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Place of border cluster and ways of implementation in classification of East Kazakhstan region tourist cluster

Nowadays, at the stage of development of tourism of Kazakhstan to increase efficiency of socio-economic of tourism service use cluster method. on the basis of preparing clusters are forming unique, exclusive product. creation the core of a tourist cluster in a number of projects take a special place in territorial-geographical region in the border areas of the location. First of all, globalization affect to border area by emerging of tourist projects in the near of border regions. According to the researchers, tourists, near the border formed under the influence of high development potential of cross-border tourism. Features of the cluster approach, methods and prospects of development of tourism and the formation and development of the tourism cluster in the border areas needs a scientific study. In this regard, the country as a its own zone, allowing the development of a cluster of two major cross-border tourism clusters in East Kazakhstan destinations, Katonkaragay National Park and the Nature of the State Nature Reserve is supposed to be offered as a tourist product. Therefore, 2 objects should be combined into one tourist cluster, in order to develop it successfully, in addition to all issues mentioned before we would recommend to use Australian road between Katonkaragay National Park and Nature reserves in the state.

Keywords: Concept, the boundary of the cluster, the Austrian road, ring road, recreation, geographical location, region, area.

Industrial, social and market infrastructure of the industrial-innovative development are key factors in the effective implementation. In this regard, the President of Kazakhstan Nazarbayev in his «Kazakhstan-2050» strategy that addressed to the nation: «The new policy of the state» are aims to be one of the thirty most developed countries of the world by 2050. to implement of the strategy «Kazakhstan-2050» that should be the main instrument of the cluster, because only through the interaction of business, science and the state as a synergetic effect, «a three-roll» model will work. By taking this into account, the President set the following tasks: setting cluster development model, preparing the «road map» of formation of prospect national cluster and formation of prospect national cluster concept [1].

According to this, to develop tourism industry, consider new ways, programs to develop tourism industry as a important part of our economy are becoming important. In order to make our country as a center of tourism in Central Asian region there discussed ways to create a competitive tourism industry and tourism «cluster» program taken in the implementation of the pilot project, «Development of Tourist Industry in 2020» concept was developed. Circulating in the domestic tourist industry centers defined five areas, hotel chains, the Great Silk Road caravan-style to create the conditions for the construction of palaces and other important tourist routes. Investment proposals based on the regional framework was formed, the first stage of 90 investment projects were collected and analyzed, 11 of them were listed as being relevant, 386 million. US dollar funds in the amount of state support for the Sustainable Development Fund «Kazyna» has been sent. Long-term development of the industrial market, carried out a detailed analysis of the process of segmentation was discussed and finally Kazakhstani tourist objects worthy to be a powerful motivator for the development of tourism as an event of «EXPO-2017» in Astana World organize the exhibition can be said [2].

Promising to improve national competitiveness cluster development in the era of globalization, are becoming more active in attracting foreign direct investments and external economic integration serves as an effective mechanism. Generally cluster is joint or complementary businesses and near a group of organizations and indirectly associated with them. The cluster is takes in the area or even close to adding a city or a neighboring country, which might be one of the city [3]. Tourist cluster competitiveness (compared to other countries and other sectors of the economy) opportunities could be considered the personal characteristics that increase the chance of factors, the development of the tourism cluster size are a lot of factors in the development of tourism in Kazakhstan, so creating a tourist cluster in a market economy is one of the most promising sectors of the economy. Its share of the total GDP of Kazakhstan 2-3 %, while at the same time,

the share of tourism in developed countries - up to 30 %. Thus, Kazakhstan's competitiveness while maintaining the current level of tourism, in the world tourism market to the development of the domestic tourism market, increase of employment and improve living standards for the quality of tourism services to meet the growing demand and to create conditions for the sustainable development of tourism in the country will not be enough. Tourism development efforts and priorities, motives, goals tourist cluster coordination within the Central Asian region as a tourist center allows you to deal more effectively with the problems of the formation [4].

One of the main clusters of «Development of Tourist Industry in 2020 the concept» is East Kazakhstan - East Kazakhstan region includes the northern and eastern parts. Oskemen city will be the center of the cluster, as defined in 6 major places of tourist interest here: «Bukhtarma» reservoir, Irtysh River - Lake Zaisan, Katonkaragay Park, Lake Markakol and Kalzhyr Gorge, Ridder - Anatau and Ivanov mountains, Semey city. In the future, this cluster, including the rest of the East Kazakhstan Alakol State Nature Reserve, «Berel» state historical and cultural reserve, might be combined and may be expanded. East Kazakhstan characterized as a cluster «Amazing world of nature», the development of ecological tourism center. These products developed in a cluster, the main tourist active and adventure tourism, mountains and lakes.

East Kazakhstan region is taken north-eastern and eastern parts of the green forest, the mountain of the Altai Mountains. Nature is very picturesque, compared to Switzerland in the second; it was a real competitive as a tourist capital resources can serve as a tourist center, a tourist destination. This land is located in the Altai Mountains settlements belong to two districts. They are: Katonkaragay area and Kurchumsky area. The main destinations to boost the tourism potential of the district (tourist resources) will be noted that the Altai Nature Lake Reserve, in the mountainous area of the Altai Mountains of Altai - Belukha, the highest peak of the mountain range and a small transparent, streaming rivers and waterfalls are located, Katonkaragay being an area of 13 190 km², representing 4.6 % of the territory of the East Kazakhstan region. This Katonkaragay National Park, Rakhmanov springs in the area of thermal springs, Berel cemetery, Kokkol waterfall, mountain Kokkol abandoned mine and the gold clause and the Great Silk Road, etc. (Fig. 1).



Figure 1. Administrative map of the East Kazakhstan region (made based on reference [5])

It should be noted that Katonkaragay National Park was established in July 2001 began, the main objective of the National Park: the main representative of the biotic complexes in the world as a model ecosystem conservation; Using the ecological diversity of the natural environment; the territory and the preservation of

cultural heritage; the productivity of the ecosystem; In addition to the economic development of the border area through the development of tourism can include efforts. In the park, take the following boundaries: North and east of the state borders Russia and China; Meridian Medvedka village on the west; - East Kazakhstan region, from China to the south -Karagay and Kurchum district boundaries. Therefore, the East Kazakhstan region, the border area as there is a huge opportunity for the development of cross-border tourism and border tourism cluster in [6].

In this regard, without prejudice to the location of the local population will contribute to the implementation, use and protection of the territory there is a need to create a structure. Now the «new» areas bordering the frontier, which is taking place in the state border, in addition to a number of areas began to feel the impact of economic problems. In addition, certain transformations of the concept of cross-border cooperation in the context of globalization and is experiencing one of the border areas of the social-economic processes in the country within the framework of the region's economy has become the main object of scientific interest. Socio-economic and political conditions and the traditional closed the border areas beneficial economic relations with the countries were to be able to cause the formation of the environment.

Many international and national-level programs and regulations for more than half a century of border areas considered as one of the main areas of development. During the foreign policy of our country compared to the experience, some attention was paid to the development of the border areas, which in turn has affected the development of the same socio-economic differences. Just being developed at the moment «tourism» plays an important role in launching the programs are taken; communicating with foreign countries began to develop the border areas [7].

According to experts the development of border areas is especially important due to the following reasons [8]:

- border areas with neighboring countries and the effective development of economic, cultural and humanitarian ties and cooperation mechanisms to restore the proper use of the cross-border contacts, will reduce the impacts in the regions;
- the geographical location of the Eurasian transit corridor as an opportunity to share the use of geo-rent;
- the economy has not developed measures to prevent cross-border processes to prevent conflicts in the region and as a prerequisite for social and economic development takes place.

Recreation and tourism as a tool for the development of the tourism cluster should be organized in clusters. One of the most important elements of the cluster, and the geographical location of the border service has a number of features; most of the tourist cluster is a first for this type of tourism, cross-border travel conditions for the activation of the clusters Consider sets of four groups (Fig. 2) [7]. Depending on the types of cross-border tourism in a number of features of the functioning of a tourist cluster. Partly as a basis for creation of tourist-recreational clusters of short-term tourist travel, tours, vacation days taken, and is a rare case where the medium or long-term travel. Usually relatively purposes of travel, business travel, as well as, shopping, cultural, educational and recreational travel is a priority. Border tourist unified specification for the creation of a cluster of industry and infrastructure.

The factors, which will positively affect to the development of tourist border cluster:

- the modernization of border gates for tourists with neighbor countries;
- solving the issue related to service sector and medical insurance;
- establishing destinations, routes and touristic products;
- the solving issues related to availability of tourist information.

In this regard, the areas of cross-border tourist clusters of border districts allow you to explore the full potential of the development of various tourism segments. Such cross-border experience might be an effective tool for socio-economic development of the region. Now foreign scientists using a wide range of signs of economic classification of the cluster groups, according to the following parameters:

- geographical location;
- the availability of capital;
- the proximity of suppliers;
- condition of competition;
- the availability of special services;
- the development of labor;
- specialized educational institutions and research organizations;
- industrial property, etc.

The cluster appears as one of the most important elements of the basis of geographical location. Cross-border tourism cluster is a number of features to serve. First of all, these types of tourism. Consider the boundary conditions for the activation of the tourist clusters with the collection into four groups (Fig. 2) [7].

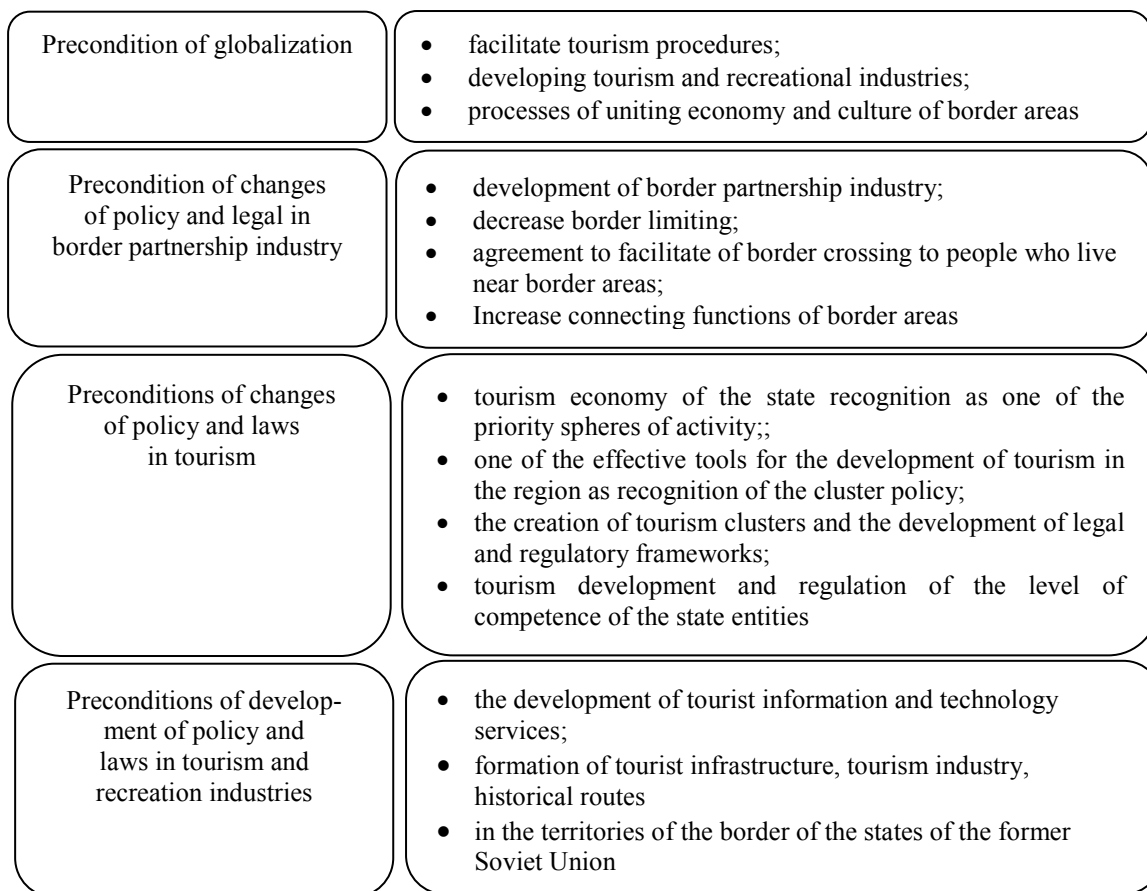


Figure 2. The boundary conditions for the development of tourism cluster (prepared on the basis of the information [8])

According to this, scientists proposed criteria for classification of tourist cluster sets, East Kazakhstan region, cross-border travel should be determined by the location of the clusters (Table 1) [8].

Table 1

Place in the classification of tourist clusters border clusters

Classification	Characteristic
1	2
By placing a cluster	- the national tourist cluster, including regional and inter-regional tourism cluster (including the cluster of East Kazakhstan Katon-district and Kurchumsky (Nature) area; - the border areas of the tourist cluster (Katonkaragay and Kurchumsky regions)
By the main type of service	- tourism and recreational tourism (Katonkaragay, Kurchumsky, Ridder); - resort and tourist cluster (a cluster of Rakhmanov Springs)
By aim of travel	- cultural tourism (Oskemen, Semey, Abay and Ulan, Tarbagatai areas, including the Memorial Museum of Abai, Goats Korpesh Bayan beautiful monument, etc.); - eco tourism, agro-tourism clusters (Kurchumsky, Katonkaragay, Zaisan districts);

Table 1 continuation

1	2
	<ul style="list-style-type: none"> - Ethnographic tourism cluster (Katonkaragay and Terekty, Akzhailau, Shaganati, Berel, awnings, Yazevoe and Akmaral villages); - Entertainment (Oskemen tourism cluster, Semei); - sports tourism (Berel rivers, Bukhtarma rafting, mountain climbing and trekking tours, skiing, ice tourism, etc.
By using transport	<ul style="list-style-type: none"> - campers cluster (Austrian road network of auto tour through the point of the Great Silk Road, Golden, auto tour along the paths of the mass, the Altai mountains and Tarbagatai auto tour, etc.); - tourism (cruises along the Irtysh River water, Zaysansky and Nature walk in the boat on the lakes, Bukhtarma competitions in various active boating on the river)
By destination of consolidation	<ul style="list-style-type: none"> - a simple tourist cluster (Tarbagatay mountain area, city, Urjar, Ulan, Abai, Ayagoz districts); - major tourist cluster (International Altai Krai (China Altai, Russia's Altai, Kazakhstani Altai, Mongolia's Altai), Lake Alakol, Irtysh river basin, etc.)
By natural tourist resource	<ul style="list-style-type: none"> - a cluster of clusters: the sea, river, lake water (Irtysh rivers, Bukhtarma Zaisan, Alakol, Balkhash, Nature, lakes, etc.); - forest cluster (Kazakhstan's Altai healthier places and brown coniferous taiga and deciduous forests of the Eastern zone and Irtysh pine forest years, and a small Kazakh steppe brush forests and Tarbagatai of the Semipalatinsk region); - mountain cluster (Ore Altai and Western, Tarbagatai range, Kurchumsky ridges); - mixed cluster.
By distinctive feature	<ul style="list-style-type: none"> - the target of the tourist development of tourism industry cluster («2020» in the concept of the five clusters, including a cluster of East Kazakhstan); - suddenly a tourist cluster.

Note. Prepared on the basis of the information [8].

Thus, in the classification of cross-border clusters of the tourism cluster took place of its location and set against the anti-national tourism clusters. Considering the types of cross-border tourist clusters, present and future, taking into account the significant potential of small quantities of cross-border tourist clusters feature of the place random than others which should be noted.

In this regard, the cross-border clusters provide the following criteria for the classification is appropriate. Depending on the target in the direction of resting and recreational cultural, coastal tourism and other types of recreational and tourist activities carried out in the distribution of clusters. Other target-oriented business travels, tourism industry and MICE cluster, as well as cross-border tourism destination and routes concentration must be taken into account. This tour is grouped in clusters of common tourist complex and simple tourist part of the cluster. In the case of this general approach cross-border tourism clusters are same group. Previously, geographical features of the cluster, the cluster approach adopted by the subjects of cross-border tourist clusters tape, the average of the distributions and star should be considered. In our opinion, priority categories of natural, cultural, historical and socio-economic conditions will occur with respect to cross-border tourist clusters tourist resources. Border tourism growing tourist activities in the cluster can be the same as any side of the border. However, experience shows that they differ from each other. Thus, the cross-border tourist clusters proposed classification allows to describe the structure of cross-border tourist clusters, collections. East Kazakhstan region's two major cross-border tourist clusters destinations, Katonkaragay National Park and the Nature of the State Nature Reserve is expected to offer as a tourist product. According to Germany's «IPK International» a survey conducted by the international consulting company, at the discretion of the tourists from the countries of Russia and China Katonkaragay and Nature wants to stay in the national parks and a tour [9]. Especially foreign tourists interested in the types of extreme sports and adventure tourism. Type of beach tourism in Kazakhstan on the Caspian Sea, Lake Balkhash, Alakol Bukhtarma ponds is a promising development [10]. In this regard, both located in the border region from one object to the need for integrated development of the tourism cluster identified, and based on considered theory, it can be seen that the implementation of the border on the basis of the tourist cluster (Fig. 3) [11].

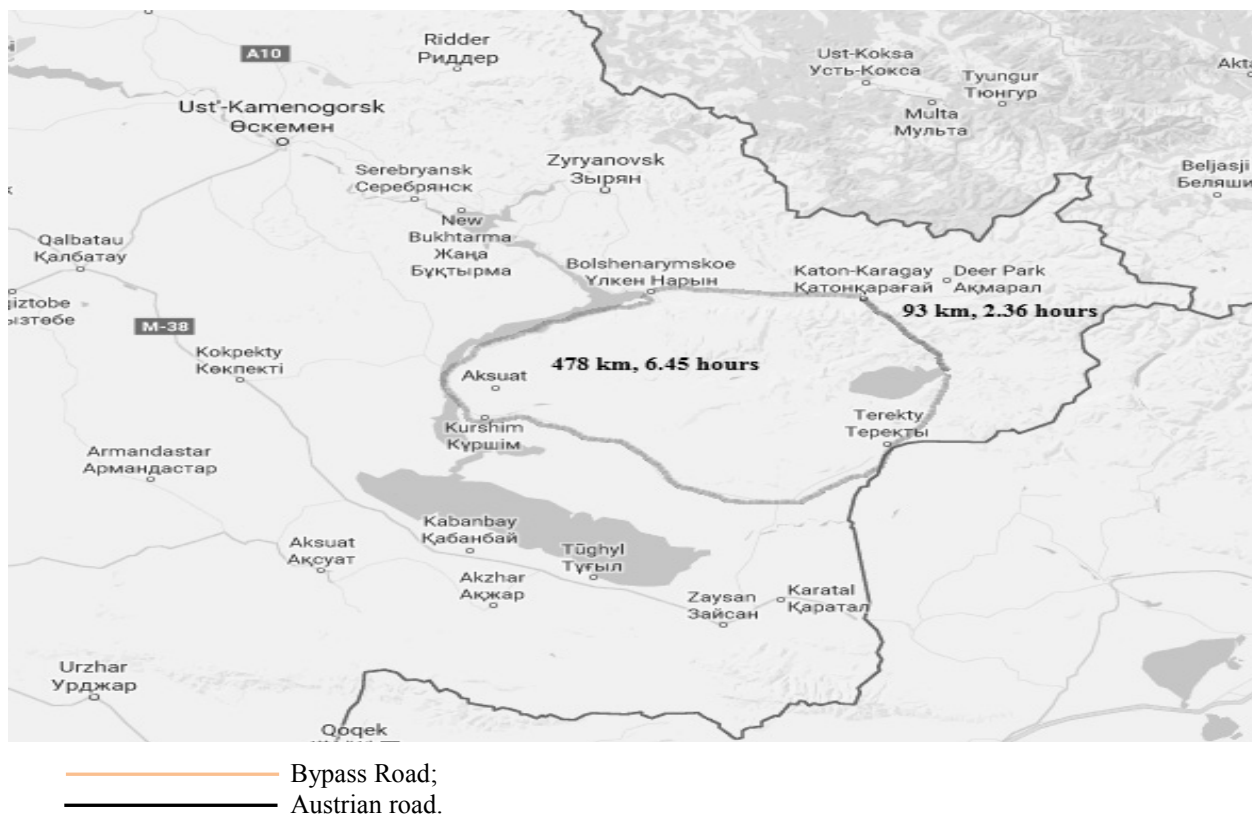


Figure 3. Map of bypass road between Katonkaragay NSTP and Markakol NTR (prepared on the basis of the authors [11])

East Kazakhstan region, cross-border tourist destination, both as an object of clusters that Nature and Katonkaragay will see that there are obstacles to urban areas: the distance from the road; bypass inconvenient; take more than one day; how to use the hotel; should stop catering facilities; Rise in the cost of the tour; be slow customs procedures, etc.

In order to resolve these issues Katonkaragay between National Park and Nature reserves in the state closer to the *Australian way*, the local population should be using this way. The official called the Austrian road that is not the name of the First World War because, for the period from 1914 to 1916 in connection with built by prisoners the Austrian (Czech) and human labor is a «monument to courage» 2000 meters altitude of 150 km. It is hard to imagine the construction near the distance of the route will pick and shovel [12]. Here, thousands of people died for all sorts of reasons: one falls from heights, and now the rest of the stone, one of the others could not stand such a burden. The road environment is rich in a variety of wonderful manifestations of nature.

Austrian road - Terekty village and the village (former village), Uranqay Lake (Lake Markakol), associated with the implementation Burqat, Bukhtarma river valley. Duration about 150 kilometers from the Austrian road, it is famous for its beauty. Field (field) area of the desert region Terekty is the beginning of the road north of the village of lime, white and gray marble stones layered, Marble pass through. It is located on the People's Republic of China here Akkum sands have amazing views. There is no unique way to further Markakol Lake Kara-Kaba mountain ridge through the valley of the river Khatun and Bukhtarma river valley view on restructuring the opening Burqat (2098 m).

On the table 2 it can be seen a result of the calculation of the program www.google.kz of the Austrian road on the shore of the lake as Nature Katonkaragay area 98 km, up to 2.35 hours and 478 km distance and bypass the time of 6.45 hours of time that can be seen (Table 2).

Table 2

Efficiency of Austrian road

Distance of bypass (m)	Distance of Austrian road (m)	Difference between 2 roads (m)	Value of money of 2 roads (KZT)	Calculation
478 (6,45 hours)	98 (2,35 hours)	380 (4,09 hours)	8640	Size 80 l to 478 km and 98 km within 16 liters of gasoline consumption, average gasoline price of \$ 135

Note. Prepared by the authors on the basis of the information.

According to the table, use the path to the Austrian offered 380 m and 4 hours, which saves financial terms, depends on size of the car that saves up 8700 Austrian track internal use of the local population, tourists and tourists from the countries bordering Russia and China, which both area (destination) have become tourist resources, and that the shortest way to go.

Austrian road has its own specifics of historical value, including the composition of its board «precious stones» - unique monuments of nature such as Lake Marble Pass, Nature, Alatay and Burqat passes, black-and-white layer and Bukhtarma includes the valleys of the rivers and the two strips in the road. According to information from the «leading source reached 600 the number of people who worked here,» said the Austrian journalist Lana Berndl. Journalists presented at the International Film Festival in Graz, Austria, the documentary film [13].

In order to develop the border region around the two National Park is one of the tourist product, the possibility of the development of the cluster in the East Kazakhstan border will be great to see that this issue has so far prevented him from bypass and two district administration if it is registered under way to resolve the boundary conditions for the development of the tourism cluster.

Cross-border travel in the direction of the target classification of clusters of tourism and recreation know that the border should be the creation of a tourist cluster, based on our study to create clusters have more distance between the territories prevents a lot of gaps, and the difficulty of access roads, and an approximation of the area of East Kazakhstan region, two fathers and current local Austrian way of using the name of the road is a great convenience to tourists and he called the Austrian road, is a guarantee of the arrival of more tourists to the region, because it already began to research this line by foreign nationals.

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Шығыс Қазақстан облысының туристік кластер жіктеліміндегі шекаралық кластердің орны мен жүзеге асыру жолдары

Қазіргі кезде Қазақстандағы туризмнің даму кезеңінде туристік қызметтің әлеуметтік-экономикалық тиімділігін арттыруға көмектесетін кластерлік тәсіл қолданылады. Кластерлерді әзірлеудің негізінде айрықша, қайталанбайтын туристік өнімді қалыптастыру жатыр. Бірқатар жобаларда туристік кластердің ядросын құруда территориялды-географиялық аймақтың шекаралық аудандарда орналасуы ерекше орын алып отыр. Шекаралық аудандарда туристік жобалардың пайда болуына, ең алдымен, шекаралық аймақтарда әсері толық көрінетін жаһандану септігін тигізеді. Шекаралық аудандарда, зерттеушілердің бағалауы бойынша, туристерге қолжетімділігі әсерінен даму әлеуеті жоғары шекаралық туризм қалыптасады. Туризмдегі кластерлік әдістің ерекшеліктерін, әдістемесі мен даму болашағын және шекаралық территорияларда туристік кластерді қалыптастыру мен дамыту мәселелері ғылыми зерттеуді қажет етеді. Осыған орай, еліміздің өзіндік кластерін дамытуға мүмкіндік беретін аймағы ретінде Шығыс Қазақстандағы шекаралық туристік кластерлердің негізін екі дестинациямен, яғни, Қатон-Қарағай мемлекеттік ұлттық табиғи паркі мен Марқакөл мемлекеттік табиғи қорығын бір туристік өнім ретінде ұсыну көзделеді. Сондықтан екі объектіні бір туристік кластерге біріктіріп дамыту қажет екені анықталды, аталған мәселелерді шешу үшін Қатон-Қарағай мемлекеттік ұлттық паркі мен Марқакөл мемлекеттік табиғи қорығы арасын жақындататын Австриялық жолды пайдалануды ұсынамыз.

Кілт сөздер: тұжырымдама, шекаралық кластер, Австриялық жол, айналма жол, рекреация, географиялық орын, аймақ, аумақ.

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Место приграничного кластера Восточно-Казахстанской области в классификации туристского кластера и способы реализации

На современном этапе развития туризма в Казахстане используется кластерный подход, который позволяет значительно повысить социально-экономическую эффективность туристской деятельности. Основой развития кластеров является формирование уникального туристского продукта. Основой создания ядра туристского кластера в ряде проектов выступает особое территориально-географическое положение – размещение в приграничном регионе. Появлению проектов туристских кластеров в приграничных регионах, прежде всего, способствует глобализация, чье влияние наиболее полно проявляется именно в приграничных зонах. В приграничных регионах формируется приграничный туризм, который, по оценкам экспертов, имеет значительный потенциал развития в силу высокой доступности для туристов. Проблемы по формированию и развитию туристского кластера в приграничных территориях, их методология и перспективы развития, особенности кластерного подхода в туризме требуют научных исследований. Приграничный туристский кластер в Восточно-Казахстанском регионе нашей страны основывается на двух дестинациях Катон-Қарағайский государственный национальный природный парк и Маркакольский государственный природный заповедник. В результате проведенного анализа выявлена необходимость объединения этих двух объектов в один туристский кластер. Для улучшения эффективности развития туристского кластера Катон-Қарағайского национального парка и Маркакольского государственного заповедника предлагается использовать Австрийскую дорогу.

Ключевые слова: концепция, граничный кластер, Австрийская дорога, кольцевая дорога, рекреация, географическое расположение, регион, территория.

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