

***STRENGTHENING RURAL AND COMMUNITY TOURISM
BUSINESS INTERMEDIARY ORGANIZATIONS
FOR INCLUSIVE ECONOMIC DEVELOPMENT
IN KAZAKHSTAN***

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Kazakhstan Tourism Association (KTA)

Kazakhstan tourism association (KTA) is the largest republican association.

KTA was founded in May 1999 with the support of the President of the Republic of Kazakhstan.

One of the main goals of KTA: create Kazakhstan's image as attractive tourism destination in the international travel market.



Ecotourism information resource center (EIRC) is the successful project of KTA, which was opened in 2005. This project is the central item for programme of development and promotion ecotourism, which based on development of local communities in Kazakhstan.

EIRC provides free information about ecotourism opportunities of Kazakhstan and Almaty for foreign tourists and other guests.

The main goal of the IERC is to support local communities in the Kazakhstan regions and assist them in creating sustainable income through the development of ecotourism.

11 eco-sites were created (2005-2008):

- Lepsinsk, Saty, Amanbakter, Talgar (Almaty Region),
- Kokchetau, Korgalzhin (Northern Kazakhstan),
- Katon-Karagai, Ridder (East Kazakhstan),
- Zhabagly, Ugam, (South Kazakhstan),
- Karkaraly (Central Kazakhstan).

Central Asian Cooperation



Since 2017, KTA has been participating in the project of European Center for Ecological and Agricultural Tourism (ECEAT) **“Strengthening rural and community tourism Business Intermediary Organizations for Inclusive Economic Development in Central Asia”** (2017-2019) on the development of rural tourism based on communities in Central Asia

The project unites 4 CA countries: Kazakhstan, Kyrgyzstan, Uzbekistan, Tajikistan.

The ultimate goal of the project is the creation of a unified Central Asian network of CBT communities for the possibility of tourists making cross-border travel through the Central Asian region.

Within the framework of this project, 2 new points were identified as the most attractive for CBT development in Kazakhstan:

- **Karabastau village (Almaty region),**
- **Mynkazan and Akbulim villages (Zhambyl region).**

Both villages are located near the Kazakh-Kyrgyz state border, and have opportunities for tourism development (a few kilometers from Karabastau village, for example, there is a unique complex of petroglyphs "Tambali", which is included in the list of UNESCO World Heritage sites).



The territories of Almaty and Zhambyl regions of Kazakhstan was part of the Great Silk Road, which is an additional factor of tourist attraction. Both regions are located near the Kazakh-Kyrgyz state border – it’s attractive for tourists who interested in visiting a few countries of CA.



TOURISM OPPORTUNITIES

What does Kazakhstan have to offer?

Nowadays Kazakhstan is the ninth largest country in the world, an amazing mix of history, culture, crafts and gastronomy, 130 nationalities living here in peace and harmony.

Kazakhstan is the homeland of the unique ancient philosophy of the nomads – TENGRIANISM. It is a philosophy of careful attitude to nature, love and tolerance to all people and all life on Earth. The symbol of this philosophy is Khan Tengri peak (7010m) - the highest mountain in Kazakhstan and the northernmost peak which above 7000 meters on the Planet.

From the Baikonur cosmodrome, located in Kazakhstan, man took the first step into space and sent spacecraft to other planets.

You can visit this place and see the launch of the rocket with your own eyes

Unique history: Balbals, Great Silk Road cities, nomadic heritage, sacred places.

Natural resources: birdwatching tours, flowers, tulips tours.

Also, extreme tourism, rural tourism and much more you can find in Kazakhstan!





Thanks for your attention!



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