

# MDP-project

Алматы қаласы мен Алматы облысындағы  
экотуризмнің дамуы және маркетингі

Marketing and promotion of ecotourism  
in Almaty city and Almaty region

Маркетинг и продвижение экотуризма  
в Алматы и Алматинской области



# MDP Global Classroom

## MDP-project No. 2

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Консультации: United Nations Environment Programme

Әл-Фараби атындағы ҚазҰУ  
Алматы, 2018

# MDP Global Classroom

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Almaty, 2018

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Алматы, 2018

# Marketing and promotion of ecotourism in Almaty city and Almaty region

## MDP-project 2. KazNU

### Plan of work

Title: Marketing and promotion of ecotourism in Almaty and Almaty region

Partner 1: School of Hotel and Tourism Management, PolyU University, Hong Kong

Partner 2: Faculty of Journalism and Faculty of Philology and World Languages in KazNu. Al-Farabi

Partner 3: UNEP

Consultations: Akimat of Almaty city and KazNU named after. Al-Farabi

Performance period: September-December 2017

Researchers: 4 undergraduates of the Faculty of Journalism in the framework of the loan-practical course

Object of the research: The subject of the research is marketing and promotion of ecotourism in Almaty and Almaty region in comparison with international experience: Hong Kong, Costa Rica and Norway; analysis of statistical data on the promotion and spread of ecotourism

Interaction: Collaboration with students and employees PolyUCH (Polytechnic University of Hong Kong)

Result: The final result is 40-60 page research with theoretical and practical recommendations for its subsequent submission to Akimat of Almaty and, later, to the School of Hotel and Tourism Management of PolyU University, Hong Kong

Presentation: International Research Conference at KIMEP University in 2018, Almaty, Kazakhstan

Goals and objectives: The main goal is to study and analyze stakeholders in marketing and promotion of ecotourism both in Almaty and Almaty region, and all over the world. The objectives of our project are to build quality educational relations with the University of PolyU, Hong Kong, as well as the interest of Almaty City Akimat in our study.

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## Алматы қаласы мен Алматы облысындағы экотуризмнің дамуы және маркетингі

### Түйіндеме (Executive summary)

Бұл жоба Алматы қаласы мен Алматы облысының экотуризм маркетингінің даму деңгейін зерттеу болып табылады. Бұл зерттеуде Гонконг, Норвегия, Коста-Рика мемлекеттерін мысалға ала отырып экотуризмді дамыту, насихаттау және маркетинг саласындағы ең тиімді халықаралық тәжірибені талдау болып табылады. Бұл жобаның негізі ретінде экотуризмді кең көлемде таратуға және дамытуға мамандандырылған туристік агенттіктер алынды. Осы жоба барысында Алматы қаласының және шетелдік туристік агенттіктерін мысалға ала отырып салыстырмалы талдау жүргізілді.

Берілген жобаның мазмұны:

1. **Алғы сөз** – бұл бөлімнің мақсаты осы жазылған жобаның мәнін, басты бағытын және зерттеудің құрылымын анықтау.

2. **Кіріспе** – бөлімінде туризм саласының бүгінгі жағдайы және де туристік компаниялардың экотуризмді насихаттау жөніндегі жұмысының мәселелері, сондай-ақ оның негізгі басымдықтары мен даму қағидаттары қамтылады.

3. **Бірінші бөлім** – Гонконг, Коста-Рика, Норвегия мемлекеттерінің және халықаралық тәжірибенің қолданылуын сипаттайтын ақпаратты қамтыса, ал үшінші бөлімде осы аталып өткен мемлекеттердің тәжірибесін мысалға ала отырып Алматы қаласының және оның аймағындағы экотуризм жағдайының салыстырмалы талдауы көрсетіледі.

4. **Екінші бөлім** – Алматы қаласы мен Алматы облысындағы экотуризм мен маркетингтің қазіргі жағдайы және оның дамуы жәйлі мәселе қарастырылды.

5. **Үшінші бөлім** – Алматы қаласы мен Гонконг, Коста-Рика, Норвегия мемлекеттерінің маркетингі және экотуризмнің дамуына байланысты салыстырмалы талдауды қамтиды.

6. **Қорытынды** – Алматы және Алматы облысындағы экотуризмді жобалауға, дамытуға, сонымен қатар әлемдік тәжірибеге арналған ескертулер мен ұсынымдарды қамтиды.

7. **Қолданылған әдебиеттер тізімі** – жобаны жазу барысында қолданылған сілтемелер мен ақпарат көздерінің тізімін қамтиды.

8. **Қосымшада** Алматыдағы туризмді әсіресе экотуризмді дамыту саласындағы мамандардан алынған сұхбаттың үзінділері мен өңделген деректер, сондай-ақ ескерілген жоба жұмысының нәтижесі мен жұмыс жоспары ұсынылады.

Бұл тақырыптың өзекті болу себебі экотуризм саласының әлемде, сонымен қатар Алматы қаласында қарқынды дамып келе жатқан бағыттардың бірі болып табылатындығы.



# Marketing and promotion of ecotourism in Almaty City and Almaty Region

## Executive summary

The project is a research on the prospects for the development, marketing and promotion of ecotourism in the Almaty City and Almaty region. This study also analyzes the best international experience in the development, promotion and marketing of ecotourism on the examples of Hong Kong, Costa Rica and Norway. The MDP team analyzed the work of both –international and national tourism agencies, specializing in the distribution and promotion of ecotourism as the team members conducted a comparative analysis of various marketing strategies.

This work is organized as follows:

1. **Executive summary** summarizes the methodology and structure of the research project.
2. **The Introduction** assesses the global trends in the tourism industry during past 20 years, and reviews the work of tourism companies in marketing and promoting ecotourism, as well as its main priorities and development principles.
3. **The First Chapter** covers the international experience of countries as follows: Hong Kong, Costa Rica, and Norway focusing on the country-brand and marketing strategies.
4. **The Second Chapter** reviews the recent development in marketing and promotion of ecotourism in the Almaty City and the Almaty region focusing on the collaboration between public and private sectors.
5. **The Third Chapter** analyze the ecotourism in the Almaty City and Almaty region in a comparative perspective comparing the marketing and promotion strategies of Almaty, Hong Kong, Costa Rica and Norway.
6. **The conclusion** summarizes the finding of the research project and offers recommendations on the design, promotion and development of ecotourism in the Almaty City and Almaty region.
7. **The Appendix** includes a sample list of tour packages developed that allows to illustrate and explore the beauty of both Almaty and Almaty region. The appendix also offers fragments and processed data from interviews with specialists in the field of tourism development and ecotourism in Almaty, as well as a work plan that was taken into account as the project progressed.
8. **The bibliography** consists of references and sources used in this study.

# Маркетинг и продвижение экотуризма в Алматы и Алматинской области

## Резюме (Executive summary)

Данная работа представляет собой исследование о потенциале развития в сфере маркетинга и продвижения экотуризма в городе Алматы и Алматинской области. Данное исследование также анализирует наилучший мировой опыт в области развития, продвижения и маркетинга экотуризма на примерах Гонконга, Норвегии, Коста-Рики. За основу были взяты туристические агентства, широко специализирующиеся на распространении и популяризации экотуризма. Был проведен сравнительный анализ на примерах зарубежных и Алматинских турагентств.

Настоящая работа построена следующим образом:

1. **Предисловие**, поясняющее смысл, основные направления и структуру исследования.

2. **Введение** раскрывает состояние сферы туризма на сегодняшний день, а также освещаются вопросы работы туристических компаний по маркетингу и продвижению экотуризма, а также его основные приоритеты и принципы развития.

3. **Первая глава** состоит из использования международного опыта таких стран как: Гонконг, Коста-Рика, Норвегия. На примере вышеперечисленных стран в третьей главе будет проведен анализ в сравнении экотуризма в Алматы и Алматинской области с данными государствами.

4. **Вторая глава** представляет собой раскрытие вопросов о положении и состоянии маркетинга и продвижения экотуризма в городе Алматы и Алматинской области.

5. **Третья глава** включает в себя сравнительный анализ по маркетингу и продвижению экотуризма между городом Алматы и Гонконгом, Норвегией и Коста-Рикой.

6. **Заключение** предполагает собой комментарии и рекомендации по проектированию, продвижению и развитию экотуризма как для Алматы и Алматинской области, так и для мирового опыта.

7. **Библиография** состоит из ссылок и источников, использованных в данном исследовании.

8. **Приложение** предлагает фрагменты и обработанные данные из интервью со специалистами в области развития туризма и экотуризма в городе Алматы, а также план работы, который учитывался по мере реализации данного проекта.

Данная тема является актуальной в связи с тем, что экотуризм является наиболее быстрорастущим сектором туризма в мире и в городе Алматы.

# Marketing and promotion of ecotourism in Almaty City and Almaty Region

## Chapter 1. Introduction

According to the World Tourism Organization (<http://www2.unwto.org/>), tourism contributes more than 10% to the world's GDP (2018, est.). It is considered as one of the most dynamically developing sectors of the economy. For example, during past 2-3 decades, ecotourism grew by double digits due to the anthropogenic pressure on traditional natural and cultural-historical tourist resources and the rise of mass tourism. Taking into account the tourism development indicators suggested by the World Tourism Organization (WTO), the tourism will continue to grow and the number of eco-tourists would double within next 20-30 years. The main priority areas of ecotourism around the world includes as follows: hiking in the mountains, forests, jungles and visiting many places and arranging various "eco" activities. It is important that ecotourism offers visits to a large number of completely different natural areas and foreign visitors will be able to count on a full and positive time spending.

It is very important to study international experience in the area of ecotourism, as the environmental changes (natural and man-made) might negatively influence the mass tourism and tourist resources. Today, many countries observe the growth in anthropogenic pressure and negative influence on virtually all sectors of tourism industry and tourism, in the vast majority of tourist areas. For example, between 1973 and 1983, Poland witnessed that the length of tourist's water routes along rivers and lakes was reduced by 40%, and by sea - by 70%. The area of damaged forests increased by 60%. Since 1976, the Baling Canyon in the USA witnessed that the average rate of soil degradation has been in 86 times higher than the maximum permissible as a result of movement of transport serving the tourists.

Thus, ecotourism should be promoted and developed as an integral part of the tourism industry; it is not always understood in the same way in different countries. Its forms are dynamic, it penetrates into the areas of tourist activity, which are far from the ecological orientation, and limit it to a too strict framework and one only correct definition is hardly reasonable. It is important to keep in mind the following circumstances. Firstly, the "Ecologization" of public behavior and, in particular, as ecological tourism have recently had a significant impact on the traditional tourism. For example, modern tourists during the holiday, firstly, willingly combine two-three-week "beach" programs with short purely ecological excursions. Secondly, although they prefer a very comfortable holiday, but in environmentally friendly conditions, encouraging the owners of hotels and resort authorities to take care of the environment, introduce environmentally friendly technologies into the tourism industry.



In this context, marketing, promotion of ecotourism, communication with and education of public (“Ecologization”) may help to address many eco-problems, starting with the collection, processing of communication channels, the development of PR solutions, and ending with a voluminous analysis of the work done. We believe that regular and effective communication links with target audiences, current and potential consumers, intermediaries, public authorities and authorities, financial, insurance, banking institutions, the media, etc., are necessary for the qualitative and successful promotion of the ecotourism product. With all-round support, you can achieve the desired result and increase the level of marketing and promotion of ecotourism at a competitive level.

In the case of Kazakhstan, the tourism contributes only 1% to the national GDP. According to the Kazakhstan Tourist Association (KTA, <http://www.kztour-association.com/>) - which unites about 400 subjects of the tourist market - the tour operators in Kazakhstan have developed only 900 routes. The tour agencies in Kazakhstan still need to update services and come up with new ideas to promote tourism industry. An important component in the development and promotion of tourism in Kazakhstan is ecotourism. Ecotourism is a completely new sector, both for Almaty and Kazakhstan. In our opinion, many studies and interviews suggest that the quality of ecotourism in the Almaty City and Almaty region can be raised significantly, if the local government, public and tour agencies would develop well-built PR campaigns and marketing schemes. The increase in the quality of ecotourism in Almaty, would also add popularity and rating to Almaty City, as well as it would attract the interest from foreign guests, colleagues and investors.

This research project focuses on the study of communication, media and marketing strategies using four different case studies to illustrate the main arguments. It offers the study of the experience of ecotourism in Hong Kong, Costa Rica and Norway. It also presents analysis and comparison of marketing and

promotion of ecotourism in the Almaty City and Almaty region with other countries, such as Hong Kong, Costa Rica and Norway. In addition, the research suggests some practical recommendations in the study of ecotourism, its basic principles and regulations in the context of the Almaty City and Almaty Region. The Interviews with the largest experts of this area in our country would illustrate the major arguments of the project.

## Terms

**"Ecotourism** is a responsible journey into natural areas that promotes ecology and improves the welfare of the local population" [1].

**"Ecotourism** is tourism, including trips to places with relatively untouched nature, in order to get an idea of the natural and cultural and ethnographic features of the area that does not violate the integrity of ecosystems and creates economic conditions in which the protection of nature and natural resources becomes beneficial for the local population "[2].

**"Ecotourism** is a purposeful journey into the natural territories in order to gain a deeper understanding of local culture and the natural environment that do not violate the integrity of ecosystems, while making conservation of natural resources profitable for local residents" [3]. "Ecotourism is a responsible journey into natural areas that promotes environmental safety and improves the welfare of the local population" [1].

**"Ecotourism** is tourism, including trips to places with relatively untouched nature, in order to get an idea of the natural and cultural and ethnographic features of the area that does not violate the integrity of ecosystems and creates economic conditions in which the protection of nature and natural resources becomes beneficial for the local population "[2].

**"Natural resource management"** is the "work to build partnerships, capacity and wise decision making for fair and sustainable use of natural resources, with a focus on local control" taking different forms and activities from communications to the locally-controlled forestry.

**(<https://www.iied.org/natural-resource-management>).**

The Cape Town Declaration recognises that **Responsible Tourism** takes a variety of forms, it is characterised by travel and tourism which: minimises negative economic, environmental and social impacts; generates greater economic benefits for local people and enhances the well-being of host communities, improves working conditions and access to the industry; involves local people in decisions that affect their lives and life changes; makes positive contributions to the conservation of natural and cultural heritage, to the maintenance of the world's diversity" (**<http://responsibletourismpartnership.org/what-is-responsible-tourism/>**).

This research discusses various **communication, media and marketing strategies** to attracting tourists from nearest and far abroad, as well as promoting the PR-Campaign in the interest of eco-tourism distribution in all over the world. This will be dependent on many factors that are offered below.

## Chapter 2. International experience

This chapter discusses different approaches in **communication, media and marketing strategies** of Ecotourism in different countries with eco environment similar to eco-environment of the Almaty City and Almaty Region. This includes the short overview of economics, politics, sociology, ecology and culture. In addition the research assess the impacts of **communication, media and marketing strategies** on the private and public enterprises and on the mass tourism in general.

The study of academic literature suggests that marketing in ecotourism should address not to only tourists per se, but also all major stakeholders such as travel agencies, partner organizations, local government, communal tourism associations, state tourism regulators, young people, especially students (both high school and colleges). The influence of the ecotourism marketing on the market and its development should be systematic, and should include the systematic learning about the conditions and trends in ecotourism. From this point of view, the analysis of the experience, situational environment, dynamics and structure of ecotourism and its marketing in such countries as Hong Kong, Costa Rica and Norway can be useful for all stakeholders in the Almaty City and Almaty Region

### Marketing of ecotourism in Hong-kong

The promotion and marketing of tourism opportunities of Hong Kong managed by the special designated entity – the Hong Kong Tourism Board (HKTb) (<http://www.discoverhongkong.com/eng/about-hktb/index.jsp>). The HKTb is “a government-subsidized body tasked to market and promote Hong Kong as a travel destination worldwide and to enhance visitors’ experience once they arrive.” It has six representation offices in all major regions of the world.



The marketing campaigns focus on about 20 major markets, with provide up to 96% of the total number of visitors to Hong Kong. When using their marketing resources, the HKTB uses a sophisticated approach to instantly react to unexpected situations. In addition to the key markets in Taiwan, South-East Asia and South Korea, the HKTB is also striving to activate advertising opportunities in the new markets.

To date, Hong Kong is recognized as the world's most attractive city for tourists. The number of tourists since 2000 has increased from 10 million to 25.7 million in 2017 [5]. Also, according to 2016, tourism revenue is 32.9 billion dollars. The government uses natural advantages for the development of ecotourism to achieve a balance between the economy and the environment.

Ecotourism is a new and rapidly developing form of tourism in Hong Kong. In fact, Hong Kong has a strong potential for the development of ecotourism because of its unique natural landscape. It consists of several large and about 260 small islands, inhabited by 240 species of butterflies, more than 500 species of birds and many other inhabitants of the fauna. Biodiversity of ecology is preserved in nature reserves, which are important objects that have a landscape and ecological value. The Government of Hong Kong for many years has been implementing a clear program aimed at preserving the country's main natural complexes.

Initially, ecological tourism began "as a local idea - creating a balance between the economic benefits derived from recreation in nature and the ecological safety of recreational areas within the framework of the global idea - preserving the nature of the planet as the basis of life on it" [6].

The area of Hong Kong occupies 1104 km<sup>2</sup>, and about 40% of them are protected areas, reserves and recreation areas. Specially protected areas include 24 suburban parks, 22 special areas, 4 marine parks, one marine reserve and one global geopark. These territories are fixed in the system of reserves of national parks of Hong Kong [7]. The most surprising is that most places are accessible from the city center. By the same token, we see that in Hong Kong there is an increase in the awareness of the population about environmental problems and there is a great need to improve and create new projects for the preservation of nature.

Which make it one of the most amazing places, where the diversity of nature harmoniously combines with ultramodern skyscrapers. The HKTB promotes a careful attitude to the environment combined with the life of an overpopulated metropolis and its environs.

The HKTB also adopted a comprehensive approach that integrates digital marketing, promotions and PR activities. In order to expand the market, HKTB has stepped up its efforts in the field of digital marketing. The HKTB website [www.discoverhongkong.com](http://www.discoverhongkong.com) is available in 15 languages and 22 versions on the market, with more than 90 million visits in 2015. Besides, of usability of the site, the content was better demonstrate the strengths of the country's tourism.

No wonder that Hong Kong is one of the most popular tourist destinations in Asia for mass tourism. Nevertheless, there are some types of ecotourism in the country. Such as:

- Hiking;
- Tracking;

One of the largest and first in population - the island of Hong Kong has a hilly terrain, making it the best place for hiking. The length of the most famous route for hiking is "Dragon back", this track has more than 8.5 km. Tourists who have overcome this route will be able to see panoramic views of the surrounding countryside from the hills.

**The Case study of the Geological Park of Hong Kong:** The Geological Park of Hong Kong situated in the northeast of the country, almost at the border with China. The park divided into two large zones: the sedimentary region and volcanic mountains "Sai Kung Waterfront Park". On the territory of the park provided excursions, which include many different locations fully revealing the natural beauty. There is an opportunity to visit the largest traditional settlement in Hong Kong - the fishing village of "Tai O". Here the main means of transportation for residents are boats. According to local residents, they maintain the same lifestyle as their ancestors. This is the place where travelers see Hong Kong in different way. The Lamma Island, which combines mountain landscapes and beaches, is one of the most popular places for walking in the fresh air. Tourism industry side by side with international trade and financial services is one of the main sources of income for Hong Kong. According to the data of 2017, there is an increase between 3% and 5% in the tourism market in Hong Kong [8]. This facilitated not only by the interest of foreign tourists to the surrounding nature, but also by marketing development in this area.

### **Conclusion:**

The most important lesson is that the HKTB promotes and markets tourism opportunities in Hong Kong targeting most important markets around the world. In order to achieve it the HKTB has their representatives in six regions around the world. Hong Kong companies use a "flexible approach" in their business, good service, and this experience can be used by the companies in Kazakhstan for the development of ecotourism. Hong Kong has a growing understanding of environmental issues and of the great need to improve conservation projects.

This experience can help in promotion and development of ecotourism in Almaty, you can create similar advice on tourism, as well as good international experience for the development of our ecotourism - this is the creation of representations of Kazakhstan ecotourists all over the world. Almaty has huge potential for ecotourism development, and also Hong Kong, which was recognized as the most attractive in the world for ecotourism, Almaty is in the treatise of Zailiyskiy Alatau with its unique original character and resources that should be "demonstrated" to the world community, as it is done with great success in Hong Kong.

The companies engaged in ecotourism in Almaty should also develop conservation projects, possibly to greater contact and work with the media and public to inform about various measures to increase the effectiveness of Almaty conservation projects.



## Marketing ecotourism in Costa Rica



The experience of Costa Rica illustrates one of the most successful marketing campaigns in the field of ecotourism, as it became a popular place for ecotourism for about 2.5 million travelers a year (2017, est). The main **communication, media and marketing** platform is the official website of Costa Rica (<http://www.visitcostarica.com>) with detailed information about the country, tourist guides, maps and

multimedia. It has advanced online services, such as online booking tools, a strong focus on sustainability, active and continuous promotion of trade events, articles and many fascinating videos.

The website provides the opportunity to find an interesting eco-tourism destinations in the country, linking various tourism projects related to nature and ecology. The website contain information about accommodation opportunities, also up-to-date information for tourists, including general information about the country, the types of tourism and ecotourism routes on its territory.

For many decades, Costa Rica has been holding one of the leading positions among ecotourism destinations not only in Central America, but also in the world. Between 1980s and 1990s, Costa Rica has become a top-popular destination for travel. The number of tourists is constantly growing. In terms of statistics, the number has increased from 1.03 million (1999, est.) to 2.66 million tourists (2015, est.).

Ecotourism in Costa Rica is one of the key activities of the tourism industry in the country. As defined by **The International Ecotourism Society (TIES)**, ecotourism is «a responsible journey into natural areas that conserve the environment and improve the well-being of local residents» [9]. It also plays an important role in ensuring sustainable economic development of the country. Its main competitive advantage is the well-established system of national parks and protected areas.



Tourism in Costa Rica is one of the fastest growing sectors of the country's economy. As an important factor in GDP growth. Increasing of popularity of ecotourism in the country is explained quite simply - while neighboring states actively sold their forests in the form of timber, Costa Rica took care of the jungle, thus preserving the beautiful natural environment, because 2/3 of the country's area is covered with forests. Now the country offers nature lovers a lot of national parks, where you can admire the incomparable vegetation, look at the stately sea turtles, marvel at the power of the volcano, enjoy the spectacle of the sparkling jets of the waterfall.

Most of the main attractions are nature. According to the Costa Rican tourism board, in 2009, 47% of foreign tourists visiting the country are engaged in activities related to ecotourism, which includes not only excursions, but also types of outdoor activities.

Ecotourism Costa Rica combines leisure with a variety of new adventures, such as:

- 
- Beach vacation;
- □Excursions in nature;
- □Visiting volcanoes;
- □Tracking;
- □Monitoring of flora and fauna;
- □Bungee jumping from bridges;
- Surfing;
- □Scuba diving;
- Rafting.

Costa Rica known for being the custodian of 5% of the total biological diversity of our planet [10]. Despite the fact that in the area of the country 125th in the world, it is home to more than 500 thousand different species of representatives of the flora and fauna of the Earth. Here, including, more than 850 species of birds, which managed to become a symbol of Costa Rica. Costa Rica offers amazing opportunities for a beach holiday. Since the coastline is washed by the waters of the Pacific and the Caribbean, you can go diving and surfing on the coast, and extreme lovers can arrange an alloy on kayaks.

It is possible to choose a special tour, allowing you to observe the flora and fauna while traveling on a cable car or walking on suspension bridges, built at the very tops of trees. And parks and protected natural areas offer excursions to the jungle and caves, as well as hiking routes. Costa Rica insulated with



mountain peaks and craters of volcanoes. Volcanoes are unforgettable spectacles, because at times they spill fire lava directly into the air. Even at the foot of the volcanoes, you can see many caves of magma. Some of them are known not only for their hot springs, but also for their beautiful walks.

In general, Costa Rica pays special attention to the conservation of natural resources, as ecotourism has become an alternative to environmentally hazardous industries. As wrote, Antoine de Saint-Exupery «... we are all carried away on the same planet - we are the crew of one ship» [11]. The country understood this unconditionally. Without market demand and political support for environmental protection, currently protected areas and generally ecotourism in this amazing country would not be so recognized.

### Conclusion:

Since the mid-1980s, the world has embraced **responsible tourism and management of natural resources**. The eyes of many fans of clean air and clean water appealed to Costa Rica, where cities and industrial areas occupied only 5 percent of its territory and 20 percent were allocated to national parks. The more tourists came to Costa Rica, the more areas covered by virgin vegetation were declared zones free from loggers and poachers. The reserves were allowed to hunt only for Indians from reservations.

Costa Rica pays close attention to the development of ecotourism. Accordingly, the country's economy is also developing. To this end, many projects are implemented that contribute to the preservation of the environment and natural landscapes.

This experience can serve as a good example for the city of Almaty and Almaty region, as the development of ecotourism in Costa Rica is one of the main economic priorities that have been implemented, as the statistics show, since the 80s. To successfully promote the product of ecotourism, the city of Almaty should allocate its financial resources and focus PR activities specifically on the spread of ecotourism.

## Marketing of Ecotourism in Norway

The experience of Norway represents an interesting case of effective engagement in the marketing of tourist destinations and the development of tourism in certain regions. The country has about 250 tourist centers. The main tourism areas in Norway cover 18 specialized tourist routes passing through the main national natural and historical sites (including natural landscapes, fjords, glaciers, and mountains, historical and cultural monuments).

Tourism in Norway in 2015 provided about 5% of the country's GDP.

The annual income from tourism and related services is about \$ 17 billion. Also from the country's budget, funding is provided to support the development of tourism in 2015, 247 thousand dollars.

The Ministry of Trade, Industry and Fisheries has



provided Innovation Norway with responsibility for developing and maintaining an official guidebook for Norway. The official site "[www.visitnorway.com](http://www.visitnorway.com)" - to facilitate the choice of Norway as a place for ecotourism. The website contains thousands of advertisements about tourist enterprises from all over Norway provided by third parties, such as local tourist offices and marketing organizations of destination.

Norway works hard to get away from the dependency on the industries that harm nature. **Responsible tourism and natural resource management** helps to keep this region of unprecedented beauty and improves the local economy. Since 2006, there has been an influx of foreign tourists arriving in Norway. Statistics show that in 2015 the number of foreign tourists was 3.6 million, which is 12% more than in 2014, and 2016 is no exception, growth in this area was 11% [12].

From the total area occupied by the country, more than 10% lie above 1000 m above sea level. Less than 3% of Norway's area is suitable for agriculture, while mountains and glaciers occupy 235 000 km<sup>2</sup> of the entire territory, which is 385 186 km<sup>2</sup>.

The nature of Norway is amazing and surprising by its diversity. Landscape is unique and each part is not similar to others. The main treasure and symbol of the country are the picturesque fjords stretching along the coast. Tourists can see mountain landscapes, seas raging on rocks and various waterfalls.

Ecotourism of the country conquers travelers by its abundance. 500 official hiking routes, a web of hiking trails, over 200 routes for cycling along rural roads and mountain trails. Norway is also known for its network of camps, that is, special attention is paid to camping.

- Safari;
- Kayaking, canoeing;
- Walking and riding;
- Hiking;
- Skiing and mountaineering;
- Rafting, canoeing;
- Hunting and fishing,
- And this is not a complete list for tourists, which Norway offers.

In Norway provided large number of safaris. In general, you can observe seabirds, crabs, seals, and many other fauna. Travelers who come here in the winter can ride snowmobiles and dog sleds.

Norwegian rivers and lakes abound in fish, and in addition, fishing enthusiasts have excellent opportunities for sea fishing. Also acquaintance with the culture in the local fishing villages, where they honor and adhere to the traditions for more than a hundred years. Together with fishing develops agro tourism. There are many villages in the country where everyone can rent a village house and probably will not remain indifferent to local small but cozy houses offering to live a bit in the bosom of nature, enjoying hiking and horse-back riding in the most picturesque places.

There are specially marked trails and mountains over 2000 meters high, from where panoramic views of Norway's natural beauty can be seen. In addi-

tion, tourists are given the opportunity to admire the highest peaks right from the sea. Since the length of the coastline is 26592 km, in some places you can rent a kayak and go on an exciting journey.

According to the Norwegian Tourism Board, the marketing of ecotourism of the country is at the stage of active development. From 2000's to the present day in the field of ecotourism in Norway involved about 3, 5 thousand travel companies.

### **Conclusion:**

**A wide range of opportunities for recreation and tourism, including ski resorts, can illustrate the excellent responsible tourism and ecotourism opportunities in Norway.** Among tourists - popular tourist and fishing tours, as well as cruises on the fjords of Norway. In many respects this is justified not only by the country's natural resources and historical sights, but also by the correct PR-policy. Tours should reveal the tourist potential of Norway and allow the tourist to fully appreciate all his beauties.

Norway would like to work further on increasing the number of foreign tourists visiting Norway including local and international tourists. The government plans to work on easing visa and customs restrictions, as well as with a focus on a differentiated tourist offer and with the fact that Norway is one of the most expensive countries in the world. Unfortunately, the country has very high prices for food, goods and services and to spend holidays in Norway with a modest budget are almost impossible.

As for the city of Almaty, it is safe to say that visiting this city is not so expensive as visiting various cities in Norway. In this case, the marketing emphasis can be made on the prices of the city of Almaty and subtly compare them with the cost for the same Norway. As Norway is more experienced in ecotourism, one of the important advantages of Almaty city will be the difference in prices for ecotourism and simply visiting the city, unlike Norway.



## Chapter 3. Cases in Almaty and Almaty region

The government of the Almaty City and Almaty Region declared that tourism is a priority sector and it would contribute to the sustainable development of the economy (<https://www.visitalmaty.kz/>). For example, the Kazakhstan Tourist Association (KTA) and experts of the IPK Company have analyzed of the tourist market of Kazakhstan, which showed that Kazakhstan has a huge untapped potential with a lot of national parks and reserves, as well as an outstanding cultural heritage.

The questionnaire-based survey-research covered about 10,000 respondents. It was conducted in Germany, Great Britain, France, South Korea and Japan. The results of the survey showed that among foreigners there is a high interest in ecological tours to Kazakhstan.

Kazakhstan compared to be "a tourist diamond," which has great tourist opportunities and is looking forward to further changes to create a global competitiveness. Some experts suggests that the investments of about US\$1.0 billion would be required to turn the Almaty region into a well-known tourist destination by 2020.

The above study showed that 14.2 million tourists from Europe and Asia are interested in Kazakhstan as a tourist destination. By the end of 2015, the number of people entering Kazakhstan for tourism purposes was 618,732 people, domestic tourism – 2,183,973 people. Since the World-Expo 2017, Kazakhstan attracted a lot of attention, business proposals and investments in the area of tourism and ecotourism as many tourists expressed their desire to visit Kazakhstan in general and Almaty in particular. In Kazakhstan, there are



900 attractive routes for national reserves and parks. For foreign tourists, it is possible to observe rare and endangered species of animals such as snow leopard, Tyan-Shan bear, caracal, lynx, gazelle and many others.

The first information and resource center for ecotourism was established in Kazakhstan in 2005. Until then, ecotourism has been a very small segment in the tourism sector of Kazakhstan covering only 10-12% of the total tourists, but the numbers are growing. Traditionally, most ecotourists have been making all their trips by themselves, and not through tour operators. Coming to Kazakhstan, tourists turn to the information and resource center. Now, the site [www.eco-tourism.kz](http://www.eco-tourism.kz) provides important information to foreign tourists who finally have the opportunity to directly contact the owners of numerous guesthouses. In recent years, Kazakhstan has seen an intensive growth of the tourist services market about 5-9 percent annually. Tourism in Kazakhstan has huge growth potential, more significant than any other branch of the economy. According to the forecasts of the World Tourism Organization, the flow of tourists will grow throughout the world in 2018 and will be more than 1 billion people.

#### Dynamics of incoming flows of ecotourists to Kazakhstan

Regions	Years						
	2003	2004	2005	2006	2007	2008	2009
1	2	3	4	5	6	7	8
The Republic of Kazakhstan	44990	31367	39872	56203	62117	37937	544867
Akmola region	20	38	6	364	60	2	4452
Aktobe region	-	20	10	26	138	256	8224
<b>Almaty region</b>	<b>608</b>	<b>475</b>	<b>797</b>	<b>301</b>	<b>200</b>	<b>266</b>	<b>3833</b>
Atyrau region	136	104	724	7	156	255	181829
West-Kazakhstan region	-	2	1313	137	2	-	10739
Jambyl Region	87	242	15	-	217	424	2203
Karaganda region	23	12	132	6	4	20	19283
Kostanay Region	22	16	78	39	42	34	5654
Kyzylorda Region	-	-	-	-	-	-	1712
Mangistau region	86	124	358	267	31	25	41578

1	2	3	4	5	6	7	8
South-Kazakhstan region	337	63	143	153	36	53	7221
Pavlodar region	-	2	2	2	-	-	2560
North-Kazakhstan region	-	-	25	37	-	14	2805
East Kazakhstan region	1407	1649	1395	624	551	1313	15312
Astana city	559	4339	6128	1522	7663	213	71101
Almaty city	41705	24281	28746	52718	53017	35062	166361

According to the results of marketing research, the following factors can be distinguished:

- ✓ development of incoming ecotourism is a positive factor of sustainable development of the economy of the republic;
- ✓ the formation of a developed tourist infrastructure has a positive impact on the entire economic sector of the country, as the growth of the incoming tourist flow provides income for a number of industries: transport, trade, construction, communications and others;
- ✓ the importance of tourism as a priority of the national economy is confirmed by the fact that over the past 7 years the number of foreign tourists arriving in Kazakhstan has increased.

The greatest growth of tourist flows is observed in Almaty, Astana and western regions of Kazakhstan, where there is a high activity of business.

The internal market of ecotourism is actively connected with the international sphere of tourist and hotel services, which represent complex organizational, technical and economic processes that require not only a variety of knowledge in the field of tourism, professionalism in tourism and excursions, but also a study of the attractiveness of the tourist market for foreign tourists.

#### ***The concept of development of the tourist industry Republic of Kazakhstan until 2020***

The Government of Kazakhstan introduced a new government policy to promote tourism in the country – *“The concept of development of the tourist industry Republic of Kazakhstan until 2020.”* The Concept envisioned the creation of “Almaty Tourism Cluster” [21]. The government of Almaty City and Almaty oblast in collaboration with the Kazakhstan Association of Entry and Internal Tourism and the Almaty Tourism Department used this Concept and own studies, consultations





and research for developing of a "Master plan for the development of tourism in the Almaty region". [22]

These documents and studies have created a basis for effective use of the country's territorial potentials, since at the beginning marketing research in the field of tourism is aimed not only at studying demand and identifying potential customers, but also in shaping the demand itself, taking into account the development and use of the available tourist potential of certain territories. They were also used to assess the attractiveness of ecotourism in Kazakhstan.

### ***The steppe safari***

The **steppe safari** in and around the Almaty oblast might enjoys the greatest interest among foreign consumers, namely SUV trips through the steppe, mountains and national parks.

Kazakhstan has about 20 landscape zones represented for this type of tourism, which can:

- to attract foreign tourists to Kazakhstan, there are all necessary resources and a certain infrastructure;
- given the rating of foreign tourists' interest in the types of tours, we can conclude that for the most popular safari-steppe tourism Kazakhstan is provided with resources, but at the same time, there is a low level of infrastructure development.

### ***The mountain tourism***

The **mountain tourism** includes a number of activities in Almaty and the Almaty region. There are 20 mountainous zones in the Almaty region, represented by mountain ranges such as Medeo, Chimbulak, Tabagan, Ak-Bulak and Kazakhstani mountains Alatau and Tien Shan. In addition to mountain tourism, foreign tourists are attracted by extreme, sports and adventure types of tourism.

### ***The water tourism and rafting tours***

The water tourism includes the tours around the Lake Alakol, Balkhash, Bukhtarma Reservoir, which are part of the water ecotourism.

**The Rafting tours** started (for example, along the Katun River or the Ili River) and the same mountain routes, but only paved for more interesting (and, consequently, more difficult to access) places, and mountain bike tours. In addition, helicopter cruises, paragliding, parachute jumps (Baysyerke airfield), non-standard tours are grown on the Kazakhstan market.

Foreign tourists show interest in the Aral Sea, visiting which will allow to see unusual landscapes: the late port, a huge cemetery of ships, salt valleys. No less interesting are the trips to Baikonur, accommodation in a hotel intended for cosmonauts, an inspection of the launch pad of the legendary spacecraft, their models and the availability of new launch vehicles during launch.

Developing a marketing strategy for the promoting of ecotourism should take into consideration informing public about the risks, which include:

- a high level of risk for tourists - Kazakhstan refers to unsafe regions. In this regard, to create a positive image, new associative images of this territory

should be promoted through the mass media, highlight interesting events, actively promote and advertise the country beyond its borders;

- lack of qualified personnel - the availability of skilled labor in this area is very limited. To overcome personnel problems, it is necessary to develop professional tourism education in the country, including through the study of best practices and international cooperation;

- inefficient tax policy - tax authorities levy illegal payments from entrepreneurs, delay the return of funds, VAT, uneven taxation enterprises. In this case, it is necessary to improve the tax policy of the state, in particular, in the area of improving special tax regimes and optimizing the entire tax policy as a whole;

- limited transport options - limited choice of airlines, inconvenient flight schedules, high prices for air tickets, complicated procedure for obtaining a visa. In this case, serious political and economic decisions are needed for the development of rail transport, the construction of high-quality roads and the entire road infrastructure.

### ***Incoming ecotourism***

**The development of incoming ecotourism and indicators of its competitiveness in the state directly depend on such factors as:**

- level of development of the country's economy;
- availability of tourist resources;
- Visa system for foreign tourists;
- development of the scope of the product and services of the tour operator;
- product improvement in tourist destinations;
- the state of transport and infrastructure;
- State policy in the field of tourism;
- Effective marketing.

In general, the following marketing promotion strategies can be distinguished:

- sustainable development strategy as the most important tool for achieving the development goals of the territory without depletion of natural and cultural resources and without damage to the environment;

- strategy for the development of unique historical, cultural and natural territories;

- an electoral tourism strategy based on a clear definition of new promising markets and the rapid promotion of resorts to these markets, as well as the development of the necessary infrastructure for this;

- creation of a competitive tourism industry to ensure employment of the population, stable growth of incomes of the state and the population due to the increase in the volumes of inbound and inland tourism;

- development of ecotourism infrastructure, creation of an effective mechanism of state regulation and support of tourism;

- formation of an attractive tourist image of the country;

- increase of tourist potential, formation of zones with recreational and economic specialization. To solve the set tasks it is necessary to develop a system of state regulation and support of tourism activities;
- use of methods of marketing and promotion of tourism products.

**The analysis made it possible to conclude that at the current stage to create an attractive tourist product in the Almaty City and Almaty Oblast it is expedient to solve the following problems:**

- formation and development of external communications in the locations of tourist resources;
- creating conditions and preferences for the development of the activities of travel agencies engaged in obtaining foreign tourists;
- the formation of an efficient catering industry that meets the needs of foreign tourists and government support for air transport;

**In general, after the marketing analysis, it can be concluded that ecotourism in Almaty and Almaty region has a great potential and attracts foreigners not only with its resources, but also with original and original cultural heritage.**

**Below are the sites on ecotourism in Kazakhstan:**

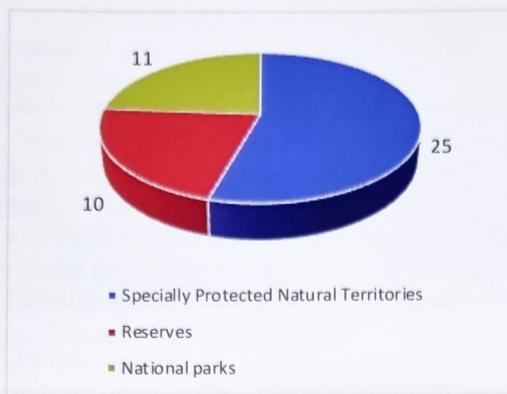
- <https://www.eco-tourism.kz/>
- [https://vlast.kz/obsshestvo/jekoturizm\\_v\\_kazahstane\\_vse\\_v\\_selo-1732.html](https://vlast.kz/obsshestvo/jekoturizm_v_kazahstane_vse_v_selo-1732.html)
- [http://www.guide.kz/ru/ecotour2010\\_2.shtml](http://www.guide.kz/ru/ecotour2010_2.shtml)
- <https://www.advantour.com/rus/kazakhstan/tourism.htm>
- <http://www.almau.edu.kz/en/467>

## Chapter 4. Comparative analysis

The study of international experience illustrates that the development of information technologies has opened new opportunities for marketing ecotourism. One such advantage is the emergence of websites as a popular means of communication on a global scale. According to Google statistics, more than 98% of people are looking for information on the Internet before buying a tour. These statistics show the importance for consumers of obtaining up-to-date information via the Internet and about the great possibilities of Internet marketing for tourism.

It should be noted that at present the tourism industry in Almaty and Almaty region does not use all the potential of the Internet, unlike many tourism organizations in countries such as Hong Kong, Costa Rica, Norway, which are popular destinations for tourists around the world, the Internet and modern communication technologies allow the most effective promotion of tourism products. Along with the need for reconstruction, tourist facilities in Kazakhstan should be filled with up-to-date and useful information, and also contain interesting proposals for attracting tourists. The official tourist site should be the main source of all tourist news and irreplaceable guidance. In addition, it should be useful not only for tourists, but also for local enterprises operating in the field of tourism and hospitality. Private tourist enterprises should be oriented not only to creating their own sites for commercial purposes and to promote their own brands, but also as a whole for marketing the education of the tourist brand Almaty and Almaty region.





The tourism industry can't do without two important components of success: marketing and advertising. Advertising is part of marketing. The main thing in any ad:

- periodic repetition of relatively inexpensive advertisements in the press is preferable to expensive, but one-off.
- insignificant at first glance permutations of individual elements of visual advertising can

significantly increase the ability of the ad to attract attention.

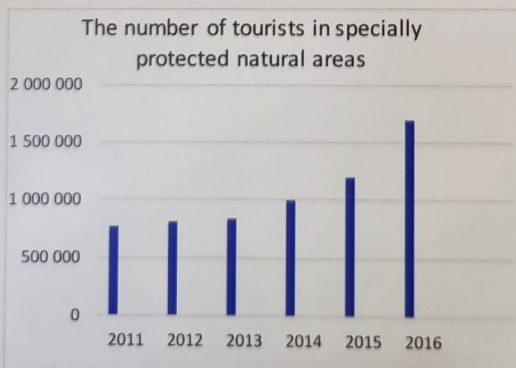
- the greatest efficiency is achieved due to a competent combination of advertising forms and means: announcements on radio and in the press, direct mail, advertising posters in the places of concentration of the target group, etc.

- the information contained in the advertisement must necessarily be reliable. Legislation in many countries provides for administrative and criminal liability for the dissemination of unreliable advertising.

Based on the analysis of the market, it is clear that marketing activities require significant financial resources and the diversion of labor resources from performing direct production duties, therefore the management of the tourism industry organization regularly monitors marketing by the criterion «costs - results». As the intermediate and final goals of marketing work are achieved, new goals are formed in accordance with the changed external situation and internal opportunities.

The main principles of tourism marketing are:

1) focus on achieving the final practical result of tourism activities. Effective introduction of tourism services in the market and acquisition of a certain share of this market;



2) the focus of the tourist organization is not for a moment, but on the long-term strategic result of marketing work. This requires special attention to foreseeable research, the development on their basis of the results of new tourist services that provide high-profit activity of the company;

3) application of tactics and strategy of active adaptation to

the requirements of potential buyers with a purposeful simultaneous impact on them.



Ecotourism was first attracted to ecotourism, and marketing in ecotourism began from America, Europe, and then developed for the whole of Asia. In general, the concept of ecotourism was first used by marketers to attract tourists [13]. It has good dynamics of development. According to statistics provided by the site of Tripadvisor, 30% of the total number of tourists in the world

each year are ecotourists. And according to WTTC (World Travel and Tourism Council), in 2016 the tourism sector makes up 10.2% of world GDP. In general, the state of this industry grew by 3.3%, including 7.6 trillion dollars all over the world. In 2016, the center had 292 million jobs, which is 1 of the 10 jobs in the world [14].

In general, the main purpose of tourism marketing in Kazakhstan is the creation of a modern highly efficient and competitive tourist complex, on the basis of which conditions for the development of the sector as an economic sector, integration into the global tourism market and further development of international cooperation in the field of tourism.

Trends in the development of ecotourism are determined by the World Tourism Organization (WTO). According to the WTO forecasts, ecotourism is one of the five main strategic directions for the development of tourism for the period until 2020. Currently, ecotourism is an environmentally acceptable organization of inbound tourism, focused on the use of natural resources of the country. Of course, the first steps in the organization of ecological tourism are associated with the development of tourism activities in the country's specially protected natural areas. In Kazakhstan, there are 25 specially protected natural areas, including 10 reserves and 11 national parks.

All these specially protected natural areas of national importance are financed mainly from the budget - 84%, 10% - own funds and 6% - through grants from international organizations [15]. In the first 10 months of 2016 alone, KZT 8.1 billion was allocated from the state budget for the development of specially protected natural areas, whereas in 2015 it was KZT 6.8 billion.

Over the past 5 years more than 4.5 million people have visited specially protected natural areas (PAs). In 2011 - 769,9 thousand people, in 2012 - 811.1 thousand, in 2013 - 840.8 thousand, in 2014 - 1.0 million people, in 2015 - more than 1.0 million people. And for 7 months of 2016 - 741,822 people. During these years, about 1.0 billion tenge. Obtained from the provision of services in the field of ecological tourism and recreation to special accounts of specially protected natural areas. In 2015, the republican budget received KZT 245.3 million for the use of protected areas, the rest was directed to the development of national natural parks and reserves.

During these years in the territory of national parks there are:

- 160 tourist route;
- 66 excursion paths;
- 62 observation platforms and demonstration sites;
- 164 tented camps<sup>[15]</sup>.

In addition, there are 156 checkpoints in the specially protected natural area to organize forest protection and receive a flow of tourists.

Kazakhstan, which has unique natural resources and original culture of the nomadic people, has a huge unrealized potential for the development of tourism in the international and regional markets. The tourist potential of recreational resources and historical and cultural heritage allows Kazakhstan to harmoniously integrate into the international tourism market and to achieve intensive development of tourism in the country.

The consulting company of Great Britain reports that 1.18 billion tourists around the world traveled during the year. According to the World Tourist Board, this interest will continue [16]. Tourism in Kazakhstan also keeps pace with the following world leaders in this field. Around arrived in Kazakhstan from January to June 2017 [17]. This indicator of foreign tourists proves that the tourist sphere of Kazakhstan this year is combined with countries such as Costa Rica (2.66 million tourists) and Norway (3.6 million tourists). Hong Kong (25.7 million tourists) is in the lead.

According to the Department of Tourism and External Relations of Almaty, almost half of foreign tourists visiting Kazakhstan, visit Almaty [18]. And the mission of marketing tourism and foreign relations is to make Almaty and Almaty region a recognizable, competitive, attractive city for tourists. Following this strategic direction, the agency's activities are aimed at further development of the competitive tourism industry in the city.



Almaty is the absolute leader in the number of foreign tourists: almost every second foreign tourist visits the city. A quarter of revenues from tourism services (25.4%) are formed in Almaty (18.6 from KZT 73.1 billion in the country). It is also known that most of Kazakhstan's travel agencies are located in Almaty. There are 569 travel agencies operating in the Almaty market, including 239 tour operators and 330 travel agents. More than 90% provide services in the field of outbound tourism. Tour operators working on entry and exit tourism have a large package of offers, including city tours, visits to natural landscapes and parks, as well as active recreation programs and much **more**.

Popular tours from foreign and local tourists in Almaty and Almaty region are:

- ✓ High skiing mountain resort «Shymbulak»;
- ✓ Big Almaty lake;
- ✓ Charyn canyon;
- ✓ Kolsay lake;
- ✓ National park «Altyn Emel»;
- ✓ Petroglyph Tamgaly Tas;
- ✓ Turgen Ravine and etc.

In common, «ecotourism» term has been driven into the mid-80's in the twentieth century. Ecotourism is defined as a journey into unprotected areas without anthropogenic exploitation, with unique objects, in which basically it works in the surrounding environment. The ecotourism brings the other value system of values, the foundational love to nature, the preservation of natural resources and the support of the traditional culture of the local populations [19]. This is a unique orientation in the industry of tourism, which is interested in the survival of the world and its surrounding.

As a world wide experience shows, the most important aspect of the marketing and marketing of ecotourism is saving of biological resources. In addition to ecosystem tourism, in other countries, tourism is not the only one that can be settled in the past, but is often referred to as an ecologist. Using of some animals as the symbols of promotion of ecosystems, and these are the most cost-effective utilities. By calculations, one lion in national park Amboseli, in Kenya, has been estimated to cost over \$ 27,000 a year, and a group of elephants - \$ 610,000 in cash.

This is not only higher of price of its skin and tusk, but also economically justifies the expenses for safety and reinstatement of population of these animals. Wild animals of the park, who are the main factor attracting many tourists to the park, brings the annual benefit in 20 times more than it would be exposed to the hunting. By the experience of the tourist companies, Kazakhstan is also attractive to foreign tourists by fishing and hunting.

In Kazakhstan, tourists' impact into value gross product is valued as 1%.

- For the period from 2011 to 2015, from budget for marketing in the same area it was given 1.3 billion tenge in this sphere. There are many op-



opportunities to promote ecotourism in Almaty region. It is located in the center of the famous Tyan-Shan mountain chain. In the mountains you can find an amazing diverse of flora and fauna, as well as a magnificent mountain landscape, including rivers, icebreakers, and ravines, which can be explored by foot or by horse. The mountainous terrain allows for the development of sport tourism, including:

- speed run off by skiing / snowboard (on Chymbulak) mountaineering, climbing by mountains and paragliding.

Except mountains there are other interesting places: Charyn Canyon to the east of Almaty and is impressive view, contrasting with step landscape, as well as sining dunes, a bit further to the east in Altyn-Emel national Park. One more element, having in many natural areas, - this is the possibility of hunting and fishing. When having a good management, they can compare to natural safety activity and to be a source of significant benefit, which may be used to achieve those aims.

Undoubtedly, tourism, and ecotourism, remain focused on the development of Almaty and Almaty region, during past years the interest to it has grown a lot. This is the first step in the development of the Initiatives and Strategies, which have significant importance for the development of the future sector of the economy.

## Chapter 5. Conclusion: comments and recommendations

The ecotourism in the Almaty City and Almaty Oblast can play an important role in the economic development, job creation and attracting international and local visitors and consumers. The ecotourism also can contribute to development in social-cultural and ecological spheres. Existing studies and data suggests that the ecotourism contributes to the developing of regions both economic and social-cultural aspects.

However, the successful development of ecotourism requires to rising of level of information of people communication, marketing and ecological education.

At the current stage, the ecotourism is another alternative to the usage of natural resources, which contributes to the preservation of the natural resources around major urban centers, including better use and management of forests, national parks, lakes, rivers, creeks, alpine valley, etc.

The ecotourism and activities related to the ecotourism would help to preserve the nature and natural habitat around the Almaty city and Almaty region and would great job oppotunities for local communities.

The modern ecotourism and ecotourism services should be developed further in the Almaty City and Almaty Oblast.

Our research suggest the following recommendations:

1. Ecotourism in the Almaty City and Almaty Region can grow to the new level by its populization, as well as with financial support, together with clear marketing schemes and strategies.



2. One of the benefits of development and promotion of ecotourism in the Almaty City and Almaty Oblast must be constant readiness of tourists agencies for feedback with the aim of attraction of foreign clients and investors, as well as for investment of necessary funds into this tourism sector.

3. Its necessary to develop more quantity of different tours as for eco tourists so for the whole tourism system.

4. With the aim good PR-scheme and marketing strategies building, its necessary to refer to the best world-wide experience of foreign countries, its examples have been included into this work.

5. Works as well as on marketing and promotion of eco tourism must be oriented not only to finance-economical side of this sector, but on social-cultural, spiritual and ecological complexes of eco tourism .

As a summary, the ecotourism in the Almaty City and Almaty Oblast has all potentials to become most important part of the tourism development in the Almaty and Almaty region, and to connect the city and the region to the whole world. It must be highlighted that eco-tourism as a whole is a new direction of tourism which helps to save ecology of the nature and environment. Marketing, advancement and PR of ecotourism are evidently essential tools for its development, such as in the final account, bringing popularity to the mainstream fashion, but not forgetting that this is also the safest way to get a tour of the tourist, which will help our planet to be spiritually and environmentally clean.

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## Attachment

### WORK PLAN

№	List of tasks	Date
<b>Week 1</b>	- Make a work plan - Collection of information	<b>27.09.2017</b>
<b>Week 2</b>	- Introduction - 2 pages <ul style="list-style-type: none"> <li>• Information about the study</li> <li>• Relevance of the topic</li> <li>• Project goals and objectives</li> <li>• Objects of research</li> <li>• Relation of the subject to the object of research</li> </ul>	<b>03.10.2017</b>
<b>Week 3</b>	- Interviews and interviews with project partners: <ul style="list-style-type: none"> <li>✓ Committee of Forestry and Wildlife Conservation of the Ministry of Agriculture;</li> <li>✓ Eco-tourism.kz;</li> <li>✓ Kazakhstan Tourist Association (KTA);</li> <li>✓ National Chamber of Entrepreneurs of Kazakhstan;</li> </ul> - Processing statistical data based on survey results	<b>10.10.2017</b>
<b>Week 4</b>	Case study for the following countries: Hong Kong, Costa Rica, Norway	<b>07.11.2017</b>

## Kazakhstan Tourist Association (KTA)

Kazakhstan is a country where unique nature merges under an endless blue sky, in which rivers and lakes are combined with deserts and songs, mountain peaks with green fields.

At the moment, almost all existing types of tourism are represented in Kazakhstan. But ecotourism stands out against them. Modern trends are aimed at active types of recreation, such as trekking, hunting and fishing, mountaineering, rafting, etc. In our country, in particular in Almaty and Almaty region, all these types of eco-tourism are conducted.

This interview was accepted and processed on 11/06/2017. Fragments and source are presented above.

## National Chamber of Entrepreneurs of Kazakhstan

Statistics show that in Georgia, about \$ 1.4 million was allocated from the state budget to promote the tourist market for each destination, when about 219 million tenge was allocated this year in Kazakhstan (2017). As a result, the number of tourists in Georgia increased from 1.5 million to 6 million in 2015, and foreign tourists left in the country 2 billion US dollars. This is a significant contribution to GDP.

Although money is allocated, but we do not spend them effectively. We must be equal, for example, in the US, where 1 dollar allocated for marketing, as a result, brings 3-4 dollars.

It is necessary to promote the country via Internet portals or on television of foreign countries. We need joint projects with international TV channels.

This interview was accepted and processed on 11/11/2017. Fragments and source are presented above.

<b>Week 5</b>	Case study on Almaty and Almaty region	<b>09.11.2017</b>
<b>Week 6</b>	Conclusion	<b>14.11.2017</b>
<b>Week 7</b>	Editing and delivery of the project	<b>20.11.2017</b>

### Committee of Forestry and Wildlife Ministry of Agriculture

The development of ecological tourism in the specially protected areas of Kazakhstan provides the local population with new jobs in the service and tourism sectors.

Due to all funds received from ecotourism zones, 3D tours of the most recognizable national parks and protected areas will be developed in the coming years. It is also planned that part of the collected funds received by national parks from the provision of paid services will be transferred to the settlement account of the Biodiversity Conservation Fund of Kazakhstan. In the future, the funds will be used to develop the infrastructure of parks and reserves. Ecotourism brand of the national park network will also be created.

This interview was accepted and processed on 10.10.2017. Fragments and source are presented above.

### Eco-tourism.kz.

Ecotourism satisfied the consumer demand for something new and unusual, based on a rich natural landscape as a means of attracting tourists.

Segmentation is the key concept of targeted marketing. Instead of attracting potential tourists anywhere in the world, segmentation is the most effective approach that divides the entire tourism industry into segments. When selecting segments, it is important to avoid accumulating sets of directions in one. In the end, the idea is to know the inherent segment. For tourists, two aspects are important. This is the accuracy and clarity of the information provided.

Almaty and Almaty region, according to tour operators, are rich in attractive objects of ecological tourism. And ecotourism should become one of the main products for promotion. For this, it is necessary to make full use of the achievements of information technology.

This interview was accepted and processed on 11/26/2017. Fragments and source are presented above.





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