

ASERS

Journal of Environmental Management and Tourism

Quarterly

Volume VIII

Issue 8(24)

Winter 2017

ISSN 2068 – 7729

Journal DOI

<http://dx.doi.org/10.14505/jemt>

 **ASERS**
Publishing



Editor in Chief

Ramona PÎRVU

University of Craiova, Romania

Editorial Advisory Board

Omran Abdelnaser

University Sains Malaysia, Malaysia

Huong Ha

University of Newcastle, Singapore,
Australia

Harjeet Kaur

HELP University College, Malaysia

Janusz Grabara

Czestochowa University of Technology,
Poland

Vicky Katsoni

Techonological Educational Institute of
Athens, Greece

Sebastian Kot

Czestochowa University of Technology,
The Institute of Logistics and International
Management, Poland

Nodar Lekishvili

Tbilisi State University, Georgia

Andreea Marin-Pantelescu

Academy of Economic Studies Bucharest,
Romania

Piotr Misztal

The Jan Kochanowski University in
Kielce, Faculty of Management and
Administration, Poland

Agnieszka Mrozik

Faculty of Biology and Environmental
protection, University of Silesia, Katowice,
Poland

Chuen-Chee Pek

Nottingham University Business School,
Malaysia

Roberta De Santis

LUISS University, Italy

Fabio Gaetano Santeramo

University of Foggia, Italy

Dan Selişteanu

University of Craiova, Romania

Laura Ungureanu

Spiru Haret University, Romania

Contents:

	Hotel Ethical Behavior and Tourist Origin as Determinants of Satisfaction	
1	Paola ORTIZ-RENDÓN, William Camilo SÁNCHEZ-TORRES, Alexander ZÚÑIGA-COLLAZOS	1457
	Impacts of Tourism Activities on Environment and Sustainability of	
2	Pattaya Beach in Thailand Hazanal Rashid KHAN	1469 1
	Impact Investing Trends in Russia and Tourism	
3	Elena Aleksandrovna DEDUSENKO	1474
	Memorable Tourism Experience: Antecedents and Destination Image	
4	Outcome in Indonesia Dani DAGUSTANI, Dwi KARTINI, Yevis Marty OESMAN, Umi KALTUM	1482
	Perfection of the Administrative Mechanism of Stimulation of Tourist	
5	Business Saltanat YERZHANOVA, Sagynysh MAMBETOVA, Baldyrgan JAZYKBAYEVA, Yekaterina ROMANKO, Turlybek KAZBEKOV	1494
	Sociological Analysis of Domestic Tourism in the Chuvash Republic:	
6	Current Status, Existing Problems and Solutions Olga URZHA, Nikolay MIKHOPAROV, Elena KRYUKOVA, Valentina SHALASHNIKOVA, Yuliya SULYAGINA	1504
	The Strategy Development of the Region in Support Borobudur Tourism	
7	Cluster Competitiveness Regions in Indonesia Hadi SASANA, Hastarini DA, Dul MUID	1517
	An Investigation into the Scientific Methodological Foundations of	
8	Transportation Infrastructure in the Tourism Industry Daniyar Altayevich KALDIYAROV, Aigerim Malikovna KASSYMOVA, Togzhan Sattibekovna MUSSINA, Nazgul Beisenbekovna KORABAYEVA, Yerkenaz Ertayevna BERKINBAYEVA	1529
	The Culture and Nature Tourism Policy Approach to Promote the	
9	Economic Growth in Term of the Aspects of Tourist Perception Alteration in District of Simalungun Panahatan MANIK, Rahmanta GINTING, BADARUDDIN, Paham GINTING	1534
	Cashless Payment in Tourism. An Application of Technology Acceptance	
10	Model Nuri WULANDARI	1550

Editor in Chief

Ramona PÎRVU

University of Craiova, Romania

Editorial Advisory Board

Omran Abdelnaser

University Sains Malaysia, Malaysia

Huong Ha

University of Newcastle, Singapore,
Australia

Harjeet Kaur

HELP University College, Malaysia

Janusz Grabara

Czestochowa University of Technology,
Poland

Vicky Katsoni

Techonological Educational Institute of
Athens, Greece

Sebastian Kot

Czestochowa University of Technology,
The Institute of Logistics and International
Management, Poland

Nodar Lekishvili

Tibilisi State University, Georgia

Andreea Marin-Pantelescu

Academy of Economic Studies Bucharest,
Romania

Piotr Misztal

The Jan Kochanowski University in Kielce,
Faculty of Management and Administration,
Poland

Agnieszka Mrozik

Faculty of Biology and Environmental
protection, University of Silesia, Katowice,
Poland

Chuen-Chee Pek

Nottingham University Business School,
Malaysia

Roberta De Santis

LUISS University, Italy

Fabio Gaetano Santeramo

University of Foggia, Italy

Dan Selişteanu

University of Craiova, Romania

Laura Ungureanu

Spiru Haret University, Romania

ASERS Publishing

<http://www.asers.eu/asers-publishing>

ISSN 2068 – 7729

Journal DOI: <http://dx.doi.org/10.14505/jemt>

11	Economic Condition, Protected Areas and Water Resources of Ulytau Region - as a Source of Tourist Destination Gulzhan ABDRAMANOVA, Botagoz SABATAYEVA, Darken SEIDUALIN, Kamshat MUSSINA, Aidar MUKANOV	1554
12	Peculiarities of Sustainable Tourism Development in the Russian Federation Mihail Nikolaevich DUDIN, Diana Dmitrievna BURKALTSEVA, Svetlana Yurievna TSOHLA, Igor Nikolaevich VORONIN, Anna Anatolievna YANOVSKAYA, Olga Anatolievna GUK	1559
13	Marketing Communication Mix and Innovation on Customer Retention and Sustainable Competitive Advantages in Culinary Tourism Business Environment in the City of Medan Sunday Ade SITORUS	1567
14	Analysis of Domestic Tourist Market Sigit HARYONO, Gatot KUSTYADJI, Zainal Mustofa EL QADRI, MUAFI	1579
15	Cluster Approach as Tourism Development Factor Elena Evgen'evna KABANOVA, Ekaterina Alexandrovna VETROVA	1587
16	Sports and Recreational Tourism of Koprivnica Krizevci County in Republic of Croatia Ivan HEGEDUŠ, Martina GREGORIC, Tatiana V. SKRYL, Anton V. ROMANYUK, Elena A. GUREEVA	1595
17	Effect of the Quality of Tourism Objects and Brand Image of Tourism Aspects on the Tourism City's Image. The Case of Banda Aceh, Indonesia HAFASNUDDIN	1604
18	Boosting the Competitiveness of Hotel Business Operators under the Conditions of Today Elena Yurievna NIKOLSKAYA, Olga Vladimirovna PASKO, Inna Anatolyevna VOLKOVA, Galina Maxovna DEKHTYAR, Olga Yevgenievna LEBEDEVA	1617
19	Role of Model Recreational Business District in Urban Tourism Aday SEKEN, Han FANG, Rina AGYBETOVA, Aigul SERGEYEVA, Aiganym OMAROVA, Samalgul NASSANBEKOVA	1623

Call for Papers Spring Issues 2018 Journal of Environmental Management and Tourism

Journal of Environmental Management and Tourism is an interdisciplinary research journal, aimed to publish articles and original research papers that should contribute to the development of both experimental and theoretical nature in the field of Environmental Management and Tourism Sciences.

Journal will publish original research and seeks to cover a wide range of topics regarding environmental management and engineering, environmental management and health, environmental chemistry, environmental protection technologies (water, air, soil), pollution reduction at source and waste minimization, energy and environment, modeling, simulation and optimization for environmental protection; environmental biotechnology, environmental education and sustainable development, environmental strategies and policies, etc. This topic may include the fields indicated above, but are not limited to these.

Authors are encouraged to submit high quality, original works that discuss the latest developments in environmental management research and application with the certain scope to share experiences and research findings and to stimulate more ideas and useful insights regarding current best-practices and future directions in environmental management.

Journal of Environmental Management and Tourism is indexed in SCOPUS, RePEC, CEEOL, ProQuest, EBSCO and Cabell Directory databases.

All the papers will be first considered by the Editors for general relevance, originality and significance. If accepted for review, papers will then be subject to double blind peer review.

Deadline for submission:	15 th March 2018
Expected publication date:	April 2018
Website:	https://journals.aserspublishing.eu/jemt
E-mail:	jemt@aserspublishing.eu

To prepare your paper for submission, please see full author guidelines in the following file:

[JEMT_Full_Paper_Template.docx](#), then send it via email at jemt@aserspublishing.eu.



DOI : [http://dx.doi.org/10.14505/jemt.v8.8\(24\).19](http://dx.doi.org/10.14505/jemt.v8.8(24).19)

Role of Model Recreational Business District in Urban

Aday SEKEN,

L.N. Gumilyev Eurasian National University, Kazakhstan

adai_seken@mail.ru

Han FANG

Xinjiang Institute of Ecology and Geography Chinese Academy of Science, China

58666483@qq.com

Rina AGYBETOVA

L.N. Gumilyev Eurasian National University, Kazakhstan

agybetova@mail.ru

Aigul SERGEYEVA

K.Zhubanov Aktobe Regional State University, Kazakhstan

aiko-sm@mail.ru

Aiganym OMAROVA

L.N. Gumilyev Eurasian National University, Kazakhstan

aiganym128@mail.ru

Samalgul NASSANBEKOVA

L.N. Gumilyev Eurasian National University, Kazakhstan

samalkz83.sn@gmail.com

Suggested Citation:

Seken, A., Fang, H., Agybetova, R., Sergeyeva, A., Omarova, A., Nassanbekova, S. (2018). Role of Model Recreational Business District in Urban Tourism. *Journal of Environmental Management and Tourism*. (Volume VIII, Winter), 8(24): 1635-1639. DOI:10.14505/jemt.v8.8(24).20

Article's History:

Received November 2017; Revised November 2017; Accepted December 2017.

2017. ASERS Publishing©. All rights reserved.

Abstract:

This article describes the problems of using Recreational Business District (RBD) modules in tourism. One of features of RBD is its an important function of the city and an important moment in the development of industrial tourism and it analyzes the nature of increasing the level of tourism products, and their additional cost. And in the article was revealed the role of RBD model and the necessity of creating the model in the example of Khan Shatyr.

Keywords: recreational business district; tourism; recreation; ethnography; tour; touristic destination; supermarket; hypermarket.

JEL Classification: Z32; L83; O14.

Introduction

Terms Recreational Business District (RBD), Touristic Business District were first used in 1970-s by C. Stansfield and J. B. Rickert. RBD means a section and streets of a city that consists of hotels entertainment centers, souvenir shops and restaurants for tourists' season (Stephen, Smith 1992, 6). In the "Dictionary of meanings for recreational research" RBD was defined as a following "Names of special districts constructed in cities or towns where gather different souvenir shops, touristic information centers, accommodations, catering services, entertainments and other services which attract tourists and which provide conditions for small and medium sized entrepreneurship" (Bao, Gu 2002, 17). Today different authors started to research and study recreational business districts in deeper level (<http://afisha.zakon.kz/concerts/places/78306-trc-han-shatyr>)

New thoughts and models were created. Next conclusions could be made after the analysis of different opinions about RBD:

- the definition of RBD: It is located in the city or town near the popular places and shopping centers. RBD is a special district where entertainment centers, ethnography, handmade products, souvenirs, restaurants, cafes, different accommodation are located to attract tourists. The functions of RBD are providing excursions, shopping, service, entertainment and tourist information;
- types and kinds: big shopping mall, pedestrian promenade passages where tourist may buy special goods, historical and cultural center of the city, new innovative city with cultural tourism, tourist city, business center and recreational wellness center.

1. Research Background

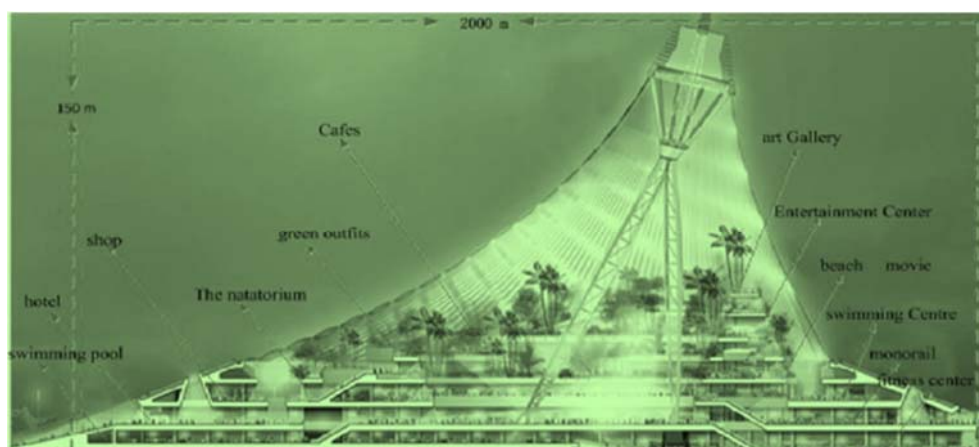
RBD must be in an area available by transport, with social infrastructure, on the special land. There should be conditions for satisfaction of recreational needs of tourists and attraction of their interest. There should be an opportunity to create cultural, ethnography context. In Kazakhstan there are a lot of supermarkets, hypermarkets, shopping centers that do not fit to those conditions. Only Khan Shatyr that is located in Astana may fit to be RBD. In our country, Astana is the main object of the service industry. To optimize the structure of the space of functions it can be done through the regulation structure of the industry. Streamlining the industrial structure not only improves the functional role of the city, and influence to functional roles in the position in space. Due to the annual increase of the volume of the city Astana, the importance of the functional role of the city is growing day by day. In particular the development of the old city area became the enviable task. In this regard for ordering of the industrial development areas of the old city should build a center of RBD and collect the tourism industry of the city in one territory for the development.

RBD model - an important stage of comprehensive development of the tourism industry, and also the main way to raise volume (quantitative) of the tourism industry and may lead to increase of the other industries. RBD model the main foundation for concentrated development of the tourism industry. As a result, the concentration of the tourism industry in each stage of the provision of tourism services will form the coupled system with a specialized professional division and to form a professional relationship. This system is crossing all geographical administrative boundaries, creates logistical and financial turnover number of circulating information. You can see the increase in profits of tourism participants, higher prices for food due to the centralizing, systematizing scattered shopping centers, recreation areas in small volumes under the leadership of the business areas of RBD, industrial development and raising other industries. Therefore there is a need for RBD in urban areas of developing tourism industry and enhance the functional role of the city.

2. Methodology

Astana is located in a typical arid zone. Mostly continental climate, winters are long and cold and summers are hot. The city is the northernmost among the Asian countries, and is considered to be the coldest after Mongolian capital Ulan Bator. In the name of the capital of the world have only Astana in Kazakhstan and Seoul South Korea. Khan Shatyr in Astana is the biggest yurt nomadic culture. The height of it is 150 m, a total area is 100,000 m².

Figure 1. The internal structure of the module RBD



Source: Developed by authors

Discussion and Conclusion

Based on the functional characteristics of RBD Astana Khan Shatyr is a measure of the city's tourism industry and a guarantee of increasing the level and prices of tourism products. Along with the continuous trade grouping factors shape economic activities, providing services business activities that have some differences in the provision of services, adjusts the formation of urban RBD.

Today, a traditional manufacturer of tourism products in the majority on the scale of the family, with a weak foundation, with a lack of funds, with a low share of science, without a system, low power, with a bunch of flaws, cannot fully establish a system of supplier's products (Qin 2001). It has little opportunity to increase production.

In addition to this due to uncertainties in the protection of patent law new product easily done similar, price competition becomes not stable; the market turnover remains disorderly, product quality and economic productivity will reduce.

Figure 3. RBD of Khan Shatyr Astana



Source: Developed by authors

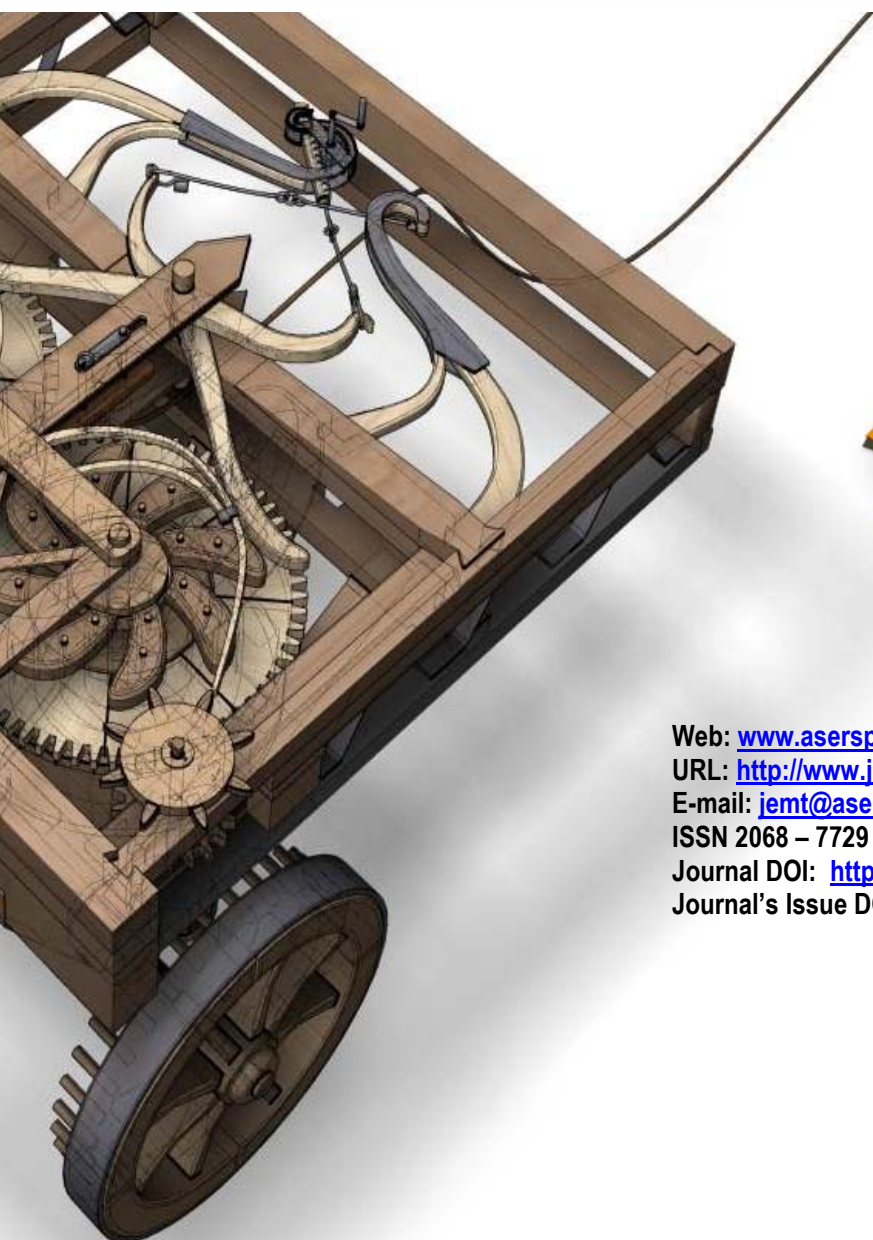
Touristic RBD tools are place with perfect free market turnover, where jobs and consumers flows are permanent and there is strong market control (Getz 1993, 583-600) so in the course in the fierce market competition can exist only who in continues base creates new products and produces well decorated products, and only the best can win. From this we can see the increase in profit participants of tourism, increase in food prices due to the scaling, and organize scattered small volumes under the close supervision of the business areas of RBD, industrial development and raising other industries (Kipceвич 2007, 16). Therefore there is a need for RBD in urban areas of developing tourism industry and enhance the functional role of the city.

References

- [1] Getz, D. 1993. Planning for Tourism Business Districts. *Annals of Tourism Research* 20 (3): 583-600 Available at: <https://www.degruyter.com/view/j/cjot.2014.3.issue-1/cjot-2014-0001/cjot-2014-0001>
- [2] Stephen, L., Smith, J. 1992. *Recreational tourism geography: the theory and methodology*. Beijing, High School Publishing, 6 pp. Available at: <http://baike.sogou.com/v1278188.htm?fromTitle=RBD>
- [3] Bao, J., Gu, S. 2002. Guangzhou city recreation (RBD). *Formation and development of the human geography* (4): 17. Available at: <http://www.cnki.com.cn/Article/CJFDTOTAL-RWDL200205001.htm>
- [4] Qin, X. 2001. Chinese city because of the future, *Tourism Human Geography* 2: 10. Available at: http://www.lunwentianxia.com/qikan_detail_qis/386547/

- [5] Kipceвич, E.A. 2007. Matching regulation of International Tourism in sovremennix wsloviyax, *Journal of International Right and mejdwnarodnix severity in the treatment* 2: 16. Available at: <http://fir.bsu.by/index.php/ru/elib-in-menu/beljournal-in-menu.html>
 - [6] Chekaev, R.U, Cekaev, F.M. 2010. *Architecture (DIA) XX1 Century. Architecture, Construction and Transport: Problems and development prospects*, Material republican scientific and practical conference - access, Astana, 3, 70-74 pp. Available at: <https://rae.ru/forum2012/1/1536>
 - [7] Zhu, H., Liu, J., Chen, C., Lin, J., Tao, H. 2015. A spatial-temporal analysis of urban recreational business districts: A case study in Beijing, *China Journal of Geographical Sciences*, 25 (12): 1521-1536, DOI: 10.1007/s11442-015-1249-9
- TRC Khan Shatyr. [Electronic resource]. Available at: <http://afisha.zakon.kz/concerts/places/78306-trc-han-shatyr>

ASERS



 **ASERS**
Publishing

Web: www.aserspublishing.eu

URL: <http://www.journals.aserspublishing.eu/jemt>

E-mail: jemt@aserspublishing.eu

ISSN 2068 – 7729

Journal DOI: <http://dx.doi.org/10.14505/jemt>

Journal's Issue DOI: [http://dx.doi.org/10.14505/jemt.v8.8\(24\).00](http://dx.doi.org/10.14505/jemt.v8.8(24).00)