

# Bicycle eco-tourism in Central Kazakhstan



How to link business with  
social welfare and environment

# Bicycle eco-tourism in Central Kazakhstan



- NABU (Nature & Biodiversity Conservation Union, Germany)
- Karaganda Regional Ecological Museum
- Avalon Historico-Geographical Society & Public Foundation
- other stakeholders, both local and foreign ones

# Bicycle eco-tourism in Central Kazakhstan

## Some figures and facts about Nomadic Travel Kazakhstan

- 6 people of permanent staff
- about 15 people of seasonal and ad hoc staff
- own fleet of bicycles and vehicles,  
outdoor equipment
- 175 tourist-days in 2011  
(bicycle and non-bicycle tours together)
- strong ties with 15 homestays  
in the region

# Bicycle eco-tourism in Central Kazakhstan

Bicycle tours  
in the steppes  
of Central Kazakhstan  
(from 1 to 20 days)

- outdoor (tents, sleeping bags, etc.)
- homestay-based
- combined



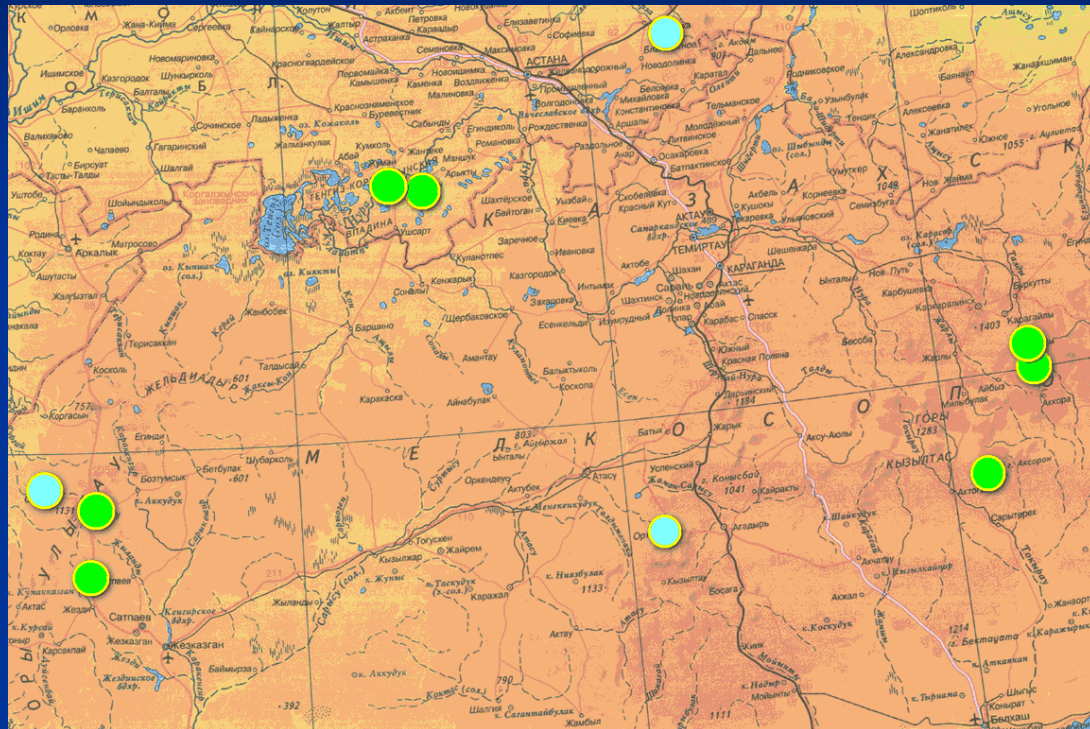


# Bicycle eco-tourism in Central Kazakhstan

## Homestay system in eco-sites of Central Kazakhstan

Current:

- Shabanbai Bi (Kyzylarai area)
- Ulytau, Taldysai (Ulytau area)
- Korgalzhyn, Sadyrbai (Korgalzhyn area)
- Kasym Amanzholov, Kent (Kent area)



Planned:

- Sarlyk (Ulytau area)
- Ortau (Ortau area)
- Pavlovka (Yereimentau area)

# Bicycle eco-tourism in Central Kazakhstan

Typical homestay in  
Central Kazakhstan



about 50 villagers,  
involved into  
ecotourism



# Bicycle eco-tourism in Central Kazakhstan

more than  
400 000 tenge  
(ca 2000 euro)  
of income  
for local  
communities  
in 2011



# Bicycle eco-tourism in Central Kazakhstan



Typical landscape of a mountain oasis  
in Central Kazakhstan



# Bicycle eco-tourism in Central Kazakhstan



One of many archaeological monuments  
of Central Kazakhstan

# Bicycle eco-tourism in Central Kazakhstan

## Bicycle city-tours in Karaganda





# Bicycle eco-tourism in Central Kazakhstan

## Bicycle rent in Karaganda

- 1<sup>st</sup> rental centre in historical centre of the city
- 2<sup>nd</sup> rental centre will be opened in Spring 2012 in Yugo-Vostok district





# Bicycle eco-tourism in Central Kazakhstan

## Clientele of the Company

- foreign tourists
- expats, living in Astana, Karaganda and Almaty
- local population



# Bicycle eco-tourism in Central Kazakhstan

Strong ties with NGOs ➡ mutual sustainability

- cooperation in city and regional bicycle events conducting, resulted in first examples of “event-tourism”



# Bicycle eco-tourism in Central Kazakhstan

Strong ties with NGOs ➡ mutual sustainability

- common efforts on bicycle infrastructure development





# Bicycle eco-tourism in Central Kazakhstan

Strong ties with NGOs ➡ mutual sustainability

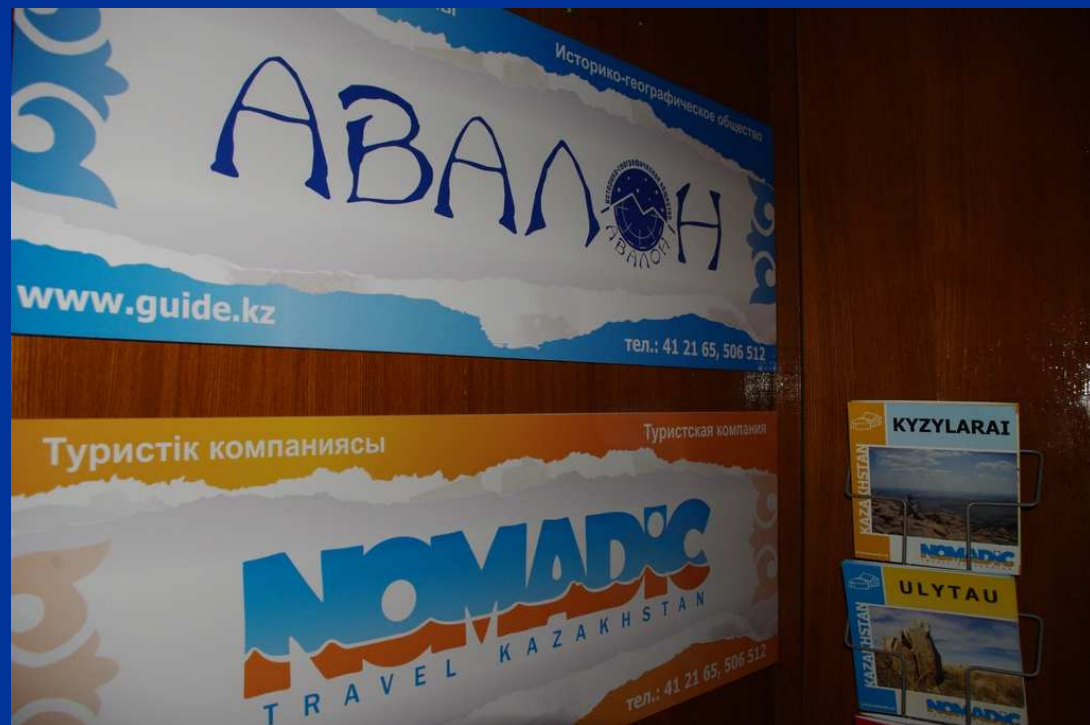
- expeditionary projects, resulting in new tourist packages elaboration



# Bicycle eco-tourism in Central Kazakhstan

Strong ties with NGOs ➡ mutual sustainability

- cooperation in office and equipment matters



# Bicycle eco-tourism in Central Kazakhstan

Strong ties with NGOs → mutual sustainability

- cooperation in promotional matters





# Bicycle eco-tourism in Central Kazakhstan

Strong ties with NGOs ➡ mutual sustainability

- active members of the bicycle community – future guides



# Bicycle eco-tourism in Central Kazakhstan



Avalon Historico-  
Geographical Society  
& Public Foundation

[www.guide.kz](http://www.guide.kz)

Nomadic Travel Kazakhstan

[www.nomadic.kz](http://www.nomadic.kz)

Thank you for your  
attention!

Photos by Alexandr Yermolyonok,

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