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## **THE MAIN ASPECTS OF SUSTAINABLE TOURISM DEVELOPMENT IN THE BORDER AREAS OF KAZAKHSTAN AND KYRGYZSTAN**

**Abstract.** An important factor in the development of tourism within transboundary territories may be unique tourist resources, or special areas. Border territories often turn into gambling zones, especially in those cases when the industry of gambling entertainment is prohibited in neighboring countries. In addition, a tourist product can be formed on the basis of unique tourist resources, united by a common idea or historical plot. You can get to know them only by traveling from a neighboring or nearby country. Tourists are attracted to the border space by duty-free trade, a large selection of goods, lower prices, convenient opening hours.

On the basis of the Agreement, the Republic of Kazakhstan and the Kyrgyz Republic will contribute to expanding cooperation in the field of tourism in order to familiarize citizens of their states with achievements in the field of economics, social development, culture, nature and sights, as well as historical monuments and national traditions of the peoples of the three countries. The parties will cooperate in the development of international tourism on the basis of equality, mutual benefit and, in order to increase the tourist flow, facilitate the simplification of visa and customs formalities, exchange lists of travel agencies. The Parties will facilitate the exchange of experience in all areas of international and domestic tourism, promote cooperation between the national tourism administrations of the Parties and other organizations involved in tourism and its development. The parties will also facilitate the dissemination of tourist information to attract the flow of tourists through the publication of promotional materials, the exchange of information, print media, exhibitions, films and the holding of various symposia and seminars. The parties will provide mutual assistance in the training of personnel of tourist complexes and facilitate the exchange of specialists of the relevant tourism authorities, assist the relevant departments and interested organizations in the creation of joint ventures and in the implementation of other investment projects in the tourism sector. The parties through the relevant tourism authorities will exchange views on cooperation, work experience in activities in international tourism organizations.

**Keywords:** tourism, sustainable development, border areas, Kazakhstan, Kyrgyzstan, cooperation.

**Introduction.** Tourism is one of the promising forms of successful cooperation between neighboring countries. Under favorable conditions, cross-border territories contribute to the development of tourism in neighboring countries. The development of cooperation between the border regions of the country with neighboring states is of great importance both in general for improving the economy, and for the effective attraction of foreign tourists and the dynamic development of the tourism industry.

Most often, cross-border tourist territories (TTT) are formed on the basis of a common tourist resource - a common natural or historical-cultural heritage, the joint use of which becomes more attractive for tourists and more beneficial for participants in such cooperation. The contrast of natural geosystems

can also be a unique tourist resource especially within transboundary territories. Cultural features and differences on both sides of the border are one of the most important motives for traveling abroad. Tourists cross the border to get acquainted with an unknown culture, customs and traditions, try the national cuisine of neighbors and participate in various events and competitions. Contrast of natural, cultural and economic factors: cross-border shopping, the effect of “price discrimination”; contrast of natural resources and geosystems; cultural characteristics and differences

In the WTO, sustainable tourism is defined as “tourism that is built with a clear understanding of its current and future economic, social and environmental impacts and meets the needs of visitors, the tourism industry, the environment and host communities”.

Thus, sustainable tourism is not a specific type of tourism (for example, ecotourism) or any scale of tourism (small tourism or community-based tourism). Therefore, our review will not be based on what is sustainable or unsustainable tourism. Instead, we will accept the postulate put forward by Clarke (1997), which emphasizes that all types and scales of tourism can be made more sustainable. The definition of eco-tourism that is best suited for the purposes of this report is: “a responsible approach to travel to natural areas that contributes to nature conservation and improves the well-being of the local population.”

From recent definitions, the sustainable development of mountain regions can be cited by the United Nations Food and Agriculture Organization - “development in which the development of mountain ecosystems is carried out in such a way that such ecosystems can provide goods and services for the livelihoods of the local population and the population of lower regions in the present and in the future. ”The poor quality of tourism services and facilities limits the economic potential of the tourism industry. This statement is especially true in relation to the quality of the hotel rooms and sanatoriums and the insufficient level of quality of services provided by airports.

The agreement between the Government of the Republic of Kazakhstan and the Government of the Kyrgyz Republic on the regime of the Kazakh-Kyrgyz border was made in Astana on December 25, 2017. In accordance with the agreement, the maintenance of the state border is carried out by the authorized bodies of the parties and is aimed at ensuring and maintaining the state border regime.

The authorized bodies of the parties take measures to protect border signs, prevent their damage, displacement, destruction or loss, and are also responsible for the maintenance of established border signs and equipped border crossings. The agreement stipulates the procedure for crossing the state border by persons, vehicles and moving goods and other property across the state border, as well as the procedure for passing people, vehicles, goods and other property through the state border.

Passing through the state border of persons, vehicles, goods and other property from the state of one side to the state of the other side is carried out at checkpoints established and opened in accordance with the national legislation of the parties and international treaties to which both states are parties. The agreement stipulates the procedure for flying over the state border and border lanes and the procedure for conducting economic, fishing or other activities, conducting socio-political, cultural or other events at the state border, border lanes, as well as within the border waters.

The resolution of border incidents is carried out by border representatives by conducting unilateral or joint investigations, exchanging information or reviewing their results, making joint decisions, eliminating the consequences and causes, bringing the perpetrators to justice, and also restoring the state border regime in accordance with the agreement...

The deterioration of infrastructure and services following the collapse of the Soviet Union in Kyrgyzstan and Kazakhstan.

Kazakhstan, occupying an advantageous geopolitical position, possessing significant natural and recreational resources and objects of world cultural and historical heritage (11 objects are included in the UNESCO World Heritage List), has unique natural diversity, has the potential to develop new tourism products and all the necessary basic prerequisites to become large player on the world tourism map.

Kazakhstan has carried out relevant work to attract Kyrgyz entrepreneurs to participate in regional investment activities in the regions of the Republic of Kazakhstan (Atyrau-Invest, Ertis-invest, Altai Agro-Invest, OntustikTourism-2016, etc.) The 5th Kazakhstan-Kyrgyz Business Forum was organized on September 6-7, 2016 in Bishkek.

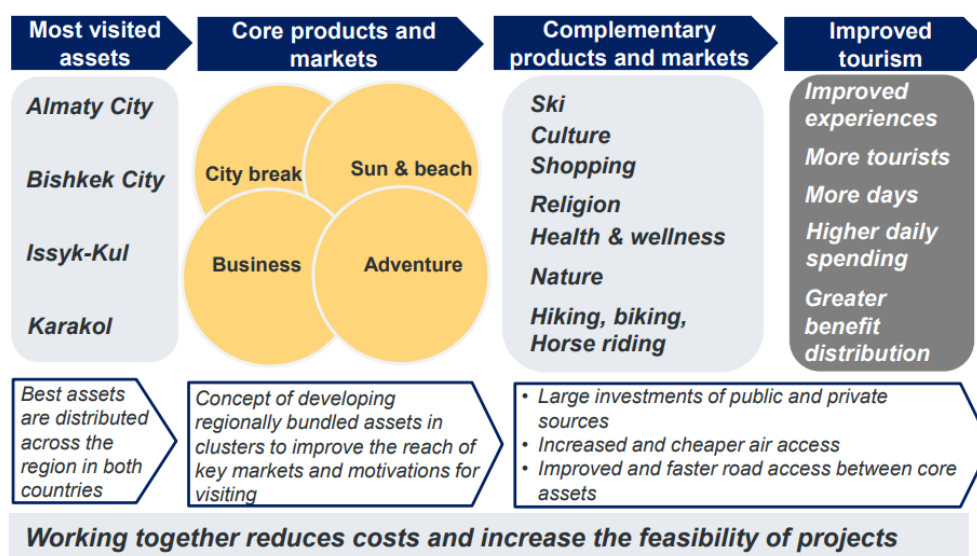
However, at present, the tourism industry is developing at a moderate pace with little social and economic effect on a national scale. In order to increase tourist flows to the Republic of Kazakhstan, it is

necessary to create favorable conditions for the development of the industry’s potential by reducing barriers and strategic planning of the industry.

At the beginning of this year, 10 more guest houses were opened in the Almaty region as part of the project “Strengthening the potential of rural tourism and tourism business organizations based on communities for inclusive economic development in Central Asia, 2017 - 2019” of the European Center for the Development of Eco and Agrotourism (ECEAT , The Netherlands).

**Main part.** This project is carried out simultaneously in 4 countries of Central Asia (Kazakhstan, Kyrgyzstan, Uzbekistan, Tajikistan), and the ultimate goal of the project is to create a unified Central Asian network of communities for tourists to make cross-border travels in the Central Asian region. Khan Tengri International Climbing Camp is a key tourist transport and transshipment point, an air port for helicopter transportation of groups to the foot of Khan Tengri peak.

The State Tourism Agency of Kyrgyzstan pays special attention to the issue of introducing the Silk Road Visa Institute for tourists from far abroad on the basis of the Schengen agreement regarding the use of a range of measures to ensure security, counteract illegal migration, as well as manifestations of terrorism and separatism. The Silk Road Visa will help create favorable conditions for increasing tourist flows to the country.



Joint efforts to reduce costs in the sustainable development of tourism in Kyrgyzstan and Kazakhstan

The tourism sector has the opportunity to provide work to a large number of people, which also applies to the mountainous regions of the country, where employment is low, due to the narrow scope of labor. It is advisable to support and develop small and medium-sized businesses in this area by creating a “healthy” tax climate and providing certain benefits to companies doing business in the tourism sector.

Currently, in the Republic of Kyrgyzstan, licensing of tourism activities is not carried out, which was canceled at the request of travel agencies themselves. This policy has complicated the control over the activities of travel agencies. The number of firms without legal status and qualifications has risen sharply. The quality of tourism services has worsened, the levers of control over activities in the tourism sector have been lost, and the safety mechanism for tourist trips has been violated. The shadow market for tourism services has grown.

Also in the country there is an urgent need to adopt a new basic law, review the current regulatory framework, which should be aimed at creating favorable conditions for the development of domestic and inbound tourism. In the Republic of Kyrgyzstan it is advisable to develop a set of measures to strengthen the role of executive bodies of state power and local self-government in the formation of an effective mechanism for the functioning of the tourism market.

At the same time, it is necessary to provide some support and freedom of action for entrepreneurs in organizing tourist trips.

According to new bills in the tourism sector of Kyrgyzstan, the state plans to establish mandatory certification of tourism services, accreditation of guides and a unified system of travel forms.

In accordance with a study of the situation in the development of cross-border tourism of the Republic of Kazakhstan and the Kyrgyz Republic, a number of problems that inhibit this industry can be distinguished:

1. The lack of an integrated approach to the development of a system of tourist routes, as a result of which there is not enough opportunity for organizing trips to mountain areas of great recreational importance.

2. Poorly developed infrastructure and weak material and technical base.

3. Insufficient investment for the construction of tourism industry facilities.

4. Ineffective training of tourism professionals.

5. Imperfection of normative legal acts and existing legislation on privatization, investment and taxation, stimulation of attraction of foreign and domestic capital in the development of tourism infrastructure and simplification of customs and visa formalities.

6. An imperfect system of advertising and information support and promotion of the national tourism product in the domestic and foreign markets.

7. Lack of direct air links with a number of foreign countries and insufficient service on existing airlines.

8. Promising areas for solving the problems existing in the tourism sector of Kazakhstan and Kyrgyzstan are as follows:

- improvement of the legislative framework and its steady compliance;

The introduction of a licensing mechanism for travel agents and tour operators in order to protect the rights of consumers of tourism services:

- simplification of the procedure for entry and stay of foreign tourists;

- liberalization of border and customs requirements and regulations;

- maintaining and disseminating the image of Kyrgyzstan as a country favorable for the development of tourism and business;

- participation in tourism fairs (expansion of tourism ties);

- reconstruction of existing and construction of new accommodation facilities

- Classification and certification of hotels, camp sites, boarding houses and rest houses;

- Reforming the hotel management system;

- Creation of campsites, family and private pensions;

- training and advanced training for hotel staff and other tourism industry enterprises;

- reconstruction of highways, as well as roads leading to historical, architectural and historical sights of the country.

Significant investments are required in its repair, modernization and updating. The quality and range of services offered in many tourist destinations are deservedly criticized. "Kyrgyzstan, and especially the Issyk-Kul region, were widely known in Soviet times due to the high quality of services offered in sanatoriums and rest homes. At that time, the sanatoriums were under the jurisdiction of the trade unions and they carried out strict control on compliance with sanitary and other quality standards.

Bokontaeva (2004) in her study concluded that after the 1990s, most of the sanatoriums and resorts were privately owned or corporatized, which led to the loss of a unified quality control system and caused a deterioration in the quality of infrastructure and standards of tourism services. Thus, there is a clear understanding that in the light of the rapidly growing demand for package tours in Central Asia, guest houses are today a very popular service. If Kyrgyzstan and Kazakhstan want to become internationally significant tourism destinations, then they will have to comply with international standards.

**Conclusion.** In addition, the practice of opening guest houses to serve tourists is a good business case for the development of mass entrepreneurship in regions and rural areas. In this regard, it is necessary to consider the possibility of further implementation of projects to open guest houses in the regions by analogy with the second direction of the "Productive Employment Program", including the possibility of training eco-tourism services providers in the regions and promoting their services in the future.

Tourism will be economically viable only if enterprises that provide tourism services have the technical skills. There is a need for a professional education system for tourism enterprises. The lack of technical skills and the inadequacy of the vocational education system have been identified in several publications as an obstacle to ensuring the economic viability of the tourism industry. Community-based eco-tourism and tourism are effective means of promoting the prosperity of local communities.

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## ҚАЗАҚСТАН МЕН ҚЫРҒЫЗСТАННЫҢ ШЕКАРАЛАС АУМАҚТАРЫНДА ТУРИЗМНІҢ ТҰРАҚТЫ ДАМУЫНЫҢ НЕГІЗГІ АСПЕКТІЛЕРІ

**Аннотация.** Траншекаралық аумақтардағы туризмнің маңызды факторы ерекше туристік ресурстар немесе ерекше аймақтар болуы мүмкін. Шекаралас аумақтар көбінесе ойын аймақтарына айналады, әсіресе көршілес елдерде ойын-сауық индустриясына тыйым салынған жағдайларда. Сонымен қатар, туристік өнімді жалпы идея немесе тарихи сюжетпен біріктірілген бірегей туристік ресурстар негізінде құрылуы мүмкін. Сіз олармен тек көрші немесе жақын елден саяхаттау арқылы таныса аласыз. Туристерді шекара кеңістігіне бажсыз сауда, тауарлардың үлкен сұранысы, төмен бағалар, ыңғайлы жұмыс сағаттары қызықтырады.

Келісім негізінде Қазақстан Республикасы мен Қырғыз Республикасы өз мемлекеттерінің азаматтарын экономика, әлеуметтік даму, мәдениет, табиғат және көрнекті орындар саласындағы жетістіктермен, сондай-ақ үш ел халықтарының тарихи ескерткіштері мен ұлттық дәстүрлерімен таныстыру мақсатында туризм саласындағы ынтымақтастықты кеңейтуге ықпал етеді. Тараптар халықаралық туризмді теңдік, өзара тиімділік қағидаттары бойынша дамыту және туристік ағымды арттыру, визалық және кедендік рәсімдерді жеңілдетуді жеңілдету, туристік агенттіктердің тізімдерін алмасу мақсатында ынтымақтасады. Тараптар халықаралық және ішкі туризмнің барлық салаларында тәжірибе алмасуға жәрдемдеседі. Тараптардың ұлттық туристік әкімшіліктері және туризммен айналысатын басқа да ұйымдар арасындағы ынтымақтастықты дамытады. Тараптар жарнамалық материалдарды жариялау, ақпарат алмасу, баспа БАҚ, көрмелер, кинофильмдер мен түрлі симпозиумдар мен семинарлар өткізу арқылы туристер ағынын тарту үшін туристік ақпаратты таратуға ықпал етеді. Тараптар туристік кешендердің кадрларын даярлауда өзара көмек көрсетеді және туризм саласындағы тиісті органдардың мамандарымен алмасуға жәрдемдеседі, тиісті ведомстволар мен мүдделі ұйымдарға бірлескен кәсіпорындар құруға және туризм саласындағы басқа да инвестициялық жобаларды жүзеге асыруда көмектеседі. Тараптар тиісті туризм департаменттері арқылы ынтымақтастық туралы, халықаралық туристік ұйымдардағы жұмыс тәжірибесі туралы пікір алмасады.

**Түйін сөздер:** туризм, тұрақты даму, шекаралас аймақтар, Қазақстан, Қырғызстан, ынтымақтастық.

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## ОСНОВНЫЕ АСПЕКТЫ УСТОЙЧИВОГО РАЗВИТИЯ ТУРИЗМА НА ПРИГРАНИЧНЫХ ТЕРРИТОРИЯХ КАЗАХСТАНА И КЫРГЫЗСТАНА

**Аннотация.** Важным фактором развития туризма в пределах трансграничных территорий могут быть уникальные туристские ресурсы, или особые районы. Приграничные территории нередко превращаются в игорные зоны, особенно в тех случаях, когда в соседних странах индустрия азартных развлечений запрещена. Кроме того, туристский продукт может формироваться на основе уникальных туристских ресурсов, объединенных общей идеей или историческим сюжетом. Познакомиться с ними можно, лишь совершив путешествие из соседней или близко расположенной страны. Туристов привлекают в пограничное пространство беспопышная торговля, большой выбор товаров, более низкие цены, удобные часы работы.

На основании Соглашения Республика Казахстан и Кыргызская Республика будут способствовать расширению сотрудничества в сфере туризма с целью ознакомления граждан своих государств с достижениями в области экономики, социального развития, культуры, природы и достопримечательностей, а также с

историческими памятниками и национальными традициями народов трех стран. Стороны будут сотрудничать в развитии международного туризма на принципах равноправия, взаимной выгоды и, в целях увеличения туристического потока, способствовать упрощению визовых и таможенных формальностей, обмениваться списками туристических агентств. Стороны будут способствовать обмену опытом во всех сферах международного и внутреннего туризма, развивать сотрудничество между национальными туристическими администрациями Сторон и другими организациями, занимающимися туризмом и его развитием. Стороны также будут способствовать распространению туристической информации для привлечения потока туристов посредством публикации рекламных материалов, обмена информацией, печатных СМИ, выставок, фильмов и проведения различных симпозиумов и семинаров. Стороны будут оказывать взаимную помощь в обучении персонала туристических комплексов и способствовать обмену специалистами соответствующих органов по туризму, оказывать содействие соответствующим ведомствам и заинтересованным организациям в создании совместных предприятий и в реализации других инвестиционных проектов в сфере туризма. Стороны через соответствующие туристические ведомства обмениваются мнениями о сотрудничестве, опытом работы в международных туристических организациях.

**Ключевые слова:** туризм, устойчивое развитие, приграничные территории, Казахстан, Кыргызстан, сотрудничество.

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