0.6727	0.3887	0.1012
The closeness to the state border	0.0127	0.1948	0.5397	-0.5111
Ecology condition	0.0761	-0.8416	-0.1701	0.0188
Eigenvalue	4.1483	1.4065	1.3334	1.0235
Proportion of total variance, %	37.71	12.79	12.12	9.30

As we see from Table 1, the entire array can be considered indicators are grouped into four factors, the first of which are population, administrative status, the place in the settlement system, functional profile and place in the TRS BAB, the second - position relative to urban areas with valuable heritage, provision for areas of contamination, the third - the time of occurrence and the importance of cultural heritage to the fourth - the position relative to the main highways.

Indicator of proximity to the state border difficult to classify clearly to one of the factors - it has almost the same weight as a factor in the third and in the fourth.

The largest share of variation in the original array of data covers a factor of 1, which can be described as the general urban development. Played a key role in population indicator by which, directly or indirectly, can be judged on other indicators. If we were taken for the analysis to large, large and large cities, this relationship would have been more explicit. Among small cities relationship between population size and functional profile, administrative status, the place in the settlement system and place in the TRS BAB less pronounced. On this basis for further analysis, in our view, should provide population figures.

The remaining three factors despite separation, represent a single group, which we call factor recreational value.

The first of them - a factor 2 - combined two such different rate as the situation regarding urban habitats with a valuable legacy provision for habitats of contamination. Causal relationship between them does not exist. Their cross-correlation is due to the happy BAB fact that the territorial nucleus with the most valuable cultural and historical monuments found in the unpolluted area. Cities caught in the contaminated area, with few exceptions, and so have a low opinion of the cultural heritage. Therefore, confined to the area of pollution can not be ignored, it does not significantly change the overall picture.

Factor 3 combines indicators of the time and the value of cultural heritage. Both of them, in principle, indicate the same: only the age of the city to evaluate the potential value of cultural heritage, and, the evaluation of cultural heritage - the real value. Unfortunately, of the city BAB hit hard times, also most of the remaining dilapidated buildings in the postwar period have not been reconstructed and were demolished. Therefore, the age of the city now can not be judged on the number of the surviving monuments of history and architecture. With this exception seems justified considering the age of the city.

Factor 4 included only one measure of the proximity to major transport routes. The second indicator in the weight of this factor - the proximity to the border. However it - only shows that the approach adopted in the definition of frontier latter often means proximity to major highways, on which are the main border crossings. Relatively high factor loadings figure proximity to the border in a factor of three due to the fact that all the regional centers, and many other cities with a high estimate of the value of cultural heritage were near the border. This in itself is nothing to say. The indicator can also be ignored.

As a result we got two major factors on which to build a typology of urban recreational BAB, taking into account their diversity and having a simple two-dimensional structure. This, on the one hand, the population (size) of the city, on the other - a factor that combines assessment of cultural heritage of the city and its position relative to urban habitats with a valuable legacy, as well as on the main highways.

After computing the integral index, combining the three mentioned characteristics and quantitatively equal to the average geometric category number, the city was divided into five groups.

If cities of BAB would be posted in the two leading factors (population and the resulting integral value), you get the picture, illustrated table 12. Almaty and regional centers are characterized by high potential for tourism, while the majority - are low. Of greatest interest is the category with the highest potential for tourism, of the city is at the core of the national recreational system. It is noteworthy that of the large cities in this category did not get any. This was due to the fact that such large historical of the city of Issyk as Koiylyk and drips, are, first, away from the main traffic corridors and, secondly, is the range of concentration of cities with the most precious heritage. In other words, they are more isolated, that adopted in this paper, the approach significantly reduced their overall score.

Presented above typology for the general tourist potential of cities, which stands outside the background of their recreational environment. Cities from the right side of the table, having a relatively large potential for tourism, in general, can count on large streams of tourists, both local and visitors. This should be a larger capacity of tourist infrastructure, their corresponding spatial organization - all of the features that will differentiate recreational urban environment of this type. Cities with relatively low potential for tourism will be characterized by the presence of recreational environment aimed primarily at meeting the needs of local residents [40-43].

Along with the general potential for tourism cities are like the external environment for development of recreational environment, it is necessary to take into account the internal features of the urban environment, such as of the city planning structure, the structure of the functional areas, etc. But first must find out how the morphological features of the urban environment affect the recreational environment of the city.

Planning structure determined as natural conditions (topography, hydrography), and as history of the city. It defines the configuration of all the functional areas, depend on it as the time required to travel around the city (the average length of trips) - an important indicator of the general comfort of the urban environment. Most obviously planning structure of the city affects its recreational environment through siting recreational infrastructure.

Our research of territorial organization the recreational infrastructure object for example the cities of Almaty, Taldykorgan and Tekeli showed that a compact planning structure Taldykorgan and radial-concentric planning structure Almaty initially promote equal opportunities for recreation for residents of these cities. The spatial structure of Taldykorgan, strongly elongated along the river. Karatal less advantageous in this respect. Provision of recreational infrastructure in the center Taldykorgan was 5 times higher than the city average, in Almaty - 7 times, in the town of Issyk - 30 times higher.

These estimates apply to all types of recreational infrastructure object combined. If they are treated separately in groups - cultural and educational venues (theaters, cinemas, museums, art galleries, exhibition halls, palaces and houses of culture, cultural centers), sports (swimming pools, FOC, sport palaces, sports and fitness clubs) and leisure (restaurants, cafes, bars, casinos, night clubs, computer clubs), the features of their accommodation in the city plan will vary.

So, for objects of cultural and educational type is characterized the concentration in the center of town and a relatively uniform distribution of the remaining territory, and for sports facilities - lack of concentration expressed in the nuclei and in general most evenly distributed in space compared to objects of other groups, for leisure facilities - the largest concentration of in the town center and along the main axes of the city planning, and on the lower level, there is also their unification into a single cluster.

For objects of recreational infrastructure, generally tend not uniform distribution on the territory, and the formation of clusters of different types of facilities under one roof, or in the immediate vicinity. This is caused by the desire to maximize the economic benefit, providing visitors with cetaceans range of services. Modern large objects recreational infrastructure designed specifically as complexes, also built in Soviet times, over the years, "overgrown" accompanying infrastructure, which was previously not developed [45-50].

Besides the planning structure is important the functional structure of the city. Kazakh city, for that matter, the vast majority of the rest of the former Soviet Union, have largely similar functional structure. In general, the development of the city center followed by a zone in which building farmsteads combined with blocks of low-rise buildings built in the 1950-1960's., Which are closer to the outskirts of alternate blocks of the 1980s. 9-story and higher buildings. Of course, the described model is highly simplified, but a sequence of residential areas can be found in all major cities of BAB. High-density from the center to the periphery leads to a worsening of the transport problem, as it increases the average length of trips around the city (Table II).

We assigned them the maximum number of points-4, the average potential (8) have the Zhambyl region in the south-west, Kerbulak - in the center, and Aksu Sarkand areas in the north-east. They correspond to the average score - 3, a low potential (7) in the following areas: Uygur, Eskeldinsky, Alakol. They have 2 points lower (3-4) - are areas of north-western part of the region: Balkhash, Koksnu and Ili. They are assigned 1 point.

So, we can say that in general the Almaty region has great potential for the development of ecological tourism. It is caused not only by the large number of recreational resources, and favorable natural conditions, foothill and mountain areas. It should be noted that the development of eco-tourism in the Almaty region is currently in its infancy and its recognition as a promising type of tourism.

Table 2. Distribution of regions of Balkhash-Alakol basin by their recreation potential

Region	Points	Rating by the degree nature and recreational richness	Rating by extent of saturation with anthropogenic resources	Rating by the infrastructure degree
1 Aksu	3	3	2	8
2 Alakol	3	2	2	7
3 Balkhash	2	1	1	4
4 Enbekshikazakh	3	4	4	11
5 Eskeldi	3	2	2	7
6 Zhambyl	2	3	3	8
7 Ili	1	1	2	4
8 Karasay	4	2	4	10
9 Karatal	1	2	1	4
10 Kerbulak	3	4	1	8
11 Koku	1	1	1	3
12 Panfilov	4	2	3	9
13 Raymbek	4	3	3	10
14 Sarkand	3	3	2	8
15 Talgar	4	3	4	11
16 Uigur	2	4	1	7

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