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ECOTOURISM AND ETHNOGRAPHIC TOURISM AS THE MAIN DIRECTIONS OF SUSTAINABLE TOURISM DEVELOPMENT IN KAZAKHSTAN

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Tourism is the most important part of the development of the economy not only of some countries, but of the whole world as a whole. Recently, tourism is a powerful global industry. For fast growth of tourism industry it is recognized as an economic phenomenon of the century. In many countries, tourism plays a significant role in shaping GDP, creating additional jobs, and providing employment. Tourism has a huge impact on such key sectors of the economy as transport, communications, construction, agriculture, that is, it acts as a kind of catalyst for socio-economic development.

For many developing countries of the world, tourism has become the main task of developing economies and a stable source of income. Unfortunately, tourism remains a low-income industry in Kazakhstan due to its focus on the primary sector of the economy. The contribution to the economy of Kazakhstan reaches only 0.4%, which is much less than those countries where tourism remains the foundation of economic development (more than 10%) and developing countries (25% or more) [1].

In Kazakhstan tourism is in stage of infancy. The Republic of Kazakhstan has all the prerequisites for the development of tourism: a favorable geographical location, a vast territory and diverse landscapes, a rich cultural and historical heritage, living traditions, hospitable hospitality, excellent gastronomy and the relatively low cost of labor. All these aspects are a huge opportunity of development tourism sphere in all directions in Kazakhstan.

The tourism sector, as one of the sectors of the national economy, is interested in preserving the natural, historical and cultural resources, which are the main factor in its successful functioning. It is important that tourism does not harm the environment and people, but each tourist arriving in a new country wants to learn more about the people, about the ethnic group, about their everyday life and traditions. This requires the development of such types of tourism that are most consistent with the principles of sustainable development. That is why most favorable directions for development of tourism in Kazakhstan are ethnographic tourism and eco-tourism. It is also an opportunity for the development of ethno-ecological tourism.

Ethnic tourism is one of the areas of tourism that has pronounced ethnic, linguistic and cultural components. Ethnic tourism can be both internal (for example, visiting the Russian hinterland by urban residents in order to familiarize themselves with archaic dialects, folklore, everyday life, culture and languages of indigenous peoples), and external, which is associated with visiting the historical homeland or places of birth of relatives[2].

Ecotourism (ecotourism, green tourism) is a form of sustainable tourism that focuses on visiting natural areas relatively unaffected by the anthropogenic impact without harming nature and

property[2]. Ecotourism can contribute to both conservation and development and involves, as a minimum, positive synergistic relationships between tourism, biodiversity and local people facilitated by appropriate management[3].

Ethno-ecological tourism includes two components: ethnic and natural, combines the main goals of ecological and ethnic tourism: understanding of nature, the formation of ecological culture and acquaintance with the historical and cultural heritage of certain ethnic groups.

The basic principles of this type of tourism are as follows:

1. A tourist trip is carried out for research purposes and is based on the use of both cultural and natural resources of the territory;
2. A portion of the proceeds from tourist services remains on the ground and is allocated for nature conservation and the development of the local cultural environment;
3. Includes elements of environmental education and awareness;
4. The negative impact on natural and cultural complexes is minimized;
5. Mainly organized for small groups of tourists by small specialized local tourist enterprises;
6. Promotes the sustainable development of those areas where it is carried out.

The main resources of ethno-ecological tourism are small ethnic groups whose culture differs significantly from the culture of the dominant ethnic group and natural objects. Ethno-ecological resources can be divided into two main categories: historical, cultural and natural. Historical and cultural (ethnographic) resources, in turn, are divided into species and events. Species resources include: handicrafts, national villages, material monuments of archeology and ethnography, presented both at museum expositions and in the natural environment, places of worship of indigenous peoples, places related to the lives of famous people, traditional uses of nature, etc. The existence of event resources is limited in time. These are ethnic national holidays, festivals, theater and music competitions, etc. [3].

Among the forms of ethno-ecological tourism that are of priority importance for the Republic of Kazakhstan, we note: natural-cognitive, ethno-cognitive, ethno-eventual, rural, religious pilgrimage. Kazakhstan is working to develop each of these directions. An example is the program "Rukhani Zhangyru" adopted in 2017. "Rukhani Zhagyru" is a programmatic article by the Head of State focused on the revival of the spiritual values of Kazakhstan people, taking into account all modern risks and challenges of globalization. The article emphasizes the importance of modernizing public consciousness, developing competitiveness, pragmatism, preserving national identity, popularizing the cult of knowledge and openness of citizens' consciousness. These qualities should become the main guidelines of the modern Kazakhstan [4]. The program includes very important aspects not only of tourism, but of the country as a whole. This was to become a key in the development of Kazakhstan, help to glorify Kazakhstan with its culture, ethnos and people.

The "Rukhani Zhangyru" project is divided into six divisions, so that development can proceed in different directions. It is worth mentioning the direction of "Tugan Zher", which is directly related to the development of ethno-ecological tourism. "Tugan zher" - At all times, the foundation of national identity was the native land, which formed around itself the traditions and culture of all ethnic groups living on it. Such a sacred feeling as love for the homeland encourages new achievements in almost all spheres of life. The special project "Tugan Zher" is aimed at developing a "small homeland", involving citizens in the development of their native land, and also aimed at solving social problems. In addition, the program is directly related to the knowledge of the culture of its people, with the knowledge of the life of the ancient Kazakhs in general.

Over the history of the formation of Kazakhstan, many programs and laws have been adopted for the development of tourism in the country, but not each of them has brought worthy results. Therefore, it is time to use the resources that we already have, and at the same time not to lose them. For the sustainable development of tourism it is important to mix these several areas: "culture and tradition", "ethnogeography", "ecology".

The nomadic culture of Kazakh people, our vast rich lands are "highlight" of Kazakhstan, and in order to preserve it it's worth developing it keeping up with ecological tourism. In addition,

ethno-event tourism is an alternative way of development for Kazakh people. Ethno-event tourism is formed on the basis of traditional national holidays. The territory under consideration has a unique heritage of material and spiritual culture, expressed in ancient customs and rites of the local population. The peoples inhabiting the region have a rich folk heritage. For instance Kazakh traditional holiday “Nauryz”.

In order to development of ethno-tourism people use ethno-villages, theatrical productions, performances are shown, famous singers put down domestic music, designers sew things according to the artworks of ancient Kazakh costumes, but unfortunately this is not always enough. Therefore, here are several suggestions:

1. One of the main problems of the domestic tourism sector is the underdeveloped infrastructure (hotels, roads, transport). This problem has been known for a long time, and it has been discussed more than once at various levels. Of course, the situation is gradually changing for the better every year, but this is not always enough. The problem must be solved systematically and started with small actions. It necessary to create an accurate route and a complete plan by which the best aspects of our culture and heritage would be shown. Then make first steps of improving the infrastructure by sticking to this route. Despite the fact that this approach is not always correct, however this management is a development from a small one, and then switch to large-scale actions.

2. Misinformation of tourists and locals. All visiting tourists and even many locals do not have access to information about events, about the institutions and assets of country. We need to crate touristic information center online and offline. From an example of countries with well-developed tourism is it clear that touristic information centers are necessary. It is not necessary to create an extensive site with all the information, the main thing is that there are links to existing sites with available information in three languages (Kazakh, Russian and English).

3. The third suggestion follows from the second: Kazakhstan need to advertisement and PR-management. In order to increase the tourist attractiveness, it is proposing the use of innovative technologies.

When a foreigner arrives in a new country, the main goal is to see something unusual, about traditional life of one or another people. That is why a virtual video clip that will include information about restaurants with Kazakh food, shops with traditional clothes, about hidden places in Kazakhstan with their possible route could be created as main advertisement for tourists. Focus on traditions, national celebrations and holidays could be done. However, it is also necessary to work with the filing of this video. It could be shown in crowded of tourists' places in 3D format, making a virtual dive including illustrations of smell and sedimentation. And at the end of viewing to offer travel services for advertised objects.

The proposals made could improve the situation of tourism at the moment. Nevertheless, the main goal of ethno-ecological tourism is the development of people, the improvement of ecology and land, and then economic development.

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