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ASSESSMENT OF TOURIST-RECREATIONAL RESOURCES
OF KAZAKHSTAN

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Abstract. This article discusses attractive regions for health resort tourism in Kazakhstan. Deals the tourist-recreational resources of Kazakhstan. Presents, some objects of sanatorium-resort activity in Kazakhstan.

Keywords: recreational resources, infrastructure, resorts, treatment, vacation, tourism.

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ОЦЕНКА ТУРИСТСКО-РЕКРЕАЦИОННЫХ РЕСУРСОВ
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Аннотация. В данной статье рассматриваются привлекательные регионы для развития санаторно-курортного туризма Казахстана. Исследуются туристско-рекреационные ресурсы Казахстана. Представлены некоторые объекты санаторно-курортной деятельности Казахстана.

Ключевые слова: рекреационные ресурсы, инфраструктура, курорты, лечение, отдых, туризм.

In the territory of Kazakhstan 112 especially protected natural territories, including 10 national parks in which the adjustable tourist use aimed at the development of sanatorium tourism is allowed work. Considering that both natural and cultural sights, natural and natural anthropogenic landscapes where the traditional culture makes a whole with surrounding environment can be its objects, development of tourism can provide not only financial support to natural territories, but also will give the chance to create interest in their preservation [1].

Kazakhstan has an ancient and unique history, like twenty seven thousand ancient monuments, such as Saksy barrows, the Gold Person in Issyke and many others. Kazakhs inherited from the ancestors – ancient Turkic peoples and kypchak – production of felt, yurta type, rug weaving, especially lint-free, weaving of mats, ability to inlay with bone, silver house utensils, weapon, horse harness, national musical instruments. Separate elements and furniture

of kypchak Turkic clothes are revealed in the Kazakh national suit. Preservation various forms of material culture of the past is explained by that, according to Engels, «development political, legal, philosophical, religious, literary, art, etc. is based on economic development», and in the subsistence non-reorganized economy of Kazakhs, a little changed for many centuries.

The Kazakhstan site of the Great Silk way represents a unique historical monuments complex of archeology, architecture, town planning and monumental art. They are presented by the ancient cities of Otrar, Taraz, Sairam, (Ispidzhab), Turkestan (Yassa), Balasagun and others which were not only shopping centers, but also the centers of science and culture. All this has to promote effective development of tourism. In general, potential interest in sanatorium tourism in the international market makes 8,9 million people (or 63% of the general potential) [2].

The number of visitors (residents) for 2014 can be characterized as follows: the number of resident visitors who arrived for holiday made 39% of total number which arrived, for professional purposes there arrived 54%, and 7% purposefully for health-health-care purposes.

By number of nonresident visitors the biggest indicator of 87% is the professional purposes of arrival. From here it is possible to draw a conclusion that the main share of purposeful visitors is the share of professional purposes both for residents, and nonresidents, and the smallest indicators fall on the medical and health-health-care purposes, pilgrimage and visit of shops – less than 1 percent respectively.

On outbound, entrance and internal tourism the client base makes – 50%, 34%, 16% respectively of total visitors number for sanatorium establishments. It is important to note that in our country the indicator of outbound tourism sharply prevails. The number of internal tourism visitors is 1,5 times less than exit and is almost twice more than entrance, which signifies that our citizens visit foreign resorts more often than the national. The low indicator of entrance tourism shows that our sanatoria and resorts are insufficiently known to the world community and that our infrastructure still does not correspond to the international standards [3].

The obvious leader – the East Kazakhstan region – is distinguished from all regions. Such great value is explained by variety of reasons: high number and population density, significant amount of sanatoria and resorts, rather high extent of infrastructure development, beautiful and picturesque nature, large number of recreational resources, etc. Further, there is Almaty region. It can be explained by rich recreational resources and sufficient number of sanatoria.

In general, it is possible to tell that the most attractive regions for sanatorium tourism are Almaty region and East Kazakhstan.

Activity of specialized placement means – sanatorium spa facilities including: activity of sanatoria, sanatoria dispensaries, boarding houses with treatment, resort polyclinics, balneological clinics, mud baths; activity of specialized sanatorium, children's camps of the full-time action.

Sanatoria dispensaries – the treatment-and-prophylactic organizations equipped with beds, operating under organizations, providing medical and health-care actions to workers on the job in off-duty time.

Rest houses, boarding houses, bases and other organizations of rest, tourist centers are organizations intended for rest in which vacationers are provided with placement and food or only placement for

certain term, and also by tourist and excursion service and located, as a rule, within resorts, in medical and health-care districts, residential suburbs [4]. Such organizations can function all year round or during a certain season.

Tourist and recreational resources can present an assessment on the example of the following objects.

The Zhumbaktas boarding house is open and functions from 2006th year. It is located in a picturesque place on the bank of the lake Shchuchyee in pine forest ten kilometers from Shchuchinsk. In disposal of boarding house there is a medical facility where artificial bathtubs are released: coniferous, turpentine, grassy. There is an office of hardware physical therapy and an electro-light-therapy, a galvano-muds, mud cure. The climate-treatment is actively used and applied [5].

Sanatorium of Kapal-Arasan are mineral sources with the contents of sodium sulfate-chloride, nitrogen and silicon acid. Water from mineral sources is used by vacationers for taking bath and shower. The resort of «Kapal-Arasan» is founded directly on the territory of healing springs, in the heart of the green park seated by a set of poplars and karagachy. From here the fine panorama on snow crests and peaks of the Dzungarian Ala Tau opens. Mineral sources of Kapal-Arasana belong to light thermal. Temperature of the majority of springs makes 35-37 C. On all indicators (temperature and chemical) these spring are similar to the well-known springs of Tskhaltubo [6].

By water composition the Kapal-Arasan field equals to medicinal waters of known world health resorts: resorts of «Bath» and «Velingrad» in Bulgaria, «Yanskilazna» – in the Czech Republic, «Tskhaltubo» in Georgia, the resorts of Yugoslavia, Hungary, Italy, France, etc.

The sanatorium «Pine forest» is located 45 km from Kostanay, in the territory of Arakaragaysky forest area. In the course of treatment natural resources are used: mineral water which directly arrives from springs, and therapeutic muds. The major medical factor is mineral water. By structure mineral water of sanatorium «Pine forest» are close to mineral sources of the well-known resort «Pyatigorsk», is also analog of Morshin, Karlovy Vary and Yessentuki 17 water [5].

During 1960-1975 scientists conducted research of the lake filled with mineral water near Scherbakov's village of the Kostanay region of the Altynsarinsky region of the Republic of Kazakhstan where they revealed miracle properties of medicinal water. Round the lake the base of sanatorium and medical complex developed- Pine Forest rest house, and then in 1981 – sanatorium was created. The sanatorium «Pine forest»

is located 45 km from Kostanay, in the territory of Arakaragaysky forest area [6].

In the territory of Kazakhstan it is possible to allocate two groups naturalrecreational areas. The first one groups territories, optimum for recreational activity, in the east, the southeast of the republic, and also in northern part of the Kazakh hummocky topography (middle mountains of Zailiysky Ala Tau and Dzungaria, some regions of Altai, in particular Rakhmanovsky, the Shchuchinsko-Borovsky zone, Zerenda, Bayanaul, Karkaralinsk), characterized by a picturesque relief, the woods and reservoirs, balneological resources, rather long comfortable period in climatic parameters. The second group includes a number of areas which use is limited to a smaller set of recreational resources and weak ecological stability (highlands of the east and the southeast of the republic, the Balkhash-Alakolsky area, etc.) [6].

Unfortunately, in the republic only the insignificant part of these medical factors is studied, and for the health-health-care purposes about 10% of the available resources are used. So, from six balneological groups of mineral waters (without specific components and properties) – sulphidic, iodic and bromic, radonic, ferruterous, siliceous – mainly radonic and siliceous are used. The main type of therapeutic muds in the republic are sulphidic (stocks – about 60 million m), there are also sea and seaside, however part of the last, in connection with desiccation of the Aral Sea, lost their value.

For further development of the republic industry, intensive development of recreational lands, creation of large recreational areas, uniform system allowing to use recreational resources more rationally and effectively is necessary. Formation of the territorial and recreational systems (TRS) has to become the main direction thus. Concentration of establishments and vacation spots within TRS, having uniform system of infrastructure, will allow to lower construction and operational expenses considerably.

Distinctions between the natural potential and security with infrastructure cause formation of various taxonomical rank TRS: all-republican, regional, local levels. So, the special place is given to Prialmatinsky TRS, a zone of versatile recreational resources use (resort treatment, long and short-term rest, different types of informative and sports tourism), the Almaty group system of the occupied places (GSOP), adjacent to the most populated part. Possessing high recreational potential, this TRS was always the center of recreant gravity from among inhabitants of the CIS, and the abroad. They are attracted by landscapes variety of the foothills and mountains of Zailiysky Ala Tau ridge, the

city of Almaty which is the large tourist center with developed system of service, opportunity without long moving to participate in such popular types of recreational occupations as mountaineering, mount-climbing, speed-skating, mountain skiing and so on. Existence in TRS of mineral springs and high climatic-balneological capacity of the foothills and middle mountains timberland promotes development of a health resorts of versatile character network. Basis of short-term rest development are low-mountain and mid-mountain zones of Zailiysky Ala Tau, beaches of the Kapchagaysky reservoir, the river inflows of r. Il. The general capacity of sanatorium treatment establishments, long and short-term rest, tourism in perspective can make 230 thousand places [5].

The same rank there can be following territorial and recreational systems:

The North Kazakhstan TRS (within Kokshetausky GSNM and partially Akmolinsky GSNM) as a recreation area and treatments enjoys popularity for the republic population, and also inhabitants of the Urals and Western Siberia. Here the basis of recreational potential is made by the favorable climatic-balneological factors which are based on the relic pine woods and the small-leaved wood plains. The main direction of the North Kazakhstan TRS recreation is healthimproving. The leading role is played by the resort Pine Forest where the complex of balneological factors creates exclusively favorable conditions for pulmonary patients treatment, and forests, large fresh water lakes and picturesque relief allow to organize different types of mass rest. The general capacity of recreation establishments can reach 110 thousand places here;

The East Kazakhstan TRS, which resort and recreational potential is formed on the basis of considerable water resources, has the largest stocks of mineral waters, favorable climatic-balneological conditions of coniferous forests, can become the center of balneo-treatment, different types of rest and tourism, largest in the republic. In the long term the single capacity of TRS recreation establishments can increase to 100 thousand places;

The southern Kazakhstan TRS within the southern regional system of moving incorporates three recreational centers: Shymkent, Zhambylsky and Turkestani. Along with development of sanatorium treatment on the basis of mineral springs the informative tourism focused on visit of history, culture and architecture of the Middle Ages monuments gets the increasing value here. Establishments of a recreation in this TRS on prospect can contain 235 thousand people, and the considerable part will be made by establishments for

treatment and rest of children (children's sanatoria and camp, country dachas, etc.).

In the republic there are also opportunities for development of local value TRS within the following GSNM: Ural, Kostanaysky, Peter and Paul (Ishimskaya), Pavlodar, Semipalatinsk, Kyzylordinskoy. Recreational resources of these systems are capable to provide the organization of long and short-term rest for local population, both in summertime, and during winter season. As a part of Semipalatinsk, Pavlodar and Kostanaysky TRS further development will be gained by establishments of sanatorium type on base the climatic-balneological resources of pine forests and mineral waters.

TRS Dzhungarsky in mid-mountain and foothill parts of Ridge Dzungarian Ala Tau northern slope possesses big resources. Now it is used generally for service of the population of Taldykorgansky GSNM, but in the long term the organization of a republican value treatment and rest zone is possible here.

Also creation of versatile territorially is perspective recreational systems on the basis of Bayanaulsky (Pavlodar region) and Karkaralinsky (Karaganda region) natural parks, development of tourist specialization TRS in mountains Ulatau Zhezkazganska area.

The program of recreational resources development in Kazakhstan cannot be considered separately, without the general economic situation and coordination of recreational economy with other branches. In due time the moment of «recreational explosion» was missed and therefore in the republic there are no necessary material opportunities, and also organizational and administrative structures for elimination of disproportion between demand of the population for rest, opportunities of its satisfaction and nature preservation. During this time recreational activity gained lines of national economy branch with positive and negative qualities. Though it is early to speak about full formation of recreational economy, as nature-user it imposes considerable requirements to natural, material, financial, and manpower.

It is clear that social and economic conditions define recreation development. Economic contraction and rise in life cost limit possibilities of the population in satisfaction of recreational requirements, at the same time they do not disappear absolutely. Therefore at crisis stage the share of active forms of rest, and also the rest which is not demanding from the population of considerable expenses (amateur tourism) increases. In these conditions recreational attractiveness will be kept by generally those areas which already have developed infrastructure (Bayanaulsky natural park, the

Karkaralinsky zone, Shchuchinsko-Borovsky, the foothills of Zailiysky Ala Tau near Almaty). Protection of natural complexes and their improvement during this period requires introduction of such levers of environmental management as payments for natural resources use.

Long-term goal of recreational resources development is ensuring needs of the republic population for different types of resort and tourist service. At the following stage of economic transformations formation of territorial recreational system structure and its development on the basis of scientific and technical progress has to come to be finished. The paramount attention thus is paid to complex use of the available resources of treatment, rest and tourism. Broad development of recreation will provide formation of specific territorial economic systems. Expansion of interdepartmental and interindustry communications will promote more rational use of capital investments.

Recreational activity, defining specialization of the area, in turn will accelerate development of other economy branches connected with tourist service (construction industry, creation of infrastructure, production of souvenirs, edition of tourist literature and advertising, national crafts and other). Thus placement of material resources in tourism has to be carried out so that actively to influence formation of tourist stream [7].

It is probably expedient to consider creation of government body (the republican commission committee on the organization of the population rest) which competence has to include controlling and coordinating actions for design and construction, definition of recreational branch further development strategy. Currently multi-departmental management within the republic, as well as in the certain created resorts (resort districts) is common. In this case powers on management of such territorial and recreational complexes should be delegated to local Councils of People's Deputies through hierarchical structure of the commissions (committees). Having the real right to form plans and terms of construction and accumulating funds of individual builders share, rent for use of recreational resources, local Councils will have an opportunity to carry out necessary improvement, protection and rational use of resort objects, housing and civil engineering [9].

Un-readiness of the economic relations in use of natural resources demands statement of improvement tasks method for calculation of economic damage, expansion of standard technical and information base. Creation of extensive and versatile informative base and control of territorial recreational systems

condition will facilitate the solution of the problems complex connected with resort and recreational economy management. In this regard the republican management system for recreation branch has to have special service as follows: control and measuring network with a continuous operating mode, center for reception and storage of information and data-bank created on this basis; control and technical service on informatics-and-balancing and commissioning. In the republic the service allocated with powers for decision-making and control of their performance could carry out such functions.

Development and improvement of the sanatorium system help is planned taking into account evidence-based need for sanatorium resort treatment and improvement of the republic population, and also existence, development and rational use of natural medical resources, economic capacity of the state; it assumes:

- improvement of sanatorium system state regulation of recreation and health-treatment of the population;

- streamlining of privileges for sanatorium treatment and improvement and conditions of their granting;

- optimization of the sanatorium and health-care organizations network;

- improvement of the sanatorium treatment and improvement organization for children;

- development and realization of measures set on formation of market mechanisms in sphere of the sanatorium and health-care organizations functioning, except for sanatoria system of the Ministry of Labor and Social Protection;

- implementation of measures for rational use of the funds allocated for sanatorium treatment and recreation of the population;

- improvement of the legislation in the field of the population sanatorium treatment organization, activity of the sanatorium and health-care organizations;

- improvement of scientific and organizational-and-methodological support concerning the organization of population health-treatment and recreation;

- ensuring preparation and professional development of employees of the sanatorium and health-care organizations.

Priority tasks in the sphere of the sanatorium help system state regulation are:

- ensuring coordination of the sanatorium and health-care organizations activity of various

subordination and their organizational and methodical maintenance;

- performance of state programs in the field of population health-treatment and recreation;

- improvement of the legislation in the field of the population sanatorium treatment organization, activity of the sanatorium and health-care organizations;

- creating conditions for investment attraction into sanatorium and health-care system of the Republic of Kazakhstan;

- development and implementation of measures, directed on natural medical resources rational, effective use, tourist resources, creation and development of the resorts of the Republic of Kazakhstan;

- the state investments direction on development of the Republic of Kazakhstan resort zones;

- implementation of the state support, development and effective use of the sanatorium organizations which are located in property of the Republic of Kazakhstan and abroad.

The purposes and problems of tourism development depend on the level of the state relation to this branch. Without its accurate participation in regulation of tourist area its development is impossible.

Huge economic effect of tourism consists in recycling of the income when the tourist pays money during travel, staying in hotel, having dinner at restaurant, there is a recirculation of money – on them goods which then are bought by tourists, etc. Besides, the serving industries of hospitality spend the most part of money which they earned in the area, buying various goods and services. This chain reaction proceeds until there is a leak – money «will flow away» on purchase something outside the region. The majority of economy branches have coefficient of means recirculation of 1,7-2,0. It means that the earned money is used by the branch from 1,7 to 2,0 times. In tourism this effect increases to 3 times.

Owing to geographical, economic features of Kazakhstan, tourist resources are located unevenly. Their most part can be united in special natural and economic zones. In Kazakhstan it is possible to distinguish 3 zones – Central, Southwest and Southeast, the Central zone including the tourist Bayan-Auyta resources, Karkarala, Egendybulak, Boraldaya and Pike. South Western zone is Sara-Agash, Turkestan, Otrar, the Hungarian area. Such mountain systems as Tengri-Tag, Zailiyskoye Alatau, Lakes Alakol and Balkhash, reservoir of Kapchagay

can represent a southeast zone. Plus r. Kya, border area Druzhba, Zharkentsky area. Southeast zone will be especially crowded and attractive [4].

The greatest mass of Kazakhstan productive forces will be concentrated near these zones, i.e. in the cities of Ekibastuz, Pavlodar, Astana, Karaganda, Almaty, Chimkent, Taraz. The main air gates are in Astana and Almaty. The above-mentioned cities and territories will be generators of tourist streams for zones, and they, in turn, will become receptors.

Kazakhstan is rich with natural, cultural and historical values representing a great interest not only for residents of the country, but also for the foreign tourist, and Shchuchinsko-Borovsky region is of special value. This region (on material resources which is available today) can serve to 100 thousand tourists a year. And, 75% of this tourist number is necessary on internal tourism. Shchuchinsko-Borovsky region has huge geopolitical value for the Central Asian region. It can play a role of specific regulation corridor for the international tourist streams [2].

Along with eco-tourism there is business tourism for which the corresponding infrastructure will develop. For informative tourism objects development of the picturesque neighborhood near the city of Shchuchinsk, Shchuchinsko-Borovsky and Zerendinsky zones, the Korgalzhinsky reserve, the Vyacheslavsky reservoir, Zone of the Ishim River, pine forest in Akkole, Taytobe recreation area, etc will serve. Creation of specialized city tourist bureaus for carrying out sightseeing tours around the city and its vicinities is provided.

Studying sanatorium branch condition as one of the tourist market perspective segments is very timely. In Kazakhstan development and improvement of sanatorium tourism system is provided, the Development program of the perspective directions of the tourism industry of the Republic of Kazakhstan for 2020 is accepted.

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