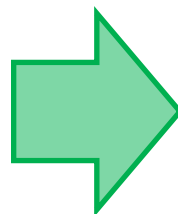


# **MOUNTAIN CLUSTER DEVELOPMENT UNDER THE ALMATY-BISHKEK ECONOMIC CORRIDOR INITIATIVE**



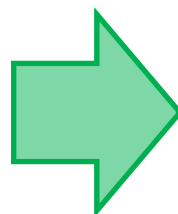
*At the joint meeting of the RK Chambers of Parliament, President Nursultan Nazarbaev ordered to develop the Tourism Development Program.*

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**Touristization map of  
Kazakhstan:**

- TOP 10* republican level sites;
- *TOP 50* regional level sites;



**State Tourism Sector  
Development Program of the  
RK Government for 2019-2025**

# Touristization map of Kazakhstan



**10**

## Priority tourism area

Within the Republican touristization map of Kazakhstan

# Under the tourism development of Almaty region:

**Master-plan** has been prepared for development of Almaty mountain cluster

**Inventory** of Almaty region has been held



**Tourist capacity** – **3.5** mln. people;



A wide choice of **tourist attractions** (about **60** sites);



**Alpine skiing tourism** as the main magnet that generates the main tourist flow.



Results:

- **162** tourist attraction sites;
- **936** accommodation places;
- **674** food service facilities;
- **1236** other categories;



**Related tourist products** with support services and entertainment:

- *Gastro-agro*;
- *Eco-adventure*;
- *Ethno-culture*.

To date, all the generated documents have been submitted to the JSC “Kazakh Tourism NC”, and will also be used by ADB consultants when developing the master plan.

# Key competitive advantages Almaty Mountain Cluster

## **Khan-Tengri Peak**

The most northern seven thousand meter peak with a unique alpine camp and related services

## **More than 5.6 mln.**

### **Arrivals per year**

Almaty city is a cultural capital and financial center of Kazakhstan, the largest megacity, with high consumption of the tourist services, with the international hub – Almaty city airport

## **Climate zones diversity**

from eternal ice to deserts (no cluster has such range of climatic zones), climate as a location factor, a resource or a tourist attraction

## **Preparedness for quality tourism products**

according to the results of the inventory, there are many tourism attraction sites ready to receive tourists.

## **162 sites and 5 state national natural parks**

Almaty oblast has the highest concentration of the natural, cultural and historical monuments (tourist attraction sites)

The most developed in terms of marketing sightseeing sites are located in the AMC: Kolsai lake, Kaindy, Charyn canyon, Türgen.

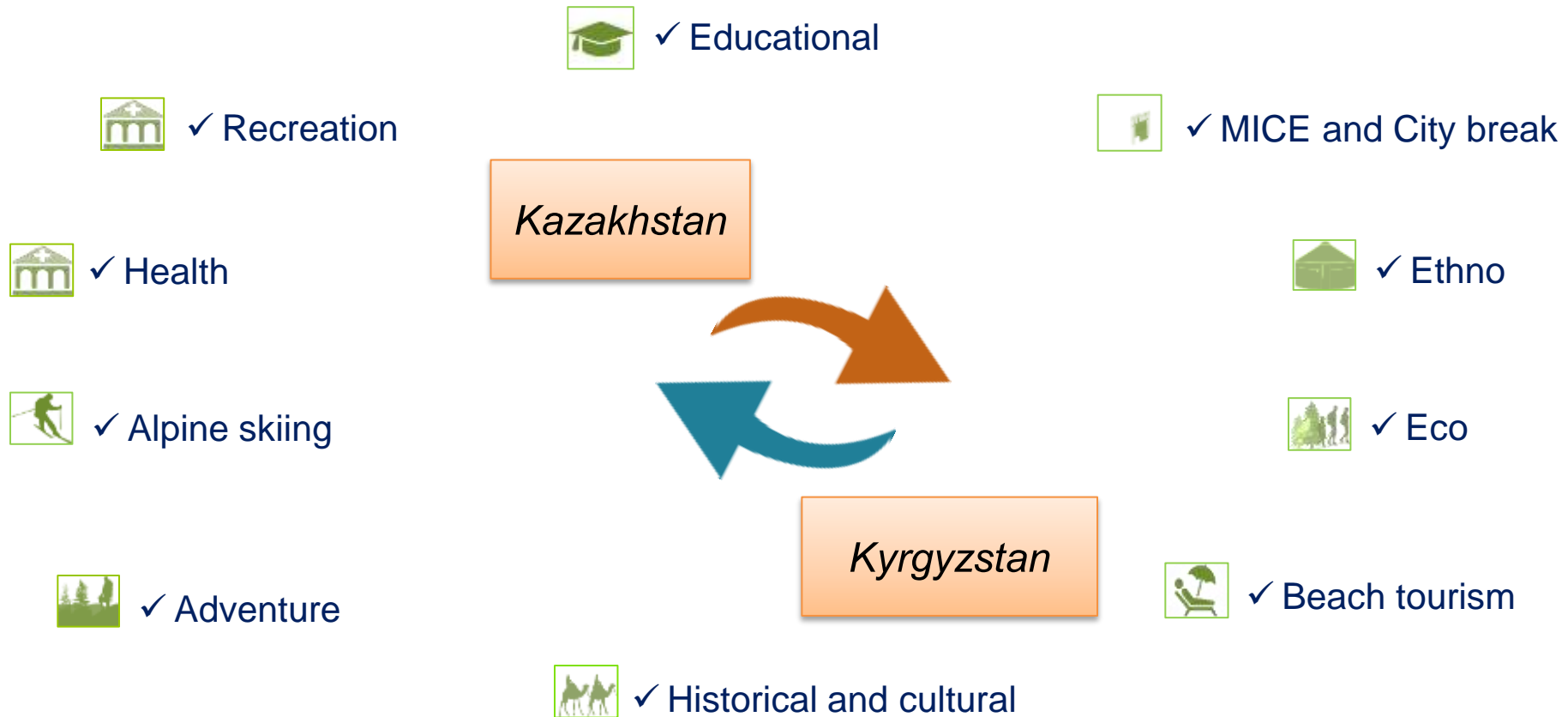
According to TripAdvisor and Lonely Planet

## **Most prepared business-block**

Tour operators, guides, guides-instructors, transport, catering, event-companies, compared to other regions of Kazakhstan.

As well as the close proximity to Central Asian destinations such as Kyrgyzstan, Russia, Uzbekistan

# Interaction within ABEC



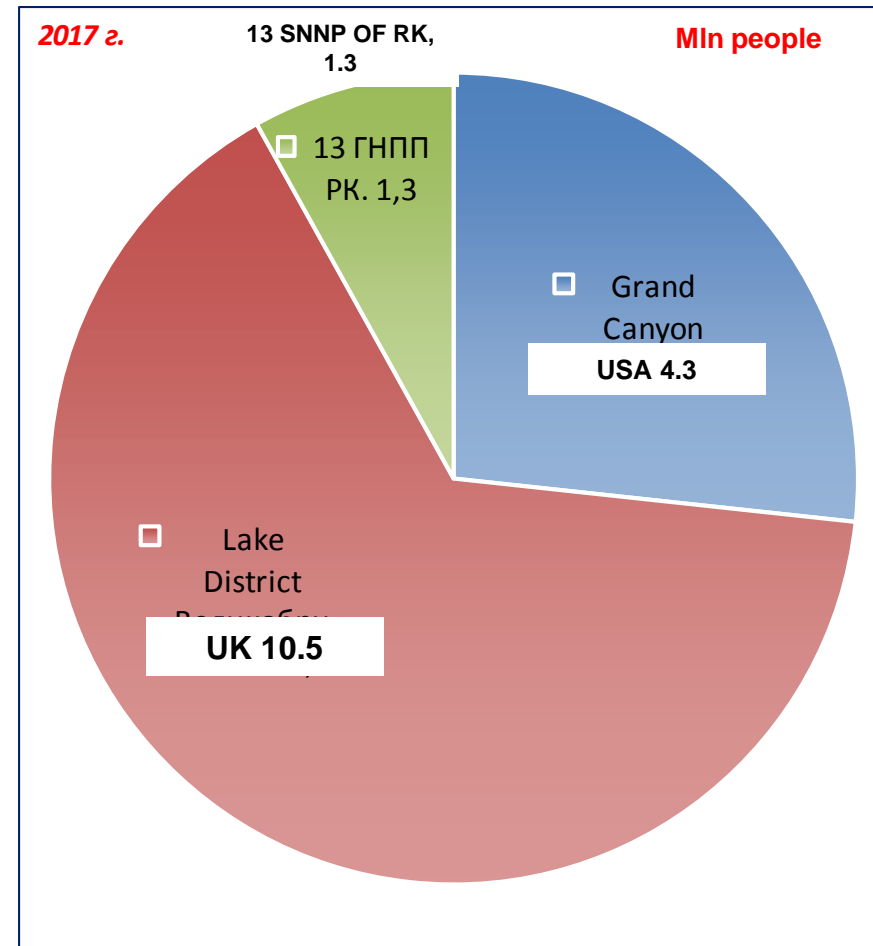
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The project will **increase the tourist flow**, and realize the high potential of the ABEC unified regional tourism as a year-round competitive tourist region.

# Tourism development in the SNNP of Almaty region

- In Almaty region, there are: 5 State National Natural Parks, incl. 3 within ABEC area;
- PAs cover about 9% of the total country area (24.7 mln ha);
- The total number of visitors of the RK National Parks is 1.3 mln people per year, while in one National Park, the annual number of visitors is 4.3 mln people.

## Comparison of national parks in terms of the number of visitors



# Modernization the tourism management system in PA

As part of the State Tourism Development Program, the MCS and the MoA considered implementation of projects to pilot the new protected areas management model in Ile-Alatau and Shalkar-Imantau Pas, based on the international experience, and involving the management companies. The management model will be implemented in the reset of the SNNP on the basis of the pilot project results.

## International experience in the national parks management

**Georgia. The National Parks Management Agency has been established**



**USA. The National parks management was delegated to private companies**



**Australia. EcoPass management system**





# Health Tourism in ABEC

One of the most promising types of tourism in ABEC – **wellness tourism**

*The region is rich in healing natural factors, there are more than 150 thermal mineral springs with various chemical composition and balneological properties.*



*The project will promote:*

- ✓ *health improvement that has high social significance for the region;*
- ✓ *Investment opportunities;*
- ✓ *Expansion of export markets;*
- ✓ *Creation of new jobs;*
- ✓ *Strengthening the region's tourist capacity;*
- ✓ *Increased geographic coverage.*

# Almaty-Bishkek Economic Corridor



Joining efforts to implement the project will provide the necessary infrastructure, increase the tourist flow, and strengthen the socio-economic interaction between two countries.

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**Implementation of the ABEC project will facilitate achieving the national objectives and have positive impact on the tourism development of two countries**



✓ *Tourism development;*

✓ *Investment attraction;*

✓ *Expansion of export markets;*



✓ *Increased geographic coverage;*

✓ *Cost reduction;*



✓ *Improved quality;*

✓ *Growing diversity;*

✓ *Bilateral trade.*

# Project implementation and management

## **Make the following suggestions:**

- **develop a model for management and promotion of the project area;**
- **develop the new PAs management model to be implemented within the ABEC area;**
- **make the health tourism development recommendations to be included in the ABEC mountain cluster master plan, undertaking the required work and study**
- **make recommendations for the tourist infrastructure development within the project area, with specific lots;**