

Зерттеу нәтижелері. Зерттеу негізінде қажетсіз делдалдарды қоспағанда, ауыл шаруашылығы өндірушілерінен тұтынушыларға азық-түлік жеткізу тізбегінің жеңілдетілген схемасы ұсынылған. Көтерме-тарату орталықтарының даму мәселелері мен перспективалары, негізгі басымдықтары белгіленді және нақтыланды.

Түйін сөздер: Азық-түлік қауіпсіздігі, тауар жылжыту, көтерме-тарату орталықтары, ауыл шаруашылығы өнімдері, инфляция, шаруа және жеке қосалқы шаруашылықтар.

ОБ АВТОРЕ

Момынкулова Шолпан Ордабековна – кандидат экономических наук, ассистент-профессор, Университет Нархоз, Республика Казахстан, e-mail: sholpan.momynkulova@narхоз.kz

MPHTI 71.37.75

JEL Classification: Z32

DOI: <https://doi.org/10.52821/2789-4401-2023-1-83-97>

RESEARCH IN ECO-TOURISM IN KAZAKHSTAN AS A SUCCESSFUL MECHANISM IN THE DEVELOPMENT OF ENVIRONMENTAL TOURISM MANAGEMENT

B. M. Pazykhayr^{1*}, Zh. M. Assipova¹, A. S. Aktymbayeva¹

¹Al-Farabi Kazakh National University, Almaty, Republic of Kazakhstan

ABSTRACT

The purpose of this study is to determine the current level of ecotourism research in tourism environmental management of Kazakhstan and to perform a comparison assessment in order to gain a better understanding through critical analysis and the identification of gaps for future studies.

Methodology. Analysis, comparison, and literature review have been used as the methods of this work.

The originality / value of the study is an accurate analysis of the present situation of ecotourism research in Kazakhstan and Bhutan. The Bhutanese example of ecotourism research could contribute for the further development of tourism environmental management in Kazakhstan.

Findings. The authors found a few main problems of ecotourism research, including having lack of comprehensive data and information and problems with regulatory legal acts and documents in Kazakhstan. Therefore, right ecotourism study can facilitate to the development of the tourism environmental management in Kazakhstan.

Through analyzing the Bhutanese practice of ecotourism research, the authors found a gap in Kazakhstan tourism environmental management where further research should be focused. Consequently, the authors gave a few recommendations on the further development of ecotourism research in Kazakhstan, as working with closely with foreign experienced researchers, improving the protected areas websites, establishing a trust fund with other countries, improving government documents on tourism environmental management, publishing more reports in English, and providing more grants and scholarships.

Keywords: ecotourism, Kazakhstan, tourism environmental management, sustainable tourism.

Acknowledgments: This article was prepared with funding from the Committee of Science of the Ministry of Science and Higher Education of the Republic of Kazakhstan in the framework of (1) the implementation of the project on the topic AP09260144 «Rational use of natural tourist-recreational resources of the Republic

of Kazakhstan based on recreational capacity assessment and anthropogenic impact minimization» and (2) as part of the dissertation of the article's first co-author on an educational grant from the Ministry of Science and Higher Education of the Republic of Kazakhstan.

INTRODUCTION

Kazakhstan has a great potential to develop ecotourism as a main tourism destination without harming the environment, and nature will be saved for future generations in its original form [1-3].

In Kazakhstan, the tourism stakeholders differently understand the standards of ecotourism principles. Nevertheless, ecotourism would be a perfect way to develop the tourism industry in the country. The government of Kazakhstan and local tourism agencies are not able to show and present the beauty of the country's nature [1-3].

Therefore, it is crucial to investigate ecotourism research before to develop tourism environmental management sector in the country. For instance, in 2013 D. Styles, H. Schonberger, and G. Martos [4] wrote about practice best environmental management in tourism industry. This document outlines best environmental management practices, or those methods, measures, or activities that enable businesses in a particular industry to reduce their negative effects on the environment in all areas under their direct control (direct environmental aspects) or where they have a sizable impact (indirect environmental aspects). The scope of this document is broad and covers the most significant direct and indirect environmental aspects because of this integrated approach. As a result, authors point out that ecotourism research is an important mechanism to develop tourism environmental management [4].

Different authors have given many definitions for the ecotourism and its role in tourism the environmental management, but all of them have one meaning.

Ecotourism covers environmental control and regulation, protected area management, and conservation of biodiversity at the tourism destinations [4].

When compared to traditional modes of tourism, as tourism grows in potential benefits to regional ecosystems and communities, ecotourism promises to lessen its negative externalities. [5].

Ecotourism assists to minimize negative impact of mass tourism to the environment [6].

The term «ecotourism» is typically used to describe pristine or delicate natural areas that have undergone conservationist practices and have designated as «protected areas» [7].

Ecotourism prioritizes «sustainable» practices and is thus conscious of its environmental and societal impacts [8].

On one hand, some researchers had a study on the ecotourism direction in Kazakhstan. For instance, Y.A. Kumar and K.G. Sheryazdanova [9], I. Akbar and Zh. Yang [10] pointed out in their research on the importance of ecotourism development in Kazakhstan. In addition, B. Thapa [11] and G. Tiberghien [12] wrote that ecotourism would be one of the best tools to develop the tourism industry in the country.

On the other hand, for instance, just few Kazakhstan authors focuses on importance of environmental management research in their articles [1-3; 9; 13]:

A new Republic of Kazakhstan law titled «On Environmental Protection» was adopted in 1995. This Law outlined the primary financial tools for preserving the environment, such as payments and subsidies that encourage the wise and effective use of natural resources. Payments for the use of natural resources, environmental pollution, and the preservation and replenishment of natural resources are a few examples;

in 1997, 1998, and 2002, the laws «On Environmental Protection», «On Specially Protected Natural Territories», «On Environmental Expertise», «On Radiation Safety», and «On the Protection of Atmospheric Air» were enacted, respectively. The Forest, Water, and Land Codes were created in 2003 in accordance with Presidential Decrees «On Subsoil and Subsoil Use» (1996) and «On Oil» (1995), both of which have legal force. The majority of the auxiliary regulatory legal actions required have been developed and approved;

the adoption of international standards and convergence with developed-country legislation have been mapped out as ways to improve the republic's legal framework. Kazakhstan has ratified 19 international agreements and created national implementation plans for them. There is now a system in place for environmental expertise, permits, controls, and inspections.

As a result, environmental policy is one of the key pillars of the nation's overall sustainable development, which refers to the state's socioeconomic growth while minimizing environmental risk. Furthermore, the Republic of Kazakhstan's development of the concept of environmental safety has a significant impact on how it is implemented.

The government and financial institutions should direct a portion of their resources toward innovative «green» projects led by Kazakh researchers, entrepreneurs, and members of the general public who are embracing new ways of thinking and advancing the «green economy». This will allow for the establishment of a new «green» industry in Kazakhstan, as well as the establishment of an efficient production chain from production to consumption, processing, and export of «green» goods and products, with the potential for new Kazakhstani branded companies to enter the global market [1-3; 9; 13].

The environmental law of the Republic of Kazakhstan is a relatively new statute. It is deepening, vastly improving, and evolving quickly. A growing number of new regulatory legal acts and documents have been created, and they contain general and specific, direct and immediate norms and requirements that are only of an ecological and environmental nature. As a means of ensuring environmental improvement, sensible resource use, and appropriate resource protection, specially authorized bodies and services have been established [1-3; 9; 13].

Environmental protection measures are funded «on a residual basis» when regional authorities are required to pay other expenses from environmental revenues, especially in subsidized areas. The republic's current average ratio of environmental pollution payments to actually financed environmental protection measures is very low [1-3; 9; 13].

In general, it was beneficial during Kazakhstan's early stages of statehood development. However, some critical elements of the political strategy in the field of environmental management were overlooked.

In addition, Kazakhstan often uses controversial and unpopular indexes, in order to show its higher positions. For example, in the analysis part of Concept of transition of the Republic of Kazakhstan to sustainable development for 2007-2024 shown the quality of life index of the International University of Society, Nature and Man (Dubna, Russia) where Kazakhstan ranks 78th. Therefore, The Kazakhstan government pays less attention to the qualitative research and takes easy way to have information on the tourism environmental management without any financial and labor effort [1-3; 9; 13].

Besides, even though some Kazakhstan researchers have had a study on the development of tourism environmental management using different methodologies and tools, there is a gap on analysis, comparison, and literature review methods through ecotourism research [1-3; 9; 11-13].

Thus, the authors pointed out some major problems with Kazakhstan's ecotourism research and came to the conclusion that an appropriate ecotourism study can help Kazakhstan's tourism environment management develop. Through examination of Bhutanese ecotourism practices, the authors were able to pinpoint a research gap in Kazakhstan's tourism environmental management. The authors then offered some recommendations for how ecotourism research in Kazakhstan might be expanded.

Literature review. Ecotourism has become a topic of study in the field of tourism research after years of development and research. The professional Journal of Ecotourism was established in 2002, the same year the United Nations proclaimed it the International Year of Ecotourism (IYE). On top of that, in 2002, Canada hosted the World Ecotourism Summit, and one thousand participants coming from more than 100 countries participated in this event. The Summit's goal was to bring together governments, international organizations, non-governmental organizations (NGOs), tourism businesses, representatives of local and indigenous communities, academic institutions, and people interested in ecotourism in order for them to share knowledge and come up with some shared priorities and guiding principles for the development and management of ecotourism in the future [7-9].

Ecotourism is a subset of nature-based tourism that promotes the well-being of the local community while also protecting the environment and providing visitors with a fulfilling experience and enjoyment of nature. It has been debated in academic circles since the late 1980s and many authors wrote about «ecotourism» and «environmental tourism» [7-10].

A. Ninerola, M. Sanchez-Rebull and A. Hernandez-Lara, [14] wrote about problems of ecotourism research and ways of solving them. To assess ecotourism activities, W. Anderson [15] wrote in his research about four criteria: minimizing environmental repercussions, respecting host cultures, maximizing benefits to hosts, and optimizing visitor enjoyment. After its establishment, early definitions of ecotourism focused mostly on its link to nature. Ecotourism is now known by many different names, including green, sustainable, nature-based, alternative, and adventure tourism. Some definitions include elements of environmental education. Ecotourism is the practice of visiting relatively pristine natural areas with the intention of learning about, appreciating, and experiencing the landscape, the wild plants and animals that inhabit it, and any cultural manifestations (both historical and modern) that may be present.

Unfortunately, tourism environmental management has not been developed in Kazakhstan properly. Researchers in the country pay less attention to the environmental management in the tourism sector, yet they focus more on other elements of tourism as financial.

Methodology. In order to research tourism environmental management, different authors have used several methods. On one hand, Kazakhstan authors, including M. Ramazanova et al. [1], A.N. Zhumabekova and A.G. Zhumagazieva [2], B. Nasakaeva, [3] Y.A. Kumar and K.G. Sheryazdanova [9] applied different methods (analysis and comparison) in order to study tourism environmental management in Kazakhstan.

On the other hand, foreign authors as B. Spasojevic et al. [16], J. Welling et al. [17], P. Fakfare et al. [18], M. Wu et al. [19], M. Kang and G. Moscardo [20] used analysis, comparison, and literature review methods in their work. Therefore, these methods will be valuable in order to have the correct conclusion and recommendations for this research. Besides, M. N. Diaz and T. E. Rodriguez [21] used the methodology as a comparative analysis for tourism destinations.

In addition to a review of the literature, case studies and secondary data methods are used in this article. As an example, a number of authors have published articles and books on the subject matter. As a result, it is critical to use their work as a starting point. It has been pointed out by a few authors that tourism environmental management should be included in the tourism benefits balance at the tourist destinations. This is just one example of how the development of tourism in the European Union countries has resulted in positive outcomes that are fundamental to the tourism concept (such as conservation and protection for wildlife as well as educational tourism activities). For instance, in their research D. Styles, H. Schonberger, and G. Martos [4] show the importance of making research on tourism environmental management, especially analyzing environmental part. On top of that, most of them A. Hunt and A. Stroza [22] wrote that ecotourism research assist to develop tourism environmental management at tourism destinations.

The research was conducted in two languages English and Russian, due to the lack of information on the latter language. In addition, a literature search was conducted using Google Scholar and Web of Science utilizing a combination of keywords such as ecotourism, nature-based tourism, wildlife tourism, conservation, and community-based tourism.

MAIN PART OF THE RESEARCH

According to Bonilla [23], in order to develop ecotourism, the researchers should have sufficient information in English and data on tourist numbers. In 2020, more than 90 % of all publications in scientific journals were published in English.

Although different authors have given various definitions on ecotourism, the main idea of ecotourism is to travel in a sustainable way without harming the environment. In addition, minimizing the physical impact, having visitors and locals' positive experience, and investing the revenue to the conservation are included into the idea of ecotourism.

Ecotourism emphasizes local participation, ownership, and business opportunities to protect biodiversity, improve locals' well-being, provide learning opportunities, and engage tourists and the tourism industry in responsible behavior [24].

The authors decided to compare Kazakhstan with Bhutan, since latest has best example in ecotourism research practice. There are many indicators to compare both countries on the ecotourism industry, so the authors chose ecotourism research as a minor topic.

Bhutan is a landlocked country as Kazakhstan and located in Asia between China and India. The area of the country is around 38,000 km square, and it has five national parks. The population of Bhutan is roughly 800,000 [25].

According to World Bank statistics the GDP of Bhutan for 2020 is around 2,3 billion dollars. The country is one of the least-known and closed countries in the world [26].

Initially, the Bhutan government started to think only financial benefits from the tourism industry as many developing and least developed countries do. Then the environment began to have negative effects from the sector. Consequently, the Bhutanese government initiated several actions in order to avoid problems in the country.

It grew from a government monopoly to a semi-managed industry. At the beginning, the tourism industry was dominated by the country's total management. In the 90s, the state decided to privatize the tourism industry and open it up to Bhutanese tour operators due to push from the private sector that is insistent. Although liberalized, the country regulates the tourism sector's operations and finances [27].

It adheres to the «high value, little impact» principle. The Bhutanese government has adopted «Managed tourism» in order to protect the country's limited resources and traditional values, as well as the country's natural environment, against uncontrolled tourism. There were a number of administrative restrictions put in place in order to limit access and ensure high-quality services because of this program. These included the implementation of high all-inclusive rates for tourists (two hundred USD per head per day for cultural tourists and treks, and one hundred twenty USD per day for trekking) [27].

The table shows that despite Bhutan being 70 times smaller than Kazakhstan by the territory area it has more high-ranked research articles between 1980 and 2022 (Table 1).

Table 1 – The number of articles have been searched via Taylor and Francis system with keywords

Keywords	Kazakhstan	Bhutan
Kazakhstan (Bhutan) and Ecotourism	15	26
Kazakhstan (Bhutan) and Sustainable tourism	21	37
Kazakhstan (Bhutan) and Environmental management tourism	12	18
Kazakhstan (Bhutan) and Green tourism	11	20
Kazakhstan (Bhutan) and Nature-based tourism	10	17
Note – compiled by the authors		

Most articles on Kazakhstan ecotourism topic have been written in last ten years. Kazakhstan obviously has more human resources for doing more researches on the ecotourism topics, so if the government pays more attention, there will be research on this topic.

All these years, the priority was not qualitative research, but artificial statistics. In addition, science was not used in economics, education, or anywhere else, but lived on its own. Kazakhstan scientists have to reckon with conservatism, outdated stereotypes and ephemeral values, such as the pursuit of imaginary academic regalia and countless useless publications, and this is instead of real scientific discoveries and worthy articles in prestigious scientific journals that determine the true authority of a modern scientist [1-3; 9; 13].

When considering Bhutanese trekking, environmental and rural development concerns must be considered. Horses and yaks are in high demand as tourist transportation, which encourages the growth of domestic herds. Adding to the fragile mountain ecosystem's limited capacity. Overgrazing by livestock also contributes to biodiversity loss. The grazing and camping of transport animals may exacerbate environmental degradation. Farmers are abandoning environmentally friendly practices in favor of more lucrative and less environmentally friendly ones as the number of wealthy tourists increases. More research is needed to determine these technologies' long-term environmental effects [28-30].

The rankings as Global Wildlife Travel Index assists countries with perfect index scores to have more attention from foreign tourists. Therefore, for instance, if Kazakhstan has higher position in this index, it will be attractive for not only visitors but also international researchers in ecotourism sector [31].

On top of that, Kazakhstan has problems providing proper information in English or ranking organizations cannot find it via open resources. Another problem of collecting data or statistics is that many tourism organizations sell information on the tourism. For instance, according to the e-unwto.org researchers can buy statistics on Kazakhstan tourism for some money [32].

As in the table 2 shown Bhutan has an advantage on wildlife travel compare to Kazakhstan in several positions such as, Megafauna Conservation, National Park Pioneers, and Protected Natural Areas. Consequently, Kazakhstan can learn from Bhutan how to improve the position in this kind of rankings [33].

Table 2 – Global Wildlife Travel Index (2021)

#	Country	Wildlife Biodiversity	Megafauna Conservation	National Park Prevalence	National Park Pioneers	Protected Natural Areas	Natural History Museums	Global Wildlife Travel Index Score
63	Bhutan	1	7	3	4	7	1	23
112	Kazakhstan	1	3	6	2	1	3	16

Note – compiled by the authors based on [31]

In addition, authors chose to analyze national parks in Kazakhstan to understand the real problems of tourism environmental management.

The authors could find the map on the open access and in the map only 13 national parks shown [34]. During the research it was a real problem to find the proper map and information on the national parks in English or even in Kazakh and Russian languages (According to Law on the language of Kazakhstan, in state organizations and local self-government bodies, Russian is officially used along with Kazakh) (Table 3, Figure 1) [35].

In fact, three national parks, including Burabay, Charyn Canyon, and Kolsay-Kolderi are among the most five visited places by foreign tourists in Kazakhstan according to Kazakh Tourism [36]. Therefore, all information related to these tourist attractions should be provided in English. If visitors, also researchers cannot access to the all information in English in terms of safety, map etc. they could have problems. Ultimately, without providing proper information in different languages, Kazakhstan national parks can have problems in the development of ecotourism way.

Table 3 – List of Kazakhstan national parks

#	Region	Information in English (official website)	Tourist numbers, data and related information
1	Altyn-Emel	Yes, but not all information translated	No detailed information
2	Bayanaul	Yes, but not all information translated	No detailed information
3	Burabay	No	No detailed information
4	Buiratau	Yes	No detailed information
5	Charyn Canyon	Yes	No detailed information
6	Ile-Alatau	The website does not work	
7	Karkaraly	Yes	No detailed information
8	Katon Karagay	Yes, but not all information translated	No detailed information
9	Kokshetau	Yes, but not all information translated	No detailed information
10	Kolsay-Kolderi	No	No detailed information
11	Sairam-Ugam	No	No detailed information
12	Tarbagatai	Yes, but not all information translated	No detailed information
13	Ulytau	The website does not work	
14	Zhongar-Alatau	No	No detailed information

Note – compiled by the authors



Figure 1 – Map of Kazakhstan national parks

Note – source [34]

Bhutan has several well-developed maps on the national parks and reserves (Figure 2). Therefore, the potential researchers can easily all these tools in order to study the tourism environmental management of the country. In addition, every year the Bhutan Tourism Council publishes a detailed English report on the tourism situation

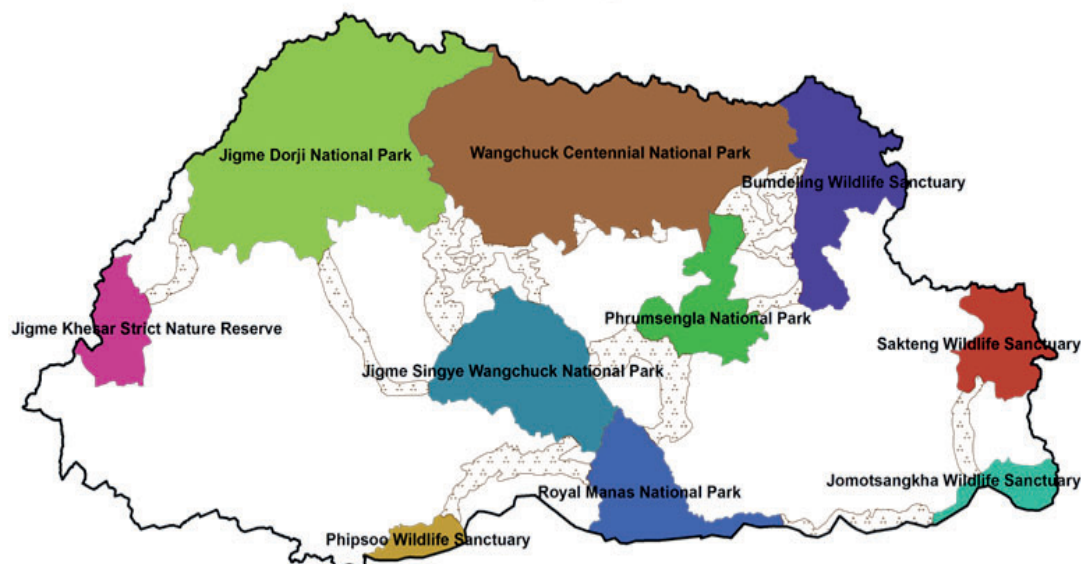


Figure 2 – Map of Bhutan protected areas

Note – source [37]

Findings and Discussion.

The authors drew attention to some significant flaws in Kazakhstan's ecotourism research and came to the conclusion that a suitable ecotourism study can aid Kazakhstan's development of its tourism environmental

management. The authors were able to identify a research gap in Kazakhstan's tourism environmental management by looking at Bhutanese ecotourism practices.

The main obstacles to developing ecotourism in Kazakhstan:

The lack of detailed data and information stops the research on the tourism destinations;

Kazakhstan government has problems with regulatory legal acts and documents on environmental management;

Not all information about national parks or other ecotourism destinations is available in English. Consequently, researchers cannot calculate and give suggestions or recommendations for further development because the national parks or other tourism attractions mostly do not publish the information in English. Consequently, the overuse of recreational resources could end up with environmental problems. Therefore, the carrying capacity or overtourism data should be provided in different languages;

The official statistics on the number of tourists do not match with the real numbers;

Unfortunately, another problem of the development of tourism in Kazakhstan is that the service provided in national parks and tourism destinations where ecotourism would be a perfect way to develop does not meet the price. Therefore, we could see the outflow of not only foreign but also local tourists to other countries.

Ultimately, if the government solves these problems then in the near future ecotourism will develop in a correct way. Consequently, it will give more opportunities for local tourism enterprises, tourists and authorities.

K. Hussinger and J. N. Carvalho [38] pointed out that if the scientists write high quality papers on tourism destinations, they will be popular among researchers. Thus, it is also important to have high ranked articles on the related topic about Kazakhstan for having more attention from the world. As a result, foreign and local researchers will have opportunities to win grants in order to study certain destinations in Kazakhstan.

There should not be only governmental research because in some cases the government can close problems in certain issues in the tourism industry.

For example, Bhutan has several international grants from different organizations and countries, for example, «SUSTOUR Bhutan» sponsored by the EU to research sustainable and green tourism in Bhutan. Another example is «Mainstreaming biodiversity into the tourism sector in Bhutan» that conducted by United Nations Development Programme and «Bhutan unveils new national brand-believe» conducted by World Tourism Organization. Thus, through all these and other research programs Bhutan could improve its tourism environmental management [39-42].

Kazakhstan has few international research documents conducted by United Nations or the Organization of Economic Co-operation and Development (OECD) such as «UN Kazakhstan annual report 2021», «SUSTOUKA – making sustainable tourism a reality in Kazakhstan», «Reforming Kazakhstan: progress, challenge and opportunities» or «Sixth national report on biological diversity in the Republic of Kazakhstan». Yet, these papers focus on only general information of Kazakhstan development in different spheres [43]. Therefore, Kazakhstan easily can take an experience of Bhutan development, in order to have specific and detailed reports.

Limitations. The lack information on Kazakhstan ecotourism research, including a small number of articles and not providing official information in English, shows that in the ecotourism development in the country has appeared blank.

Recommendations. Kazakhstan ecotourism has a great potential to be developed and to attract a large number of tourists. However, the country has many obstacles, including ecotourism research, yet, the authors gives some recommendations to improve it:

If the local authorities and researchers closely work with foreign experienced researchers then they would assist to find the real problems of the tourism development in the country.

All information on official websites of protected areas including national parks should be translated at least to English. In fact, if the number of translated languages would be more, it gives an opportunity to attract a large number of scientists from different countries.

To have trust fund with other countries to develop the national parks. The representatives of these countries will be interested in researching and developing the system in Kazakhstan national parks.

In any governmental papers, as laws, conceptions, standards etc. on tourism environmental management, the analyses part ought to be very high quality with deep research.

To publish each year a detailed English report on the tourism situation with analysis and statistics.

In addition, the local governmental offices and institutions should work with foreign organizations in order to give more scholarships and grants.

CONCLUSION

The authors identified a few key issues with Kazakhstan's ecotourism research, and they concluded that an appropriate ecotourism study can aid in the growth of the country's tourism environmental management:

- data shortage hinders tourism destination research;
- Kazakhstan's environmental laws are flawed;
- academics cannot measure and recommend development since national parks and other tourism destinations seldom give English information. Thus, overindulgence may affect the environment. Carrying capacity or overtourism statistics should be provided in many languages;

- unfortunately, the service in national parks and tourist places where ecotourism would be perfect does not match the price, which inhibits tourism development in Kazakhstan. Thus, foreign and domestic tourists will not visit these parks.

The authors identified a gap in Kazakhstan's tourism environmental management where more research should be focused through analysis of Bhutanese ecotourism practice. The researchers found that small countries such as Bhutan with low GDP and economic possibilities could develop an ecotourism industry and systemized all the access to the information related to the protected areas. Consequently, the country uses all mechanisms to improve its tourism environmental management, and in fact, all of the work in a proper way. On the other hand, unfortunately, the study shows that Kazakhstan information systems on national parks and other ecotourism resources desired to be better and improved. As a result, the authors made a few suggestions for how ecotourism research in Kazakhstan might be developed further:

- working with foreign specialists helps local authorities and researchers identify tourism development difficulties;
- all protected area websites including national parks should include English translations;
- national parks ought to be developed through using international trust funds;
- tourism environmental management legislation, ideas, standards, etc. need thorough analyses;
- an annual English tourist report containing analysis and data should be published;
- local governments and institutions should partner with international organizations to provide more scholarships and awards, therefore, these countries will analyze and develop Kazakhstan's national park system.

Thus, if these several key directions for the development of tourism environmental management in Kazakhstan ecotourism research mechanisms are established, the Kazakhstan's protected areas will be developed.

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ҚАЗАҚСТАНДАҒЫ ЭКОТУРИЗМ САЛАСЫНДАҒЫ ЗЕРТТЕУ ЭКОЛОГИЯЛЫҚ ТУРИЗМ МЕНЕДЖМЕНТІН ДАМУДАҒЫ ТИІМДІ МЕХАНИЗМ РЕТІНДЕ

Б. М. Пазылхайыр^{1*}, Ж. М. Асипова¹, А. С. Ақтымбаева¹

¹Әл-Фараби атындағы Қазақ ұлттық университеті, Алматы, Қазақстан Республикасы

АНДАТПА

Бұл жұмыстың *мақсаты* Қазақстан Республикасындағы туризмнің экологиялық менеджменті саласындағы экотуризмнің ағымдағы жай-күйінің деңгейін анықтау, сондай-ақ сыни талдау және кейінгі зерттеулер үшін олқылықтарды анықтау арқылы жақсы түсінік алу үшін оны салыстырмалы бағалауды жүргізу болып табылады.

Әдіснамасы. Осы зерттеулердің әдістері ретінде талдау, салыстыру және әдеби шолу қолданылды.

Зерттеудің бірегейлігі /құндылығы. Қазақстан мен Бутандағы экотуризмнің қазіргі жағдайын зерттеу және нақты талдау. Бұдан шығатыны, экотуризм саласындағы зерттеулердің бутандық үлгісі Қазақстан Республикасында туризмнің экологиялық менеджментін одан әрі дамытуға ықпал етуі мүмкін.

Зерттеу нәтижелері. Авторлар Қазақстандағы экотуризмді зерттеудің негізгі проблемаларын, оның ішінде толық деректер мен ақпараттың жоқтығын, сондай-ақ нормативтік құқықтық актілер мен құжаттармен проблемаларды анықтады. Экотуризмді дұрыс зерттеу елдегі туризмнің экологиялық менеджментін дамытуға ықпал етуі мүмкін.

Бутанның экотуризмді зерттеу тәжірибесін талдай отырып, авторлар біздің еліміздің туризмді дамыту саласындағы қоршаған ортаны басқару мәселелерінде олқылықтарды тапты, оларға одан әрі ерекше назар аудару керектігін қарастырды. Осы негізде авторлар елдегі экотуризм зерттеулерін одан әрі дамыту бойынша бірнеше ұсыныстар берді. Бұл тәжірибелі шетелдік зерттеушілермен тығыз ынтымақтастық, қорғалатын табиғи аумақтардың веб-сайттарын жақсарту, басқа елдермен сенім қорын құру, туризмдегі қоршаған ортаны басқару жөніндегі нормативтік құжаттарды жетілдіру. Сонымен қатар, есептерді ағылшын тілінде жариялау қажеттілігі және мемлекеттің туризм саласында жеткілікті гранттар мен стипендиялар беруі.

Түйін сөздер: экотуризм, Қазақстан, туризмнің экологиялық менеджменті, тұрақты туризм.

ИССЛЕДОВАНИЯ В ОБЛАСТИ ЭКОТУРИЗМА В КАЗАХСТАНЕ КАК УСПЕШНЫЙ МЕХАНИЗМ В РАЗВИТИИ ЭКОЛОГИЧЕСКОГО МЕНЕДЖМЕНТА ТУРИЗМА

Б. М. Пазылхайыр^{1*}, Ж. М. Асипова¹, А. С. Ақтымбаева¹

¹Казахский национальный университет имени аль-Фараби, Алматы, Республика Казахстан

АННОТАЦИЯ

Целью данной работы является определение уровня текущего состояния экотуризма в области экологического менеджмента туризма в Республике Казахстан, а также проведение его сравнительной оценки для получения лучшего понимания посредством критического анализа и выявления пробелов для последующих исследований.

Методология. В качестве методов настоящих изысканий были использованы анализ, сравнения и выводы по литературному обзору.

Оригинальность / ценность работы заключается в исследованиях и конкретном анализе нынешней ситуации экотуризма в Казахстане и Бутане. Из чего следует, что Бутанский пример исследований в области экотуризма мог бы способствовать дальнейшему развитию экологического менеджмента туризма в Республике Казахстан.

Результаты исследования. Авторы выявили основные проблемы исследования экотуризма в Казахстане, в том числе отсутствие исчерпывающих данных и информации, а также проблемы с нормативными правовыми актами и документами. Правильное изучение экотуризма может способствовать развитию экологического менеджмента туризма в стране.

Проанализировав бутанскую практику исследований в области экотуризма, авторы обнаружили пробелы в вопросах управления окружающей средой в области развития туризма нашей страны, на которых следует сосредоточить в дальнейшем особое внимание. Таким образом, авторы дали несколько рекомендаций по дальнейшему развитию исследований в области экотуризма в Казахстане. Это такие, как тесное сотрудничество с опытными зарубежными исследователями, улучшение веб-сайтов охраняемых территорий, создание трастового фонда с другими странами, совершенствование нормативных документов по управлению окружающей средой в туризме. Наряду с этим, необходимость публикации отчетов на английском языке и предоставление государством достаточного количества грантов и стипендий в области туризма.

Ключевые слова: экотуризм, Казахстан, экологический менеджмент туризма, устойчивый туризм.

ABOUT THE AUTHORS

Pazylkhaiyr Bauyrzhan Meirambekuly – PhD student, Al-Farabi Kazakh National University, Almaty, Republic of Kazakhstan, e-mail: bauyrzhan.pazylkhaiyr@gmail.com*

Assipova Zhanna Medeuovna – Ph.D., Associate Professor, Senior Research Fellow, Al-Farabi Kazakh National University, Almaty, Republic of Kazakhstan, e-mail: zhanna.assipova@kaznu.kz

Aktymbayeva Aliya Sagyndykovna – Associate Professor, Head of Department of Recreation geography and tourism, Al-Farabi Kazakh National University, Almaty, Republic of Kazakhstan, e-mail: aliya.aktymbayeva@kaznu.kz

MPHTI 06.71.57

JEL Classification: L20; P13; Z30

DOI: <https://doi.org/10.52821/2789-4401-2023-1-97-110>

ТУРИСТІК КӘСПОРЫНДАРДЫҢ БӘСЕКЕЛЕСТІК, ЫНТЫМАҚТАСТЫҚ, БІРЛЕСКЕН БӘСЕКЕЛЕСТІК ҚАРЫМ-ҚАТЫНАСТАРЫ: БИБЛИОМЕТРИКАЛЫҚ ТАЛДАУ

А. А. Әмірбаева¹, Л. М. Муталиева^{2*}, Л. М. Байтенова³

¹«Тұран-Астана» Университеті, Астана, Қазақстан Республикасы

²Л. Н. Гумилев атындағы Еуразия ұлттық университеті, Астана, Қазақстан Республикасы

³Ғұмарбек Даукеев атындағы Алматы Энергетика және Байланыс Университеті, Алматы, Қазақстан Республикасы

АНДАТПА

Соңғы жиырма жылдықта туризмдегі бәсекелестік тұжырымдамасы бойынша зерттеулер кеңейді. Бәсекелестер арасындағы қарым-қатынасқа қатысты қолданыстағы теориялар мен зерттеулер бәсекелестік немесе ынтымақтастыққа бағытталған, онда қарым-қатынастың бір түрі қарсыласқа қауіп төндіруі немесе көмектесуі мүмкін. Дегенмен, бүгінгі таңда әдебиетте бәсекелес компаниялар арасындағы стратегиялық қатынастар бәсекелестік пен ынтымақтастықтан бірлескен бәсекелестікке дейін эволюцияланды.