



*Identification of Tourist Potential in  
Kazakhstan*

BY  
MALINI PRAVA SETHI  
PHD RESEARCH SCHOLAR  
FROM  
JAWAHARLAL NEHRU UNIVERSITY,  
DELHI

# IMPORTANCE OF TOURISM

- It Provides employment opportunity.
- It Generates foreign exchange earning.
- Reinforces preservation of heritage, culture and tradition. (industry without chimney) That does not pollute the environment but at the same time provide the people with livelihood options. Where the ecology of the area is fragile. The large scale of basic industrialization is not possible.

# Area of study

- **Kazakhstan is known for its enormous tourism potentials such as natural attractions, socio – cultural linkages, archaeology and traditional heritage.**
- **Kazakhstan as a tourist destination either individually or as a part of the combined Silk Route.**

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- **Kazakhstan has the potential for becoming one of central Asia's richest countries because of its huge mineral and oil resources and its liberalized economy, which encourages Western investment.**
  - **It will help showcase the beauty of Kazakhstan to the Indian public there by further boosting tourism from India to the Kazakhstan.**

## OBJECTIVES

- Highlight the major tourist zone i.e. Attraction, Amenities & Accessibility.
- To access the employment opportunity in tourism sector.
- To present the tourist flow.

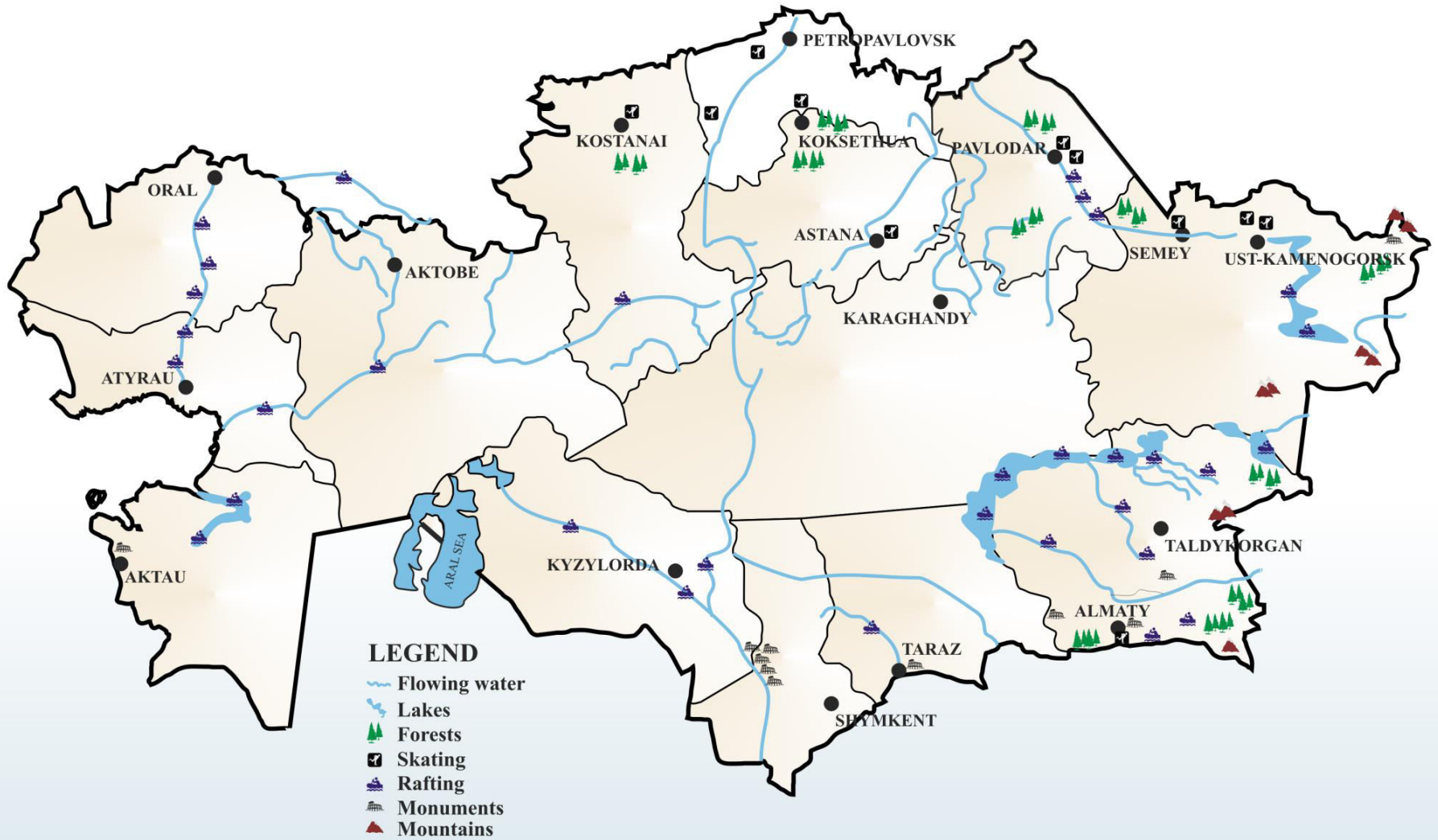
## DATA BASE

- **Data source include embassy of Kazakhstan, WTTC report, Agency on statistics of the republic of Kazakhstan.**
- **Maps adopted mostly flow maps, graphical representation of the data were utilized and to access the attraction of H. Robinson classification of Tourism.**

# ATTRACTION

- **INDICATORS:-**
- Water & Lakes (sailing, canoeing, fishing etc)
- Mountains(Sports activities, climbing, skiing etc.)
- Monuments(Historical or Cultural significance)
- Mountain forests

# KAZAKHSTAN ATTRACTIONS

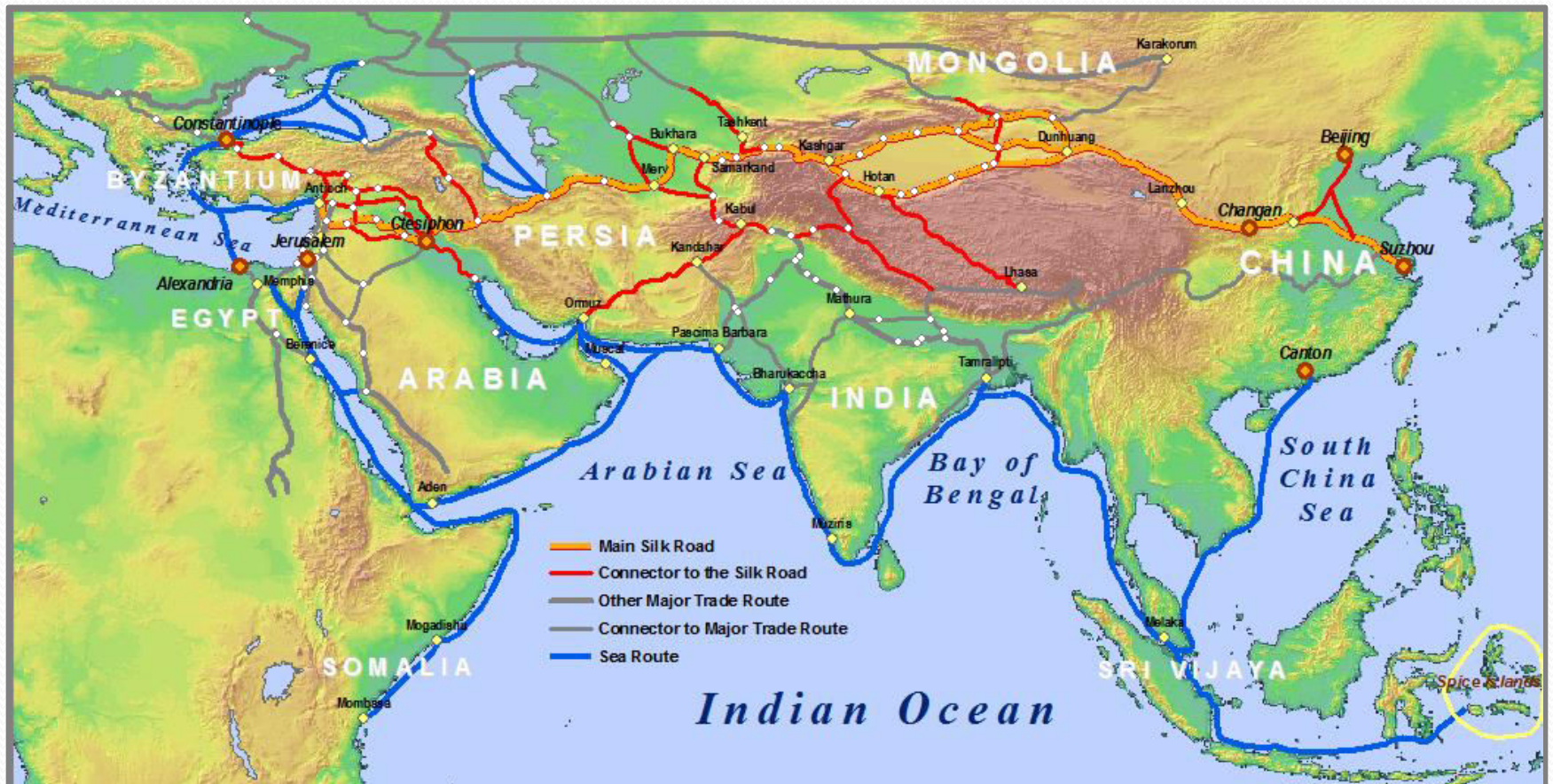




## **SILK ROUTE**

- **The concept of Silk Road as evolved over centuries and more recently in the last two decades is a synthesis of cultures and civilizations as well as networks of trade, transit, energy and infrastructure corridors.**
- **The impact of this region was so huge that goods from this region displayed a strong influence of the artistic grandeur of Kazakhstan.**

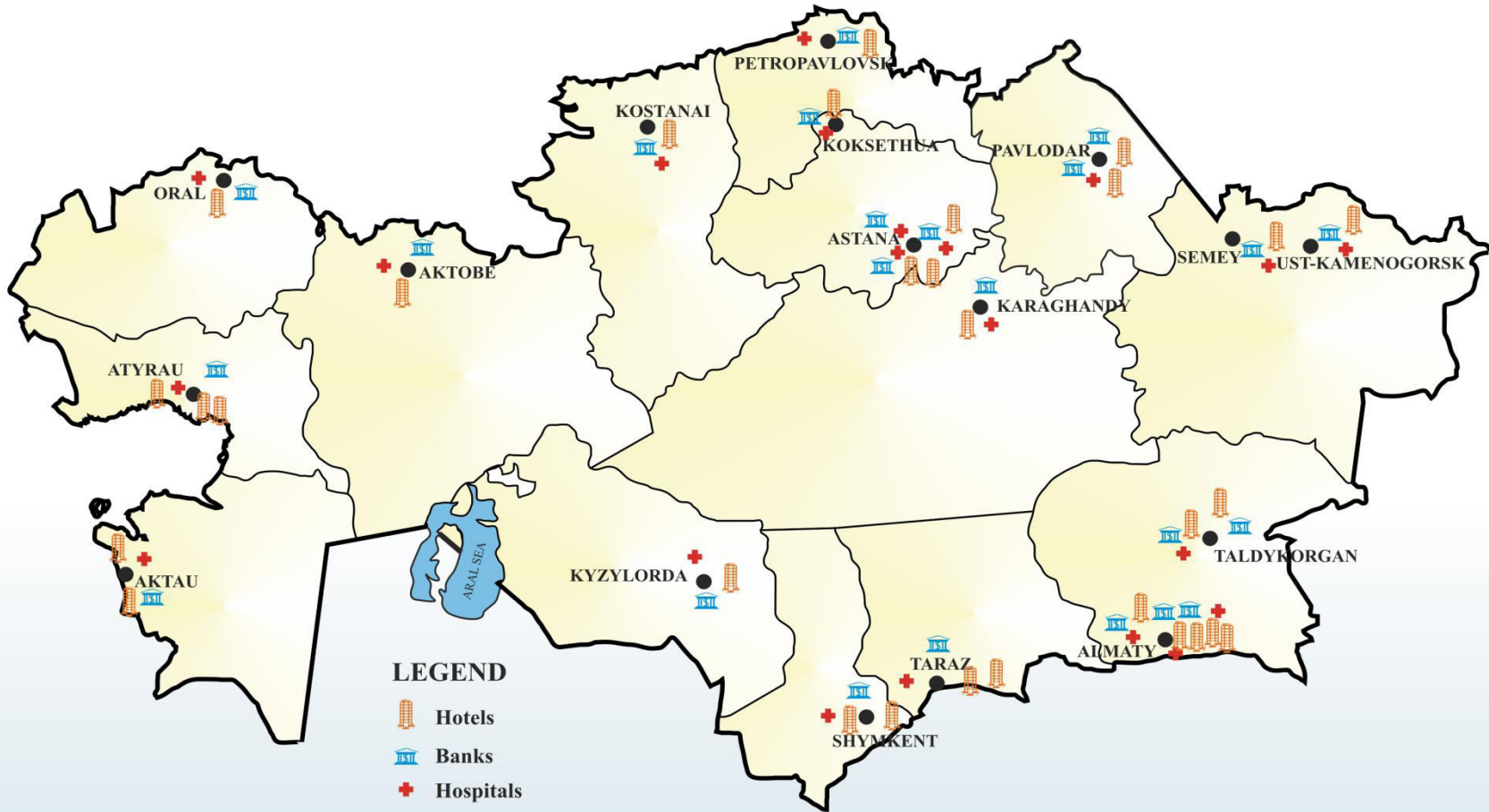
# The Silk Road and Arab Sea Routes (8th to 14th Centuries)



# Amenities

- **Indicators –**
- Logging
- Boarding
- Local transport
- Shopping complex
- Bank
- Hospital
- Tourist guide
- Tourist offices

# KAZAKHSTAN AMENITIES



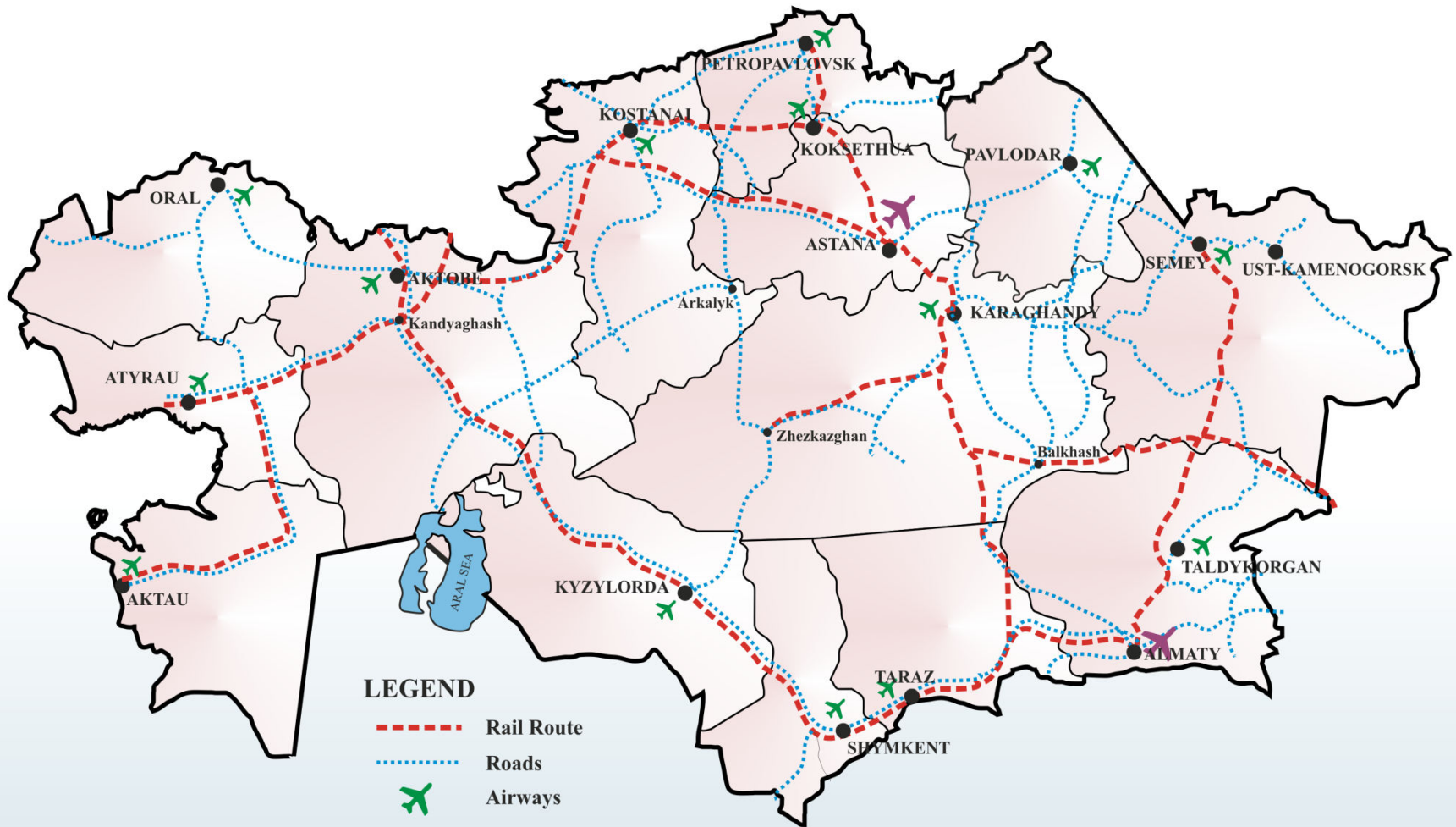
## ACCESSIBILITY

- Modes of transports (Airways, Railways, Roadways & Waterways)



- Access to the tourist attractions (mountaineering, hiking & trekking etc.)
- Clings of vehicle the frequency is less in mountainous area.

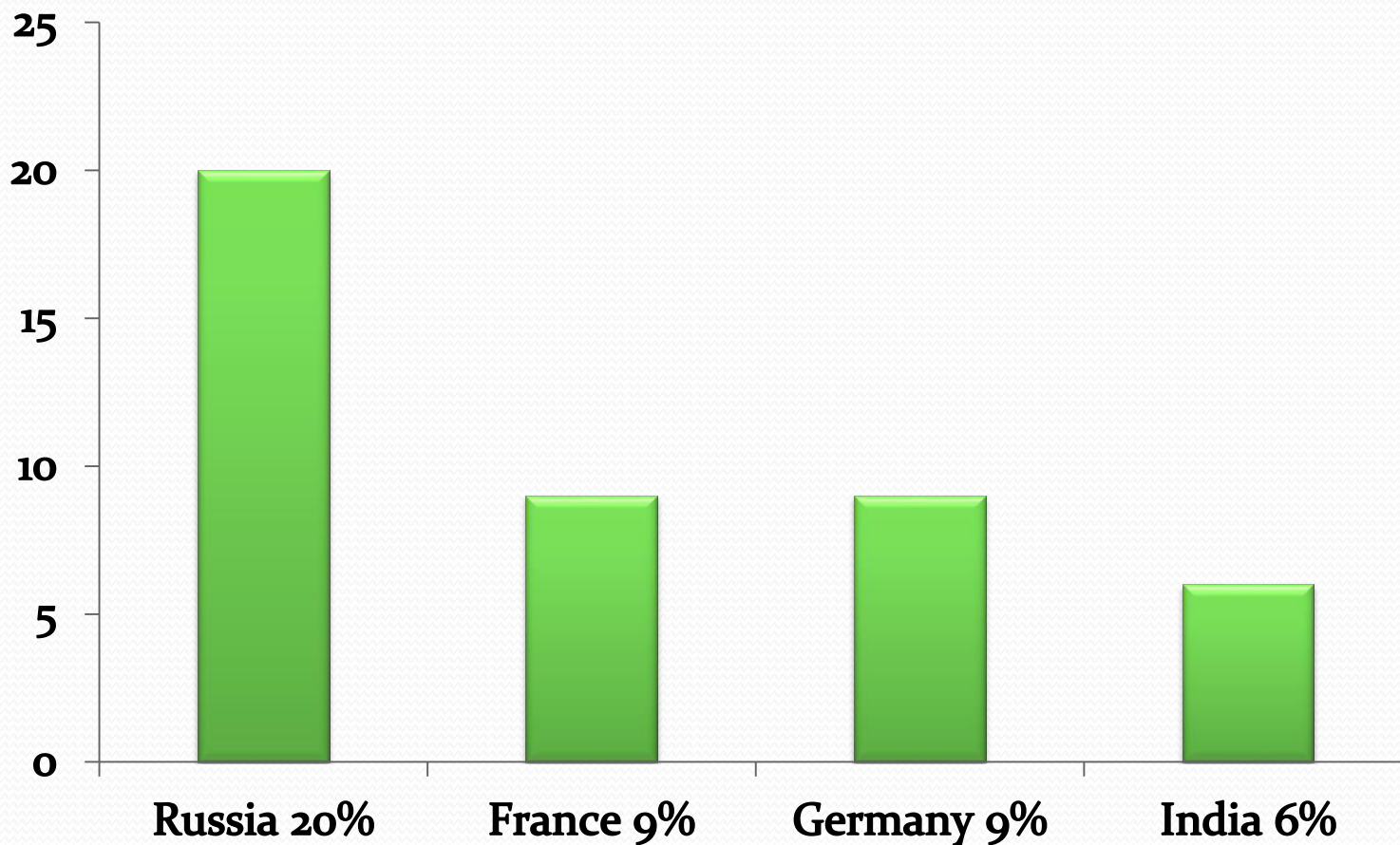
# KAZAKHSTAN ACCESSIBILITY



## TOURIST FLOW

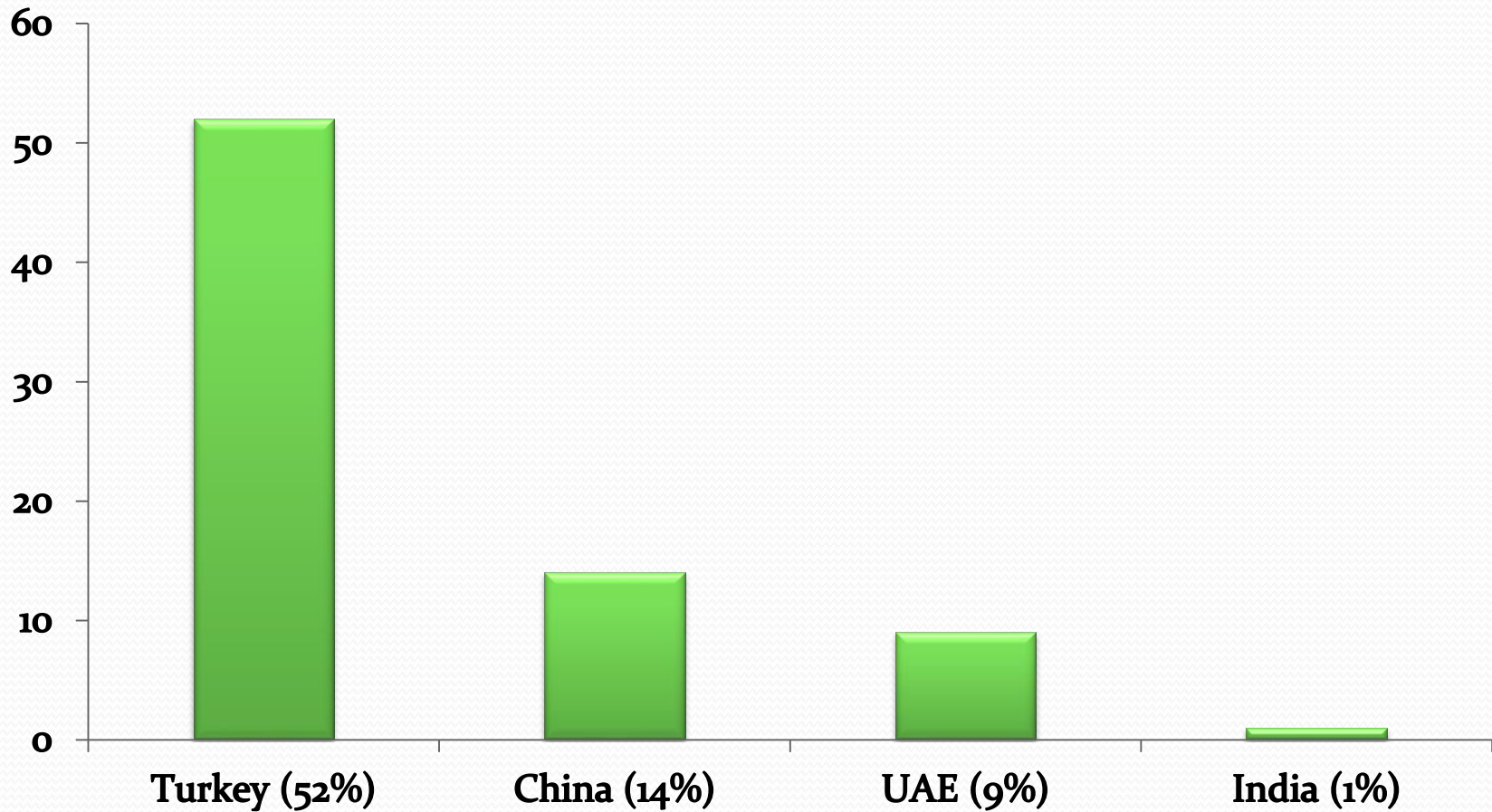
- Number of visitors (inbound tourism grew by 10.1% in 2011 as compared to 8.8 % in 2010.)
- Russia, France & Germany are the most popular countries of tourist arrival in Kazakhstan.
- Number of visitors (outbound tourism grew by 20.0% in 2011 as compared to 15.6% in 2010.)
- Turkey, China & UAE are the most popular destinations among tourists in Kazakhstan.

## INBOUND TOURIST FLOW FROM KAZAKHSTAN, 2011(%)





## OUTBOUND TOURIST FLOW TO KAZAKHSTAN, 2011(%)



## CONCLUSION

- It has tremendous potential in Kazakhstan economy.
- Its need to consider the major economic foreign exchange earnings for livelihood options.
- Turkey is favorite destination for Kazakhstan people because of facilities (medical tourism, education facilities)
- **Therefore, the development and formation of tourism in Kazakhstan as one of the most important economic and social policies requires the specific regulations of economic relations and measures of State support for the travel industry.**

**Bayterek**



# Chimbulak

