

KORGALZHYN STATE NATURE RESERVE'S VISITOR MANAGEMENT SUBSYSTEM

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Figure 1. shows the functions of visitor management. Information systems are capable of informing users that they can choose logically between environmental settings and management-influenced sites that best suit their interests. Public safety should be one of the concerns of the management, regardless the kinds of recreational opportunity provided. Therefore, a special public safety program must be provided in each recreational facility. Another important aspect involved is educational aspect; the visitors should gain an advancement of knowledge around the landscape and its functions.

Previous study Chase (1983) concluded that the manager should consider the visitors' contribution in developing management programs. The visitors' contributions are as follows:

1. **Needs Hierarchy**, described as requirements and expectations of individuals (visitors) on recreational events.

2. **Style of participation**, described as ways visitors choose to get involved in provided recreational facilities. There are macro-characteristics or macro-behavioral participations (trophy hunter, meat hunter, and equipment hunter) and micro-behavioral participations (how people travel a wilderness trail, interact with one another, and respond to several environmental influences). Nevertheless, up to recently, there are only few numbers of studies around participants' micro-behaviour (Mills, 1985).

3. **Visitor Sensation**, described as the way people participate based on their feeling of the recreational opportunity prepared by management. It is not only their feelings about the resources such as the lake or surrounding scenes that count, but also their feelings on non-natural provisions such as boating facilities, roads, services, etc. Even when empirical data about this aspect are less available, the manager should be capable to forecast common user response in order to develop suitable programs.

1. Korgalzhyn State Nature Reserve's (KSNR) visitor management section analysis

Based on the interview and documentary researches, several problems with the visitor management subsystem were identified.

Table 1: KSNR's visitor management subsystem findings

Visitor Management			
Theory	SNR	Problems	Implication
Visitor Management Programs:			
➤ Distribution of Use			There are three eco routes and limited tourist number with special permission and acquaintance of the staffs.
➤ Public Safety			There are three eco routes and limited tourist number with special permission and acquaintance of the staffs.
➤ Interpretive Programs			Inadequacy of the service and limited quantity of specially allocated sites of territory for acquaintance with the nature. For this reason, independent visits of citizens are seldom to be found. It causes stream of tourists is significantly limited
➤ Information Programs			The management would brief the tourists about general information needed to stay in the territory, safety precautions regulations, fire safety, sanitary condition, and how to treat the reserved features. Otherwise it might cause more problems in maintenance management, ecosystem management fields
Understanding the Visitor:			
➤ Needs Hierarchy			Visitors are satisfied
➤ Style of Participation			Visitors are satisfied
➤ Visitor Perception			Visitors are satisfied
➤ Visitor Motives			Visitors are satisfied

- Note:** available input
- presence of problem
 - absence of problem

The first column of the table above displays inputs which are considered in management process. These inputs are inhesion for management of all protected areas categories and outdoor recreational places. Therefore, KSNR belongs to Ia category “Strict Nature Reserve”, inputs such as, concession management, area

planning, and site planning not considered in KSNR's management. Second column shows what KSNR has. Third column shows the presence or absence of the problems in listed inputs, which are described below in detail. The fourth column provides implication.

Tourism Activities Organizer

Currently, there is no formal position for the tourism organizer in the administrative body, therefore the primary tourism activities were not be prioritized due to the assumptions that tourism might create many problems in the future. To make it worse, there are no accommodation facilities in the regional centre, there are no tourism facilities in nearby settlements, and the society is not involved in any tourism industry utilizing KSNR. For this reason, the potential tourism values of the natural environment remained not exposed to the tourists.

Organizing tourism activities is one of the critical steps to be taken by the management. In spite of the fact that having tourism organizer is included in the management plan, the realisation is still under funding problems. Taking into account of recreational loading, the reserve has no prospect of economic feasibility from ecological tourism without any tour organizer.

The management emphasized that sometimes weather conditions are not friendly with the visitors; therefore, they need better facilities to host the visitors in a sheltered place. However, despite some lack of facilities and organizations, it was indicated that most of the visitors were satisfied by what they experienced in KSNR.

2. Conclusions

Visitor management helps visitors choose various opportunities or to manipulate visitor use. Visitor management also facing problems as are follows:

1. Infrastructural problems

Lack of sign/information boards along the tourist routes made it harder for independent visitors to enjoy the existing facilities. Brief the tourists about general information needed to stay in the territory, safety precautions regulations, fire safety, sanitary condition, and how to treat the reserved features are needed.

2. Visitors' accommodation problems

There are no accommodations facilities in the regional centre, there are no tourism facilities in nearby settlements. Sometimes weather conditions are not friendly with the visitors; therefore, they need better facilities to host the visitors in a sheltered place

3. Recommendations

For today, information technologies have great value. The given statement concerns and nature reserves. Hence, author suggests to develop an official site of KSNR with the full information on reserve, and data will be both on state – Kazakh, Russian, and in English languages with a view of access to a site of users of other countries of the world. Similar sites have the majority of the well-known reserves and national parks.

Unfortunately, the present rising generation has no sufficient knowledge of our reserves and national parks. The given problems can be solved as follows:

- It is necessary to organize often-obligatory trips of pupils, lycées, and colleges to the nearest reserves. So excursions and tours in Korgalzhyn reserve.
- It is possible to organize such tours for inhabitants of Akmolinsky, Karaganda districts and of Astana.
- Increase of wages to workers of reserve;
- Payment of awards, rendering of privileges in sphere medical and other service.

It is necessary to pay attention to mutual relations with local population, which uses nature resources in immediate proximity with reserve. Therefore, it is necessary to organize partner relations with local hunters, fishers, farmers with a view of rational consumption of nature riches, and minimization of anxiety living on territory of reserve of animals.

The control is understood as check of activity of reserve, first, as the state organisation financed at the expense of means of the state budget. Secondly, as an object, having huge strategic and nature protection value. Thereby, for the purpose of restriction of use of the means, allocated to reserve, and also the resources of reserve which are objects of protection, to suit the own ends it is necessary to organize the special commissions having as a part of representatives. The state bodies, public organizations and leading experts, which sometimes in a year would carry out the control over the reserve activity that results, would be nicely exposed in the mass media.

References:

1. *Chase, G., and Reveal, E.* (1983). *How to Manage in the Public Sector*, New York, NY: McGraw-Hill, Inc.
2. *Mills, A.S.* (1985). Participation Motivations for outdoor Recreation: A Test of Maslow's Theory. *Journal of Leisure Research* 17(3): 184-199