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DEVELOPMENT OF ECOTOURISM BASED ON «GLAMPING»: THE CASE OF KATON-KARAGAY NATIONAL PARK

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ABSTRACT

Purpose of the research is to create a concept of glamping complex «KazGlamping» in Katon-Karagai National Park, taking into account the principles of sustainable development, high quality of tourist services and development of ecotourism in the region. As well as, to generate employment opportunities within the confines of Katonkaragai National Park, thereby reducing unemployment rates and enhancing the local community's well-being. Additionally, the research strives to increase tax revenues for regional and local budgets while ensuring the preservation of the park's unique natural features.

Methodology. The research methodology encompasses a comparative-typical analysis, interviews, and the implementation of the SWOT analysis method (examining strengths, weaknesses, opportunities, and threats). Furthermore, the experiences of the Jewelberry Glamping glamping network have been taken into consideration.

Originality / value of the research. While many individuals yearn to explore the beauty of secluded natural landscapes and witness rare natural phenomena, not everyone is willing to traverse rugged terrains with heavy backpacks. Consequently, a new form of eco-tourism, known as «glamping» (glamorous camping), has gained popularity worldwide. The article also delves into foreign experiences in this field.

Keywords: Katon-Karagay National Park, glamping, ecotourism, tourism, cost, income, eco-hotel.

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INTRODUCTION

Ecotourism, a field of development deeply rooted in tradition, has evolved with its own modern direction and trends while maintaining its connection to the fundamental principles of tourism. The global ecology can only improve when humanity approaches nature with care and understanding.

In Kazakhstan, ecotourism presents endless possibilities for the country's development. The country is home to unparalleled and unique tourist sites that attract visitors from around the world. These ecological destinations can be found across all five regions of Kazakhstan. Particularly noteworthy is the natural beauty of the Katon-karagay district in the East Kazakhstan region, which holds a special place within ecotourism in Kazakhstan.

In 2022, the country's leader, Kasymzhomart Tokayev Kemeluly, personally took on the responsibility of advancing eco-tourism development in this area.

Presently, there are plans to inaugurate a new recreational facility called «Eco-Hotel Muztau» near the village of Orel in the Katonkaragay district. This will take place starting from June 1, 2022. In order to foster the growth of domestic tourism, extensive efforts are being made to engage schoolchildren in eco-tourism parks.

Consequently, as part of infrastructure development and drawing upon the experience gained from attracting international visitors, our objective is to establish the «KazGlamping» tourist facility project, a novel concept previously nonexistent in the Katonkaragai region.

The surge in popularity of glamping in 2021 can be attributed to the COVID-2019 pandemic, which has significantly impacted the development of domestic tourism. With closed borders, there has been a heightened interest in exploring tourist destinations within the country, resulting in increased demand for a comprehensive platform that provides valuable information for the growth of tourism-related businesses. This presents an opportune moment to cultivate domestic tourism destinations, with ecotourism in national parks emerging as one of the most effective and convenient options.

The «KazGlamping» tourist facility project embodies a key trend in domestic tourism in 2020.

Literature review. The term «Glamping», as we all know it, is widely used and used in many different foreign publications, publications and organizations, websites and magazines.

Due to this term D. A. Chakhova, M. V. Kobyak, T. E. Lebedeva, V. M. Dedok and well-known researchers such as M. A. Soldatkina, Vorotnikov A.M., Gasanova S. F., Stotsky A. I. conducted systematic analyzes and dealt with its advantages and disadvantages [1, 2, 3, 4, 5].

During the analysis of the works of researchers Chakhova and Kobyak, in their journal «Modern camping or glamping - one of the new opportunities in the development of the tourist market», they systematically studied the history of the development of glamping as a term. In addition, these studies, based on a careful analysis of seven years, considered glamping from the economic point of view, and showed its importance and advantages. In most cases, the author's work, from a theoretical point of view, makes a significant contribution to the elimination of gaps in the global development of the camping industry. In addition, he pointed out the reasons for the lagging of camping services in the Russian market. This researched information helps us predict and avoid potential problems in our project.

Currently, issues of development of glamping in the context of Ecotourism are becoming very relevant in the context of growing interest in sustainable tourism. Therefore, despite the significant amount of research on this term, many researchers are competing for a completely systematic understanding and effective development of this type of ecotourism. Among them are D.V. Chakhova, M.V., Kobyak, T.E., Lebedeva V.M., Dedok and M.A. Soldatkina, Vorotnikov A.M., Gasanova S. F., Stotsky A. I. Their analysis in the field of glamping revealed important aspects, however, their study allows to determine the direction of further analysis [1, 2, 3, 4, 5].

Important studies include Chakhov's seminal works on sustainable development and glamping project management. His work considers the economic and social-cultural aspects necessary for the preparation, implementation and promotion of projects in the field of ecotourism [1].

Kobiak's work examines the psychological aspects of tourists' choice and perception of camping, which is very important to consider consumer preferences when designing projects [1].

In the works of such researchers as Vorotnikov A.M., Gasanova S. F., Stotsky A. I. glamping is considered the most promising format of tourism in protected areas. That is, glamping is able to attract and attract tourists, compatriots to specially protected natural areas. It shows the importance of communities that benefit the local economy and culture, the need to implement sustainable practices to reduce negative environmental impacts. This can show us that national natural parks have the opportunity to develop this type of Tourism [2].

According to Lebedev, his works analyze the marketing strategies and branding of glamping facilities, which are necessary for the successful promotion of ecotourism offers [3]. Dedok's research focuses on architectural and design concepts that contribute to the creation of unique and environmentally sustainable glamping facilities [4]. In her analysis, Soldatkina emphasizes economic stability and financial management, which are important for the long-term success of glamping projects [5].

Despite important achievements, current research reveals a number of shortcomings that require additional study:

- There is insufficient research into the integration of advanced technologies such as the Internet of Things (IoT) and artificial intelligence in the design of glamping facilities in order to ensure the comfort and safety of tourists.

- A deeper study of methods for improving the environmental sustainability of glamping facilities within the framework of ecotourism projects is required, including effective waste management and reducing negative environmental impacts.

– It is important to pay more attention to the social and economic links between glamping projects and local communities in order to ensure their successful integration into the local economy and cultural development.

Our research is aimed at filling these gaps by analyzing and providing recommendations on the integration of advanced technologies, improving environmental sustainability and deepening understanding of socio-economic relationships in the development of the KazGlamping tourist facility. We propose new strategies and methodologies that contribute to the development of ecotourism in the Katon-Karagai National Park and enrich the scientific discourse in this area. An analysis of the literature shows that despite significant advances in the study of glamping, there are a number of gaps that can be filled with further research. Our work is aimed at expanding knowledge and practical application in the field of ecotourism design, contributing to the sustainable development and dissemination of the concept of glamping in eco-important regions such as the Katon-Karagai National Park.

Research Problems: Analyzing the factors influencing the potential of glamping development in Katon-Karagai National Park; Development of pricing policy for glamping complex «KazGlamping» in order to ensure its competitiveness and profitability; Determination of optimal promotion channels to attract tourists to the glamping complex «KazGlamping»; Assessment of the potential impact of glamping complex «KazGlamping» on the ecosystem of Katon-Karagai National Park; Development of measures to minimize the negative impact of glamping on the environment; Determination of the payback period of investments in the glamping complex «KazGlamping»; Identification of risks associated with the realization of the project of glamping complex «KazGlamping»; Analysis of the impact of the project of glamping complex «KazGlamping» on the socio-economic development of the region; Consideration of legislative and regulatory acts in the implementation of the project of glamping complex «KazGlamping».

The main problem of the research work is the insufficient development of infrastructure in modern protected natural areas and the inability of tourists and compatriots to come into contact with nature due to a lack of accommodation. Especially in the territory that we studied, we decided to design glamping, a modern trend that does not affect nature, built on the principle of sustainable development.

The article shows the importance of glamping as a promising direction in the development of the national tourism industry. The international experience of the development of this segment is analyzed, the factors affecting its further growth, such as the lack of resources, infrastructure limitations, production capabilities, length of stay and price policy, are distinguished.

In his research, David Weaver examines the impact of glamping on sustainable development of tourism, emphasizing aspects of environmental sustainability and interaction with local communities [6]. His work is devoted to the role of glamping in reducing the negative impact of tourism on the environment and contributing to the socio-economic development of regions.

Daniel Scott, in turn, studies the adaptation of glamping to changing climatic conditions and environmental challenges, paying careful attention to the sustainability of this type of tourism in a changing natural environment [7].

Her research focuses on identifying the necessary changes in the management and development of glamping that would contribute to its sustainability and attractiveness in the face of climate change. Megha Budruk explores innovative approaches in glamping, including technological solutions, and their impact on the development of ecotourism [8]. As part of her work, she analyzes new technologies that can be integrated into glamping projects in order to increase the comfort and safety of tourists, as well as improve the sustainability of these projects.

These researchers make significant contributions to understanding various aspects of glamping, such as sustainable development, environmental sustainability, sociocultural interactions, and technology innovation. Their work contributes to the expansion of the theoretical base and the development of practical recommendations for the development of glamping projects around the world.

By considering this foreign experience, we can draw relevant conclusions for our project.

Expected results:

– The concept of «KazGlamping», corresponding to the principles of sustainable development and providing high quality service.

- Business plan of «KazGlamping» project demonstrating its economic efficiency.
- Promotion plan of «KazGlamping» attracting the target audience of tourists.

Thus, the creation of glamping sites within Katon-Karagai National Park promises to bring many positive benefits, Glamping introduces a diverse demographic to the natural splendor of the park, fostering a sense of environmental stewardship and potentially increasing support for conservation efforts.

Glamping facilities can be carefully designed and operated in a sustainable manner that minimizes their environmental impact. This may include using eco-friendly materials, implementing water and energy conservation strategies, and promoting responsible waste management practices among guests. By providing a convenient alternative to traditional camping methods, glamping helps reduce visitor pressure on vulnerable areas of the park. Establishing and operating glamping facilities requires labor for construction, maintenance, and day-to-day operations, creating new employment opportunities in the local community. Glamping attracts a new segment of travelers who are ready to invest in a unique and luxurious outdoor recreation.

This, in turn, can contribute to increased revenue by supporting local businesses such as restaurants, shops, and transportation services. The creation of glamping complexes can encourage investment in the surrounding infrastructure, including transportation networks and visitor amenities.

Glamping contributes to the economic development of local communities by creating jobs and increasing income from tourism, which, in turn, increases the standard of living and expands the opportunities of local residents.

Glamping sites can integrate elements of Kazakh culture into their design and offerings, thereby raising awareness of culture and contributing to the preservation of heritage. This way of recreation provides luxurious and comfortable enjoyment of the natural beauties of the Katon-Karagai National Park, which can increase the satisfaction of visitors and encourage their repeated visits.

However, it is important to take into account possible difficulties: the unregulated development of glamping can cause negative consequences for the environment, such as ecosystem degradation, water pollution and an increase in waste volumes. To minimize these risks, reasonable planning and effective management are necessary. The rapid growth of tourism can also lead to the depletion of local resources and disruption of traditional lifestyles. It is important to involve the local population and understand cultural differences to ensure that glamping initiatives benefit local residents.

Thus, the development of glamping in the Katon-Karagai National Park can provide a wide range of positive effects.

By adopting environmentally friendly practices and careful management, glamping is poised to contribute to the conservation of the park, revitalize the local economy and provide visitors with an unprecedented and unforgettable experience.

MAIN PART OF THE STUDY

Ecotourism, organized within state national parks, is an economically viable and active form of recreation that promotes the responsible use of natural resources. When properly organized, ecotourism can be a lucrative and profitable business. The experience of immersing oneself in nature allows visitors to learn about and explore the world around them, often transforming them into active supporters, and sometimes investors, of environmental organizations.

One popular form of ecotourism is «glamping», which combines camping in the wilderness with a high level of service and comfort. Glamping is a relatively new phenomenon in the tourism industry that has captured the hearts of countless tourists. This concept traces its roots back to medieval times when royalty would reside in luxurious tented camps and roadside villas adorned with lavish decorations, furniture, and ornamental elements. The formation of the European Union has played a role in the development of glamping.

The term «glamping» is a combination of the words «glamour» and «camping» [9]. Although it first emerged in the UK in 2005, it has gained significant popularity in recent years. This increased interest can be attributed not only to the growing popularity of outdoor recreation but also to economic crises and political instability.

The word «glamping» has largely become a synonym for the general location of campsites, which is often not the property of vacationers, but rather the property of campers [10]. Glamping offers an outdoor holiday experience with all the comforts and services of a hotel. The owners of glamping businesses ensure strict adherence to environmental management practices, providing tourists with maximum convenience. The main distinction between glamping and traditional camping lies in the incorporation of modern comfort amenities.

Moreover, glamping encompasses meticulous planning of tourist activities and the execution of relevant events, such as a variety of excursions, trekking, thrilling recreational pursuits, culinary delights featuring traditional local cuisine, and much more. Glamping sites are often situated in picturesque natural areas that are challenging to access by conventional means of transportation. Typically, tourists are transported to the resort via ground vehicles, helicopters, snowmobiles, or other specialized equipment.

National glamping establishments, while providing unmatched comfort, also offer visitors an opportunity to immerse themselves in the cultural traditions of indigenous communities. Glamping adopts alternative energy sources, such as solar panels, to power its facilities. As a result, the reliance on traditional energy resources is significantly diminished compared to conventional hotels. The materials used in glamping constructions are predominantly natural or environmentally friendly. Many structural components are crafted from recycled materials, resulting in cost-effective production processes.

Furthermore, when glamping is organized and managed effectively, it minimizes the impact on the environment by reducing waste generation. Due to its non-permanent nature, glamping accommodations can be relocated to different areas if need be, further enhancing environmental sustainability.

The rapid rise of glamping in 2021 can be attributed to the COVID-2019 pandemic, which has had a significant impact on the development of domestic tourism [11]. Like any form of accommodation, glamping has its advantages and disadvantages. Let's delve deeper into the key advantages of this type of accommodation for tourists:

- Setting up a tent, arranging a campsite, gathering firewood, and preparing meals can be time-consuming and physically demanding. While some individuals enjoy these activities, many people in today's world are seeking ready-made services and maximum convenience due to their busy work schedules. Glamping offers guests the opportunity to arrive at a «hotel room» equipped with top-notch amenities and everything required for a comfortable lifestyle.

- Glamping provides an opportunity for vacationers to relax and enjoy nature without spending time setting up a camp.

- Glamping is an excellent option for those who appreciate eco-tourism and strive for harmony with nature. Tourists can enjoy the tranquility of the surrounding nature while having access to all modern amenities.

- Glamping centers are usually equipped with showers, bathrooms, restaurants, where highly qualified chefs work, offering delicious dishes. In addition, these places have created areas for meditation, sports, recreation in an environmentally friendly atmosphere, which allows guests to temporarily hide from the noise of the city.

- Glamping offers tourists a unique and memorable experience. Instead of a regular hotel room, guests can choose to stay in original accommodations such as luxury tents, treehouses, yurts or converted cabins [12]. This adds an element of novelty and adventure to their vacation, making it truly special and memorable.

At present, the global landscape boasts approximately a thousand glamping sites, with the United States, United Kingdom, and Australia standing out as the most prominent markets. The collective global market has garnered an estimated value of \$3 billion. A report from the UK travel agency Campingselection indicates that the glamping sector is experiencing robust growth at an annual rate of 21%, with projections suggesting it will surpass \$4 billion by 2021.

Over the recent years, a surge in the establishment of new glamping sites has been observed worldwide. Each site presents a distinctive concept, interior aesthetic, and design solutions. Notable among these projects is the diversity (Figure 1):

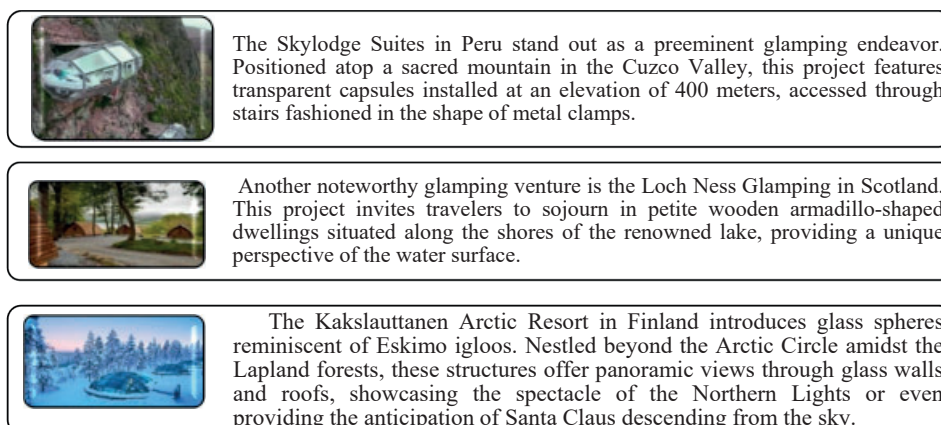


Figure 1 – The most unique projects in the world

Note – compiled by the author based on the source [13]

Leading countries in the world that are at the forefront of glamping development include the USA, with 165 glamping centers, followed by South Africa with 35, Kenya with 25, Tanzania with 22, India with 18, Chile with 15, Thailand with 13, and Sri Lanka with 11 [14].

One significant factor contributing to the global growth of glamping is the occurrence of natural phenomena such as solar eclipses. For instance, the Elqui Domos Hotel in Chile is recognized as one of the seven astronomical hotels worldwide and is situated in the direct path of the total solar eclipse that took place on July 2, 2019. The hotel's unique vaulted rooms or cabins provide an ideal opportunity to witness the eclipse, and they are equipped with modern amenities and superior comfort. Additionally, the Patagonia Hotel, the first glamping center in Chile, offers an excellent location to observe this natural phenomenon in December 2022. In terms of homegrown glamping experiences, Kazakhstan, particularly in Almaty, offers a variety of options, including Menin House, Heaven Glamping, Alma Camp, Gora Glamping, A-Glamp, Nature View, and Ursa Major. These establishments provide unique and immersive glamping experiences for visitors in Kazakhstan.

However, the administrators of the accommodation facility stated that the most popular glamping site in Kazakhstan, based on its leading position and the highest number of likes on Instagram (Figure 2), is the «Orbit». Located only a 30-minute drive from the city of Shchuchinsk or a 2.5-hour drive from Astana, «Orbit» offers seven spheres with breathtaking panoramic views of the Karagaily forest in the Burabay National Park. Each sphere represents a different celestial body, including Earth, Mars, Jupiter, Saturn, Mercury, Venus, and the Moon, and is equipped with its own terrace. Not only that, but guests also have access to various amenities such as swings, hammocks, gazebos, barbecue and grill areas, a swimming pool, a small playground, an open-air cinema for evening entertainment, a telescope, bicycles, badminton, board games, and books.



Figure 2 – The most Instagrammable glamping in Kazakhstan

Note – compiled by the author based on the source [15].

According to Grand View Research, the global glamping market was valued at \$21 billion in 2018 and is projected to reach \$4.80 billion by 2025, growing at a compound annual growth rate (CAGR) of 12.5 % from 2019 to 2025 [16-18] (Figure 3).

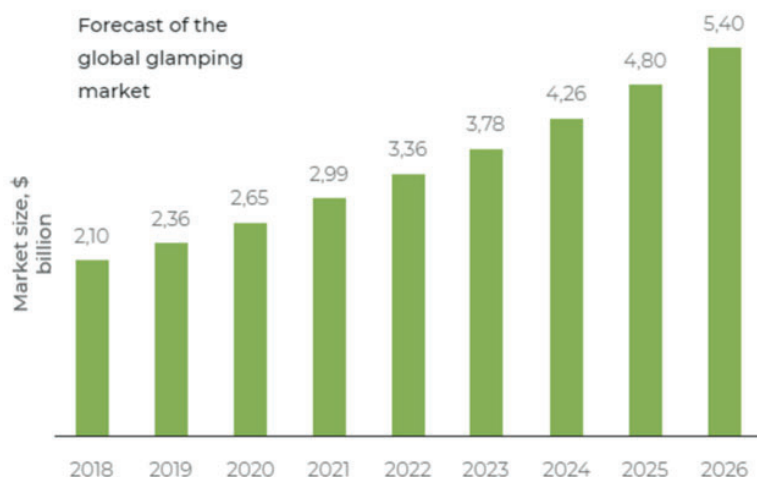


Figure 3 – Glamping market forecast

Note – compiled based on a study by Grand View Research [16-18].

In order to find out the current state of the park, infrastructure, and news, we sent some questions to the forest engineer potologist Zhumabay Nurlybek via the park's mail (Figure 4).

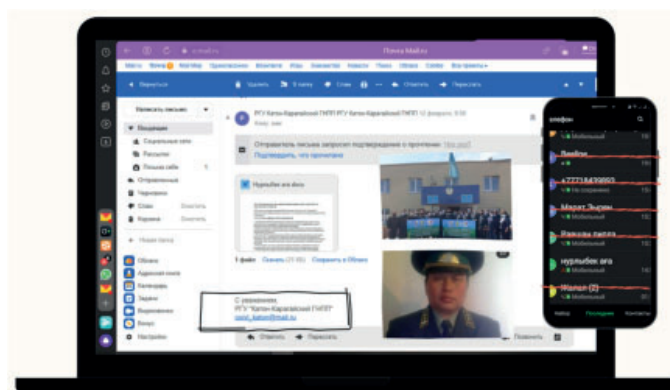


Figure 4 - As a source of evidence

In light of this, creating an ecotourism tour in the Katon-karagai National Park seems like a fantastic idea, especially considering the limited number of hotels available in the park (Figure 5):

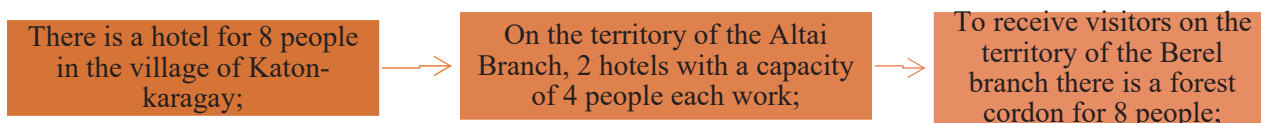


Figure 5 – Infrastructure facilities

Note – compiled based on an interview with the author

The infrastructure facilities available in the national park make it feasible to accommodate visitors, and glamping is an untapped trend in the East Kazakhstan region. This type of ecotourism offers a unique and diverse experience that appeals more to young people than older generations. Moreover, it has the potential to attract foreign tourists due to its distinctiveness. The Altai and Berel branches of the park would be excellent locations to establish such glamping hotels, as they already have well-equipped facilities including parking lots, storage areas, volleyball courts, sports equipment rentals, fire pits, and shopping tents.

To further support this initiative, several surveys have been conducted in the park to assess the feasibility and potential success of implementing glamping facilities (Figure 6, 7). Residents of the village of Katon-Karagai and people from Ust-Kamenogorsk took part in the survey. The total number of participants was 150 people. The survey was carried out by sending an online message. The vast majority of study participants were 71.3 %, which is in the age category from 18 to 25 years. This fact indicates the interest of this age group in the development of glamping.

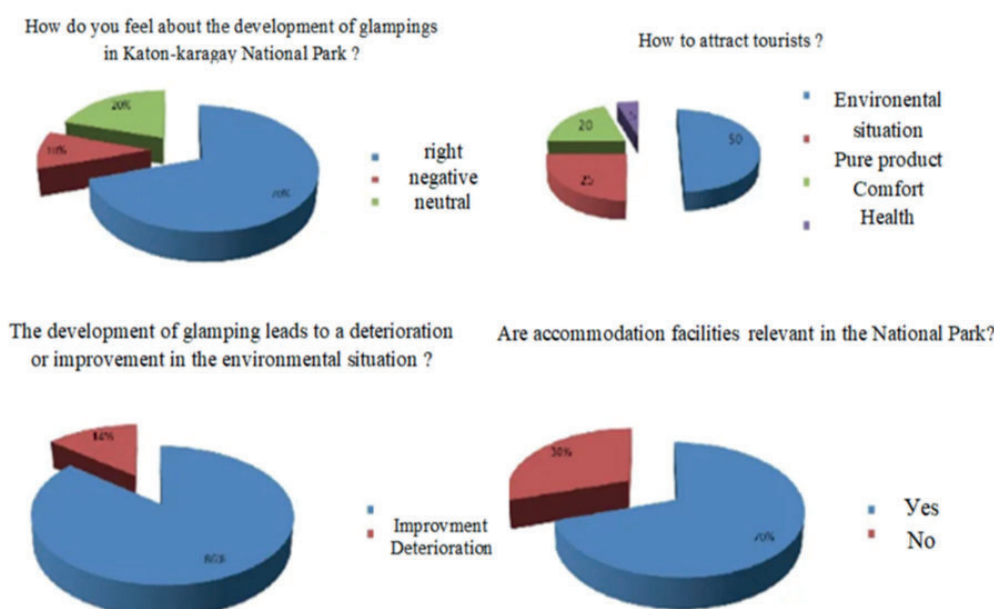


Figure 6 – Survey results

Note – compiled by the author

The survey showed a positive result, that is, the creation of glamping and its location in national parks can be an incentive for tourists to visit the park.

What is the most important thing about glamping for you?



Figure 7 – Survey results

Note – compiled by the author

The survey results show that the most important thing when installing glamping is the location area.

As of June 17, 2021, there were 2,627 visitors, compared to 6,721 tourists in 2020. The absence of foreign nationals was due to the effects of the pandemic, as in 2019 there were over 200 foreign tourists. The decline can be attributed to the consequences of the pandemic. Nonetheless, the park still saw a considerable number of visitors, with around 40,000 tourists making it the most popular for the park (Table 2).

Table 2 – Number of tourists by year, people [Deputy Katonkaragai park]

No.	Indicator	Years							
		2016	2017	2018	2019	2020	2021	2022	2023
1	Number of visitors	3506	3628	3872	4376	6721	2627	3388	7056

Note – obtained from a survey of a forestry engineer.

Glamping facilities in the park are available throughout the year, regardless of the weather, as they come in various designs and structures. This unique feature allows visitors to experience the park's special atmosphere in any season, with the snow-covered mountain tops adding an enchanting touch in both winter and summer.

In other parts of the world, such as Finland and North America, glamping sites offer activities like fishing, river and lake visits in the summer, and skiing, dog sledding, and snowmobiling in the winter. The park provides a similar opportunity, as it boasts vast forests, making it easy to set up tents in the trees. Additionally, Katon-karagay park offers facilities for dog sledding, swimming, and even fishing. There are numerous rivers, lakes, and waterfalls throughout the park, including a fishing river (Figure 8) where fishing is permitted with a special permit.

One of the advantages of implementing the ecotourism concept, such as glamping, is its relatively low investment requirements compared to building hotels or cottages. Glamping proves to be more profitable, with a liquidity rate 2-3 times higher than that of traditional hotels, making it an attractive option for investors.

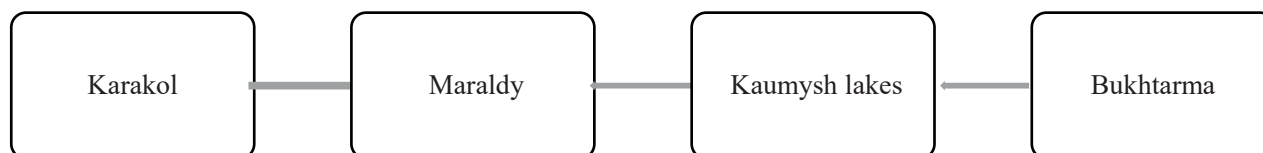


Figure 8 – Rivers effective for fishing in the region

Note – compiled according to the results of the interview of the engineer forest

Certainly, as with any other business, there are risks involved in the development of glamping. The primary threats that may arise are as follows:

- There is a potential for high fire hazards if faulty equipment or electrical wiring is used, or if fire safety requirements and regulations are violated. It is crucial to constantly remain vigilant and prevent such violations.
- The selected glamping site must be thoroughly assessed in terms of safety. It is essential to develop guidelines for guests and ensure that they comply with safety regulations.
- When choosing a suitable location for glamping, it is important to consider the risks of landslides, floods, and seismic activity. The selected area should have minimal seismological risk.

Taking all of the above into consideration, it can be concluded that there is significant potential for the development of glamping, particularly in the Altai and Berel branches. Consequently, it is imperative to commence the development of a business plan for implementing glamping in the Katon-karagai National Park.

To start this process, it is necessary to assess the prospects of glamping tourism within the park through a SWOT analysis (Table 3).

Table 3 – SWOT analysis of prospects for the development of glamping ecotourism

Strengths:	Weaknesses:
<ul style="list-style-type: none"> - The area boasts breathtaking natural beauty, attracting tourists seeking immersion in nature. - Lakes, rivers, or coastlines suitable for swimming, boating, or fishing enhance the glamping experience. - Increasing demand for tourism provides a market for glamping experiences. - Presence of roads, restaurants, and shops can support the development of glamping facilities. 	<ul style="list-style-type: none"> - Lack of expertise in managing glamping accommodations may lead to operational challenges. - Environmental degradation could diminish the appeal of ecotourism. - Inadequate internet, electricity, or transportation access may inconvenience tourists. - Novelty of the concept might result in limited tourist interest.
Opportunities:	Risks:
<ul style="list-style-type: none"> - Public demand for sustainable travel creates opportunities for well-developed glamping experiences. - Community backing for sustainable development can aid project approval and engagement. - Rise in leisure time creates a need for short nature escapes, ideal for glamping. - Glamping satisfies the desire for comfortable accommodation in natural settings. - Investments can enhance existing infrastructure to support glamping development. 	<ul style="list-style-type: none"> - Economic crises may decrease tourist spending and travel budgets. - Stringent eco-tourism standards could necessitate substantial investments in upgrades.
Note – compiled by the author	

The analysis results indicate that to foster the growth of glamping ecotourism in the park, it is essential to address weaknesses and actively maintain strengths. Issues such as the creation of tourism infrastructure should be addressed at both regional and local levels with the aim of attracting government funding. While there are real opportunities for further development of glamping ecotourism in the region, it is important to address potential threats that could impede progress. Special attention should be given to mitigating risks and capitalizing on opportunities.

Specific findings from an interview with a forest technician about the prospects for glamping in Katon-Karagai National Park (Figure 9):

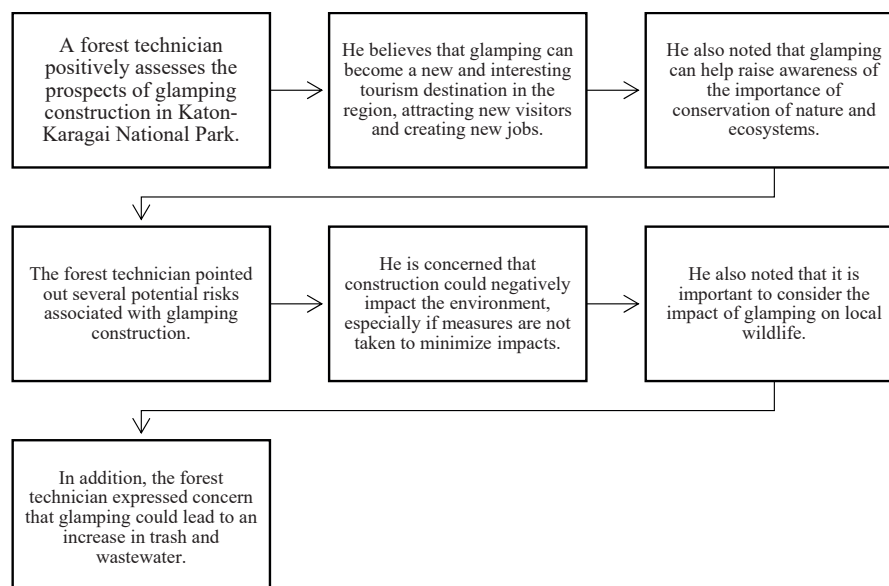


Figure 9 – Specific findings from an interview with a forest technician
Note - compiled according to the results of the interview of the engineer forest

After analyzing the results of the all surveys all surveys of the engineer potologist and individuals in Katon-Karagai, we will list some recommendations:

- Conduct a thorough environmental study before constructing the glamping site;
- Develop a waste and wastewater management plan;
- Involve the local community in the planning and implementation of the project.

One of the primary objectives of the article was to develop a project for the tourist facility «KazGlamping» as part of the promotion and advancement of ecotourism in Katon-karagay park. With this in mind, we have proposed a project that can be implemented in Katonkaragai Park, focusing on the traditional yurt of the Kazakh people and creating our own logo (Figure 10).

The logo's green color symbolizes nature, while incorporating the Kazakh national traditional yurt to preserve and promote our culture. It serves as a representation of general ecology.



Figure 10 – «KazGlamping» project emblem

Note – compiled by the author

Our glamping design and structure will be inspired by the traditional Kazakh yurts, allowing tourists to experience the cultural traditions of indigenous peoples without compromising their comfort.

Considering these factors, this form of tourism can have a significant socioeconomic impact. Through the glamping project, we aim to showcase the hospitality and ethnography of different cultures, emphasizing portability and environmental friendliness. The strict adherence to environmental management ensures that tourists enjoy maximum convenience while contributing to the preservation and celebration of Kazakh traditions and culture.

In terms of economic impact, the glamping market has been growing at an annual rate of 12.5 % since 2018 [19]. There are approximately 1,000 glamping sites worldwide, with prices ranging from \$50 to \$2,000-3,000. As of 2018, the market value of this project was estimated at \$2.1 billion.

According to projections, the estimated value is likely to reach \$4.80 billion. The significant growth of glamping in 2021 can be attributed to the COVID-19 pandemic, which has had a profound impact on the development of domestic tourism. From 2022 to 2025, the growth rate is expected to increase to 12.5 %. Consequently, if a tourist facility is introduced in Katon-karagai park, the initial investment required will be 15,500,000 tenge.

The estimated payback period of our project is considered to be from 9 to 12 months. The projected income for the investor is 4,350,000 tenge. The anticipated project lifecycle is 30 years, with a net profit of 2,592,000 tenge.

Implementation of this glamping project is expected to generate a net monthly profit of 2,099,621.46 tenge, or 69,987.6 tenge per day, which not only covers the costs but also provides a net profit. As a result, glamping can contribute to increased tax revenue for regional and local budgets.

This project «KazGlamping» is profitable. It is important to note that this is only an approximate calculation.

The real profitability of the project may differ from the estimated one depending on many factors, such as:

- Cost of materials and services.
- Demand from tourists.

- The level of competition.
- The economic situation in the country.

The construction process is expected to require minimal coordination and can be completed in a timely manner. However, it is important to ensure that glamping is developed within protected natural areas. Most tent and structure designs are suitable for use in all seasons, allowing for scalability at any time (Figures 11).

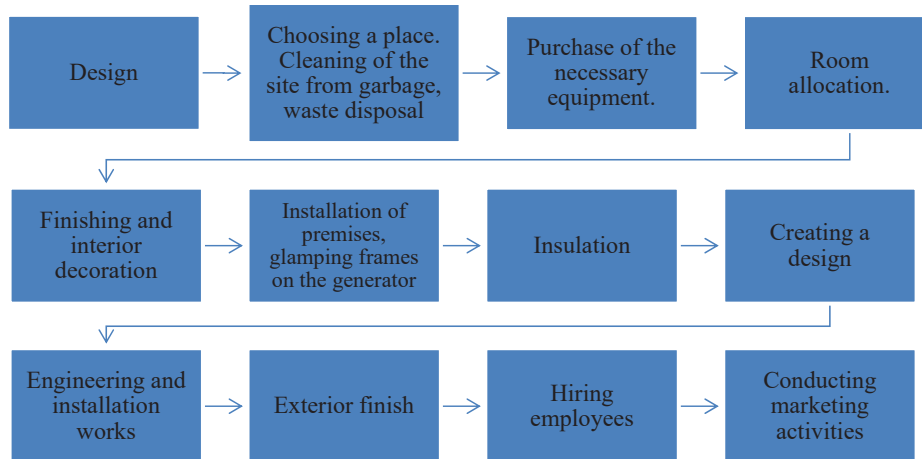


Figure 11 – Project implementation period and construction stages

Note – compiled by the author

From a social perspective, the «KazGlamping» project can create new employment opportunities within the Katonkaragay Park region, resulting in a decrease in the unemployment rate and an improvement in the well-being of the local population. In terms of environmental impact, the close contact with nature allows visitors to appreciate and explore the surrounding environment, often leading them to become active supporters and even investors in environmental organizations. Glamping also has a positive influence on people's health and overall quality of life. Furthermore, it is a mobile and environmentally friendly concept that does not harm the surrounding ecosystem.

Additionally, when effectively organized and managed, glamping contributes to environmental sustainability by minimizing waste. This is attributed to the fact that the accommodation structure is not a permanent fixture and can be relocated if needed.

Furthermore, a well-structured glamping operation includes roles such as a director, manager, administrator, employees, engineers, operators, and security guards. Each employee is required to possess the necessary qualifications and professional skills associated with their respective roles (Table 4, 5).

Table 4 – Technical specifications

Options	Description
Frame	All modules require a metal frame, the thickness of which is selected depending on the wind and snow loads of a particular area.
Coating	Durable and wear-resistant fabric.
Heat	Holofiber 4-10 cm thick, foil part at the dew point and fabric with decor inside. In summer it serves as an insulating layer and protects against heat.
Temperature	From 30 to +40 °C (insulation parameters are calculated for a specific region, climate and average annual temperature changes).
Heating and ventilation	Possible equipment: fireplace stove, heated floor, fan coil, air conditioning, gas boiler, collectors. Availability of forced ventilation in the sanitary area and in the general area of the facility.
Water	Availability of wells, springs, lakes (filters), drinking water. Water heating with boilers.
Electric	Petrol or diesel power plants (generators), solar panels or connection to the public grid.

Safety	Emergency call button (including via the app), smoke and gas detectors, fire extinguishers. If necessary, install an automatic fire extinguishing system. There is video surveillance and security throughout the entire territory.
Communication	Wi-Fi (4G or satellite), mobile phones with app.
Smart technology	Smart locks and sensors, access control, exit control. Climate control, lighting control, AI assistant and on-line communication with staff.
Bathroom	Built-in plumbing module: shower, sink and toilet (dry toilet or septic tank).
Kitchen	Refrigerator, microwave oven, gas stove, kettle. Set of dishes and cutlery. Additional coffee machine.
On the external territory	Pergola with sofas, barbecue, fireplace, sun loungers, hammocks.
Note – compiled by the author	

Table 5 – Supply

Name of equipment, kitchen, bathroom	Quantity wise.	Expenses
King size double bed	1	192000 tenge
Double bed	1	90,000 tenge
Armchair	2	36,000 tenge + 36,000 tenge
Armchair	2	15,000 tenge + 15,000 tenge
Table	1	21,000 tenge
Nightstand	1	9000 tenge
A television	1	60,000 tenge
Fireplace	1	210,000 tenge
Kitchen set	1	78000 tenge
My friend	1	9000 tenge
Plate	1	120,000 tenge
Shower cabin	1	132000 tenge
Toilet	1	27000 tenge
Sink	1	15000 tenge
Mirror	2	6000 tenge
Bin	2	3000 tenge + 3000 tenge
All	20	999000 tenge
Note – compiled by the author		

Additionally, apart from the essential equipment (Table 5), ensuring comfort is vital (Table 6). This is because the items used also serve specific functions and create a desired ambiance within the structures and constructions.

Table 6 - Facilities

Things to create comfort	Quantity	Expenses
A curtain	2 pcs.	10,000 tenge
Bed dress	4 things.	6000*4=24000 tenge
Shampoo	4 things.	1200*4=4800 tenge
Soap	2 pcs.	300*2=600 tenge
Toilet paper	2 pcs.	120*2=240 tenge
Face scarf	8 pcs.	600*8=4800 tenge
Hand towel	4 things.	600*8=4800 tenge
A bath towel	4 things.	1500*4=8000 tenge
All	30 pieces	52440 tenge
Note – compiled by the author		

Choosing the right location is one of the key factors when planning a glamping site. The land can either be owned or rented under a contract. It is crucial to understand the preferences and needs of the target audience to

identify an ideal glamping site. Safety measures, including fire safety equipment, should be implemented, considering the unique characteristics of the chosen location. The architectural style of glamping structures varies according to individual preferences. Contemporary glamping often features residential dome modules nestled among natural landscapes and lush green grass. The project design prioritizes the use of eco-friendly materials such as wooden floors, paved pathways, and abundant greenery, creating a harmonious blend of architecture and the natural surroundings (Figures 12a, 12b). The interior of the accommodation facilities incorporates a palette of natural and muted colors, enhancing the overall ambiance in line with the surrounding environment.

Stationary glamping structures come in various sizes and shapes, with domed houses being a significant form. These houses are constructed using environmentally friendly materials, providing natural ventilation. They offer warmth during cold weather and coolness in hot conditions. Costs are contingent on factors such as the size of the houses, their design, and the quantity of facilities. Risk assessment encompasses several aspects:

- Incorrect site selection;
- Equipment malfunctions;
- Escalation of fixed expenses;
- Adverse climatic conditions;
- Alterations in the legislative framework;
- Potential challenges within the project team.



Figure 12 – Glamping design and original layout

Note – compiled by the author

To achieve the objectives of this article, a combination of comparative analysis method, interviews and SWOT analysis (identifying strengths, weaknesses, opportunities and threats) was used. These methods facilitated the exploration of theoretical aspects related to glamping modernization. An interview with a forest pathologist-engineer assessed the current state of Katonkaragai Park and identified obstacles to its development. The «KazGlamping» project was conceived as part of an initiative to develop ecotourism, introduce effective territorial organization and sustainable development of Katonkaragai Park. The article also discusses international experience in this area.

CONCLUSION

RMM «Katonkaragai Park» provides an update on initiatives aimed at ecotourism development. The National Park is actively developing, adjusting and implementing a comprehensive management plan aimed at ecotourism development. The main objective is to develop infrastructure, including the creation of hiking trails, competition sites, bivouacs, campsites, glamping sites, tent camps, hotels, motels and tourist centers. Addressing these challenges is possible with awareness raising among park staff and local residents, and with government support.

Using methods such as comparative-typical analysis, interviews and SWOT analysis, significant progress has been made. The theoretical aspects of glamping in contemporary scenarios were scrutinised. An interview

with a forest engineer allowed assessing the current state of Katonkaragai Park and identifying obstacles to its development. The «KazGlamping» project was designed as an integral component of ecotourism development, effective territorial organization and promotion strategy for Katonkaragai Park, culminating in the development and implementation of the author's initiatives.

Engaging with untouched nature gives visitors the opportunity to learn and explore the environment, which often turns them into avid supporters and casual investors in environmental organisations. Glamping has a significant impact on people's health and overall quality of life by providing a mobile and environmentally friendly living solution. The installation of glamping facilities is environmentally friendly, requires no construction machinery, preserves natural topography and avoids deforestation. In addition, when properly organised and managed, glamping contributes to environmental conservation by minimising waste, as these dwellings are not elaborate structures and can be relocated if necessary.

The high potential for glamping development in this region is due to a number of factors:

- The unique natural beauty and high level of biodiversity of the national park;
- Increasing interest in ecotourism among both Kazakhstani and foreign tourists;
- Lack of developed infrastructure for glamping, which creates potential for new market players;

Concept of glamping complex «KazGlamping»:

- Environmental sustainability and minimal impact on the natural environment;
- Providing a high level of comfort and service;
- Authentic experience allowing immersion in the natural environment;

Implementation of the project of glamping complex «KazGlamping» can lead to:

- Creation of new jobs;
- Development of infrastructure in the region;
- Increase of tax revenues to the budget;
- Improvement of living standards of the local population.

Nevertheless, hosting guests comes with certain risks, including the possibility of injury, increased risk of fire, the possibility of property theft and exposure to unpredictable weather conditions. Mitigating epidemiological threats is essential, as neglecting them can result in significant losses of glamping capital. In addition, the success of the project depends on the entrepreneur's attentiveness to the target audience.

To further understand the essence of ecotourism, here are the 10 commandments formulated by the International Ecotourism Organisation:

- Recognise the vulnerability of the Earth.
- Leave only footprints and take only photographs.
- Develop knowledge of the world around you, including people's culture and geography.
- Show respect for local people.
- Always walk off the beaten path.
- Advocate for environmental protection programmes.
- Prioritise the use of environmentally friendly practices.
- Support conservation organisations through patronage.
- Prefer to travel with companies that adhere to ecotourism principles.

The authors offer the following specific recommendations for the implementation of the «KazGlamping» glamping complex project in Katon-Karagai National Park (Figure 13):

These recommendations are based on the research conducted by the authors.

Overall, park staff had a favourable view of the survey results. The implementation of well-planned ecotourism initiatives within the nature park has the potential to transform the region into a significant tourist destination in the future.

As you can see, glamping can become one of the most dynamically developing areas of the tourist business, and the prospects for its implementation in the Katon-Karagai National Park are quite large. Communication with pristine nature allows vacationers to feel and explore the world around them, often turning visitors into active assistants, and sometimes investors in environmental organizations. Glamping has a huge impact on the health and quality of life of the population. It is mobile and compatible. The installation of glamping does not

harm the environment, does not lead to the location of construction equipment, does not change the relief of the environment, does not cut down forests. At the same time, with proper organization and management of glamping, the burden on the environment will be less due to waste reduction. Since the placement object does not belong to capital structures, it can be moved to another place if necessary.

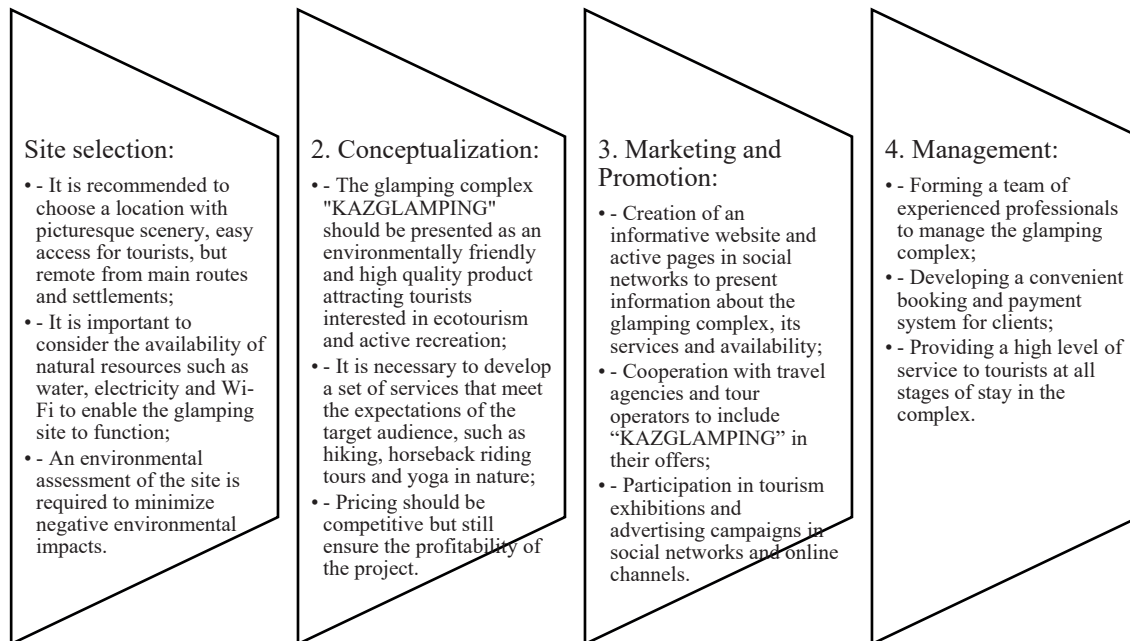


Figure 13 – Specific recommendations for the implementation of the
«KazGlamping» glamping complex project in Katon-Karagai National Park

Note – compiled by the authors

The potential for glamping development in Katon-Karagai National Park is significant. The «KazGlamping» project has the potential to be successful if all factors influencing its success are taken into account. Implementation of the project may have a positive impact on the environment, socio-economic development of the region and promotion of ecotourism in Kazakhstan.

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«ГЛЭМПИНГ» НЕГІЗІНДЕ ЭКОТУРИЗМДІ ДАМУ: КАТОНҚАРАҒАЙ ҰЛТТЫҚ ПАРКІ МЫСАЛЫНДА

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АНДАТПА

Зерттеу мақсаты. Бұл мақала, Катонқарағай ұлттық саябағының аумағында жаңа жұмыс орындарын құруға, сәйкесінше жұмыссыздық деңгейін азайтып, жергілікті халықтың әл-ауқатын жақсартуға сонымен қатар, аймақтық және жергілікті бюджеттерге салық түсімдерін көбейтіп, Катонқарағай саябағының ерекше табиғатын сақтауға бағытталған.

Ғылыми-зерттеу жұмысының негізгі проблемасы – қазіргі таңда ерекше қорғалатын табиғи аумақтардағы инфрақұрылымның жеткіліксіз дамуы және туристер мен отандастардың орналасу орындарының болмауына байланысты, олар табиғатпен байланыса алмайды. Әсіресе, біз зерттеген аумақта, біз тұрақты даму принципіне негізделген табиғатқа әсер етпейтін заманауи тренд-глэмпингті жобалауды шештік.

Әдіснамасы. Салыстырмалы-тарихи талдау әдісі, интервью және SWOT-талдау әдісі (күшті, әлсіз жақтары, мүмкіндіктері мен қауіптері), Jewelberry Glamping-глэмпинг желісінің тәжірбиесі қолданылады.

Зерттеудің бірегейлігі / құндылығы. Көптеген адамдар қол жетімсіз табиғаттың сұлулығын, сирек кездесетін табиғи құбылыстармен бетпе-бет келуге, демалыстың жаңа форматын көруге талпынады,

бірақ бәрі бірдей үлкен рюкзактармен серуендеуге дайын емес. Сондықтан әлемде экологиялық туризмнің жаңа түрі – жұмсақ табиғатты пайдалану мен жайлы тұрудың сұранысына жауап беретін «глэмпинг» танымал бола бастады. Соған орайда, біз дайындаған «KazGlamping» жобасы Катонқарағай паркінде бұрын соңды жүзеге асырылмаған, бірден-бір жаңа бағыт.

Зерттеу нәтижелері. Глэмпингті заманауи жағдайда зерттеудің теориялық аспектілері зерделенді; Орманпатолог-инженерінен сұхбат алу арқылы Катонқарағай паркінің қазіргі жағдайы, сонымен қатар дамуын тежейтін мәселелер айқындалды; Катонқарағай ұлттық паркінде экотуризмді дамыту, тиімді аумақтық ұйымдастыру және ілгерілету шеңберінде «KazGlamping» жобасы әзірленді, авторлық және енгізу актісі алынды; Мақалада шетел тәжірбиелері де қарастырылған.

Түйін сөздер: Катонқарағай ұлттық саябағы, глэмпинг, экотуризм, туризм, шығын, кіріс, экоотель.

Алғыс: Мақала Қазақстан Республикасы Білім және ғылым министрлігі Ғылым комитетінің қаржыландыруымен АР08855888 «Экологиялық туризмді аумақтық ұйымдастыру арқылы Қазақстанның ұлттық парктерінің тұрақты дамуын қамтамасыз ету» жобасы аясында дайындалды.

РАЗВИТИЕ ЭКОТУРИЗМА НА ОСНОВЕ «ГЛЭМПИНГ»: КЕЙС КАТОН-КАРАГАЙСКОГО НАЦИОНАЛЬНОГО ПАРКА

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АННОТАЦИЯ

Цель исследования. Данная статья направлена на создание новых рабочих мест на территории Катон-Карагайского национального парка, соответственно снижение уровня безработицы и улучшение благосостояния местного населения, а также увеличение налоговых поступлений в региональные и местные бюджеты, сохранение уникальной природы Катон-Карагайского парка.

Основной проблемой исследовательской работы является недостаточное развитие инфраструктуры на современных охраняемых природных территориях и неспособность туристов и соотечественников соприкоснуться с природой из-за нехватки жилья. Специально для территории, которую мы изучали, мы решили спроектировать глэмпинг - современное направление, не затрагивающее природу, построенное на принципе устойчивого развития.

Методология исследования. Сравнительно-исторический метод анализа, интервью и SWOT-анализ (сильные и слабые стороны, возможности и угрозы).

Оригинальность / ценность исследования. Многие стремятся увидеть красоту недоступной природы, столкнуться с редкими природными явлениями, увидеть новый формат отдыха, но далеко не все готовы отправиться в поход с большими рюкзаками. Поэтому в мире набирает популярность новый вид экологического туризма – «глэмпинг», отвечающий требованиям мягкого природопользования и комфортного проживания. В связи с этим, подготовленный нами проект «KazGlamping» в Катон-Карагайском парке - это одно новое направление, которое никогда раньше не реализовывалось.

Результаты исследования. Изучены теоретические аспекты исследования глэмпинга в современных условиях; через интервью с инженером-лесопатологом определено современное состояние Катон-Карагайского парка, а также проблемы, сдерживающие его развитие; разработан проект «KazGlamping» в рамках развития, эффективной территориальной организации и продвижения экотуризма в Катон-Карагайском парке; Получен авторство и акт внедрения; Рассмотрен зарубежный опыт.

Ключевые слова: Катон-Карагайский национальный парк, глэмпинг, кемпинг, экотуризм, туризм, расходы, доходы, экоотель.

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EXAMINING THE IMPACT OF THE AGRICULTURAL INDUSTRY ON KAZAKHSTAN'S ECONOMY: TRENDS, CHALLENGES AND OPPORTUNITIES

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ABSTRACT

Purpose. By analyzing the relationship between agricultural production, emissions, agricultural employment and local communities, the study aims to highlight the role of agriculture in economic development, as well as provide specific recommendations for policymakers in prioritizing agriculture.

Methods. The authors use linear regression as a methodology to establish and identify the relationship between agricultural indicators and GDP growth. The data was taken from various reliable sources, such as the Statistics Agency of the Republic of Kazakhstan and the World Bank. The regression includes both dependent variables (GDP) and independent variables (agricultural activity). Statistical tests are also presented to assess the significance and reliability of the findings.

Originality / Value. The article presents new evidence of the dependence of the economy of the Republic of Kazakhstan on the agricultural sector. The uniqueness of the work lies in the identification of the main problems of the agricultural sector and the proposed solutions. The consideration of carbon dioxide emissions and rural employment issues adds a special scientific depth to the study.

Findings. The regression analysis identified factors that directly influence the growth of the GDP of the Republic of Kazakhstan. Moreover, the R-square indicates that a significant portion of the variance in the dependent variable can be explained by the selected independent variables, demonstrating the model's effectiveness in identifying the key determinants of agricultural productivity. As observed from the research results, Kazakhstan's agricultural sector requires more attention compared to the industrial sector. This sector