

ECOTOURISM AND ETHNOGRAPHIC TOURISM IN WESTERN KAZAKHSTAN

Janibekova Nursuale Nurgojaevna

L.N. Gumilyov Eurasian National University, Nur-Sultan city

3rd year student

Supervisor-U.K.Nurmanova

Annotation. This article researches the rich touristic and cultural potential of Mangystau region which is yet not fully used. As every region in Kazakhstan is unique by itself, Mangystau region also has great opportunities to develop tourism due to its abundant natural heritage and sacral sites that can serve as touristic centres for ecotourism and ethnographic tourism.

Keywords: tourism, touristic potential, tourist infrastructure, ecotourism.

The aim of the study is to investigate the prospects for the tourism development in Kazakhstan in the development of touristic potential of each region in the country to, their importance of tourism industry, for the future.

Tourism can become the leading industry of Kazakhstan's economy. Tourism development in the regions proves this assumption especially touristic potential of Mangystau region.

The results of the evaluation of the cultural and recreational potential of the Mangystau region suggest that this area has ample opportunities for the development of scientific and educational trends in eco-tourism, thanks to the architectural monuments, cultural traditions and customs of the local population that have been preserved to date.

The exceptional role of the tribes and peoples who inhabited the territory of Mangyshlak in the formation of the Eurasian civilization is widely recognized. The peculiarities of the spiritual culture and original art of these peoples reveal numerous monuments of material culture: rock paintings, sanctuaries of the Bronze Age, kurgan complexes of the Saks and Usuns periods, archaeological and ethnographic material from the Bronze Age to the late Middle Ages [1, 72-79p].

Architectural monuments of the Mangystau region are divided into two groups:

- religious buildings – mosques
- memorial buildings – tombstones;

A huge number of monuments are divided into four types:

- dome mausoleums;
- sagana-tama, sarcophagi;
- stylized sculpture of a Koshkara ram;

- small forms of gravestones: koytas, kulpytas, ushtasy. Koytasy, (in translation - stone sheep), the most ancient monuments belong to the IX-X centuries. This is a kind of tombstone of stone blocks, which is a stylized image of a ram, a sculpture of a ram, stone sculptures and sculptures of other animals, carved out of massive blocks of stone everywhere found in Mangyshlak. A rather common type of memorial structures throughout the territory of Mangyshlak is kulpy-tas. These are sculptural decorated stone pillars up to 2 meters high. The ornamental options are endless, among many thousands of kulpytas there are no repetitive or even similar ones, each of them is a small masterpiece of artistic stone carving. Main target indicators of Mangystau region are given in the following figure (figure 1).

According to the results of January-September 2017, there is a 104% increase in visitors to inbound tourism compared to the same period last year, which amounted to 22,683 people.

The number of visitors to domestic tourism in the first 9 months of 2017 compared to the

same period in 2016 increased by 18,110 people and amounted to 143,281 people [3].

In order to promote the tourist potential of the region at the international exhibition "MITT-2017" in Moscow, "ITB-2017" in Berlin held a presentation of the tourist potential of the Mangystau region. In addition, the tourist potential of the region was presented at the Kazakhstan International Tourism Exhibition "KITF-2017".

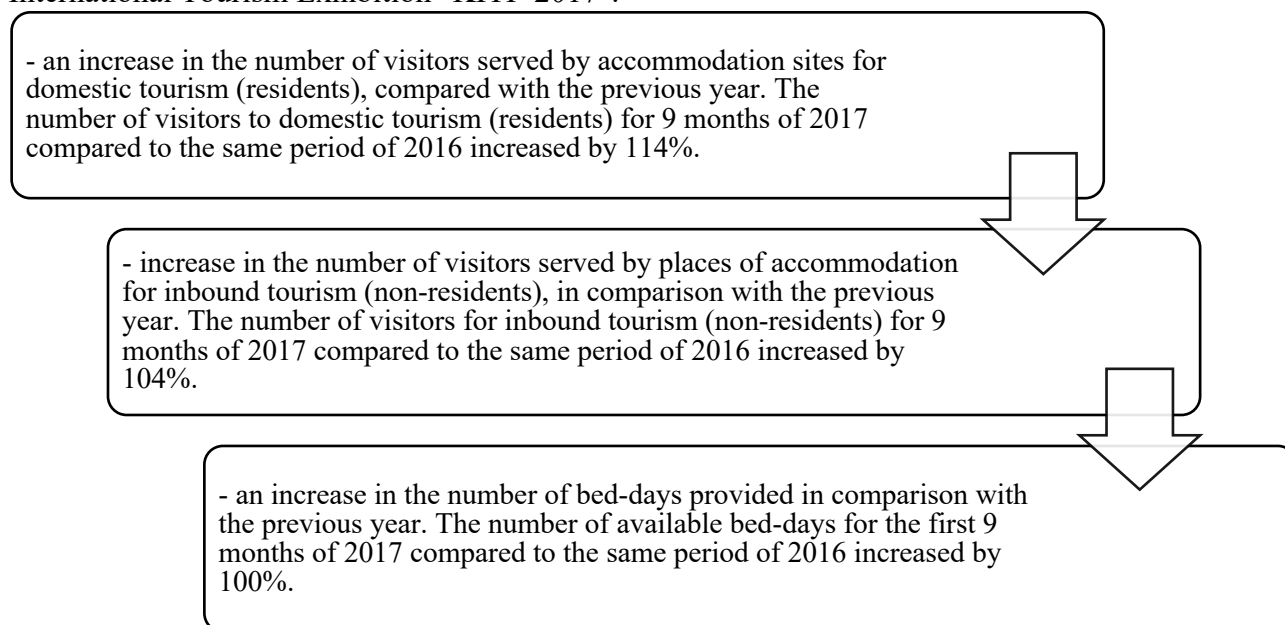


Figure 1. Indicators of tourism services in 2017 [3]

Within the framework of the Kazakhstan International Exhibition "Astana Leisure" a workshop "Tourism Mangystau" was held. The main objective of the event is the development of cooperation in the field of tourism within the framework of the formation of the cluster "Caspian Gates". And the implementation of the draft long-term development plan for the Mangystau region as a center of the tourist cluster. The event was attended by 100 tour operators from various regions of Kazakhstan and Russia.

In May 2017, within the framework of the state social order, assistance was provided to the expedition of the "Secrets of Ustyurt" in Mangystau.

In order to develop tourism infrastructure in January 2016, a Memorandum of Cooperation was signed between the local executive authorities of Mangystau and Damu Entrepreneurship Support Fund JSC to support small and medium-sized businesses in the field of tourism. Under the Memorandum, partner banks approved 12 projects for 900 million tenge. Realized projects in 2017:

- Stage 1 of the reconstruction of the Flamingo children's camp has been completed;
- the construction of a 5 * star treatment and diagnostic and health complex. The initiator is SKR-Snab LLP.

- a hostel, a motel were built on the territory of the Dostar hotel complex, hotel apartments are under construction, a recreational and entertainment complex with an aquapark is being completed;

- built catamarans for the implementation of the project "Excursion and pleasure tours by sea".

- implemented a project for the construction of a hotel and restaurant in the national style;
- built a mini-hostel with a wellness center;
- reconstructed hotels and restaurants of the city.

Following the results of the implementation of all projects, it is planned to open 200 jobs.

In 2017, the local budget allocated 12.5 million tenge for the development of the design and estimate documentation for the project "Development and arrangement of the tourist route of the seven estuaries of Tupkaragan". In the Tupkaragan district, work was also carried out on the

improvement of the territory of the Saur natural boundary [2]. The main sacral sites of Mangystau region are considered in the following figure (figure 2).

Monuments of culture of the Mangystau region are material documents in defining links with the main centers of culture of the Bronze Age, the early and late Iron Ages. Ancient copper mines in the Karatau Mountains, numerous steppe mounds, ornamented buckles stored in the museums of Aktau and Fort Shevchenko can serve as evidence of the presence of Scythian culture in Mangyshlak.

A kind of ancient monuments are the preserved parts of the Great Silk Road, where there are ruins of caravanserais, fortified settlements, ancient burial grounds. Several large cities were noisy at the time on the east coast of the Caspian Sea: Sarytash, Ketyk, Sherkala, Kzyl-Kala, Mangyshlak. The ruins of some of them are still preserved. Sites of caravan roads can be found in Mangyshlak quite often, since passing through the ancient cities, they went from Khiva across Ustyurt, from Iran through Turkmenistan along the southern coast of the Tyub-Karagan peninsula. The remains of ancient structures in its path are of particular interest: the necropolis of Kety-Bab, Akshor-Beltora, the fortress of Sherkala [4].

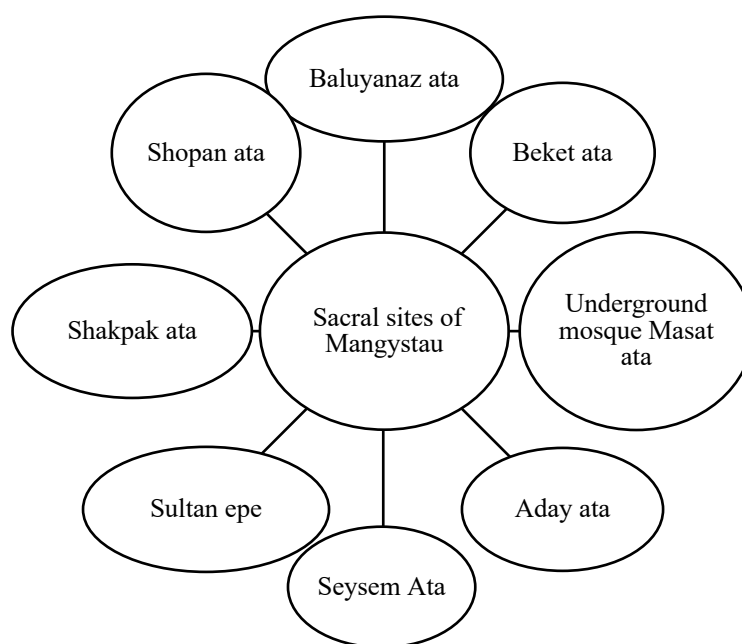


Figure 2. Name of sacral sites

Ecotourism is a journey to places of untouched nature with the aim of not disturbing the integrity of the ecosystem, to get an idea of the natural, cultural and ethnographic peculiarities of the territory, without disturbing the integrity of ecosystem; such peculiarities create economic conditions when nature conservation became profitable for area and population.

The main priority of ecotourism should be the principle - do no harm; subsequent generations have to see the world the same as those who live nowadays.

For the development of eco-tourism in the region the areas, sites of cultural history and architecture to be used in the cognitive, educational, scientific and other purposes.

Ecotourism allows to recover emotional stress intensively due to active recreation and tourism for all age groups, to receive different impressions from life, increase the value of the environment, recreation, knowledge and spirituality.

Another factor is to increase the social status of small towns, inaccessible, remote, sparsely populated areas having ecological tourism resources, contributes to the comprehensive development of social infrastructure in the region . The most important thing is that the development of ecotourism will provide an opportunity to create jobs, to increase employment and welfare of the population, will have a positive impact on the economic development of remote and protected areas. Mangystau region has a very big potential to develop some types of tourism (table 1).

Table1.Types of tourism in Mangystau region

<u>Type of tourism</u>	<u>Description</u>
Cognitive tourism.	Manifested in visiting tourists natural and cultural-historical sites of the territory. The potential of educational tourism may be interesting natural areas, representatives of flora and fauna, typical and unique landscapes, monuments of material culture and history of the past. For example, visiting museums and natural reserves.
Scientific tourism.	It combines the types of archaeological, biological, paleontological, ethnographic tourism, for the development of which in the Mangystau region there are natural and socio-cultural prerequisites for instance doing some research to discovery new sacral places
Sports tourism.	In the region there are opportunities for the development of mountain tourism, mountaineering, orienteering, cycling, paragliding, parachuting, sailing, equestrian sports, photo and video filming of exotic and rare animals, etc.
Water tourism.	It includes excursions on yachts, riding on catamarans, water skiing, swimming and relaxing on sandy beaches.
Extreme tourism.	A kind of ecotourism associated with certain physical activities, with danger to life and hardening of physical health. In Mangyshlak, it can be represented by trekking in areas that are difficult of access and not suitable for human habitation, by deep-sea diving at sea, etc.
Medical tourism	This kind of tourism represented by balneological, spa treatment, as well as climatotherapy. For example, visiting sanatoriums near the Caspian Sea
Religious tourism	It is represented by pilgrimages to holy places for example Beket ata, Shopan ata,Shakpak ata and etc.

In order to study the conditions for the development of tourism in the Mangystau region, a PEST analysis was conducted. The external environment is numerous and heterogeneous in composition, includes a large number of components that have varying in degree, nature and periodicity influence on the development of tourism. This is political, economic, social, technological and other components.

At the heart of the region's economy lies the oil and gas sector, where the volume of production accounts for more than 92.5% of the total industrial output in the region. Today, the region produces up to 17.6 million tons of oil, 2.6 billion cubic meters. natural gas. The richest oil and gas reserves turned Mangystau into a zone of concentrated financial interests of large domestic and foreign companies. The explored and confirmed reserves of hydrocarbons on the shelf of the Northern Caspian have predetermined the prospect of further development of the oil and gas sector [6]. PEST-analysis of tourism development in Mangystau region (table 2)

Table 2. PEST-analysis of region

Political factors	Economic factors
<ol style="list-style-type: none"> 1. Area within the republic. 2. Current (tourist) legislation and is aimed at attracting tourists, facilitating entry into the country. 3. Forms of state regulation and control over the sectoral markets - direct and indirect regulation, 	<ol style="list-style-type: none"> 1. Market economy. 2. The investment climate is favorable. 3. The level of inflation is low. 4. The economic crisis did not significantly affect the tourist market. 5. Resources are represented by oil and gas,

<p>stimulation of inbound tourism.</p> <p>4. Trade and financial policy at the present stage is aimed at economic growth.</p> <p>5. Included in the Customs Union, the CIS.</p> <p>6. The degree of state influence on the economy is high.</p> <p>7. The environmental problems of the Mangystau region are largely due to the development of extractive industries, the transboundary transfer of pollutants from neighboring countries</p>	<p>metals</p>
<p>Social factors</p>	<p>Technological factors</p>
<p>1. Population - 0.5 million people. The bulk of it is made up of Kazakhs, many Russians, Ukrainians, Azerbaijanis.</p> <p>2. Basic reference points and values - the population professes Islam.</p> <p>3. Lifestyle and mentality - Kazakhs are hardworking, generous, ambitious.</p> <p>4. The image of the territory is a southern resort.</p> <p>5. Approximately 90% of the population lives in cities. The region belongs to the number of sparsely populated countries (2 people per 1 km²). The most populated Aktau</p>	<p>1. The development of science and innovation in Kazakhstan is in its infancy, however, many technologies are being purchased.</p> <p>2. The level of development of technology and high technology is average.</p> <p>3. The level of development of tourist, recreational and service technologies is low, because the country is not a world class resort.</p> <p>4. Information technology and communications are widely used.</p> <p>5. The region does not have a sufficiently extensive network of road, rail and air routes. Most of the passenger traffic is transported by road and rail.</p>

The main threat is the growth of competition. The threat is exacerbated by the strong marketing strategy of competitors. The second negative factor is a decrease in the population's solvency, which will lead to a decrease in demand for services of the Mangystau region. The main direction of protection is the allocation of target segments, the development of new markets.

The main directions of development:

- improvement of service technologies;
- state policy of development of special tourist regions;
- using of modern technologies.

To date, the most important factor affecting the competitiveness of the Mangystau region is a favorable economic situation, a high level of security, and the availability of recreational resources.

Mangystau region and Aktau have almost everything necessary to become an attractive holiday destination for tourists from all over Kazakhstan. But for various reasons, the flow of tourists in the city by the sea is far from desired [5].

The region has a number of competitive advantages:

1. Unique natural objects: Karagiye Depression. One-day trip from Aktau to the Karagiye Depression, which occupies the third place in the world in depth (the bottom of the dry salt lake Batyr is 132m).

2. Unique objects of culture: The land of Mangystau is a country of ancient civilization, an archaeological reserve, an open-air museum where 11 thousand historical monuments are protected by the state, a country of thousands of rock carvings.

3. Development of seaside holidays on the coast of Caspian Sea in Mangystau region in the Kenderli region there are excellent conditions for the development of beach rest. The summer temperature here reaches + 45 ° C (and sometimes more), and the beach season lasts from May to September.

4. Access to neighboring countries: the Aktau port on the Caspian Sea links Kazakhstan with the ports of Russia, Turkmenistan, Azerbaijan and Iran[6].

Proposals for the development of tourism resources in the Mangystau region. For the successful development of tourism in the Mangystau region, a number of measures are required:

1. State support of the tourism industry, especially in the development of resort areas, integrated development of tourist areas;

2. Development of the infrastructure of hotels, accommodation facilities, entertainment facilities, road infrastructure, etc.;

3. Development of new types of tourism products for various types of tourism and tourist prices;

4. Development of tours in the Mangystau region, covering the natural beauty and cultural features of Mangystau.

5. The positioning of Aktau as an international business meeting-conference center attractive for all countries of the Caspian region [7].

In general, the macro environment is favorable for the growth of the tourist services market, but changes in the economic sphere (crisis) may require a change in supply aimed at meeting the needs of a cheaper segment.

To date, the most important factor affecting the competitiveness of the Mangystau region is a favorable economic situation.

High competitiveness of the country is due to the presence of natural recreational resources: a warm sea, a long bathing season, a favorable climate. Currently, the image of Mangystau region has emerged as a center for recreational tourism with a view to recreation and entertainment.

The attractive side of tourism and travel, as well as recreation and recreation in nature are two main components - this is the historical and cultural values and the aesthetic appeal of places of recreation. They are both the meaning and the motive of travel, they ensure the development of infrastructure. The natural-geographical and cultural-historical conditions of the Mangystau Oblast, due to their geopolitical position and peculiarities of historical development, have the necessary resources for the development of ecological tourism in the region. The natural riches of Mangystau, with its uniquely beautiful desert area, thousands of remnant mountains, picturesque canyons and gorges, ravines, sand dunes and sandy beaches, are attractive for ecological tourism and have great recreational opportunities.

Data analysis of the activities of the Mangystau region in receiving tourists showed that, mainly with ecotourism facilities in conjunction with historical and ethnographic resources, the region enters the international market of tourist services and can expect in the near future to occupy a certain niche in the global tourist business. This determines the importance of eco-tourism and the need to study the suitability of the territory for the development of eco-tourism and to assess the resource potential. The development of eco-tourism in the region will contribute to the economic, social and cultural development of the region. For this, it is necessary to use the most advanced technologies, involve the indigenous people in service, thereby ensuring a high level of employment and income, preserve and use local traditions, rites, customs, national clothes, national cuisine and the whole national culture of Mangystau in general, which can significant interest for tourist trips of Russian and foreign citizens.

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