

ASERS

# Journal of Environmental Management and Tourism

Biannually

Volume VIII

Issue 2(18)

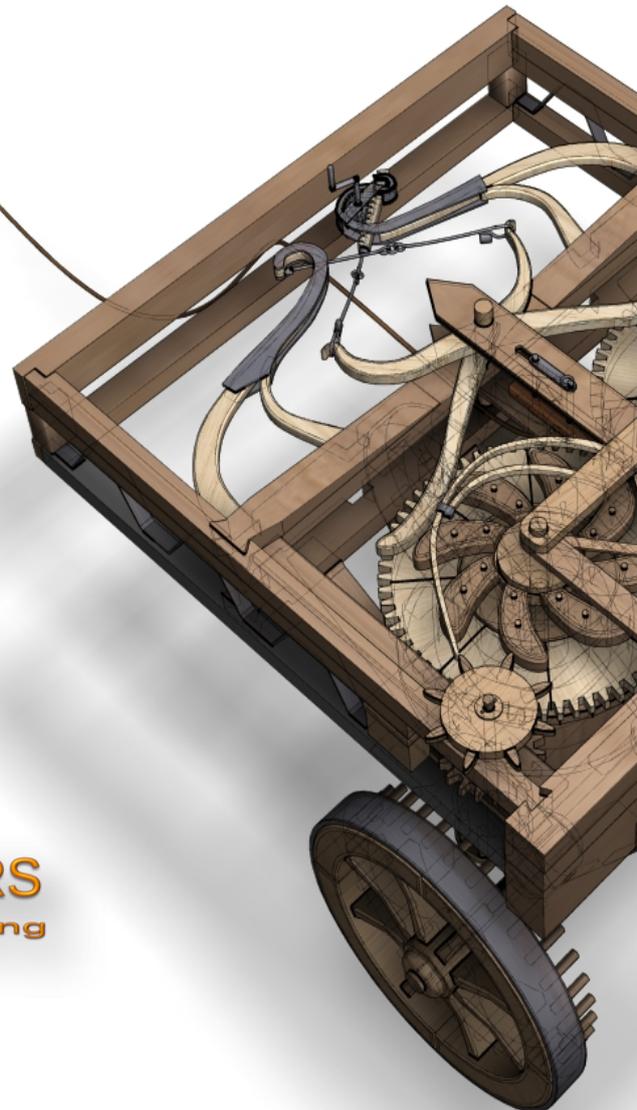
SPRING 2017

ISSN 2068 – 7729

Journal DOI

<http://dx.doi.org/10.14505/jemt>

ASERS  
Publishing



Editor in Chief  
PhD Ramona PÎRVU  
University of Craiova, Romania

### Editorial Advisory Board

**Omran Abdelnaser**  
University Sains Malaysia, Malaysia

**Huong Ha**  
University of Newcastle, Singapore,  
Australia

**Harjeet Kaur**  
HELP University College, Malaysia

**Janusz Grabara**  
Czestochowa University of Technology,  
Poland

**Vicky Katsoni**  
Technological Educational Institute of  
Athens, Greece

**Sebastian Kot**  
Czestochowa University of Technology,  
Institute of Logistics and International  
Management, Poland

**Nodar Lekishvili**  
Tbilisi State University, Georgia

**Andreea Marin-Pantelescu**  
Academy of Economic Studies Bucharest,  
Romania

**Piotr Misztal**  
Jan Kochanowski University in Kielce,  
Faculty of Management and  
Administration, Poland

**Agnieszka Mrozik**  
Faculty of Biology and Environmental  
protection, University of Silesia, Katowice,  
Poland

**Chuen-Chee Pek**  
Nottingham University Business School,  
Malaysia

**Roberta De Santis**  
LUISS University, Italy

**Fabio Gaetano Santeramo**  
University of Foggia, Italy

**Dan Seligșteanu**  
University of Craiova, Romania

**Laura Ungureanu**  
Spiru Haret University, Romania

## Contents:

1	<b>Agent Technology in Hotel Business</b> Dmitry Aleksandrovich KOZLOV	...285
2	<b>Hospitality Investment Environment in Russia</b> Elena Aleksandrovna DEDUSENKO	...291
3	<b>Methods of Assessing the Competitive Environment of Public Food Service Establishments in the Context of Providing their Sustainable Development</b> Nina Vladimirovna KUZNETSOVA, Anastasiya Grigoryevna VASILYEVA, Liliya Muhametovna RAHIMOVA, Larisa Vladimirovna ORININA, Inessa Valerjevna KASHUBA, Yuliya Leonidovna KIVA-KHAMZINA	...301
4	<b>Formation and Development of Transnational Hotel Chains in Modern Environment</b> Lyubov Semenovna MOROZOVA, Vladimir Yuryevich MOROZOV, Natalya Vladimirovna HAVANOVA, Irina Albertovna DUBORKINA, Marat Venerovich ARIFULIN	...319
5	<b>An Analysis of the Operational Efficiency of Massage and SPA Businesses on Asian Highway Number 15</b> Nattanin UEASIN	...329
6	<b>Econometrical Analysis of the Demand for Entrance Tourism in Kazakhstan</b> Almas KURALBAYEV	...334
7	<b>Differences in Perception of Economic, Social and Environmental Impacts for Tourism in Four Groups of Interests. Case Study Kosovo</b> Merita Begolli DAUTI	...344
8	<b>Ensuring Stable Development of the Regional Agro-Industrial Complex on the Basis of Its Clustering</b> Elena Victorovna DORZHIEVA	...354
9	<b>Estimation of Prospects Related to Developing Tourism and Recreational Services in the Krasnoyarsk Territory</b> Maxim Sergyeyevich ZLTONIKOV, Victoria Valerievna TELNIKH, Sergey Illarionovich MUTOVIN, Svetlana Kapitonovna DEMCHENKO, Julia Ju. SUSLOVA	...366
10	<b>Analysis of the Touristic Recreational Potential of a Territory as a Condition for Development of Ecological Tourism (the Southern Moscow Region Case Study)</b> Vitali Ju. IVLEV, Marina I. IVLEVA, Aleksandr I. PANYUKOV, Teymur E. ZULFUGARZADE	...373

**Editor in Chief**

**PhD Ramona PÎRVU**

University of Craiova, Romania

**Editorial Advisory Board**

**Omran Abdelnaser**

University Sains Malaysia, Malaysia

**Huong Ha**

University of Newcastle, Singapore,  
Australia

**Harjeet Kaur**

HELP University College, Malaysia

**Janusz Grabara**

Czestochowa University of Technology,  
Poland

**Vicky Katsoni**

Technological Educational Institute of  
Athens, Greece

**Sebastian Kot**

Czestochowa University of Technology,  
Institute of Logistics and International  
Management, Poland

**Nodar Lekishvili**

Tbilisi State University, Georgia

**Andreea Marin-Pantelescu**

Academy of Economic Studies  
Bucharest, Romania

**Piotr Misztal**

Jan Kochanowski University in Kielce,  
Faculty of Management and  
Administration, Poland

**Agnieszka Mrozik**

Faculty of Biology and Environmental  
protection, University of Silesia,  
Katowice, Poland

**Chuen-Chee Pek**

Nottingham University Business School,  
Malaysia

**Roberta De Santis**

LUISS University, Italy

**Fabio Gaetano Santeramo**

University of Foggia, Italy

**Dan Seligșteanu**

University of Craiova, Romania

**Laura Ungureanu**

Spiru Haret University, Romania

- 11 **The Role and Importance of the Cluster Approach in the Development of Domestic Tourism of the Russian Federation**  
Anna A. LARIONOVA, Elena A. DZHANDZHUGAZOVA,  
Ludmila I. CHERNIKOVA, Alexey D. CHUDNOVSKIY, Guzel R. FAIZOVA ...385
- 12 **An Analysis of Influential Factors on Tourism Destinations Competitiveness**  
Lotfali KOZEGAR KALEJI, Mehdi HESAM, Mohammad KAZEMI ...393
- 13 **Increasing the Competitiveness of the Russian Hotel Enterprises under Modern Conditions**  
Andrey Pavlovich KOVALTCHUK , Ekaterina Arturovna BLINOVA,  
Konstantin Aleksandrovich MILORADOV ...407
- 14 **The Ecological Component of Tourism Development in the Region**  
Shynar Zhakanovna RAKHMETULLINA, Sharafat TRUSHEVA,  
Armanay Sagatbayevna SAVANCHIYEVA, Dinara YESSIMOVA,  
Zulfiya Amangeldinovna ARYNOVA ...417
- 15 **Measuring Local Tourists' Perceptions in the Petra City as One of Seven Wonders of the World**  
Bashar M. AL NAJDAWI, Qusay Q. KHALEEF AH, Hakam S. SHATNAWI,  
Emran M. AL MOMANI ...427
- 16 **Domestic Tourism in Russian Federation: Population Estimations, Resources and Development Constraints**  
Elena Victorovna FROLOVA, Tatyana Mikhailovna RYABOVA,  
Elena Evgen'evna KABANOVA, Olga Vladimirovna ROGACH,  
Ekaterina Alexandrovna VETROVA ...436
- 17 **Improvement of the Methodical Approaches to Evaluation of the Tourism Advertising Campaign Effectiveness**  
Alexey Igorevich ROMANENKOV, Ilya Viktorovich KUTIN,  
Kostyantyn Anatol'evich LEBEDEV, Liudmila Mihaylovna GRZHEBINA  
Oskar Viktorovich SHIMANSKIY ...446
- 18 **The Economic Impact of International Tourism to Overcome the Unemployment and the Poverty in Indonesia**  
Edy SUPRIYADI, Devi Roza Krisnandhi KAUSAR ...451
- 19 **Evaluation of Tourism Competitiveness of Ukraine's Regions**  
Bohdan KOVALOV, Iryna BURLAKOVA, Viacheslav VORONENKO ...460
- 20 **Ethnic Cultural Tourism Resources Evaluation and Development: Kazakh Cultural Tourism Resources Analysis**  
Adayi SAIKEN, Azamat DUISSEMBAYEV, Yang ZHAOPING,  
Ordenbek MAZBAEV, Samalgul NASSANBEKOVA, Beknur IZDENBAEV ...467
- 21 **Literature Review of Renewable Energy in the Tourism Industry**  
Katalin ÁSVÁNYI, Katalin JUHÁSZ-DÓRA, Melinda JÁSZBERÉNYI,  
Gábor MICHALKÓ ...476

# Call for Papers Summer Issues 2017

## Journal of Environmental Management and Tourism

**Journal of Environmental Management and Tourism** is an interdisciplinary research journal, aimed to publish articles and original research papers that should contribute to the development of both experimental and theoretical nature in the field of Environmental Management and Tourism Sciences.

Journal will publish original research and seeks to cover a wide range of topics regarding environmental management and engineering, environmental management and health, environmental chemistry, environmental protection technologies (water, air, soil), pollution reduction at source and waste minimization, energy and environment, modeling, simulation and optimization for environmental protection; environmental biotechnology, environmental education and sustainable development, environmental strategies and policies, etc. This topic may include the fields indicated above, but are not limited to these.

Authors are encouraged to submit high quality, original works that discuss the latest developments in environmental management research and application with the certain scope to share experiences and research findings and to stimulate more ideas and useful insights regarding current best-practices and future directions in environmental management.

*Journal of Environmental Management and Tourism* is indexed in SCOPUS, RePEC, CEEOL, ProQuest, EBSCO and Cabell Directory databases.

All the papers will be first considered by the Editors for general relevance, originality and significance. If accepted for review, papers will then be subject to double blind peer review.

<b>Deadline for submission:</b>	25 <sup>th</sup> May 2017
<b>Expected publication date:</b>	June - July 2017
<b>Website:</b>	<a href="http://www.asers.eu/publishing/index.php/jemt">http://www.asers.eu/publishing/index.php/jemt</a>
<b>E-mail:</b>	<a href="mailto:jemt@aserspublishing.eu">jemt@aserspublishing.eu</a>

To prepare your paper for submission, please see full author guidelines in the following file: [JEMT\\_Full\\_Paper\\_Template.doc](#), then send it via email at [jemt@aserspublishing.eu](mailto:jemt@aserspublishing.eu).



DOI: [http://dx.doi.org/10.14505/jemt.v8.2\(18\).14](http://dx.doi.org/10.14505/jemt.v8.2(18).14)

## The Ecological Component of Tourism Development in the Region

Shynar Zhakanovna RAKHMETULLINA  
International University of Kyrgyzstan, Republic of Kyrgyzstan Bishkek  
[456123zx@mail.ru](mailto:456123zx@mail.ru)

Sharafat TRUSHEVA  
L.N. Gumilyov Eurasian National University, Republic of Kazakhstan, Astana  
[sharafat.trusheva.80@mail.ru](mailto:sharafat.trusheva.80@mail.ru)

Armanay Sagatbayevna SAVANCHIYEVA  
International University of Kyrgyzstan, Republic of Kyrgyzstan Bishkek  
[armanay75@mail.ru](mailto:armanay75@mail.ru)

Dinara YESSIMOVA  
S. Toraighyrov Pavlodar State University, Republic of Kazakhstan, Pavlodar  
[456123zx@mail.ru](mailto:456123zx@mail.ru)

Zulfiya Amangeldinovna ARYNOVA  
Innovative University of Eurasia, Republic of Kazakhstan, Pavlodar  
[zarun24@rambler.ru](mailto:zarun24@rambler.ru)

### Suggested Citation:

Rakhmetullina, S. Z. 2017. The ecological component of tourism development in the region. *Journal of Environmental Management and Tourism*, Volume VIII, Spring, 2(18): 417- 426. DOI:10.14505/jemt.v8.2(18).14

### Article's History:

Received March, 2017; Revised March, 2017; Accepted April, 2017.

2017. ASERS Publishing©. All rights reserve

### Abstract

*The article considers the existing economic mechanisms of environmental management in the Republic of Kazakhstan. The study showed that the natural and climatic resources of the country are favorable for the development of the travel industry in the region. However, the ecological situation in the Pavlodar Region represents one of the major threats in development of tourism, including eco-tourism. Creation of eco-tourism infrastructure in the Pavlodar Region may become an additional source of income of the regional budget and one of the promising trends of economic advancement of the region. The author comes to the conclusion that the current tax system is not conducive to the sustainable use of natural resources for the purposes of tourism.*

**Keywords:** nature-oriented tourism; economic methods; nature management; business tourism; eco-tourism; natural resources; specially protected area.

**JEL Classification:** L10; L83

### Introduction

Over the past six decades' tourism has become one of the largest and fastest growing economic sectors in the world. The continuous extension and diversification of tourist destinations worldwide, as well as the growth of investment in tourism sector turned it into a key driver for socio-economic progress through creation of jobs and enterprises, as well as receiving income from exports, and development of proper infrastructure. Revenues from

international tourism worldwide grew from 2 bln in 1950 to 1260 bln USD in 2015 (UNWTO Tourism Highlights). Tourism is the only industry sector, which directly and indirectly affects not only the economy of the region, but also its social policy, culture, traditions, lifestyle, health of the nation, natural environment, *etc.*

The travel industry generates substantial economic benefits for host countries. The main positive economic effects of tourism are associated with the foreign currency gain, contributions to the public revenues, as well as creation of jobs and business opportunities. Tourism development can be directed to support the local economy and reduce poverty. The economic impact of tourism is determined by its contribution to the local economy, as well as the level of the indirect fiscal revenues from related activities.

It is rightfully considered that the main segment of the hospitality market and one of the most dynamically developing and profitable industries of the world economy is MICE-tourism (business tourism, *i.e.* tourism related to Meetings, Advantages, Conferences, and Exhibitions). MICE-tourism is an integral and inseparable component of tourism in general.

Business tourism is the most dynamically developing sector of tourism. According to statistics, every fourth tourist trip in the world is performed in connection with business necessity. The concept of "business tourism" was formulated in the 70-80 years of the 20<sup>th</sup> century, however, its concept evolved much earlier.

In Western Europe the first place is occupied by the German business travel market, both in terms of providing the facilities for holding business events and serving business travelers, and involvement of German citizens in business trips abroad. In Kazakhstan, business tourism market started to grow around the beginning of 2000-ies. It was in the early 2000-ies when tourist activities started to develop at the state level. The Government of the Republic of Kazakhstan adopted the resolution dated December 29, 2000 No. 1947 "On priority measures for the development of the travel industry".

Tourism is an industry that widely uses fairly large number of different types of resources, and in the lack of proper planning and management its advancement can cause serious socio-economic and environmental problems. Negative environmental, economic and social impacts are mostly related to construction and management of infrastructure, such as roads and airports, as well as the travel industry, including resorts, hotels, restaurants, shops, *etc.*

The environmental problems are growing in scale and their impact on the environment may be irreversible. The negative impact of tourism is exacerbated if the number of visits is greater than the environment's capacity to cope with flow of visitors. The negative externalities to the environment include unsustainable (in some cases uncontrollable) use of natural resources, intensive pollution of the environment, the violation of natural relationships in ecosystems, erosion of soil and river water areas, the increased level of noise and vibrations, *etc.* (United Nations Environment Program (UNEP), Environmental Impacts of Tourism).

On the other hand, tourism has the potential and can contribute to the protection of the environment through the capitalization of biodiversity assets, increase of public evaluation of the environment and promotion of environmental issues. Investing in greening of tourism can reduce the cost of energy, water and waste, and enhance the value of biodiversity, ecosystems, and cultural heritage (Tourism: Towards a green economy).

The environment is an important indicator in attracting tourist flows, with all the ensuing economic consequences. The preservation of valuable ecological functions can help to keep the contribution of travel industry to the economy of the country and the region.

Modern trend in development of ecological tourism worldwide and in the Republic of Kazakhstan is accompanied not only by growing demand, but also by strengthening international and interregional relations, and development of innovative technologies in the evolution and promotion of ecotourism. Unique natural and cultural complexes become the basis for the formation of many regional tourism products. Within this framework, the issues of tourism activity regulation in the Republic of Kazakhstan, and in particular, improvement of the economic mechanism of nature management aimed at stimulating the creation of ecological tourism objects, become extremely relevant.

## 1. Methodology of research

The aim of this study is developing practical recommendations on the formation of economic mechanisms for encouragement of environmental protection measures aimed at the creation and advancement of tourism, both eco- and business tourism at the regional level.

To achieve the set goals, the following tasks should be addressed:

- analyzing the ecological situation in the Pavlodar Region of the Republic of Kazakhstan;
- considering the economic mechanisms of natural management and their impact on the development of tourism in the Pavlodar Region;
- developing proposals contributing to opening up the Pavlodar Region for development of tourist facilities.

For correct characterization of the travel industry development in the context of science and practice, we can use one of the most popular analysis methods, namely SWOT analysis. SWOT analysis is the evaluation that allows summarizing the strengths and weaknesses of the travel industry, opportunities and threats of eco-tourism development. By means of the SWOT analysis we can determine the basic development strategy of tourism and the specific areas to encourage development of tourism in the Pavlodar Region as the most dynamic, lucrative, and environmentally friendly industry. The SWOT analysis allows obtaining strategic growth priorities of the travel industry in the region.

When working on this article, we used the United Nations analytics and reports on environment protection program, as well as the materials of UN World Tourism Organization (UNWTO), data of the Committee on Statistics of the Ministry of National Economy of Kazakhstan, and the Department of Natural Resources and Environmental Control of the Pavlodar Region. Data from the official websites of specialized agencies and regulatory bodies of the Republic of Kazakhstan and the Pavlodar Region are also used in the present study.

## 2. Analysis of the ecological situation in the Pavlodar Region

The Pavlodar Region is located in the North-Eastern part of the Republic of Kazakhstan and consists of 10 rural districts, 3 cities, 4 settlements, and 169 rural areas. The region is one of the largest industrially developed areas of the country and has a rich natural-resources potential (NRP).

Water, land, agro-climatic and mineral resources play a crucial role in the structure of the regional NRP. The climate of the Pavlodar Region is conditioned by a deep continental location of the territory, considerable solar radiation, intense atmospheric circulation, and monotony of the lowland steppes. All this explains the comparative uniformity of climatic conditions that differ here mostly only because of the significant extension of the territory from North to South and from West to East (Alkeev *et al.* 2014).

As of January 1, 2016, the territory of the Pavlodar Region equals to 12470.5 thousand hectares. The structure of the land fund of the region is dominated by agricultural land (41.3%) and land reserve (39%). The total natural area of specially protected lands in the Pavlodar Region is 357.9 thousand hectares, including 11.5 thousand ha of lands used for recreational, historical and cultural purposes. In addition, the total area of land nature reserves, protected areas and lands with natural complexes that are related to the category of other lands, is 383.3 thousand ha or 3.1% of the total regional land fund.

A combination of rich reserves of various mineral raw materials, as well as edaphoclimatic, water, biological, natural, and recreational resources creates favorable conditions for development of diversified economy of the region. This concerns resource-, energy-, and water-intensive industries such as fuel and energy complex, industries producing structural materials, as well as development of grain farming, grassland farming, extension of land and river transport (Smaylov 2016).

The Pavlodar Region is subjected to high anthropogenic pollution from economic activity of industrial enterprises and energy complex, as well as chemical, metallurgical, mining and petroleum industries. The major part of pollutant emissions into atmospheric air is generated by enterprises located in the industrial cities of the region (Ekibastuz – 48%; Pavlodar – 26%; Aksu – 24%). About 2% of emissions are accounted for by other districts of the region (Maysk, Lebyazhinsk, Irtysh, Zhelezinsk, Aktogay, Kachiry, Pavlodar, Shcherbakty, Uspensky and Bayan-Aul areas).

The main sources of emissions and air pollutions in the Pavlodar Region are environmentally hazardous enterprises (1<sup>st</sup> and 2<sup>nd</sup> classes of environmental health hazards), namely, thermal and electric power plants based on high-ash coals. Their gross emissions amount to 85-86% of the total emissions in the Pavlodar Region. The proportion of the gross emissions of other major natural resource users of the same category varies within the margins of 10% (The national state of environment and natural resources report for 20).

As of Sept. 1, 2016, Pavlodar and Ekibastuz cities are characterized by high level of air pollution, while the city of Aksu is characterized by an increased level of air pollution (Fact sheet on the state of the environment). In general, the total amount of pollutant emissions shows a downward trend (Table 1).

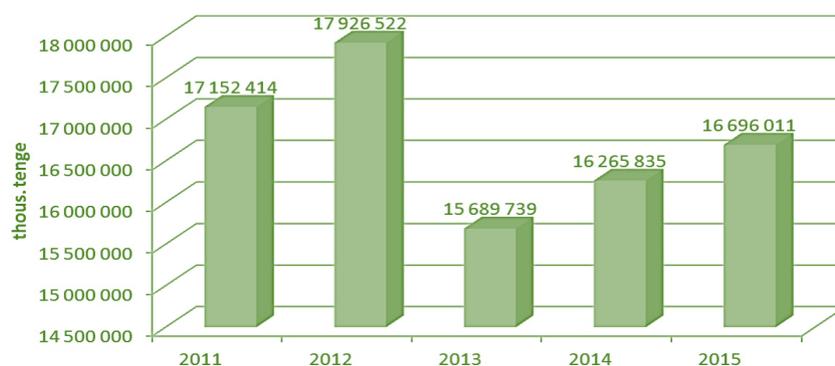
Table 1. Pollutant emission factors in the Pavlodar Region

Pollutant emission factors	2012	2013	2014	2015	Change 2015/2012	
					+/-	%
Emissions of air pollutants from stationary sources, thousand tons;	675.9	650.4	610.2	552.9	-123.0	-18.2%
Per capita emissions of air pollutants from stationary sources, kg/pers;	903.6	866.2	809.0	730.2	-173.4	-19.2%
The number of pollutants emission sources	9,587.0	10,635.0	10,881.0	11,803.0	2,216.0	23.1%
Emissions of solid pollutants, thousand tons;	180.0	153.0	135.8	121.5	-58.5	-32.5%
Emissions of liquid and gaseous pollutants, thousand tons.	495.9	497.4	474.4	431.4	-64.5	-13.0%

Source: Express information. Environmental protection.

Environmental expenditure in the Pavlodar Region over the last three years has increased by 1,006.272 mln tenge, though did not reach the level of 2011 (Figure 1).

Figure 1. Environmental expenditure in the Pavlodar Region



Biological system in the Pavlodar Region includes more than 18 species of game mammals, 20 species of birds, including 2 species of birds and 18 species of animals listed in the Red Book.

Water resources of the Pavlodar Region are represented by more than 140 temporary stream flows and small rivers, about 1,200 large and small lakes, 7 reservoirs, and 11 explored deposits of underground water with the total operating inventory of 3.8 mln cubic meters per day (Khamzina *et al.* 2013). The main water resource is the Irtysh River, which is classified as the 1<sup>st</sup> category water reservoir used for drinking water supply. According to the Republican State Enterprise "Kazgidromet", the water quality in the Irtysh River is assessed as "moderately polluted". In general, the current water situation in the basin of the Irtysh River makes it possible to provide the declared water demand of all consumers within the established limits.

The lakes Zhasybai, Toraigr, Sabyndykol, and Birzhankol are situated in the protected area of the Pavlodar Region, which includes Bayan-Aul National Natural Park (BNNP). Current condition of these lakes requires special attention in the context of a threat of their technogenic pollution during the summer season.

There is a gradual degradation of lakes located in the territory of BNNP. Disposal of sewage from the district center and recreation facilities has led to significant changes in the hydrochemical regime of the lakes, depleted the species composition of zoobenthos, led to weediness and "flowering" of the water surface.

### 3. The development of tourism in the Pavlodar Region

In general, it should be noted that the ecological situation in the Pavlodar Region remains quite tense. The most pressing environmental problems include air pollution, the deterioration of drinking water quality, pollution, and threats to biodiversity of the Irtys River.

At the same time, natural-resource potential of the Pavlodar Region is favorable for the development of tourism and recreation. Travel industry in the region is based on 60 facilities for tourist accommodation and is carried out by 92 travel companies. It should be noted that over the past 5 years, the tourist flow to the Republic of Kazakhstan has increased by more than 3 times. At that, the number of visitors, who arrived in the country for tourist purposes, fell by 80.5%, and by the end of 2015 amounted to 46,465 tourists (Table 2).

Table 2. Indicators of inbound tourism of Kazakhstan in 2011-2015

Indicator	2011	2012	2013	2014	2015
Total number of visitors arrived in the country	1,977,377	6,163,204	5,964,085	6,332,734	6,430,158
The number of visitors arrived with business and professional purposes	239,350	275,798	1,095,635	1,178,900	1,044,743
The number of visitors arrived to their personal advantage	1,738,027	5,887,406	4,868,450	5,153,834	5,385,415
including tourism	238,385	91,845	56,617	56,333	46,465
Proportion of tourists in total number of visitors,%	12.1%	1.5%	0.9%	0.9%	0.7%
The number of visitors hosted at various accommodation places	102,488	97,285	94,174	105,544	110,456
including the visitors arrived for recreation and treatment	49,249	38,808	26,200	58,812	52,143

The proportion of tourists, visited the Pavlodar Region for rest and treatment, is 1% of the total number of visitors arrived in the country to their personal advantage. The scope of tourist services at various accommodations in the Pavlodar Region is 0.09% of the gross regional product (Table 3).

Table 3. The scope of tourist services at various accommodations in the Pavlodar Region

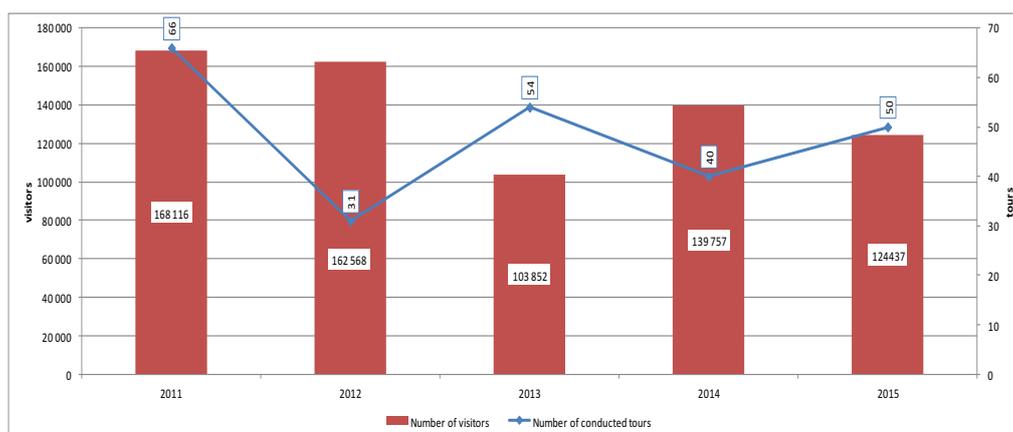
Indicator	2011	2012	2013	2014	2015
Scope of accommodation services, thousand tenge	970,264.5	1,338,756.8	1,450,686.5	1,612,252.1	1,550,449.8
Gross Regional Product (GRP), mln tenge	1,520,492.6	1,520,575.9	1,758,133.5	1,746,774.4	1,736,155.9
Proportion of accommodation services in GRP, %	0.06%	0.09%	0.08%	0.09%	0.09%

The eco-tourism is the main tourist product of the Pavlodar Region. In the region there are 5 protected areas, of which 2 have status of legal entity. These are:

- Bayan-Aul National Natural Park;
- Kyzyltau State Zoological Reserve;
- State Forest Nature Reserve Yertis Ormany;
- Nationwide paleontological nature sanctuary "Goose Flight".
- State natural reserve "Floodplain of the Irtys River".

The total area of the specially protected areas (SPA) is 783,471 hectares. In 2015, more than 50 tours were carried out. The number of visitors to natural sites of the Pavlodar Region amounted to 124,437 people. Compared to 2011, the number of visitors decreased by 43,679 people a year, or by 26% (Figure 2).

Figure 2. Number of conducted tours and visitors to the natural sites of the Pavlodar Region in 2011-2015.



The state government of the Pavlodar Region should design their own development programs for tourist-recreational sector through the establishment of socio-ecological and economic management and regulation mechanisms of the recreational areas, encouragement of investment activities, and development of competitive markets for tourism and recreational products and services (Vershina 2015). To identify the most critical problems and find opportunities to overcome them, we have conducted a SWOT analysis of eco-tourism development in the Pavlodar Region (Table 4).

Table 4. SWOT analysis of eco-tourism development in the Pavlodar Region

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"> <li>▪ Comfortable climate;</li> <li>▪ A variety of natural landscapes;</li> <li>▪ Geographical location;</li> <li>▪ Availability of tourist infrastructure;</li> <li>▪ Established base of traditional and ecological products;</li> <li>▪ Variety of unique regional products;</li> <li>▪ Availability of eco-tourism for a wide range of tourists.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Monolingual structure of local residents;</li> <li>▪ Lack of conditions for comfortable stay of foreign tourists;</li> <li>▪ Weak interest of Kazakh tour operators for eco-tourism;</li> <li>▪ Poor rental of tourist equipment;</li> <li>▪ Services rendered do not meet international standards.</li> </ul>
OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> <li>▪ Availability of prospective recreational areas;</li> <li>▪ Investments in reconstruction of natural objects;</li> <li>▪ Raising funds in environmental protection;</li> <li>▪ Possibility of attracting foreign tourists from all over world;</li> <li>▪ Availability of eco-routes in protected areas;</li> <li>▪ Improving ecological and historical education of local population.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Degradation of the ecosystem;</li> <li>▪ Pollution of land, water and air;</li> <li>▪ Weak interest of local authorities in tourism;</li> <li>▪ Occurrence of natural disasters and emergencies;</li> <li>▪ Lack of broad advertising;</li> <li>▪ Inefficient use of funding.</li> </ul>

#### 4. Economic methods of environmental management and their impact on the development of ecological tourism

The advancement of eco-tourism should be included in the regional socio-economic development plans, taking into account the fact that the creation of the eco-tourism infrastructure in the Pavlodar Region may become an additional source of income to the regional budget and one of the upcoming trends of economic advancement of the region.

The economic mechanism is a combination of various forms and methods of practical application of economic laws, which are summarized into a certain system in accordance with the requirements of the objective development laws of natural systems. The main elements of this mechanism are:

- identifying funding sources for the environmental protection;
- defining the limits when using natural resources, as well as pollutant emissions and discharges into the environment, and disposal of waste products;

- establishing payment standards and amount of payment for use of natural resources, pollutant emissions and discharges into the environment, waste disposal and other harmful impacts;
- providing tax, credit and other privileges to enterprises, institutions, organizations and citizens when implementing environmental measures, resource saving technologies, and non-conventional energy sources;
- implementing other effective measures of environmental management.

Indemnity of losses caused by violation of legislation on environmental protection is conducted in the framework of property liability.

Theoretical and methodological studies confirm that the economic mechanism of environmental protection, which is designed to create the conditions for careful attitude to the nature on the part of the businesses and citizens, includes a range of economic advantages for environmental protection, standardization of the economic impact on the environment, environmental assessment, ecological requirements for the design and operation of industrial objects, ecological control, responsibility, and loss indemnity. One of the most important economic methods is the resource usage payments. In accordance with the environmental legislation of the Republic of Kazakhstan, the system of natural resource usage payments consists of:

- *Payments for pollutant emissions into the environment.* Payers are physical persons and legal entities engaged in environmental management. The calculation of fees for emissions into the environment is conducted in accordance with the “Methods of calculating fees for emissions of environmental pollutants”, approved by the order of the Minister of Environmental Protection of Republic of Kazakhstan, 27.04.2007 No. 124-P, based on the rates approved by the Tax Code of the Republic of Kazakhstan, 02.02.2016.
- *Payments for use of natural resources.* These payments are charged natural resource users in the form of taxes and special payments that go into the budget. The main source of tax revenues are payments for use of mineral resources. Due to the insufficiently clear definition and status of payments for use of resources with regard to a number of natural objects (water and forest resources), they also include the costs of their reproduction.

## 5. Discussion

A strategy to attract certain benefits from eco-tourism, which mainly are of economic nature, implies the use of free market mechanisms to achieve environmental and social objectives, and this in turn means accepting mainly the logic of the private enterprises, whose primary purpose and fundamental condition of their operation is achieving the required level of competitiveness and profitability. To get the maximum benefits from tourism, necessary for sustainable development of the Pavlodar Region, it is necessary to assess and coordinate all elements of the tourist product on all aspects of sustainable development.

This task can be implemented not only at the level of individual elements of the tourist services such as transport or accommodation, but also with regard to the integrated product and its placement in the regional economy and supply chain. Tourist product should meet the principles of economic, environmental, as well as social and ethical sustainability. To restore and maintain the natural resource potential for sustainable development of tourism, Kazakhstan needs financial resources, however, yet the special funds, which could serve a source for accumulation of such resources, are not established (Shimova 2014). To compensate for the costs of recovery and conservation of natural recreational resources as a material basis of tourism, it is necessary to establish local development funds of environmentally-oriented tourism. With this purpose, it seems appropriate to develop and implement a system of charges for recreational use of natural resources.

- **Implementation of travel rent**

The existing taxation system of recreational and natural resource users in the Republic of Kazakhstan is based on the principles of fiscal charges, which directly affect the income of the enterprise, though are not dependant on the intensity of use of natural resources.

Enterprises strive to increase revenues by broadening the scope of tourism services, and, accordingly, by increase of recreational load on natural objects. This leads to aggravation of recreational and ecological

contradictions between tourism and the environmental authorities. At the same time, payments for emission of harmful substances into the environment that depend on the intensity of tourism business are extremely low.

Thus, to compensate for environmental damage and promote the tourist facilities, located in natural areas, to the advancement of sustainable tourism, it is necessary to develop and implement new taxation principles. The basis of economic methods to regulate wildlife tourism is the tourist rent, which is the income from the use of recreation and tourist resources. Implementation of recreational rent in the Republic of Kazakhstan is a real source of additional revenue into the budget, because recreation resources are state property, while the rent is the excess of additional value over the average return on capital. More attention should be paid to the possibility of using rental payments as the regulator of the recreational exploitation of natural resources.

Recreational rent is part of population's expenditure on recreation, rehabilitation and renewal of the spiritual and physical strength, or a fixed value from sales of recreational services, which can be directed to the investment, renewal, and expansion of the resource base of recreational activities.

▪ Establishment of a system of economic incentives

One of the options to achieve sustainable practices in travel industry is the implementation of economic instruments that motivate private enterprises to change their activities towards greater sustainability.

The quality of tourism infrastructure is highly dependent on access to financial resources for the implementation of public and private investments. The access of users of recreation and natural potential of the Pavlodar Region to the loans is extremely costly, while public resources for the infrastructure construction and upgrading are very limited. It is necessary to develop measures that can facilitate access to loans, especially for small and medium-sized businesses, provided that they are the backbone of the travel industry. In addition, the policy should encourage domestic investment along with attracting foreign capital (FDI, development assistance, and trilateral cooperation).

Grant may become another element of the economic incentive system for the users of recreational natural potential of the Pavlodar Region. The grant schemes used to ensure sustainable tourism development represent a form of direct investment into the enterprises developing in accordance with the principles of sustainability of tourist services. A program to provide grants in the form of donations, provision of loan (possibly interest-free) or other form of financial support for businesses, which invest in improvement of environmental sustainability, may be developed by the funding body, such as for example, the national government, local authorities, NGOs, or business associations.

In addition, the main place in the system of stimulating effects is given to greening of tax policy. Current legislation does not contain stimulating financing mechanisms for environmental protection purposes and does not provide for the targeting of revenues. The introduction of positive tax advantages will be the most humane instrument of the "collaboration" between business and nature.

A positive tax advantage will be:

- the introduction of a principle of targeted budget revenues through special purpose funds;
- tax advantages, *i.e.* tax reductions, exemption from taxation of the profits for a number of taxpayer categories (transition to ecologically friendly technologies, creation of production assets on the environmental protection, the implementation of environmental protection measures, *etc.*), and manufacturers of environmental equipments, *etc.*

In general, tax reform in favor of environmental protection policy involves changing of the underlying taxation principle, *i.e.* the transition from taxation, focused on the end result of the production (profit), towards direct natural resource taxation based on the natural resources, which are involved in production, that will allow creating economic mechanisms for its conservation, while simultaneously replenishing the state budget for targeted needs.

It is also necessary to consider the possibility of preferential crediting of enterprises that are effectively engaged in environmental protection (reduction of interest rate or interest-free loans), as well as implementation of environmental innovations.

Provision of the enterprises with accelerated depreciation of environmental facilities, pollution control equipment, and other environmental technology is of great significance. The introduction of accelerated

depreciation in foreign countries contributed to the accumulation of capital to upgrade outdated equipment, and the transition to equipment and technology that have no significant adverse impact on the environment.

Efficient way to stabilize the environmental situation is the development and support of environmentally friendly entrepreneurship, which should be based on a special financial-economic mechanism, which should take into consideration the peculiarities of the environmental business. Besides, environmental management is another promising method. The essence of the environmental management consists in smoothing contradictions between economy and ecology, combining environmental protection measures with the product manufacturing, production processes, and management.

In addition, it is necessary to improve the state policy in the field of public procurement, namely, increasing in volume of purchases of certified products and services relevant to environmental standards, and contributing to sustainable management of ecosystems.

## Conclusion

The President Nursultan Nazarbayev has set in the strategy of "Kazakhstan-2050" the objective – Kazakhstan should become a clean and green country with fresh air and clear water. Caring for the health of future generations, the President calls the development of energy-saving technologies one of the major governmental responsibilities. In the long term, the transition to a "green" economy will allow sustaining the pace of economic growth and make the economy of Kazakhstan more sustainable.

The forthcoming exhibition "EXPO-2017" to be held in Kazakhstan will collect and show the world's best developments in the field of energy conservation, and the state-of-the-art technologies on use of solar, water, and wind energy. The EXPO exhibitions are the most prestigious and reputable show-floors in the world, which are visited by millions of tourists that contributes to the development of travel industry.

The economic efficiency of the one of the most innovative projects in house-building is that the energy-efficient design and energy storage will allow reducing energy consumption by 60% compared to conventional buildings. Rotation of the external solar battery system makes it possible to maximize the accumulation of solar energy in the colder months that will allow reducing heating costs, enhance comfort of residents, and improve the usability of open space. Moreover, the energy supply of exhibition facilities will be generated by domestically produced renewable energy sources. The transition to renewable energy sources, along with the energy efficiency measures will be cost-effective solution.

The development of "green" economy should become a mandatory condition for sustainable development, and serve the basis for preservation of natural systems and maintaining proper environmental quality. The unfavorable ecological situation and unsustainable environmental policy of the Pavlodar Region is the most serious threat, including for the development of tourism in the region. In order to improve the ecological situation in the region, and taking into account the country's transition to a "green economy", it is necessary to do the followings:

- incorporate changes to the Tax Code of Kazakhstan in terms of greening of tax policy;
- implement eco-innovation and environmental management at the enterprises;
- implement concessional lending and accelerated depreciation of environmental protection facilities and structures;
- support environmental entrepreneurship;
- improve the public procurement system;
- contribute to the transition to renewable energy sources.

For the Pavlodar Region, tourism can be a lucrative source of income, while it can also have serious negative consequences for the natural resources of the region. As concerns regional and local authorities, they should be involved in planning, regulation and management of environmental tourism. At the moment, the regional authorities must realize that the implementation of new development mechanisms of recreational sphere of the Pavlodar Region is highly topical area of the regional economy.

Undisputed is the statement that the development of the implementation mechanism of ecology-oriented advancement in contemporary conditions is the most important issue of sustainable tourism. In this regard, the

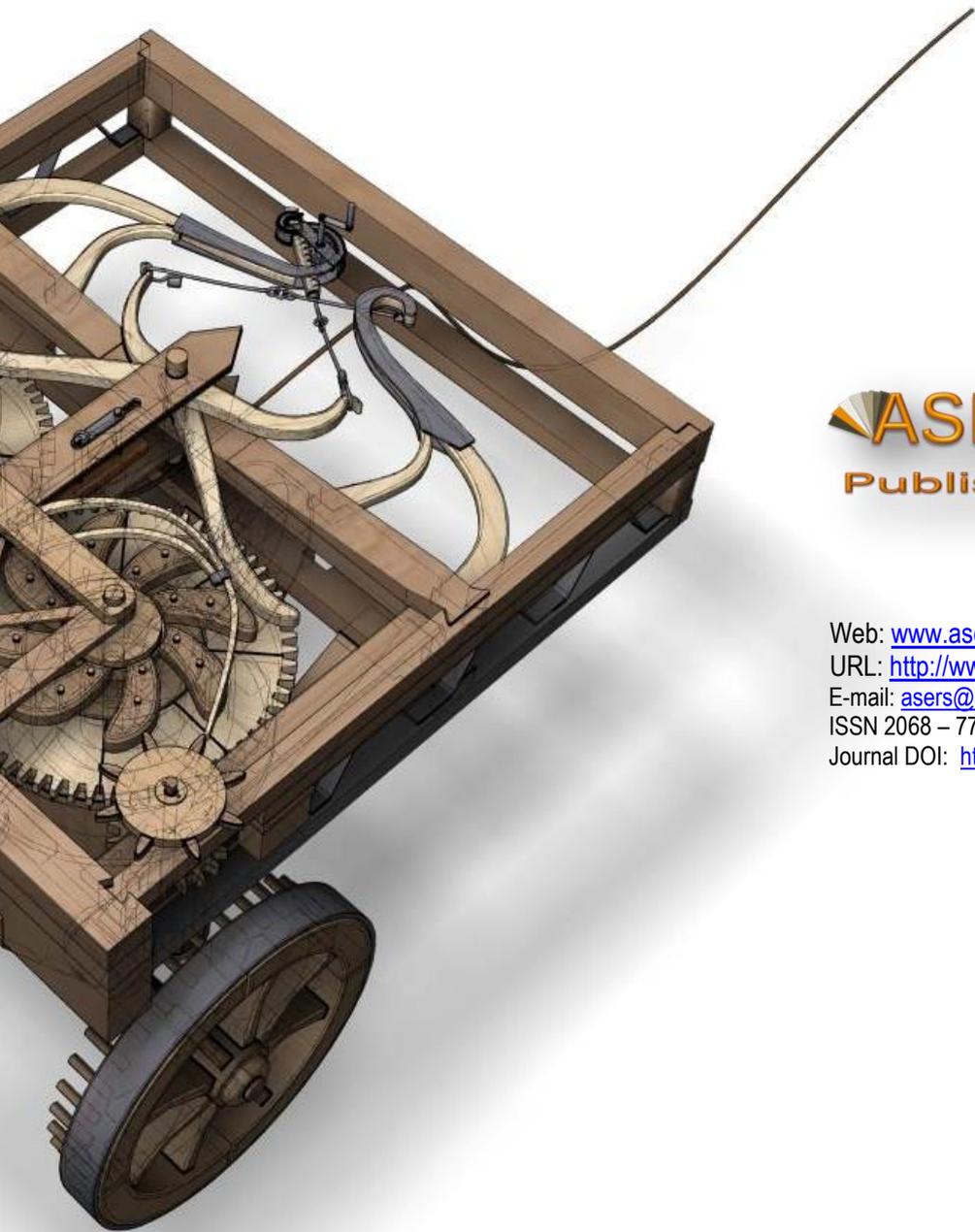
formation of the economic mechanism to encourage environmental protection and environmental management is of priority significance.

The central link of the economic mechanism of natural management in travel industry is the payment-based system, which includes, in the first place, payments for the use of natural and recreational resources. Concerned system aims at creating economical incentives to implement nature conservation in the travel industry, and allows creating local sources of financing to protect and restore natural resources. It can serve a real source of additional revenues in both regional and state budget, since the recreational resources are state property.

## References

- [1] Alkeev, M.A., Tsaregodtseva, A.G., and Basarbaeva, T.A. 2014. *Rekreacionnaya ocenka klimaticeskikh uslovij Pavlodarskoj oblasti* [Recreational assessment of the climatic conditions of the Pavlodar Region] [Text]. *The Bulletin of Kazakhstan National University, Geographical Series*, 2 (39): 97-105.
  - [2] Khamzina, Sh.Sh., Sharipova, Z.M., and Omarova, G.M. 2013. *Vodnye resursy Pavlodarskoj oblasti, ih ohrana i racional'noe ispol'zovanie: Uchebnoe posobie* [Water resources of the Pavlodar Region, their protection and rational use]. Pavlodar: Innovative University of Eurasia, pp. 248.
  - [3] Shimova, O.S. 2014. *Ustojchivyy turizm* [Sustainable tourism] [Text]. Minsk: Republican Institute for Vocational Education, pp. 158.
  - [4] Smaylov, S.Sh.-A. 2016. *Geoekologicheskie posledstviya prirodopol'zovaniya v stepnom Priirtysh'e (Pavlodarskaya oblast')* [Geoecological consequences of natural management in the steppe of Irtysh Land (Pavlodar region)]. Pavlodar. Available at: [http://www.iwep.ru/ru/diss/Smailov/Dissertatziya\\_SmajlovaSSH.pdf](http://www.iwep.ru/ru/diss/Smailov/Dissertatziya_SmajlovaSSH.pdf) (accessed July 1, 2016).
  - [5] Vershinina, L.P. 2015. *Metody provedeniya ocenki ehffektivnosti upravleniya socio-ehkologo-ehkonomicheskim razvitiem territorij* [Methods for assessing management efficiency of socio-ecological and economic development of the regions]. Proceedings of the International Science-to-practice Conference "Urgent Issues of Economics and Modern Management", April 7, in Samara, Russia.
- \*\*\* Nacional'nyj doklad o sostoyanii okruzhayushchej sredy i ispol'zovanii prirodnyh resursov za 2015 god [National report on the environmental status and use of natural resources for 2015]. (n. d.). Available at: <http://ecodoklad.kz/os-pavlodarskaya-obl> (accessed July 1, 2016).
- \*\*\* EHkspress-informaciya. *Ohrana okruzhayushchej sredy*. [Express information. Protection of the environment]. (n. d.). The Committee on Statistics of the Ministry of National Economy of Republic of Kazakhstan. Available at: [http://stat.gov.kz/faces/homePage?\\_adf.ctrlstate=15458bs6o3\\_136&\\_afLoop=1332156658222\\_0027#%40%3F\\_afLoop%3D13321566582220027%26\\_adf.ctrl-state%3Dk7gz5dkvx\\_4](http://stat.gov.kz/faces/homePage?_adf.ctrlstate=15458bs6o3_136&_afLoop=1332156658222_0027#%40%3F_afLoop%3D13321566582220027%26_adf.ctrl-state%3Dk7gz5dkvx_4) (accessed July 1, 2016).
- \*\*\* Informacionnyj byulleten' o sostoyanii okruzhayushchej sredy [Information bulletin on the state of the environment]. 2016. Department of Environmental Monitoring of RSE "Kazgidromet". [http://www.kazhydromet.kz/files/userfiles/2016/bulleten/1polugof/byulleten\\_1\\_pg\\_2016\\_19\\_07\\_16.doc](http://www.kazhydromet.kz/files/userfiles/2016/bulleten/1polugof/byulleten_1_pg_2016_19_07_16.doc) (accessed July 1, 2016).
- \*\*\* Tourism: Towards a green economy. Investing in energy and resource efficiency. STCRC Centre for Economics and Polic. (n. d.). Available at: [http://sdt.unwto.org/sites/all/files/pdf/11.0\\_tourism.pdf](http://sdt.unwto.org/sites/all/files/pdf/11.0_tourism.pdf) (accessed July 1, 2016).
- \*\*\* UNWTO Tourism Highlights, 2016 Edition. (n. d.). Available at: [http://tourlib.net/wto/WTO\\_highlights\\_2016.pdf](http://tourlib.net/wto/WTO_highlights_2016.pdf) (accessed July 1, 2016).
- \*\*\* United Nations Environment Program: Environmental Impacts of Tourism - Global Level. (n.d.). Available at: <http://www.unep.org/resourceefficiency/Business/Sectoral> (accessed June 1, 2016). Activities/Tourism/The TourismandEnvironmentProgramme/FactsandFiguresaboutTourism/ImpactsofTourism/EnvironmentallImpacts/EnvironmentallImpactsofTourismGlobalLevel/tabid/78777/Default.aspx (accessed July 1, 2016).

# ASERS



 **ASERS**  
Publishing

Web: [www.asers.eu](http://www.asers.eu)

URL: <http://www.asers.eu/asers-publishing>

E-mail: [asers@asers.eu](mailto:asers@asers.eu)

ISSN 2068 – 7729

Journal DOI: <http://dx.doi.org/10.14505/jemt>