

Ecotourism in Central Kazakhstan



Steppes and Oases

Ecotourism 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

Ecotourism in Central Kazakhstan



Typical steppe landscape
of Central Kazakhstan

Ecotourism in Central Kazakhstan



Typical landscape of a mountain oasis
in Central Kazakhstan

Ecotourism in Central Kazakhstan



One among many archaeological monuments
of Central Kazakhstan

Ecotourism in Central Kazakhstan

Problems (as we've seen them in 2007)

- no local awareness about touristic opportunities of the region
- no information about the region abroad, as a consequence, a total absence of foreign tourists
- huge distances to and between the would-be tourist objects
- local image of the steppe as a boring place which can only be used to get to somewhere

Ecotourism in Central Kazakhstan

BUT...

- it's a classic steppe region, the most genuine Kazakhstan – so, steppe can be the main brand
- high level and old traditions of hospitality among rural population
- bad roads resulted in a number of unique wildlands
- ancient history is represented by rather attractive objects

Ecotourism in Central Kazakhstan

Like everybody...

- financial support of international organizations (European commission, GEF/UNDP) at the beginning
- numerous workshops and trainings resulted in the network of rural homestays
- field investigations resulted in the network of tourist routes
- tourist information center in Karaganda
- handicrafts development
- cooperation with local authorities and protected areas' administrations

Ecotourism in Central Kazakhstan



Typical homestay in
Central Kazakhstan

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Highlights

Ecotourism in Central Kazakhstan

Strong ties with
NGOs
(in the fields of
ecotourism,
travels,
nature
conservation
and bicycle
development)
provide mutual
sustainability



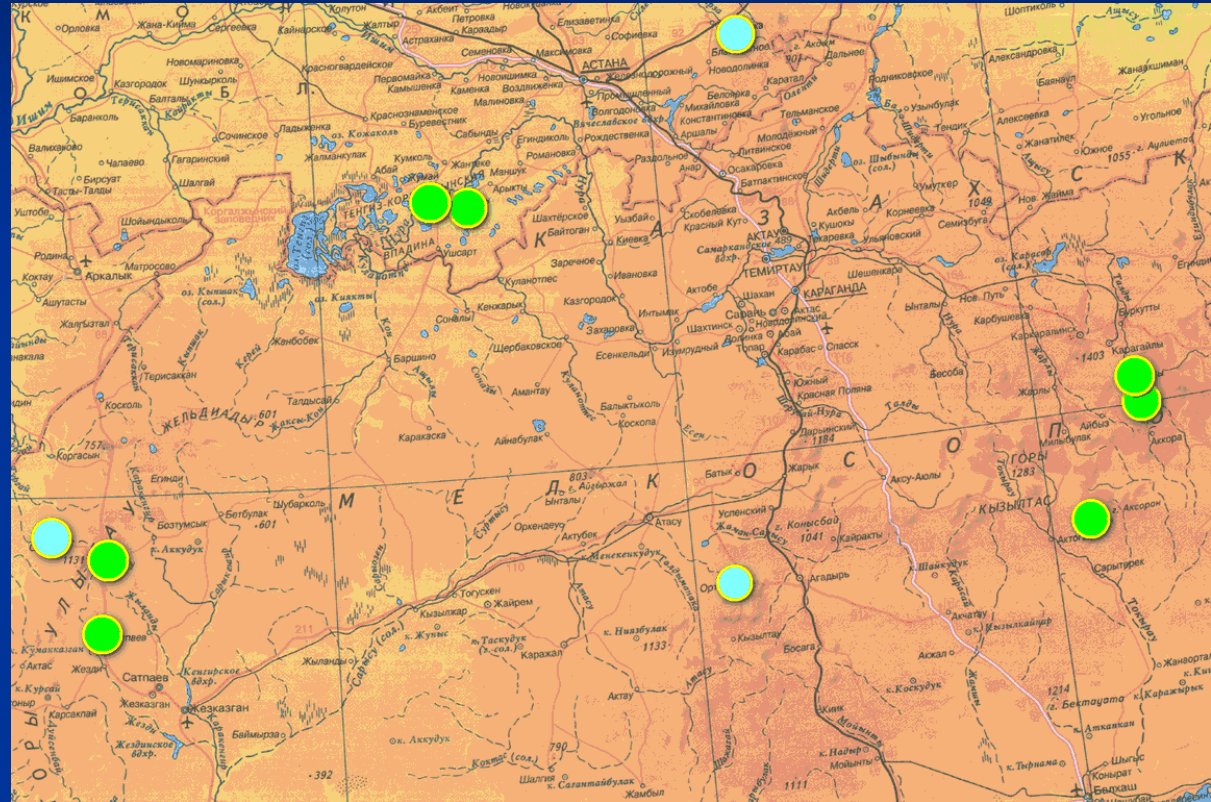
Ecotourism in Central Kazakhstan

Current:

- Shabanbai Bi
- Ulytau
- Taldysai
- Korgalzhyn
- Sadyrbai
- Kasym Amanzholov
- Kent

Planned:

- Sarlyk
- Ortau
- Pavlovka



Travels through the steppes,
from one mountain oasis to
another (neo-nomadism)

Ecotourism in Central Kazakhstan

Soviet heritage
tours (industrial
era of the USSR,
Stalin camps,
Cold war and
Arms race)



Ecotourism in Central Kazakhstan

Bicycle tourism as one of the most promising directions (from day trips to long expeditions)



Ecotourism in Central Kazakhstan

Deep and creative elaboration of tours in terms of history, own investigations (only facts and theories, no profanation of history, links to the world history, tours “on the footsteps of...”)



Ecotourism in Central Kazakhstan

tailor-made tours
constitute majority of
the tourist packages,
thus creating feeling
of an adventure rather
than a tourist trip
both for the
client and even
for the tourism
company staff



Ecotourism in Central Kazakhstan

close co-operation
with local
authorities
in terms of Central
Kazakhstan
promotion
(travel fairs,
publications,
media-tours, etc.)



Ecotourism in Central Kazakhstan

unique and international team of experts, who have experience in different fields, including ecotourism development, geology, history, biology, photography etc.



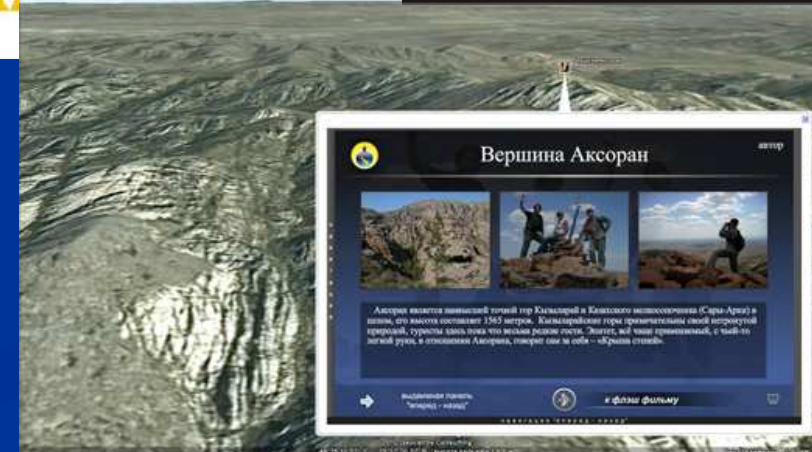
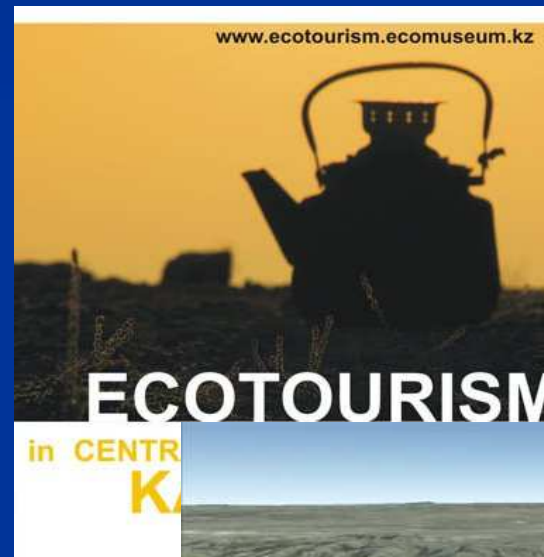
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attempts to work with mixed groups (foreign and local tourists together) in order to raise a level of ecological education among Kazakhstani tourists



Ecotourism in Central Kazakhstan

publishing activity,
both independent
and with partners
(Avalon Kazakhstan
eBook, Wanaway.KZ
system, Discovery
Kazakhstan guide-
book)



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Nomadic Travel Kazakhstan

www.nomadic.kz

Avalon Historico-Geographical Society
& Public Foundation

www.guide.kz

Thank you for your attention!

Photos by Alexandr Yermolyonok and Vitaliy Shuptar