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OPPORTUNITIES FOR TOURISM DEVELOPMENT IN THE ECONOMIC ZONE OF NORTH KAZAKHSTAN

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Abstract:

Economic zoning is a grouping of the territorial division of labor into general, interconnected economic zones. Economic region - formed because of the territorial division of labor, specialization and integrated development of the economy of each other part of the country. Economic zoning played an important role in planning the economy of individual parts of the country and the prospects for their development. In Kazakhstan, the territorial division of labor, transport, the industry of specialization of the productive forces in the country, parts of the country that are effective in developing domestic economic and geographical developments and influenced the growth of the country's economic regions. The well-known scientist N.N. Baransky divided territories of Kazakhstan into five economic zones depending on economic geographic characteristics: Central Kazakhstan, Eastern Kazakhstan, Western Kazakhstan, Northern Kazakhstan, Southern Kazakhstan. The economic zone of North-Kazakhstan is in a favorable economic and geographical position. In the north it borders on the Urals and Western Siberia. On the territory of the district pass the railway Big Siberia, Middle Siberia, Southern Siberia and Trans-Kazakhstan. These roads connect North Kazakhstan with Central Kazakhstan and the Urals, Kuzbass, and will allow them to travel to the regions of Europe, Asia and Southern Kazakhstan. Through the Irtysh River, they can contact the non-ferrous metallurgy of Altai and the Russian oil and gas-bearing field in Western Siberia. North Kazakhstan is the main grain, meat, and dairy cattle breeding complex in the country. Along with the agro-industrial complex in North Kazakhstan, iron ore, bauxite, coal, asbestos, gold, etc., and the metallurgical industry associated with the melting of aluminum, ferroalloy, mining and ore enrichment are developed. The transition to a real market economy, the resettlement of the capital, the tourist and recreational zone of the concentration of the North Kazakhstan regions, the economic, recreational, industrial and agricultural development of the tourism industry with the development of efficient use of resources to improve the socio-economic status of the population, to identify opportunities for improving the economy of the region today.

Key Words:

*Economy, Economical region,
Tourism, Ecology, Natural
resources, Industry*

North-Kazakhstan economic region is located in the extreme north of the country in the basins of the rivers Ishim, Tobol and Obagan, the eastern part of the middle reaches of the Irtysh River. *“The region includes the North Kazakhstan, Kostanai, Akmola and Pavlodar regions. Its area is 600.9 thousand square kilometers. The population is 4.6 million people. Northern Kazakhstan ranks third in territory after the Western and Southern regions”* (Karmenova,2010:35).

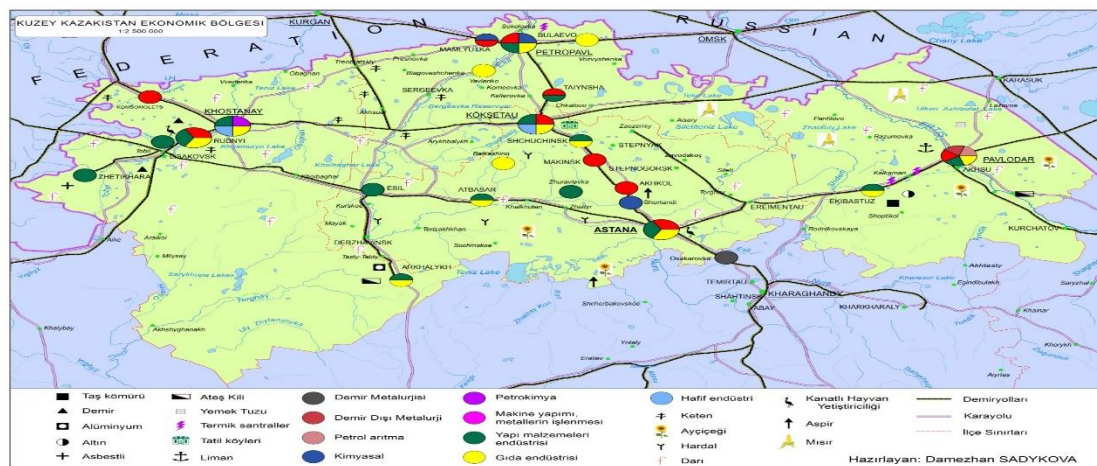
The North Kazakhstan Economic Region borders in the north with the Ural and West Siberian regions of Russia. Greater Siberia, Central Siberia, Southern Siberia and the Inter-Kazakhstan Trans-Kazakhstan Railway pass through the territory of the district. These roads connect Northern Kazakhstan with Central Kazakhstan and the Urals, Kuzbass, as well as with the European and Asian parts of Russia and the South Kazakhstan region. Non-ferrous metallurgy across the Irtysh River can connect the Ore Altai, Russian oil and gas with the West Siberian region. Russian closeness to the industrial areas will have a significant impact on the development of mining and energy in Northern Kazakhstan. Northern Kazakhstan is the main region of grain and meat and dairy farming in the country. Along with the agroindustrial complex North Kazakhstan economic region is a region with a highly metallurgical industry associated with the production and processing of iron ore, bauxite, carbon, asbestos, gold and other ores, ferroalloy smelting aluminum during their processing. *“The territory of Northern Kazakhstan is located in the forest-steppe, steppe and desert areas, with annual rainfall of 350-400 mm, Arctic climate of the Arctic Ocean in winter and hot tropical air masses of Central Asia and Iran in summer. The area has limestone, glass sand, refractory clay and other building materials.”* (Zaiberg and Kamalova,2009: 57).

Arid climate, the predominance of flat terrain define the features of the distribution of water resources in the territory of Northern Kazakhstan, allow the weak development of river systems and plenty of lakes. Irtysh River flows into the ocean only on its left branches, such as the Ishim and Tobol. Small rivers that feed on snow, such as Turgai, Seleti, Shidergi and Chagalaly, flow into stagnant lakes. In terms of the total population and its average density, in Northern Kazakhstan there are 7.2 people per square kilometer in the country after Southern Kazakhstan. *“The population is usually evenly distributed throughout the area. Such settlements are typical of agro-forest-steppe and steppe zones. The highest population density is observed in the North Kazakhstan region, not far from the city of Kokshetau, along the railroads of Greater Siberia and Zakastanie, including areas adjacent to the valleys of the Irtysh, Ishim and Tobol rivers. The population here is 15-30 people per square kilometer. It is*

dominated by the large village with a population of between 500 and 1,000 people” (Kozhahmet,2006:45).

The second most important branch of agriculture in the region is animal husbandry, which is combined with crop production. 57% of agricultural land is pastures and hayfields, most of which are located in Kostanai, Akmola and Pavlodar regions. The role of meat and dairy cattle breeding and grain growing in the North Kazakhstan region is higher than in other regions of the country.

1.map North Kazakhstan economic region



The North Kazakhstan Economic Region is very rich in recreational resources. Tourism and recreational resources, attractions and landscapes, reserves and nature reserves, health centers, historical sites and natural monuments in the North Kazakhstan region play an important role in the development of tourism. Reserves and reserves occupy a special place in the development of tourism in the North Kazakhstan region.

State Reserve Nauryzim

“The Nauryzim State Reserve was created in 1959. Since September 18, 1966, it began to function as a state reserve. Since 1968 Nauryz reserve is managed by the national Ministry of Ecology and Natural Resources. Currently, the area of the Nauryzim reserve is 87 694 ha. Of these, 17,662 ha or 19.5% are forest lands. These are Tersek, Sypsin and Nauryz relict pine forests, where pine - 934, birch - 805, aspen - 1034 hectares”. (Yücel and Sadykova,2010: 7)

The Nauryzim Nature Reserve is a specially created museum of nature. The reserve also has lakes Zharkol, Aksuat, Sarymoyin. These lakes, especially in spring and autumn, become a real bird market. Here, northern birds relax when they go to warm places and on the way back. Many species of animals and birds can be found in floodplains and forests. In total,

more than 200 species of birds, 30 species of mammals, more than 10 species of amphibians and reptiles and about 700 species of invertebrates live in the reserve. About 10 species of fish live in rivers and lakes. In the reserve you can meet many other animals like red foxes, corsacs, wild boars, wolves and deer. At different times of the year, valuable animals such as moose and saigas can be found near the reserve. Thus, the wealth of the Nauryzym reserve is not only the forest, but also the animals, birds and insects that live in it. For many years, employees of the Nauryzym reserve have systematically studied the soil, flora, hydrological regime of lakes, reforestation and some problematic issues.

The scientific work of the reserve includes the following tasks:

- Ecological and agro-technical features of restoration of afforestation of pine forests of Nauryzim:
- Study of the freshwater regime of the lakes of the Nauryzim nature reserve with the aim of preserving the natural complexes and avian fauna:
- Conservation and restoration of steppe plant communities (phytocenosis) in the Nauryzim nature reserve:

Korgalzhyn State Reserve

This reserve is located in the Korgalzhyn district of Akmola region. It was founded in 1958 to protect the beautiful and valuable nature of the Tyn lands. The reserve occupies the southern coast of Lake Korgalzhyn. The land area is 183.7 thousand hectares, including lakes Asaubulak, Kokai, Yesey, Korgalzhyn and Tengiz. There is a feature of the organization of the reserve. In spring, wintering birds of the coast of the Caspian Sea, Pakistan, India and North Africa pass through this water network to the north. This is a very convenient place for many birds to handle. Therefore, the protection of this beautiful place and the study of its wealth is the main task of the reserve staff. The reserve has many small rivers and lakes. This contributes to the abundance of plants and animals in the desert and steppe regions. The Korgalzhyn State Nature Reserve, covering the Tengiz-Korgalzhyn lake system and part of the steppe zone, was reorganized in 1968. However, three years later, it was converted into a leshoz for hunting and later restored as a nature reserve. There are 22 species of aquatic plants in Lake Korgalzhyn. Among them are reed, sedge, lake reed and arrow leaves. There are 167 species of phytoplankton - floating in the water. Among them, especially blue-green algae are more common. Phytoplankton feeds on waterfowl and fish. Lake Tengiz does not have surface vegetation, but some algae and phytoplankton are abundant.

“Korgalzhyn State Reserve is a UNESCO wetland reserve of international importance. In the reserve you can find 225 species of birds, 30 species of mammals, dozens of species of amphibians and reptiles. The lake is home to Korgalzhyn pike, carp, perch. One of the main natural resources of Korgalzhyn and Tengiz lakes is waterfowl. 119 species lay eggs in these lakes, 106 species live here during migration and return to winter. All of them are under guardianship. The reserve has a special role in protecting and increasing endangered flamingo” (Mansurov,2004).

Kokshetau National Natural Park was established in April 1996 by the Decree of the Government of the Republic of Kazakhstan. Its main area is over 182,000 ha, 60 kilometers southwest of Kokshetau. Park sections include mountain forest, river and lake areas of the natural zones of Zerenda, Shalkar, Imantau and Ayrtau. On the territory of the national park there are 185 monuments of archaeological, historical, architectural and monumental art, which are under state protection. The flora and fauna of the national park is a rare combination of flora and fauna of different eras and wealth. Lichens and ferns of antiquity lie in the basement of modern trees and shrubs. Types Siberian taiga mixed with moose, lynx, forest marten, white rabbit, white mouse, Korsakov, squirrel, hare, mink and marmots that live in the southern steppes and deserts.

Bayanaul National Park is a small mountain valley located in the southwest of Pavlodar, on the border with the Karaganda region of Pavlodar region, between semi-deserts. In 1977, the Bayanaul Nature Park was founded. The land area of the natural park is 50 thousand hectares. The most beautiful sights of the Bayanaul region are Zhasybayskoye, Sabyndykolskoye and Toraigyr lakes. All of them consist of small sources on the side of the mountain. The lakes are home to 270 species of fish, pike, perch, squid, flounder, trout, carp and other plants. Of these, 50 species are relic plants preserved from antiquity. In Bayanaul, 50 species of birds and 40 species of animals. Pride of Bayanaul are argali listed in the Red Book. In addition, along with valuable large animals such as deer, marmots, rabbits, badgers, lynxes, wolves, foxes, there are hamsters, gray mice and white mice. In addition, in Bayanaul inhabited by deer, ducks, hawks, swans, partridges, cranes, quail, woodpeckers, pigeons, sparrows, sparrows, eagles, vultures and falcons.

There are 16 botanical reserves in the republic with a total area of 217 thousand ha (1991). Among them: the Orlinogorsk Botanical Reserve, created in 1971 on an area of 3,500 hectares in the Ayrtau district of the North Kazakhstan region, where steppe plants such as red melon, carrots and birch-pine forests grow. In the Kostanai region there are Mikhailovka,

Tauynsor and Sarykop reserves, in the Pavlodar region there are Kyzyltau reserve, Mamlyut, Smirnov and Sogry reserves in the North Kazakhstan region. Atbasar Zoological Reserve was created in Atbasar district of Akmola region. The Bulandy Reserve is a zoological reserve of republican significance. It was founded in 1971 in the Enbekshilder district of the North Kazakhstan region. Among the ungulates in the Buland Nature Reserve are moose, deer and roe deer. The Yereymentau reserve was organized in the Yereymentau district, Akmola region in 1986. The land area is 35 thousand hectares. The reserve is located in a picturesque mountainous area, in the mountain valley of Yereymentau. A variety of relic plants that have been preserved from ancient times to the present day grow in the Yereymentau Nature Reserve. About 50 of 400 plant species are included in the Red Book of Kazakhstan. Zerendy Reserve - a zoological reserve of regional importance in the Zerendy district of Akmola region. It was founded in 1979. The area is 23 thousand hectares. Granite hills and ridges follow the hilly plains of the reserve. On their slopes grow dense pine forests, a mixture of cereals and various herbaceous plants. Currently, it is part of the Kokshetau National Park.

Northern Kazakhstan is a region rich in medical and health centers. The role of sanatoriums in the development of tourism in the North Kazakhstan economic region is also special.

Health centers are at the forefront of Bayanaul mountain forest Kostanai and Pavlodar regions. In the Kazanbass forest of the Kostanai region there is a healing swamp salt lake and other natural resources suitable for human health. In the Bayanaul massif of the Pavlodar region, the climate is continental, a large area of mineral bogs and rich reserves of sulfate-chloride, magnesium-sodium rivers.

“Sosnovy Bor is located 50 km from Kostanay. In 1981, it was located among the birches as a sports complex with an artificial lake with healing properties. The valley, which is rich in ozone and ions, has a beneficial effect on the human body. The main natural sources of healing are healing bogs and low mineralized sulfate water. The recreation center "Zerendi" is located in a mountainous wooded area on the shore of Lake Zerendi, 50 km from Kokshetau” (Sadykova,2010). The sandy shores of the lake, mixed forests, mountains, a favorable climate, a rich nature that positively affects the human body are very important for a good rest of people.

Sanatorium "Svetly" is located 60 km from Kokshetau, 12 km from the station "Sanatorium Borovoye", on the shore of Lake Schuchinsky. Surrounded by nature with many beautiful mountains, fresh air has a climate with favorable natural healing factors that affect human

health. It mainly treats diseases of bronchitis, bronchial asthma, pneumonia, upper respiratory tract, tanzillint, pharyngotracheitis, sinusitis, etc. The Burabay treatment and health center treats with weather and koumiss in the Shuchinsky district of the Kokshetau region. Kokshetau Holiday House is located on the shore of Lake Borovoe at an altitude of 350-480 m above sea level - 60 km from Kokshetau, 6 km from Borovoe station. *“The holiday home is located on the birch shore of Lake Schuchinsk. “Moylydy” is a mud balneological sanatorium, opened in 1922 on the shore of Lake Moylydy in the Pavlodar region, located at an altitude of 135 m above sea level. Sedimentary clay with a low content of sulfide minerals, bitter brine salt (sulfate-chloride, sodium-magnesium mixture) from Lake Moyilda is used as a bath (bath), drinking mineral water”* (Kuskov and Lysikova,2004:23).

For the development of tourism in the North Kazakhstan region it is necessary to develop small tourist camps and large hotel complexes and recreation centers, winter health tours, ski slopes, roads, electrical systems, the use of aesthetic appeal of landscapes. Objects that increase the importance of the development of tourism in the territory of Northern Kazakhstan are Bayanaul, Kokshetau ridges and lakes. Mineral water reserves and climatic conditions of the region create conditions for the development of health tourism.

Due to the harsh climate of the North Kazakhstan Economic Region, harsh hot summer months and cold snowy winters, they create opportunities for hiking, skiing, sports tourism, showing tourists the nature of the steppe zone. Northern Kazakhstan is a region rich in historical values. Therefore, the opportunities for the development of historical tourism, reflecting our historical and cultural heritage on a global level, are very great.

According to research, the development of tourism in the North-Kazakhstan region:

- selection of tourism products of the highest level;
- identification of quality products through the exchange of experience with countries with developed tourism;
- development of tourism related to natural resources;
- advertisement activation;
- it identified the need for training and the organization of educational work for the local population and specialists.

Conclusion

The development of tourism will improve the infrastructure of settlements, local territories, will effectively address the issues of tourist routes, the development of

environmental and economic education of the population, and ensure normal migration of the population. Tourism Development in Northern Kazakhstan:

- contributes to the conservation of nature and the protection of valuable recreational resources;
- improves living standards and social conditions of the local population;
- solves environmental problems through environmental management;
- it allows to receive economic benefits from tourism;
- improves the infrastructure of the area;
- affects the development of the regional economy.

In conclusion, it should be noted that the development of tourism in the North Kazakhstan economic zone will allow the region's economy to open a high source of income, protect the environment, rationally use natural resources, develop domestic and foreign tourism, solve national environmental problems, protect wildlife, natural resources and recreational zones.

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