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## **Development of tourism environmental management in Kazakhstan based on successful international experience**

### **Abstract**

*Object:* The aim of this research is to analyze the best examples of international experience in tourism environmental management and the possibilities of using them in the Kazakhstan example.

*Methods:* Several methods as comparison, analyzing case studies, and theoretical literature review have been used during the research.

*Findings:* The authors show that Kazakhstan meets difficulties with tourism environmental management, even though it has a great potential to be one of the world leaders in this field. Consequently, the authors recommend several directions on how Kazakhstan tourism environmental management should be developed through international experience.

*Conclusions:* The article defines the approaches that some of the developed and developing countries, which have improved the tourism industry through the environmental management tools such as, Australia (DEC), UK (win-win development), New Zealand (Marine Mammals Protection Act), Canada (Tourism Destination Model), Ecuador (Tourism associations), Costa Rica (tourism environmental management strategy), and Botswana (the community — based ecotourism). As a result, Kazakhstan can easily use all these approaches to develop its tourism environmental management.

*Keywords:* environmental management, sustainable tourism, tourism management, local communities, destination development, developing countries, developed countries.

### **Introduction**

Analyzing the advantages of the tourist environmental management sector in developed and emerging countries and using these examples in the Kazakhstan case is the goal of this study. For this purpose, a number of developed and developing countries that have a plan or strategy for tourism environmental management are shown in comparison; for instance, the research includes examples of tourism environmental management development from a number of developing countries (such as Botswana, Costa Rica and Ecuador) and developed countries (such as Australia, Canada, New Zealand and the United Kingdom). Overall, the authors analyzed more than 100 case studies on tourism environmental in order to find the best options for using them in Kazakhstan example.

Because of the relevance of tourist environmental management in the future, it is necessary to understand the drawbacks of tourism environmental management at destinations on the same level as the benefits of tourism environmental management. If tourist destinations do not examine the benefits and downsides of tourism environmental management development in their areas, they risk making the same mistakes in the tourism environmental management sector as they did previously. As a result, the concept of tourism environmental management will be misapplied in these areas (Barter et al., 2008, 1-7).

### **Hypothesis**

1. The Kazakhstan tourism sector can be developed successfully in a sustainable way by using the best examples of tourism environmental management.

2. Tourism environmental management examples of developing countries can be more valuable for Kazakhstan case compare to developed countries.

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### *Literature Review*

Hewett (2014) found that the tourism environmental management sector in developed states, including Spain, the US, Australia, New Zealand, the UK, and Canada, addresses sustainable development through the environmental and cultural management, helping to preserve the local wildlife, indigenous people's culture, and natural landscapes. However, due to a lack of restrictions and regulations, as well as the governments' attempts to increase revenue from tourism environmental management without investing in environmental conservation, Black and Crabtree (2006) criticized the system that governs the tourism environmental management industry in developed countries. The authors also noted that the long-term development of tourist environmental management is challenging without monitoring.

Some academics, like Anderson (2009) and Mbaiwa (2008), disagreed that developing states (such as Botswana, Costa Rica and Ecuador), which built their tourist sector development as a trend in tourism environmental management primarily focused on its financial rewards. As a result, many states do not adhere to the principles of tourist environmental management, which are designed to protect the environment and the interests of the local populace at tourism hotspots. However, numerous studies questioned the notion that there could be solely financial gain from tourism environmental management, and they recommended limiting and regulating sector engagement in this area. This will ensure the protection of the local population, the ecosystem, and its habitats.

Snyman (2014) argued that in developing states like Botswana and others, the locals who work in the tourism industry's environmental management sector only receive a small portion of the sector's benefits. However, Mbaiwa (2008) indicated that the Botswana government makes an effort to demonstrate that the communities benefit fully from the growth of tourism environmental management.

Different authors have given various definition for environmental management, but the main idea would be minimizing the negative impact to the environment (Table).

Table. Definition on environmental management

Authors	Journal	Definition on environmental management
Reagan (2006)	Human and Ecological Risk Assessment: An International Journal	Environmental management works to preserve the primary elements of natural ecosystems while maintaining their fundamental functions and the services they offer for human use.
Morrison (2007)	Space and Polity	The outcome of bottom-up, coordinated effort by regional actors who are nested within governmental frameworks is environmental management.
Hu and Wall (2005)	Journal of Sustainable Tourism	Environmental management strategies go beyond simple responses to externally governmental laws. Consumer desire is increasingly being used as a stimulant.
Priego, Najera and Font (2011)	Journal of Sustainable Tourism	Environmental management is the potential for identifying and minimizing environmental and liability issues, as well as minimizing some environmental impacts.
Yang, Yang and Peng (2011)	Tourism Recreation Research	Environmental management is the practice of making every attempt to reduce the negative environmental effects of an enterprise's activities and products over the course of those goods' lifetimes.
Carter and Ross (2014)	Australasian Journal of Environmental Management	Controlling the environment isn't what environmental management is all about; it's more about regulating how people interact with their surroundings, especially the impacts of those interactions on the environments that sustain them.
Mensah and Blankson (2014)	International Journal of Hospitality & Tourism Administration	Environmental management is the process by which organizations use mechanisms and tools to develop and implement a set of cost-effective priority actions based on clearly stated societal preferences and goals for preserving, maintaining, and enhancing natural resources and ecosystems, as well as maintaining or improving ambient environmental quality.
Baker, Cohanier and Gibassier (2018)	Social and Environmental Accountability Journal	Environmental management systems may be able to assist organizations in their efforts to become more sustainable.
Morea (2021)	Journal of Ecotourism	When it comes to properly bridging usage and conservation, environmental management is closely tied to the ideas of equality, environmental justice and well-being.

*Note — compiled by the authors on basis of literatures*

### **Methods**

In conducting the study, a variety of methods including comparison, case study analysis and theoretical literature review were employed. Several Kazakhstan and foreign researchers have used comparison and case study analysis, including international examples in their study; on top of that, they pointed out that these methods are important in analyzing environmental management (Tambovceva, 2010; Denissova et al., 2018; Alekseenko et al., 2019; Taubayev et al., 2022).

Yung and Khoo-Lattimore (2019), Spasojevic, Lohmann and Scott (2018) use in their research literature review method in order to systemize the results.

In order to finish the research, a variety of Internet search engines and bibliographic databases as well as other information sources were employed to review comparative analyses, countries case studies and theoretical literature reviews. For instance, recent books and papers on the research issue have been authored by authors including Barter, Newsome, and Calver (2008, 1-7). Consequently, using their work as a source is advantageous. The research also examines the works of other researchers (e.g. Curtin, 2003; Bustam et al., 2012; Ferreira, Harmse, 2014; Aimagambetov et al., 2017; Allayarov et al., 2018; Borbasova et al., 2020; Mamutova, 2020; Mussina et al., 2020; Altaibayeva et al., 2021) who have a particular interest in the development of tourism environmental management in various states.

Because the topic and content of the research necessitate the comparison of several case studies in developed and developing states, using secondary data for the research has benefits (such as saving time for research). As a result, online journals as the Journal of Ecotourism, the Annals of Tourism Research and the Journal of Tourism Environmental Management are useful for getting the information on this research. A number of tourist environmental management initiative case studies were also included by the United States Development Programme (UNDP), which is helpful for the study.

### ***Kazakhstan tourism environmental management***

The Republic of Kazakhstan continues to develop sustainable development initiatives in three areas: economic, social and environmental and offers specific steps to carry out these plans to the international community. Kazakhstan actively participated in the 2015 United Nations Summit.

Kazakhstan has created environmental legislation, which consists of over 200 supplementary regulatory legal documents and roughly ten laws. With the adoption of the Environmental Code in 2007, the Laws of RK “On Environmental Protection”, “On the Protection of Atmospheric Air”, and “On Environmental Expertise” were repealed. However, the executive bodies' current activities are conducted in accordance with the previous subordinate regulatory documents. Furthermore, there are hardly any laws requiring environmental audits, waste production and consumption, or mandatory environmental insurance.

The Kazakhstan's protected areas cover a total of 26 million hectares, or over 0.26 million km<sup>2</sup>, which is 10 times greater than in some other countries with robust ecotourism industries. At the same time, there are barely 2 million tourists annually. This number surpasses 200 million people annually in the USA, the country that has led the globe in the development of ecotourism, and 60 million people annually in Australia. These countries' success can be attributed to a well-established tourism environmental management in legally protected natural areas as national parks (Fig. 1).

According to Index of countries for wildlife travels, Kazakhstan has an 87<sup>th</sup> position with its great resources. In addition, Canada is 4<sup>th</sup>, Australia is 16<sup>th</sup>, Costa Rica is 17<sup>th</sup>, the UK is 37<sup>th</sup>, Botswana is 50<sup>th</sup> and Ecuador is 69<sup>th</sup>. This Index shows the real sad situation on tourism environmental management of Kazakhstan comparing with other countries.



Figure 1. Number of ecotourists per year and territory of the specially protected natural areas

Note — according to the United Nations Development Programme (2021)

Due to its high level of environmental sustainability, diversity and uniqueness of plant and animal species, as well as the state's efforts to conserve the environment, Finland was named the best country in 2019 for eco traveling. Kazakhstan ranked at number 87 on the list of the top nations based on factors including biodiversity, number of national parks, risk of extinction for species and other factors (Fig. 2). However, because of its vast natural areas, diversity of flora and fauna, natural monuments and UNESCO World Heritage Sites, the country possesses all the necessary conditions for the growth of eco-tourism. Consequently, Kazakhstan tourism environmental management should be changed through international experience.



Figure 2. Index of countries for wildlife travel

Note — according to United Nations Development Programme (2021)

### **Best international experience of tourism environmental management**

Many researchers from Kazakhstan and abroad have used case study analysis and comparison in their research, as well as using examples from other countries. Consequently, in Kazakhstan tourism environmental management can be easily used the following best examples in order to develop the management system (Denissova et al., 2018; Taubayev, Arkenova, Mussatayeva, 2022; Tambovceva, 2010; Alekseenko, Jazykbayeva, Huszti, 2019). The following case studies in the Figure 3 will be valuable.



Country	Best example
Australia (Department of Environment and Conservation)	The Department of Environment and Conservation (DEC) of the State of Western Australia works oversees tourism operations within protected areas. For instance, the department limits feeding of certain marine species (such as sea lions, dolphins, and whale sharks) and protects them from harm. In addition, DEC inspects tourist destinations in the area during closed seasons because some operators may offer activities that are not permitted at that time. In fact, DEC has requirements for feeding that must be followed by travelers and tour companies, including frequency, type, and quantity. As a result, the department (DEC) ensures environmental protection and supports long-term tourism environmental management development.
Australia (the EcoCertification programme)	In Australia, all three levels of government—federal, state, and local—are in charge of managing the environment, developing tourism environmental management, and managing land use. These three levels of government also collaborate through the EcoCertification program, which was established in 1996 under the State Tourism Environmental Management Accreditation Programme. Therefore, in order to promote tourist environmental management, all travel agencies and operators must be certified. Additionally, the program plays a significant role in regulating maritime safety. The program eventually will require compliance from all tourism-related enterprises, organizations, and agencies. It also enables collaboration between the three governmental levels in terms of managing and conserving lands within a single framework.
The United Kingdom (a win-win development)	One of the finest practice instances of tourism environmental management in the entire world is found in the Hope Valley and Edale (Peak District State Park, United Kingdom) growth. The development includes a few crucial methods. First, the tourism sector works to expand employment opportunities for locals by supporting local businesses. Secondly, the Hope Valley Visitor Management Plan Working Group, which also includes local representatives who promote the environmental, social, recreational, and general community interests of the residents of Hope Valley and Edale, evaluates the sustainable development of tourism in the area. Thirdly, the development of tourist environmental management takes into account not only the views of tourism and the environment, but also the need for equity in the local population's access to the natural resources.
New Zealand (the Marine Mammals Protection Act)	The Marine Mammals Protection Act (1978), which helps to regulate tourism environmental management activities such as the watching of marine mammals (such as dolphins and whales) without harming the species, is also one of the countries with strict regulations on the protection of marine mammals. New Zealand is one of these states. For instance, in the Kaitiaki region, the government chose to only permit one firm to offer marine mammal watching trips in order to safeguard the animals. Only four boats may actually be utilized at once, and they can make up to sixteen voyages per day. As a result, the government works to protect the marine mammals' ability to live in peace in this region and maintain the development of tourism's environmental management system.
Canada (The Tourism Destination Model)	The Banff State Park (Canada) is a well-known tourist destination, the park administration has a plan for the environmental management of tourism both now and in the future (The Tourism Destination Model). The management incorporated a few elements into the Tourism Destination Model to regulate plan execution: equal access to the park for domestic tourists, preservation of the state park's natural integrity, presence of park-related educational opportunities, and economic sustainability. In the end, the tourism destination model guarantees that Banff State Park will have advantages during both the short- and long-term periods of tourism development, where the park will have the economic development, ecological integrity, educational opportunities, and equitable access to the park.
Canada (the Conservation Lands Product Club)	Conservation Lands Product Club (Ontario), which represents numerous agencies, is one of the most successful tourism consortiums (e.g. Halton, Long Point). More than fifty privately owned tourism enterprises (such as outfitters and attractions) are members of the Conservation Lands Product Club, which was founded with the primary goal of promoting environmental management and natural heritage tourism. For a total of 39 conservation sites in the Toronto and Niagara Falls regions, the tourism participants in this alliance offer chances for visitors to appreciate the environment and cultural heritage (e.g. Crawford Lake, Dundas Valley). In the end, the development product clubs, such as the Conservation Lands Product Club, promote the Canadian tourism industry through corporate partnerships, environmental protection, and the inclusion of local businesses in the tourism.
Ecuador (Tourism associations)	One of the most well-known tourist attractions in Latin America is the Galapagos Islands (Ecuador), however its regulations for the tourism sector have some flaws, including a hefty entrance price (in 1997, it cost \$100 US for foreign visitors), a shortage of park services, and illicit fishing. The Ecuadorian Ecotourism Association (ASEC), the Association of Galapagos Tour Operators (ASOGAS), and international Galapagos Tour Operators Association (IGOTOA) were eventually established by local tour operators to address these issues. As a result, these tour association groups raised money for environmental conservation efforts. In addition, with government support, the groups have improved the safety requirements for tour boats. The Islands' ecosystem started to be preserved as a result.
Costa Rica (tourism environmental management strategy)	The Lapa Rios private nature reserve in Costa Rica has one of the best long-term tourism environmental management strategies. First off, the management of the nature reserve has a tourist number policy that permits expanding the tours' length and rebuilding the routes during the busiest travel season. Second, through reforestation the Lapa Rios (LR), the LR's personnel have been enlarging the tourist areas. They have also collaborated with the local communities to encourage the regrowth of the forest, and some locals still carry out this activity on their own. The LR managers eventually developed the nature reserve through their efforts, such as their ability to alter the size of tours when there are many tourists; and their reforestation of the natural reserve by their staff and with the help of the locals.
Botswana (the community-based ecotourism)	Community-based ecotourism (CBE) activities in local groups close to the Kgalagadi Transfrontier Park in Botswana have emphasized the importance of locals in the growth of tourist environmental management in the area. As a result, local communities in the state have begun to take part in ecotourism management, as a result, they have seen an increase in ecotourism profits and job prospects. For instance, the ecotourism projects have increased employment and pay for 80% of the Kgalagadi District's residents. Additionally, local organizations started receiving financial support for preserving the region's flora and fauna.

Figure 3. Best examples of tourism environmental management

Note — compiled by the authors on the basis of authors researches (Timothy, Boyd, 2003; Hughes and Carlsen, 2008; Broadbent, and Durham, 2010; Moswete and Thapa, 2015; Zambrano et al., 2015)

More precisely, this compares emerging and developed states and explains in detail the benefits of tourist environmental management (United Nations, 2014). For instance, developed states like Australia and New Zealand benefit from tourism environmental management in several ways. These advantages include fostering cultural and environmental respect at tourism destinations, educating locals and tourists about the importance of protecting the environment, earning money from these activities and creating new job opportunities for locals at the destination. However, Botswana (a developing state), Costa Rica (a developing state), Ecuador (a developing state) and Canada (a developed state) cover some shortcomings in the tourism environmental management sector: having international involvement in the sector, misusing the money from the tourism environmental management income, having more private reserves at the destinations and ignoring the improvement of the local communities' welfare. Overall, the tourism environmental management examples from developed and developing states demonstrate that, despite being classified by into two major groups (developed and developing) based on their economic standing, these states can still experience advantages on an equal footing. As a result, the affluent states with robust economies, such as Canada, Austral-

ia and New Zealand, experience tourism-related disturbances and environmentally harmful tourism management practices. The main problem in comparing the development of tourism environmental management in developed and developing states is that some states pursue financial gain in the development of tourism environmental management; as a result, the concept of tourism environmental management may suffer long-term harm in these destinations.

**Results**

Two questions were raised in this study by researchers:

1. The Kazakhstan tourism sector can be developed successfully in a sustainable way by using the best examples of tourism environmental management.

The best practice examples of tourism environmental management also demonstrate how some regions and states (both developed and developing) can promote their tourism environmental management industries without concentrating solely on industry revenues; in addition, these locations have implemented the fundamental tourism environmental management principles, such as local communities' participation in the tourism environmental management administration (the improvement of the environment). As a result, they have chances to long-term enhance tourist environmental management at their locations.



Figure 4. Unsustainable development

Note — compiled by the authors according to (Timothy, Boyd, 2003; Hughes and Carlsen, 2008; Zambrano et al., 2010; Moswete and Thapa, 2015)

There are always two sides of each decision. Thus, if the countries do not properly develop their tourism industries, as shown in Figure 4, they will face challenges in a variety of areas. Many states attempt to quickly grow their tourism industries, but this can have many negative effects. The region will consequently suffer because of their measures. Therefore, If Kazakhstan continues to stay unchanged in tourism environmental management, in the future it will have unsustainable development in the tourism industry. As a result, it obvious that no any world rankings will give high positions.

The government agencies that make the best decisions for the sustainable growth of the tourism sector are shown in Figure 5. The entire process will ultimately take longer than usual, but it will have a number of benefits. As a result, in these situations, local communities, the government, and tourists will have benefits through environmental management.



Figure 5. Sustainable development

Note — compiled by the authors based on according to (Timothy, Boyd, 2003; Hughes and Carlsen, 2008; Zambrano, Broadbent, and Durham, 2010; Moswete and Thapa, 2015)

2. Tourism environmental management examples of developing countries can be more valuable for Kazakhstan case compare to developed countries.

After analyzing the best cases in both group countries, authors found that all mentioned examples would be valuable for Kazakhstan in order to develop tourism environmental management.

The proper long-term utilization of the financial benefit of the tourism environmental management business is also covered by the examples from developed and emerging states. As an illustration, developed states like Australia and Canada have invested the proceeds from the tourism environmental management sector to preserve the environment, support the growth of the local culture and promote projects to protect the rainforests as part of the long-term development at the tourism environmental management locations. The developing states, such as Ecuador, have also established a number of funds for environmental conservation programmers, planned strategies that allow sharing the proceeds from tourism environmental management with the local communities at the tourism environmental management destinations, and increased funding for upcoming flora and fauna conservation projects at the tourism environmental management destinations. Therefore, “best practice examples of tourism environmental management” provides not only the fundamental tourism environmental management parameters but also instances of how to effectively employ the financial benefit of tourism environmental management over the long term (Fig. 6).

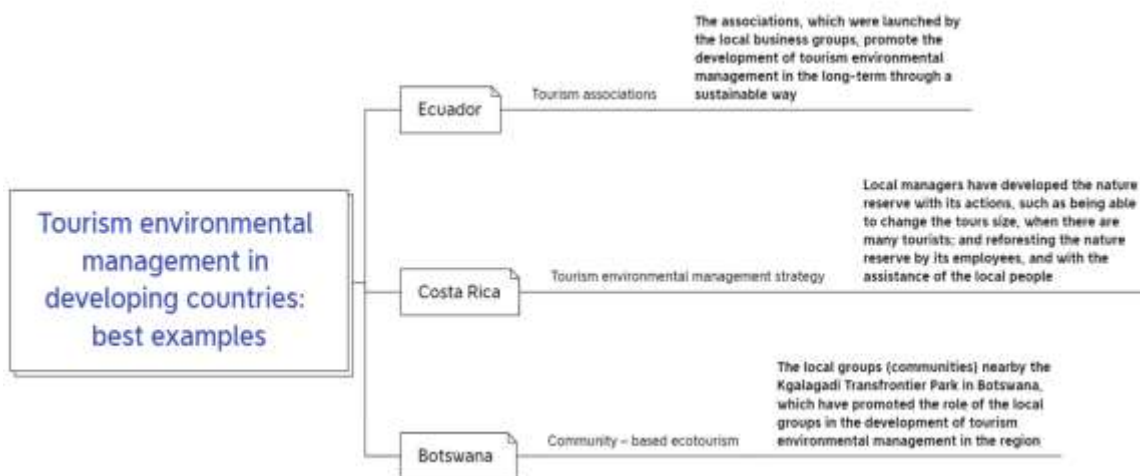


Figure 6. Tourism environmental management in developing countries

Note — compiled by the authors according to (Timothy, Boyd, 2003; Hughes and Carlsen, 2008; Broadbent, and Durham, 2010; Moswete and Thapa, 2015; Zambrano et al., 2015)

Through rules, technology, policies, and other initiatives, certain states, like Canada, Australia, and Ecuador, are seeking to reduce the detrimental effects on the long-term growth of tourist environmental management. Despite being developed states and two of the most well-known tourism environmental management destinations in the world, Canada and Australia face challenges such environmental damage and a lack of community involvement in destination management of the tourism environmental management business. Therefore, these states have made an effort to advance tourism environmental management through the renewal of the previous tourism environmental management laws. As an illustration, the Australian government approved the Australian State Tourism Environmental Management Strategy, which places a long-term emphasis on the development of the tourism environmental management. The approach has numerous goals, including reducing the environmental impact of tourists, enhancing locals' opportunities to manage tourism-related natural sites, promoting environmentally friendly behaviors and creating environmental legislation and regulations.

The developed and developing states, which have developed tourism environmental management, can benefit in different ways from the tourism industry, according to research comparing tourism environmental management in developed and developing states. However, the majority of these states have only paid attention to the tourism environmental management's financial benefits. As a result, the idea of tourist environmental management is headed in the wrong direction because it encompasses not only the financial gain but also travel to locations where the environment is conserved and where the long-term welfare of the local population is developed.

There are some key points, which Kazakhstan should take from the best examples (Fig. 7):



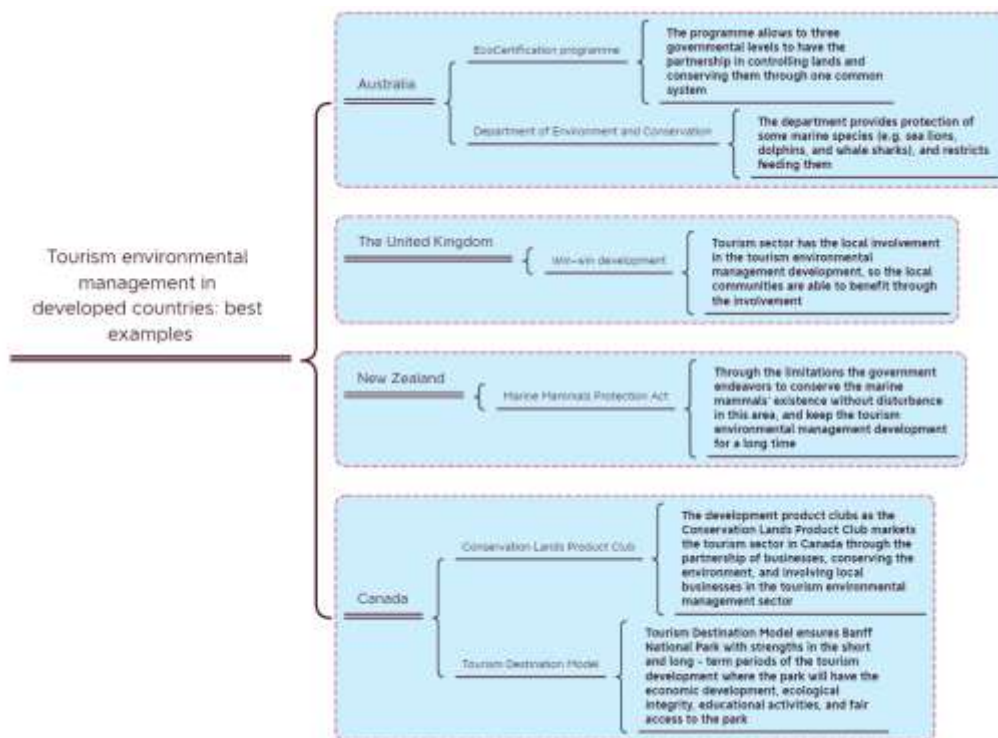


Figure 7. Tourism environmental management in developed countries

Note — compiled by the authors according to (Timothy and Boyd, 2003; Hughes and Carlsen, 2008; Zambrano et al., 2010; Moswete and Thapa, 2015)

**Recommendations**

Two main recommendations for the proper development of tourism environmental management in Kazakhstan can be made after assumptions and analyzes:

- More international tourism experience ought to be used in tourism environmental management tourism in the Kazakhstan case, consequently, the country would have an opportunity to be on top of the tourism rankings as Index of countries for wildlife travels;
- Choosing a sustainable way gives more opportunities, including stable development, win-win relationship, eco-friendly projects, local labour, and tourist perception to develop tourism environmental management in the Kazakhstan example.

**Conclusions**

The authors demonstrate Kazakhstan's challenges in managing the environmental aspects of tourism, despite the country's great potential to lead the world in this area. In order to develop Kazakhstan tourism environmental management through international experience, the authors suggest a number of directions.

After analyzing all the best cases, not every developed country's example will be suitable for using it in Kazakhstan tourism environmental management. Nevertheless, the authors chose several best examples, which are valuable to use in the tourism environmental management.

Thus, if Kazakhstan uses all these best examples of tourism environmental management, in the near future the country will have higher positions in the tourism world rankings. It is crucial to develop the tourism industry in Kazakhstan without harming the nature. Therefore, all determined international cases will asset to improve the tourism environmental management in a proper way.

In this study, a number of states that prioritize environmental tourism management as part of their tourism development have been contrasted. These states can seek the financial gain of the tourism environmental management sector while ignoring the other key advantages of tourism environmental management, despite their varying economic conditions (developed or developing). As a result, the developed countries may experience the benefits of tourism environmental management while the developing states may experience its problems. Each state may also experience both the advantages and disadvantages of this industry.

The study also demonstrates that developing states can benefit from best tourism environmental management as developed states. However, some developing states that have developed tourism environmental



management may experience negative effects from this practice. However, there are numerous best practice examples of tourism environmental management strategies, policies, rules and laws in developed and developing states that can assist in focusing on the key aspects of tourism environmental management, such as environmental preservation and the long-term development of the well-being of the local communities.

### **Acknowledgments**

This article was prepared with funding from the Science Committee of the Ministry of Education and Science of the Republic of Kazakhstan in the framework of (1) the implementation of the project on the topic AP09260144 “Rational use of natural tourist-recreational resources of the Republic of Kazakhstan based on recreational capacity assessment and anthropogenic impact minimization” and (2) as part of the dissertation of the article’s first co-author on an educational grant from the Ministry of Education and Science of the Republic of Kazakhstan.

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## Б. Пазылхайыр, Ж.М. Асипова, Д. Берточи

### Үздік халықаралық тәжірибе негізінде Қазақстанда туризмнің экологиялық менеджментін дамыту

#### Аңдатпа

**Мақсаты:** Зерттеудің мақсаты — туризмнің экологиялық менеджменті саласындағы халықаралық тәжірибенің үздік мысалдарын және оларды Қазақстанға қатысты пайдалану мүмкіндіктерін талдау.

**Әдісі:** Зерттеу барысында салыстыру, кейстерді талдау және теориялық әдебиеттерді шолу сияқты бірнеше әдістер қолданылды.

**Қорытынды:** Авторлар осы саладағы әлемдік көшбасшылардың бірі болу әлеуеті зор болғанына қарамастан, Қазақстан туризмнің экологиялық менеджменті саласының қандай қиындықтарға тап болып отырғанын көрсетеді. Олар халықаралық тәжірибені ескере отырып, Қазақстан Республикасындағы туризмнің экологиялық менеджментін дамытудың кейбір бағыттарын қарастыруды ұсынған.

**Тұжырымдама:** Мақалада экологиялық менеджмент құралдары арқылы өздерінің ұлттық туризм индустриясын жақсартқан кейбір дамыған және дамушы елдердің тәсілдері анықталған. Бұл Австралия (DEC), Ұлыбритания (win-win development), Жаңа Зеландия (Marine Mammals Protection Act), Канада (Tourism Destination Model), Эквадор (Tourism associations), Коста-Рика (экологиялық туризмді басқару стратегиясы) және Ботсвана (the community — based ecotourism). Осы тәсілдерді талдай отырып және оларды дамыта отырып, Қазақстан оларды туризмдегі экологиялық менеджментті дамыту үшін табысты пайдалана алады.

**Кілт сөздер:** экологиялық менеджмент, тұрақты туризм, туризмді басқару, жергілікті қоғамдастықтар, дестинацияны дамыту, дамушы елдер, дамыған елдер.

**Б. Пазылхайыр, Ж.М. Асипова, Д. Берточи**

**Развитие экологического менеджмента туризма в Казахстане на основе  
успешного международного опыта**

***Аннотация***

*Цель:* Анализ лучших примеров международного опыта в области экологического менеджмента туризма и возможностей их использования применительно к Казахстану.

*Методы:* В ходе проведения изысканий было использовано несколько методов, таких как сравнение, анализ тематических исследований и обзор теоретической литературы.

*Результаты:* Авторы показывают, с какими трудностями в области экологического менеджмента туризма сталкивается Казахстан, несмотря на наличие немалого потенциала стать одним из мировых лидеров в этой области. Они рекомендуют рассмотреть некоторые направления развития экологического менеджмента туризма в Республике Казахстан с учетом международного опыта.

*Выводы:* В настоящей статье определены подходы некоторых развитых и развивающихся стран, которые улучшили индустрию собственного национального туризма с помощью инструментов экологического менеджмента. Это такие страны, как Австралия (DEC), Великобритания (win-win development), Новая Зеландия (Marine Mammals Protection Act), Канада (Tourism Destination Model), Эквадор (Tourism associations), Коста-Рика (стратегия экологического менеджмента туризма) и Ботсвана (the community — based ecotourism). Анализируя данные подходы и развивая их, Казахстан успешно может использовать их для развития отечественного экологического менеджмента в туризме.

***Ключевые слова:*** экологический менеджмент, устойчивый туризм, управление туризмом, местные сообщества, развитие дестинации, развивающиеся страны, развитые страны.