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Economic Condition, Protected Areas, and Water Resources of Ulytau Region - as a Source of Tourist Destination

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Abstract:

This paper examines the economic development of the Ulytau district in Karaganda region of the Republic of Kazakhstan and explores the opportunities for tourism development in this region. Indicators of Karaganda region including Ulytau district are described by considering the official statistical indicators. As a real sector of the economy of Ulytau district, the growth of production volumes of small enterprises, the diagram of placement of visitors for the purposes of the trip, fluctuations in the volume of services provided by places of accommodation were studied. At the same time, the main indicators of the activities of libraries and museums are considered as the research's objects, because it is important to introduce tourists with the region's historical and cultural values

Keywords: Ulytau; tourism; small business; accommodation; visitors; museums; statistical indicators.

JEL Classification: Z32; L83; Q26; Q 51.

Introduction

We can achieve the development of the tourism industry in our country by using all opportunities in the region. The reason is that, basic human resources have enough potential along with the wide territory of Kazakhstan, but only the creation of mechanisms for its proper organization is modern requirements. In this regard, it is important to promote a set of events to increase the share of tourism in the regional development program. The organization of events can be realized through the regional tourism system. This will have a great impact on the development of domestic tourism, and will also contribute to the development of the local area.

According to Tatiana Abylayeva, the head of Karaganda region business department, domestic tourism grew by 8.9% in the Karaganda region in the first half of 2015. "The number of visitors amounted to 115.5 thousand people, which is 6.8% more than in the same period of 2014. 94% of the total number is residents of the Republic, and 6% - foreigners. At the same time, the growth of domestic tourism by 8.9% is noted", said the head of the Department of Entrepreneurship.

We can see the socio-economic phenomena in the country via statistical indicators. Therefore, in order to develop tourism in the regions, we have to plan and implement all the opportunities today. Our main goal is to consider sources of tourism development in Ulytau district of Karaganda region.

1. Research Background

Ulytau is a national heritage. The holiness of Ulytau land has been maintained for many years and inherited from the father to the next generation. The historical subsoil of Ulytau began long times ago. Scythian mountains in Herodotus records is studied that they coincide with the name Ulytau.

Ulytau district was established in November 1939. This district is in the south-west of the Karaganda region. In north-east it borders with the Nura district of the Karaganda region, in the north-west with the Kostanay region, in the south with the South Kazakhstan and the Kyzylorda regions, in the south east with the Zhanaarka district of the Karaganda region, and in the south-west with Aktobe region. The district's territory is 12 293 105 hectares and the population is 12590 people. The district center is Ulytau village where live 2196 people. The district consists of 12 villages and 3 settlement districts and 44 settlements.

The region has a great potential for development, which also has a great impact on the development of the tourism industry. Ulytau is a historical and geographical center of Kazakhstan. More than 700 archaeological and architectural monuments are located in this region which has rich heritage. The main part of the region's economy is related to agriculture.

2. Current State of the Studies

In the final report of akim of Ulytau district the following statistics were announced: in order to support pedigree cattle breeding and increase productivity and quality of livestock products in 2015, 78 peasant farms purchased 203 breeding bulls, the amount of budget subsidy paid to it was 50 million 702.5 thousand tenge, 152 million 430.5 thousand tenge subsidies were paid to 111 peasant farms for their breeding work. All paid budget subsidies for livestock farming development in the region amounted to 203 million 133.0 thousand tenge (Esim 2014). As you can see, the state has support for local agriculture and it has a positive impact on productivity growth.

Zhezkazgan-Beineu, Arkalyk-Shubarkol railroad communication which named "Century Project" has been put into operation on the basis of the integrated plan of development of Zhezkazgan, Satpayev and Ulytau district for 2012-2020.

As the Karaganda region is considered as ore zone, many industrial facilities have been commissioned and planned by the industrial-innovative program. Industrialization map of Ulytau district includes the project on processing of mineral man-made wastes of Karsakpay copper-smelting plant of "Ulytau" LLP. If the problem of processing of mineral man-made wastes in the region can be solved, along with the creation of new jobs, we can introduce our new industrialized enterprises to tourists by showing the place of our ancient metal-melting factories or by presenting the Museum of Mining and Smelting History in Zhezde Village named by Masten Turegel.

As a real sector of the economy, we can speak about the volume of production of small enterprises. Akim of Ulytau region, in his report summed up the results and described the following statistical indicators: the volume of production of small enterprises in the 12 months of 2015 amounted to 536 million 421 thousand tenge, which executed on 140.5 percent compared to the same period of 2014, the Indicative Volume Index (IVI) was 189,4%.

In January-March 2014, investments worth 11 billion 570.2 million tenge were invested into fixed capital in Ulytau district by the developer's form of ownership. The total volume of fixed capital investments in January-March 2013 amounted to 4864 million 160 thousand tenge. That is, the investment was 2.3 times more than in the corresponding period of the last year (Tourism in Karaganda region 2010-2014: Statistical collection, 2015).

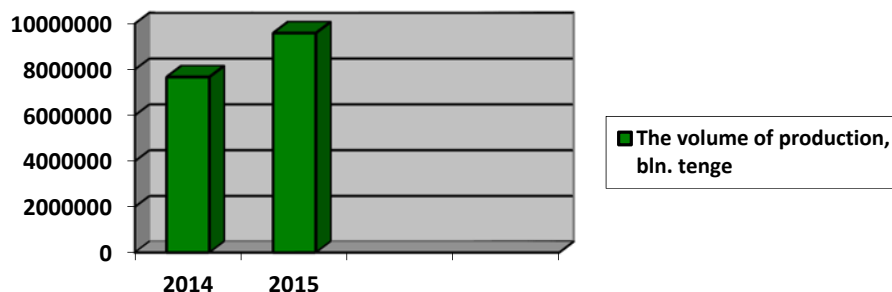
In January-March 2014, the volume of retail trade turnover in the small business sector was 108% (Tourism in Karaganda region 2010-2014: Statistical collection, 2015).

The volume of production in 2014 amounted to 7 billion 672 million 300 thousand tenge, in 2015 - 9 billion 589 million 600 thousand tenge. Compared to 2014 was 125%. The growth chart is shown in Figure 1.

The number of employed people in the industry is increasing, in 2015 has reached 100.3% compared with 2014, it means 3395 people are employed. There are entrepreneurs who receive grants for small business on the basis of a unified business support and development program "Business Road Map 2020". At the same time, there

are business enterprises that have an extensive network of restorative nutrition jobs. In particular, O. Aigibaev's café was expanded and launched for 1 million tenge in Zhankeldi village. Private entrepreneur S. Kenzhebekova opened a small café for 70 places in Kansakbay village, and entrepreneur B. Rakhmetov in Koskol launched a small hotel for 10 people.

Figure 1. The volume of production in Ulytau region in 2014 and 2015, bln. tenge



Source: Developed by authors based on Statistics Committee of the Ministry of National Economy of the Republic of Kazakhstan Department of Statistics of the Karaganda region, Tourism in Karaganda region 2010-2014: Statistical collection, Karaganda 2015

3. Case study

The rich flora and fauna of Ulytau in the Saryarka region can be considered as a favorable area for ecologically clean and tourism development of the region. It is well-known that infrastructure is still affect in the development of domestic tourism in the country, as well as lack of good infrastructure in the development of Ulytau region tourism is observed.

All objects of tourism heritage in the Ulytau region such as mountains, rivers, seas, lakes, archeological excavations, exhibits, ancient mausoleums, museums, etc. are preserved. That is, we can develop any kind of tourism like ethnotourism, ecotourism, historical and cultural, cultural, cultural and educational tourism and sports tourism. In fact, in Ulytau there are ancient coppers smelting furnace and mining sites built during the Soviet Union as this region rich in natural minerals. This is the main tools of showing the history of the region, so it can be considered as a source of attracting tourists in this direction, which contributes to the development of historic-cognitive tourism. (Meyer, D.F., Chané de., Meyer N. 2017, 784-797)

Today a number of events are being held in this area for tourism development. In particular, in August 2015, the Ulytau district of Karaganda region hosted a youth forum dedicated to the 550th anniversary of the Kazakh Khanate. The event was attended by students from all over the country. Every year traditional "Ulytau Voices" festival is taking place (<http://museum.karaganda.kz/index.php>)

There will be a competition of variety songs, an exhibition, a theatrical performance contest. In addition, in the village of Terisakkan there is traditional ethno-festival "Terisakkan spring" (Karaganda, Karaganda region: Encyclopedia 2006, 406)

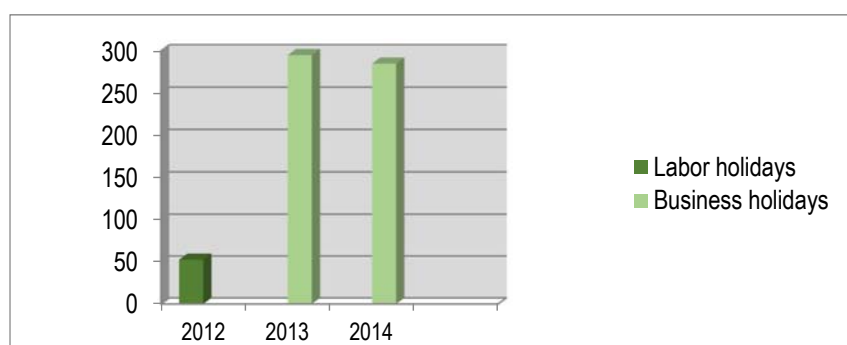
In 2014, the opening ceremony of the festival was attended by rural and foreign guests and members of UNESCO commission. It means that the number of foreign tourists in this area, including domestic visitors, is increasing.

In the Karaganda region, if studying the distribution of visitors for places of destination, 212,656 people visited the region in 2012, while the figure was increased for 5 per cent compared to 2010, while in 2011 it was 9728 less than in 2012. The share of Ulytau district in the Karaganda region was 0.02% in 2012. And in 2013, the number increased by 0.13%, and the number of people traveling on the business holiday was 295. In 2014, this figure is less than 10 people, with a share of 0.10%.

In the following diagram the distribution of Ulytau region's visitors to the places of accommodation are considered.

The material and technical base indicators of the places of accomadation in Karaganda region, in particular, Ulytau district, are considered. As it shown in the table, the share of Ulytau district is very small. There are several reasons for this, including the slow development of the infrastructure on the local area, the lack of hotels, and the high price for local service.

Figure 2. Distribution of visitors to the places of accommodation according to their purpose of the trip



Source: Developed by authors based on Statistics Committee of the Ministry of National Economy of the Republic of Kazakhstan Department of Statistics of the Karaganda region "Tourism in Karaganda region 2010-2014: Statistical collection", Karaganda 2015

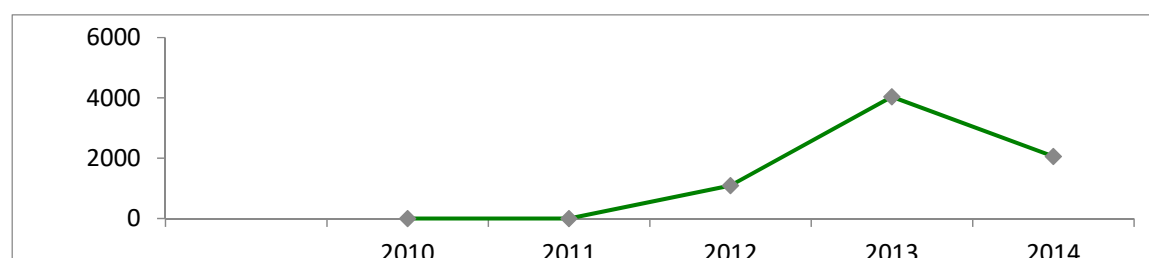
Table 1. Material and technical base of places of accommodation for 2014 on Ulytau district

	Number of rooms, units	One-time capacity, bedding	Recommended bedding-24 hours	Replenishment, in percent	Average cost of beds per day, tenge
Karaganda region	4 142	10 940	659 438	29,7	4 815
Ulytau	2	4	513	99,2	4000

Source: Developed by authors based on [5] Statistics Committee of the Ministry of National Economy of the Republic of Kazakhstan Department of Statistics of the Karaganda region "Tourism in Karaganda region 2010-2014: Statistical collection", Karaganda, 2015

In the Ulytau region, the size of the funds received from other types of housing can be seen in the following Figure 3 by volume of services rendered by placement centers.

Figure 3. Volume of services rendered by places of accommodation, thousand tenge



Source: Developed by authors

As can be seen in the diagram, the volume of services rendered by Ulytau places of accommodation has increased to 1095.1 thousand tenge in 2012, and in 2013 it increased by 2941.9 thousand tenge and reached 4037 thousand tenge. And in 2014 this figure has dropped due to the crisis in the country. To do this, it is necessary to give opportunity to open restaurants in the region, to open tourist camps, leisure and amusement parks.

The museum is an invaluable base for tourists to know and appreciate our history. Through the world's museums, libraries it is possible to know and feel the history of that country. Therefore, it is necessary to develop these cultural organizations in the country, including the Ulytau region. Its statistical quantitative indices are discussed in the following tables.

Table 2. The main indicators of libraries work in 2014

	Libraries, units.	Number of places in reading rooms, units	Number of users, people	Number of visitors, people	Library fund, unit	In the state language
Karaganda region	333	3407	549770	4084 584	9104 349	2071 107
Ulytau	28	154	22030	251703	255427	164788

Source: Statistics Committee of the Ministry of National Economy of the Republic of Kazakhstan Department of Statistics of the Karaganda region "Tourism in Karaganda region 2010-2014: Statistical collection", Karaganda 2015

The share of Ulytau district by number of libraries in the region is 8.4%. And the library fund showed a 2.8% share. It shows that it is necessary to increase the library stock in the Ulytau region and to carry out researches on the history of this area, also region should be revitalized by raising the book fund. Because today, tourists around the world try to get information using the Internet and an electronic library. Then they will get acquainted with the history of the region and their interest in travel will rise.

Table 3. The main indicators of museums work in 2014

	Museums, units	The number of masterpieces, units	Exhibited all year round	Number of visitors, thousand people	Number of excursions, units	Number of lectures, unit	The number of exhibitions held by museums, units
Karaganda region	21	277 549	54 949	511,4	12 737	1 395	760
Ulytau	2	15 508	3 614	34,7	853	100	58

Source: Statistics Committee of the Ministry of National Economy of the Republic of Kazakhstan Department of Statistics of the Karaganda region "Tourism in Karaganda region 2010-2014: Statistical collection", Karaganda 2015

As can be seen in Table 3, the number of museums in the region is small. The share of Ulytau district is only 9.5%. I think that the number of excursions which is 6.6% also is a low indicator. The number of visitors can be doubled by introducing new methods of activating excursion work.

According to the statistical survey of tourism services, the number of visitors to Karaganda region in 2015 was 246.4 thousand people, which is 6.4% more than in 2014. In 2015, 113 tourist companies engaged in tourism and 44 private entrepreneurs served 33.7 thousand visitors, which is 33.2% more than in 2014. The cost of their sales was 2531.1 million. In particular, in 2015, in the Ulytau district, the value of the individual entrepreneurs, the main indicators of tourism activity amounted to 1 095.1 thousand tenge. According to the basic indexes of accommodation in Karaganda region in 2015, 212.7 thousand people were provided with services in 3451 numbered placement objects. It is 21.2% more than in 2014. The volume of services increased by 13.2% and amounted to 3148.2 mln. tenge. In 2015, the number of individual entrepreneurs in Ulytau district is 2, which is inappropriate, and one-time capacity is 4 beds, filling of places of placement is 8.2%, 120 offered per night beds, the average cost per day is 1000 tenge, arrivals amount is 53 people (<http://baq.kz/en/news/aimak/hamit-omarov-ulitau-audaninin-akimi-keshendi-zhospar-audan-kelesheginin-kepili-48054>).

Conclusion

To sum up, in order to develop tourism in the Ulytau region, it is necessary to create favorable conditions for development of small, medium-sized businesses. In particular, it is necessary to activate the Ulytau district branch of the Chamber of Entrepreneurs of the Karaganda region and to implement programs aimed at entrepreneurship in the competitive environment.

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