

ҚАЗАҚСТАН РЕСПУБЛИКАСЫ ҒЫЛЫМ ЖӘНЕ ЖОҒАРЫ БІЛІМ МИНИСТРЛІГІ
Л.Н. ГУМИЛЕВ АТЫНДАҒЫ ЕУРАЗИЯ ҰЛТТЫҚ УНИВЕРСИТЕТІ

МИНИСТЕРСТВО НАУКИ И ВЫСШЕГО ОБРАЗОВАНИЯ РЕСПУБЛИКИ КАЗАХСТАН
ЕВРАЗИЙСКИЙ НАЦИОНАЛЬНЫЙ УНИВЕРСИТЕТ ИМЕНИ Л.Н. ГУМИЛЕВА

MINISTRY OF SCIENCE AND HIGHER EDUCATION OF THE REPUBLIC OF KAZAKHSTAN
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**"ЖАСЫЛ ЭКОНОМИКАҒА" КӨШУ ЖАҒДАЙЫНДА
ҚАЗАҚСТАН РЕСПУБЛИКАСЫНЫҢ ТҰРАҚТЫ ДАМУЫ:
ЕУРОПАЛЫҚ ОДАҚ ЕЛДЕРІНІҢ ТӘЖІРИБЕСІН ҚОЛДАНУ"
ХАЛЫҚАРАЛЫҚ ҒЫЛЫМИ-ТӘЖІРИБЕЛІК КОНФЕРЕНЦИЯСЫНЫҢ
ЕҢБЕКТЕР ЖИНАҒЫ**

**СБОРНИК ТРУДОВ
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«УСТОЙЧИВОЕ РАЗВИТИЕ РЕСПУБЛИКИ КАЗАХСТАН
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**WORKS
OF THE INTERNATIONAL SCIENTIFIC AND PRACTICAL CONFERENCE
"SUSTAINABLE DEVELOPMENT OF THE REPUBLIC
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OF TRANSITION TO A "GREEN ECONOMY": APPLICATION OF THE EXPERIENCE
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INTERNATIONAL EXPERIENCE AND PROSPECTS FOR THE DEVELOPMENT OF AN ECO MINI HOTEL IN AKSU JABAGYLY

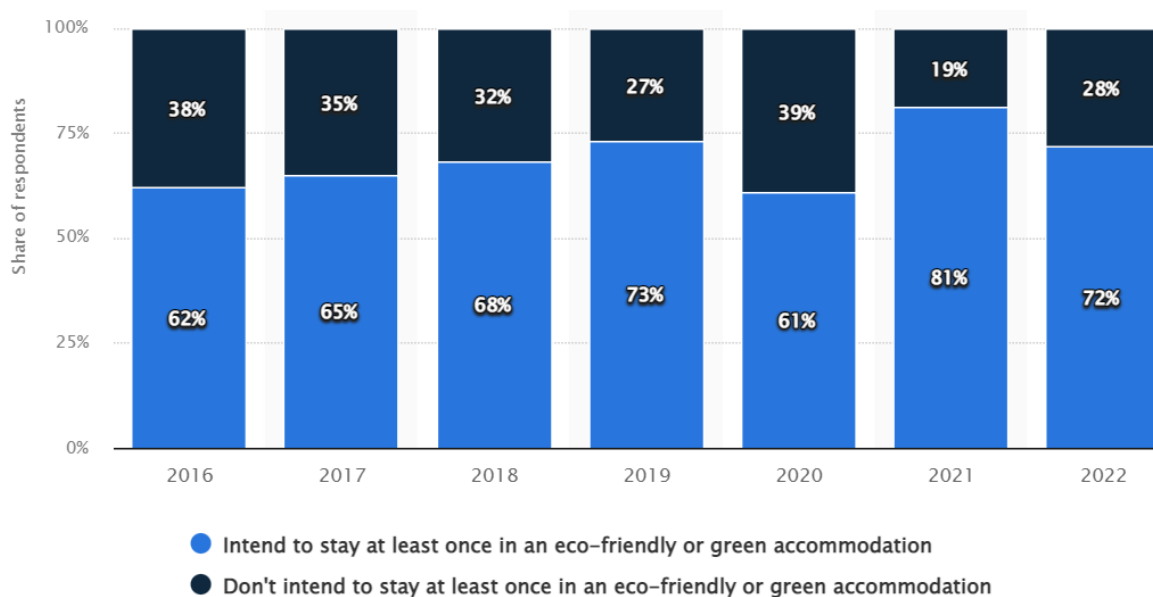
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Rethinking of attitude to the environment, responsibility for nature and minimizing negative impacts led to the formation of an ecological thinking model in human consciousness. Now global greening has affected many areas of our life. One of them became the tourism industry as the most in need of the idea of nature conservation. From here comes a new direction in tourism as Ecotourism. According to the definition of WTO experts, ecotourism is all nature-based forms of tourism in which the main motivation of the tourists is the observation and appreciation of nature as well as the traditional cultures prevailing in natural areas. [1]

In addition, the number of people who want to live an ecological lifestyle is growing more and more, and this affects their choice of travel too.

In this case, such tourists choose green guest houses. For example, the statistics website analyzed the growth of travelers from all over the world who have stayed at eco-friendly hotels at least once in their lives from 2016 to 2022:



Distribution of global travelers intending to stay at least once in an eco-friendly or green accommodation when looking at the year ahead from 2016 to 2022 [2].

30,314 respondents from 32 countries and territories, aged 18 and over, participate in the statistics.

In 2018, the UN Intergovernmental Panel on Climate Change (IPCC) released a special report saying the world has just over a decade to limit global warming to 1.5°C above pre-industrial levels, beyond which the risk of floods, droughts and extreme heat events will worsen significantly. With the awareness of climate change, some people are becoming more environmentally conscious. According to the source, as of February 2022, 72 percent of travelers intend to stay at least once in an eco-friendly accommodation when looking a year ahead. This figure reflects a decrease from the previous year - writes in an article [2].

Indeed, the ecological model of thinking in people is growing and this is reflected in the amount of growth in the ecological direction in tourism. In this regard, more and more investors, specialists in various hotel and restaurant business recognize the advantage of eco-services. We should also use this opportunity, because we have excellent prospects for development in this area.

In Kazakhstan, this type of tourism is considered to be developing and has many prospect as well as gaining more and more popularity among both domestic tourists and foreign guests. Kazakhstan occupies the ninth place in terms of the area of the whole world, and according to the Ministry of Ecology of the Republic of Kazakhstan, the country has about 26 million hectares of specially protected areas. [2] Untouched places in our country in many respects exceed the area, the natural resource of many countries. However, the total number of all tourists is no more than 2 million per year. [3]. Despite the fact that the bulk of tourists which need eco services come to the Almaty region, the country has many natural areas with high tourism potential.

One of them is the Aksai and Koksai gorge, located in the village bordering the Aksu Zhabagyly nature reserves in South Kazakhstan.

The unique nature, rich landscape of flora and fauna, clean drinking water from the mountains, local canyons, the depth of which reaches two kilometers, as well as the two mountains Aksai and Koksai, are included in the protected zone of the reserve by special authorized foresters, as well as local residents.

Despite this, the sad fact remains that the zone, being the most ecological and agricultural places, almost does not attract tourists. The reason for this is the lack of any infrastructure in the area. True, in the 1970s, a hydroelectric station was operating in the Aksai River, there were many engineers and their own mill. But after the 90s of the last century, life in this area ceased to boil, and only a few houses stayed.

In my article, I want to highlight the opportunities for the development of eco-tourism in this area, using international experience in order to show future prosperous prospects. Using 4 c model (*conservation* of environment, local *culture* supporting, including local *community* and develop *commerce*) will be an effective way to achieve the goal.

Initially, in order to preserve the primeval nature of the reserve, ecological dwellings without concrete in the form of yurts should be built. The context will be to give respect to the indigenous nomads, who have long cared for mother nature. Local and foreign tourists can experience all the manifestations of the care of the ancient inhabitants of yurts, their naturalistic way of life, the wisdom of phenology, understanding of astronomy and unity with nature.

Fewer structures will not spoil the visuality of the entire component, and this in turn will prevent erosion. To protect against mosquitoes, or warmth in the cold season, polyester fibers are covered, which can also be used to reduce lighting.

The thermosiphon which is used in practice in ecological capsules in Southern Patagonia is an excellent replacement for a gas heater. [4] This alternative uses solar energy and transfers it to a solar collector that heats the water. A convenient way to heat Aksai's clean river water for drinking, hygiene, and also for use in cooking.

Natural lighting through a wide dome on the ceiling, the so-called shanyrak, will optimize natural light, as well as provide stunning views of the bright stars in the evenings. And the cold time of the day it will be covered with polyester which was told above.

Perhaps the most important component of the process of the ecological complex is waste sorting. Like many areas of nature protection, sorting waste and garbage will be kind of a compulsory for staff and guests. It may be slightly problematic to recycle all the waste, as there are no recycling plants in the area. But most of the waste can be used in this order: bio and organic waste will be used as feed for local livestock, as well as paper, cardboard and wood will be used in the dry closet, which I will describe below.

Ecological compass will be taken experience with dry closets. [4] Their distinctive feature is that they do not require water for flushing, and are accepted for soil regeneration. The process will take place in the fact that the chambers will collect waste and mix them with wood chips, paper and cardboard shredding. The whole mass will be heated to create a common microorganism that will

eventually be used in plantations and greenhouse. This is a great way not only to support the idea of a green economy, but also an excellent indicator of the development of recycling of all types of waste. As practice has shown, the use of popular dry closets as Porta Potti-345 will be a reliable and modern design for arranging a toilet in places with no sewerage. [5]

The area is famous for its rich edible plants. Various berries and fruits grow here, such as currants and blackberries, apples and raspberries, as well as medicinal plants. Tourists can collect their portion of fruit, fish by the river and cook them in the shared kitchen. Otherwise they may interact with the locals and teach them how to cook and fish. From here comes on of the main component from 4 c - connection with local community.

Travelers can turn to the services that will be provided by the locals. Firstly, they will introduce them with the local culture along with traditional cuisine. It will be great opportunity and experience to try the healthy and local products, and most importantly, ecological clean organic food. The second case will be an ecological entertainment. Hence the third component appears.

The nearest village is located near the gorge and the locals are famous for holding national games. Tourists can get acquainted with the cultures and traditions of the entire Kazakh people with the help of sports and folk games. For a certain set fee, they can ride horses, teach them shooting and craft. Guests can learn local crafts: jewelry, musical instruments, as well as buy them to support the economic level of the local population. This smoothly transitions to the last component of the model - commercial maintenance.

Involving local residents in the idea and support of the ecological direction in tourism will not only open new occupations in the region, but also support the flow of tourists and resume the vibrant life that reigned in the area 50 years ago. Tourists will buy goods from local producers, apply for laundry services and farmers who will offer clean, vitamin-rich mountain dishes.

The right relationship with the local community is much more than creating new jobs and earning incomes from it. This involvement of all residents with different ages in the idea of a green lifestyle.

Ecotourism should be the most effective and most correct solution for earning as well as supporting the green economy. We must remember that we are not the last people on Earth. Every day we need more and more leaving specially protected and untouched places away from anthropological negative impacts. Poachers, hunters and pests of nature were caught and brought to justice several times in the Aksai area.

Since mountain goats, argali, badgers, oil which is useful in cleansing the bronchi, marmots and porcupines, more than five species of hares and other protected animals of the reserve live in this area. In order to focus on their safety, it is necessary to control, as well as foreign and our tourists will draw attention to their safety. In the ecological campus zone not far from the village, with the permission of local authorities, there will be a flow of tourists, sportsmen, climbers and expeditionaries. By maintaining a harmless behavior, guests can give the locality its environmental appeal.

Horseback riding will become an integral part of all living, because foresters and local residents choose an effective way of promotion. In addition, due to the impossibility of transporting vehicles in mountainous areas, as well as, although minor, but still, the damage caused to nature by cars can become an alternative source of promotion.

In conclusion I want to say that in ecotourism, all possibilities of alternative problem solving should be applied. After all, promoting the protection of biodiversity and minimizing the negative impacts due to human activity on wildlife will help improve and contribute to the ecological education of the entire population.

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