



# Ethnic tourism in Kazakhstan

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# Tourism in Kazakhstan

Kazakhstan is a unique region in the world, because of its history, geographical position and size. Being the world's 9th largest country and located in the centre of Eurasia, it is also the largest landlocked country in the world. These resulted in a specific climate and a peculiar natural system of the country, which seems to absorb the brightest examples of landscape of both continents. In addition, complicated history of Kazakh people and constant interaction of nomadic lifestyle with settled people in South Kazakhstan ancient cities, have lead to a unique and authentic culture of Kazakhstan.



# Kazakhstan attracts more tourists

Foreign tourists have a growing interest to Kazakhstan. Since the beginning of the year, the tourist inflow in Kazakhstan has grown by 4% compared to last year. According to the Ministry of National Economy, in six months, more than 320,000 foreign nationals visited Kazakhstan. Tourism industry revenues in January-June totaled 15.4 billion tenge. According to experts, this is no coincidence. Kazakhstan is interested in strengthening business and cultural ties and integration. Starting from next year, citizens of Poland, Austria, Germany, Brazil and another 44 states will be able to visit the country without entry travel visas.





# Kazakhstan attracts more tourists

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Visa-free entry to citizens of countries including South Korea played a positive role. Moreover, the list of visa-free countries has been expanded. Given the fact that this list will include 48 countries, it is clear that the number of tourists will grow too.

Today, the so-called business tourism accounts for major part of the industry. Foreigners arrive in Kazakhstan to conclude trade deals, to seek new contracts, share experiences at meetings and conferences.



# Ethnic Diversity



The population of Kazakhstan is various by its ethnical compound. Representatives of 130 nationalities live here. The local ethnos – Kazakhs make the largest part of the population – 58.9%, while Russian – 25.9%, Ukrainians – 2.9%, Uzbeks – 2,8%, Uighur, Tatar and German - 1.5% each, and other groups 4,3%. There are more than 100 ethnic groups living in peace in Kazakhstan.

Many nationalities have come to Kazakhstan not on their own will, but were driven here by political repression and persecution. In Stalin's times Kazakhstan hosted 1.5 million of political prisoners from Russia and other regions of the USSR. And more than 1.3 million of people were deported by Stalin regime during World War II years "as representatives of unreliable nations". All these people found understanding and support of Kazakh people, found their second Motherland on the land of Kazakhstan.



# Ethno-tourism

- **Ethno-tourism** is travel focusing on exploration of indigenous populations and their respective culture and traditions. Ethno-tourists usually seek to learn more about native peoples and their livelihoods. Though authenticity is key, the more tourists that come to look for these things invariably and slowly factor out the authenticity. As these indigenous peoples realize the financial opportunities to be gained from tourists, events and traditions may become more choreographed, while foods become “watered down,” in an attempt to satisfy the wealthy visitors.





# Nature-based tourism

The diversity of Kazakhstan's natural areas has contributed to its rich flora and fauna. The country is a habitat for about 122 mammal species, 500 bird species, and 107 fish species; in addition, over six thousand species of plants grow in the region. In order to preserve such a rich world of plants and wildlife, a network of national parks and nature reserves was established in the country. Recently, these protected areas have become accessible to visitors. The most famous of them among tourists include Aksu Zhabagly Nature Reserve, which is home to snow leopards and other rare animals, and is also known as the "Kingdom of Tulips", as it is believed that tulips originated here, long before they were introduced in Holland; also, Korgalzhyn Nature Reserve is famous for its pink flamingos and other rare species of wildlife and is popular among bird-watchers; Altyn Emel National Park is interesting for its mystery of Singing Dune; and Katon-Karagay National Park is a habitat of marals (red deer), unossified antlers of which are used as a precious medicine.





# Culture: ethnotourism



- Unique culture of Kazakhstan is a reason to travel to Kazakhstan for many tourists. Almost in every corner of the republic, a visitor, interested in real life of Kazakh people - their traditions, rituals, art and culture, will find many things of interest. These include museum complexes, ethno villages, depicting traditional lifestyle of Kazakh people, historical sites of medieval cities and many others.

For example, tourists are offered to experience traditional lifestyle of Kazakhs, to try national dishes and to interact with the local people in [Shabanbay Bi Village](#), situated in Kyzylaray Mountains, Central Kazakhstan. Zhambyl Zhabayev museum complex in Almaty region includes a house with a garden, where the poet lived in XIX-XX centuries and a mausoleum.



# Culture: ethnotourism

This is a visual representation of not only Zhambyl's life, but also of a whole era in which the poet lived and worked. South Kazakhstan is famous for ancient cities located at the routes of the Great Silk Road with historical monuments and other sites. Ethno-memorial complex Map of Kazakhstan - Atameken, located in Astana, is the largest ethnographic park in Kazakhstan and a unique outdoor museum. Cities and landscapes of the country, as well as mini copies of main attractions and historical sites can be found on the map.





# 3 interesting places for ethnourism in Kazakhstan

power of pant treatment

bird-hunting

to visit ethnoahul (ethno vilage)



# Power of pant treatment

Local people say that in the Altai-Sayan ecoregion, which is located at the junction of the Siberian taiga and the Kazakh steppes, the legendary Shambhala is lost. It is easy to believe in this - the spirit captures the grandeur of the mountain ranges and the crystal clear rivers. One of the oldest classes of the indigenous population here is the management of the maral farm, in the Kazakh province it acquired a therapeutic focus. On the one hand, treatment with pantami is very ambiguous, very effective, on the other. Bathing baths, phytobaths, mud cure - this is not a complete list of services provided in the sanatoriums of Kato-Karagay.





# Visiting ethno vilage

In the foothills of Talgar you can make an excursion to the ethnic aul, tourists see the life of nomads with their own eyes in the ethnoaul of the "Huns". Guests will enjoy traditional rituals with unusual performances from professional actors. On the basis of recreating traditional folk crafts and entertainment - processing felt, riding on the Altybakan, horse games kokpar, Audarispak and kykkuu. In the village they even play a spectacular show with a transfer - a caravan arrives from the gorge with camels, horses and oxen, and the tourists themselves put the yurts under the guidance of professionals.





# Bird-hunting

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Ten minutes from Almaty, on the way to BAO, the falcon nursery "Sunkar" is located. Salvation and breeding of rare birds of prey here took up almost three decades ago, in 1989. Today in the territory of "Sunkara" there are about two dozen species of birds, carefully guarded by local experts. It is especially interesting to look at the breed of dogs of the Taz (the Kazakh greyhound) revived by the nursery staff. Every day, except Monday, experienced falconers-ornithologists, dressed in traditional Kazakh hunting suits, arrange performances with the participation of birds of prey. Specialists are engaged in training and education of falcons, eagles, owls, vultures. Many of them are real hunters. .



# A specialized e-tourism portal will be created in Kazakhstan

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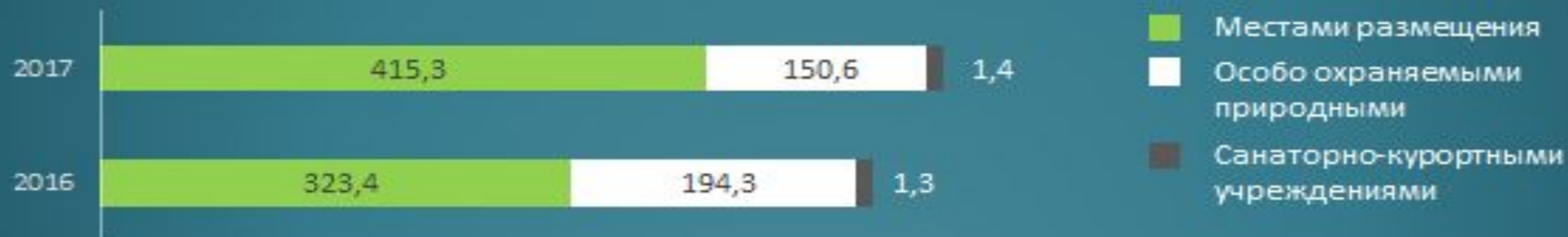
In Kazakhstan, tourism products should be formed on the basis of two directions - ecotourism and ethnotourism. According to the vice minister of culture and sport, the basis of this product should be the development of handicraft and production of souvenirs, the creation of guest houses and recreation centers in rural areas and natural areas. on an annual basis, there will be significant festivals, entertainment events, adventure tours and other elements with an ethnic component.



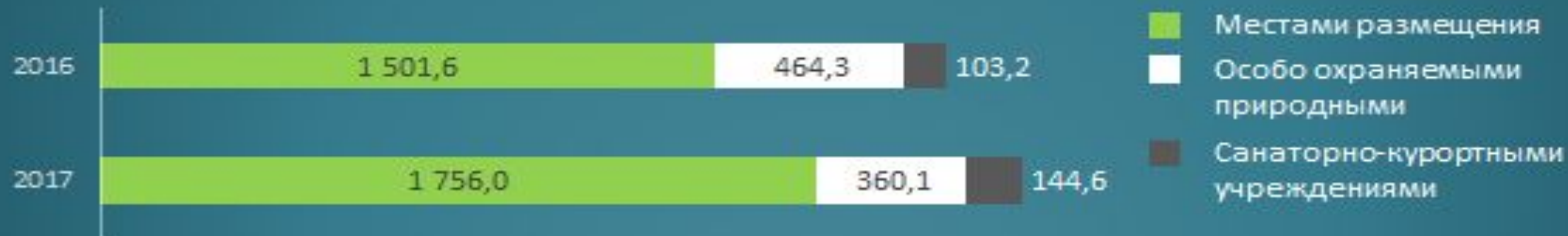


## Количество обслуженных посетителей. I полугодие [тыс. чел.]

*Въездной. Всего - 3 562,2 - 2017 год. 2 956,3 - 2016 год.*



*Внутренний. Всего - 3 562,2 - 2017 год. 2 956,3 - 2016 год.*





## Количество обслуженных посетителей в местах размещения.

### Объем услуг, оказанный местами размещения.

I полугодие 2017

Казахстан	Алматы	Астана
Кол-во обслуженных посетителей (тыс. чел)	447,0	456,7
Объем оказанных услуг (млн тенге)	10 532,8	14 297,4



#### Годовые показатели



\*данные за 2016 год - оперативные, и могут отличаться от уточненных годовых

## Количество мест размещения и количество номеров в местах размещения.

I полугодие 2017 | единиц

Казахстан	Алматы	Астана
Количество мест размещения	167	209
Количество номеров	8 519	8 958



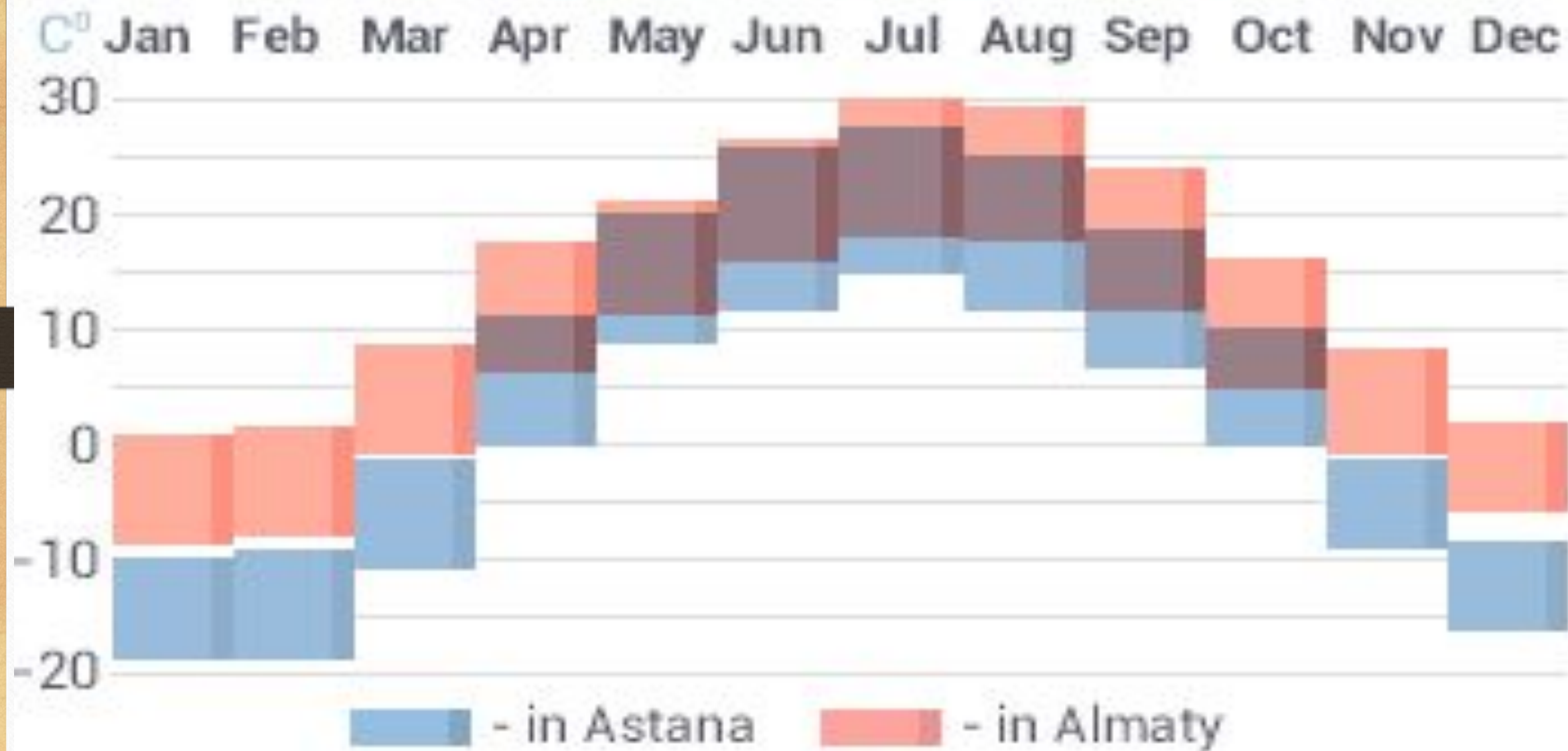
#### Годовые показатели



\*данные за 2016 год - оперативные, и могут отличаться от уточненных годовых



## Average annual temperature





## Цены проживания в местах размещения. Август 2017 | тг за сутки

	Проживание в гостинице			Услуги санаториев		
	2017	2016	Рост за год	2017	2016	Рост за год
Казахстан	9 110	8 735	4,3%	9 891	9 209	7,4%
Астана	14 713	11 851	24,1%	14 682	14 039	4,6%
Алматы	16 120	15 627	3,2%	11 833	10 927	8,3%
Актау	10 835	11 249	-3,7%	8 853	8 441	4,9%
Актобе	9 496	9 212	3,1%	8 806	8 428	4,5%
Атырау	12 264	11 554	6,1%	11 089	10 400	6,6%
Жезказган	6 428	5 556	15,7%	7 994	7 537	6,1%
Кокшетау	7 333	7 114	3,1%	10 722	8 804	21,8%
Караганда	6 871	6 871	0,0%	8 909	8 532	4,4%
Костанай	7 491	7 410	1,1%	15 631	14 738	6,1%
Кызылорда	7 313	7 422	-1,5%	10 449	8 605	21,4%
Уральск	11 450	11 450	0,0%	8 556	8 213	4,2%
Усть-Каменогорск	8 670	8 670	0,0%	10 808	10 564	2,3%
Павлодар	8 279	8 279	0,0%	9 637	8 794	9,6%
Петропавловск	9 823	7 978	23,1%	8 858	8 432	5,1%
Семей	6 471	6 359	1,8%	9 635	9 097	5,9%
Талдыкорган	5 991	5 991	0,0%	8 151	7 612	7,1%
Тараз	11 174	10 960	2,0%	8 580	8 166	5,1%
Шымкент	10 057	9 670	4,0%	8 241	7 647	7,8%

Источник: КС МНЭ РК