



ABEC Tourism Master Plan

Supplementary Document IV

ABEC Tourism Spatial Planning

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Executive summary

- With the opening up of travel trade, improvements in infrastructure, and steady economic growth, the tourism industry in the Republic of Kazakhstan and the Kyrgyz Republic has been growing significantly. As a result of this continuous growth of tourism, the Almaty-Bishkek Economic Corridor (ABEC) region, characterized by mountain ranges, lakes and cultural heritage which underline its potential, is now among the top 10 growth destinations in tourism development worldwide.
- The project entails five key objectives: to identify and characterize adequate locations to install tourism projects, to estimate the investment necessary for each project, to identify the requirements of hard infrastructure, to optimize assets and to preserve the unique cultural and natural heritage.
- The project aims to ensure that the touristic development of the region is achieved in the most sustainable manner possible and shows a particular interest in effective and considered utilization of land resources, protection of the unique natural and cultural heritage, and harmony between the existing and the future projects. Under the philosophy of symbiotic tourism, the overall objective of the project is, therefore, to provide a sustainable, innovative, well-integrated, and high-quality tourism project to the Almaty-Bishkek Economic Corridor.

Preamble

Background

- The *Almaty-Bishkek Economic Corridor Support – Mountain Tourism Spatial and Master Planning* project contributes to the regional development and economic growth of the Republic of Kazakhstan and the Kyrgyz Republic.
- The past 10 years, the tourism industry in the Republic of Kazakhstan and the Kyrgyz Republic has been growing significantly. The project area provides unique experiences with a mix of hospitality, adventure, business and cultural and entertainment options.
- The project aims to ensure that the touristic development of the region is achieved in the most sustainable manner possible and shows a particular interest in effective and considered utilization of land resources, protection of the unique natural and cultural heritage, and harmony between the existing and the future projects.
- The overall objective is to provide a sustainable, innovative, well-integrated, and high-quality tourism project to the Almaty-Bishkek Economic Corridor.

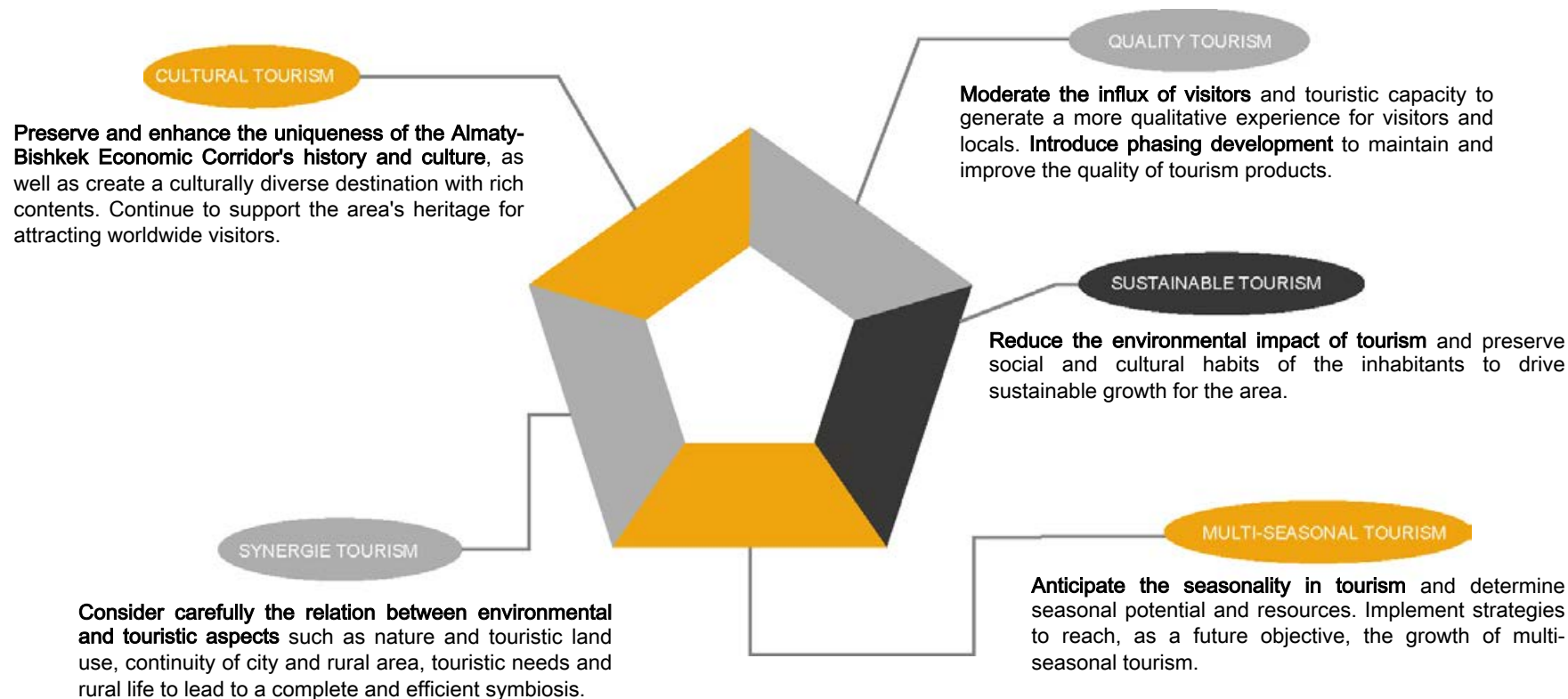


Key objectives

Preamble

Approach

- Under the philosophy of **symbiotic tourism** – the positive coexistence between environmental and touristic aspects – the spatial and master planning of the Almaty-Bishkek Economic Corridor (ABEC) adopts the following **guiding principles** which serve as the basis in formulating an efficient study.

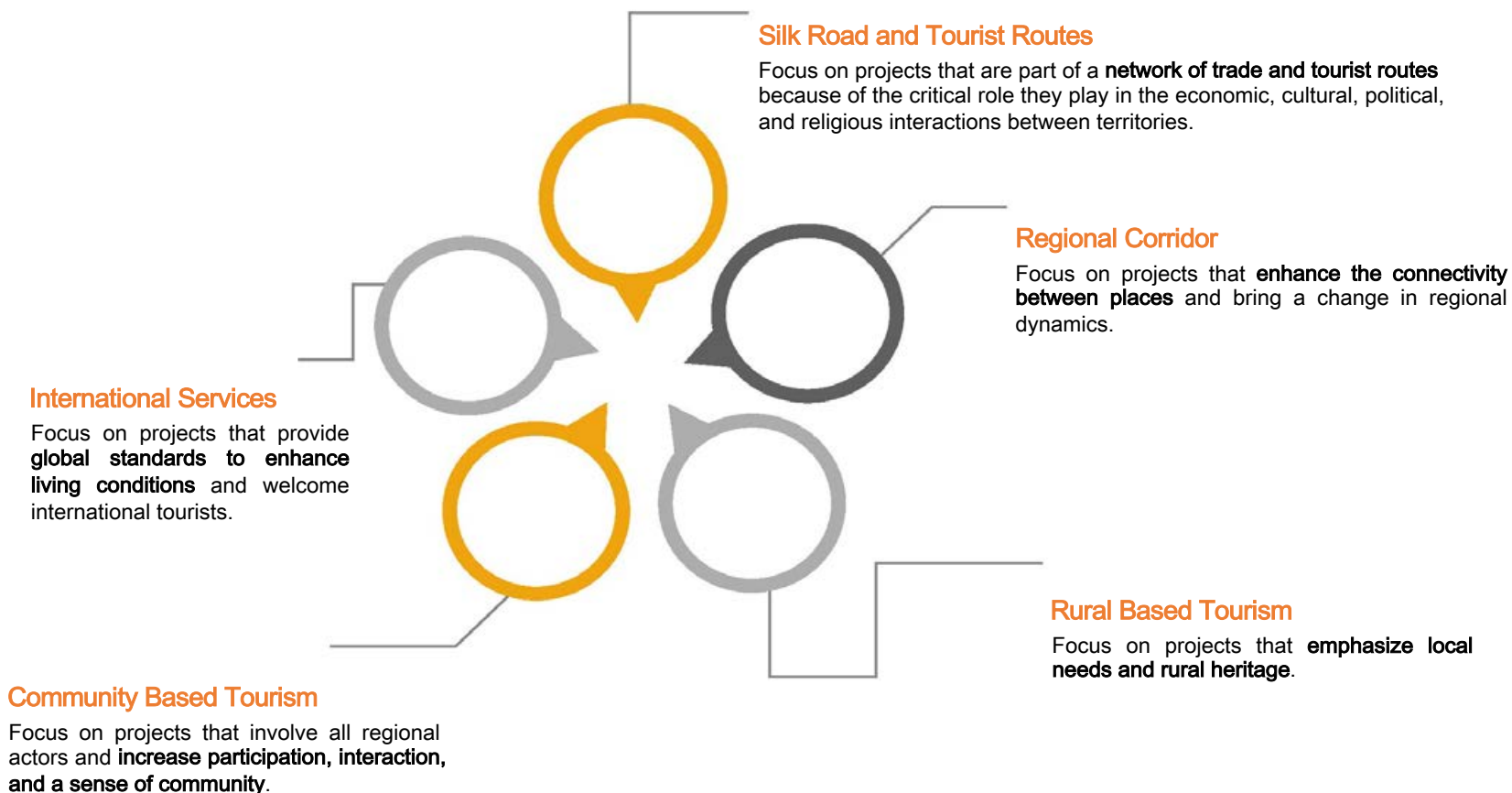


Guiding principles

Preamble

Approach

- The Almaty-Bishkek Economic Corridor has a great potential to become a vibrant, attractive, and green touristic area. Nine steps corporation and its associates have made a vision for the whole corridor that focuses on connectivity, integration, cooperation, and preservation. The following themes serve as the framework for mountain tourism spatial and master planning.

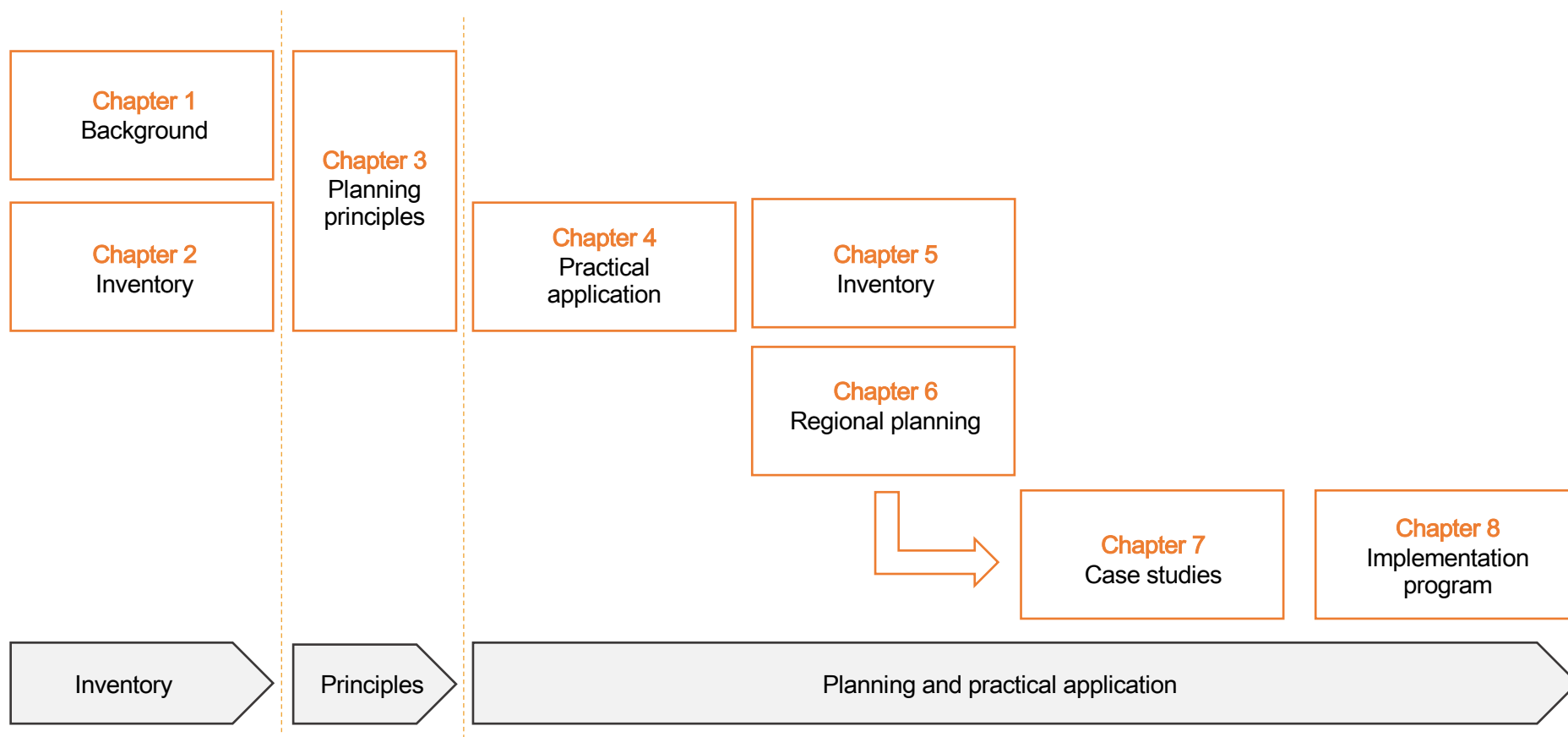


Focus areas

Preamble

Our approach

- This report is divided into eight chapters. From the inventory to planning through principles, this report highlights sustainable planning proposal based on a comprehensive study of the situation and the issues in the Almaty-Bishkek Economic Corridor.



Chapters guide

Chapter 1

1

General considerations for tourism development

1.1

Generations of touristic development - Seaside tourism

1.2

Generations of touristic development - Mountain tourism

1.3

Rural development and tourism – Concept of eco-museum

1.4

Quality of touristic infrastructure

1.5

Accessibility and transportation infrastructure

1 – General considerations for tourism development

1.1 Generations of touristic development - Seaside tourism

- In many countries, coastal or seaside resorts were initially existing coastal villages and cities. Then, from the middle of the 20th century, these villages have been transformed by large scale tourism development.
- In European countries, such as France, Italy, or Spain, coastal resorts are classified by generations, featuring the building period, the location, the architectural style, or the tourism development concept.
 - ✓ **1st generation:** in Europa, many historical touristic cities are located on the coast, particularly on the English coastline or the French Riviera;
 - ✓ **2nd generation:** with the extension of beach tourism to the middle and working classes, modern accommodation and new activities are created away from the coastline;
 - ✓ **3rd generation:** from the 1970s, large scale resorts are built in isolated areas apart from villages and cities. Many 3rd generation resorts took original building shapes for differentiation;
 - ✓ **4th generation:** from the end of the 1980s, and given numerous critics about mass tourism and its effects, new resorts are created apart from the coastline. These new buildings are erected in the most sustainable manner possible and take into account their surroundings.
- Given the history of seaside tourism, it appears necessary to consider the following matters for further development:
 - ✓ **Location:** encouraging the creation of new resorts away from the coastline;
 - ✓ **Building:** building new resorts most harmoniously possible;
 - ✓ **Environment:** protecting the environment to enhance the value of the site.

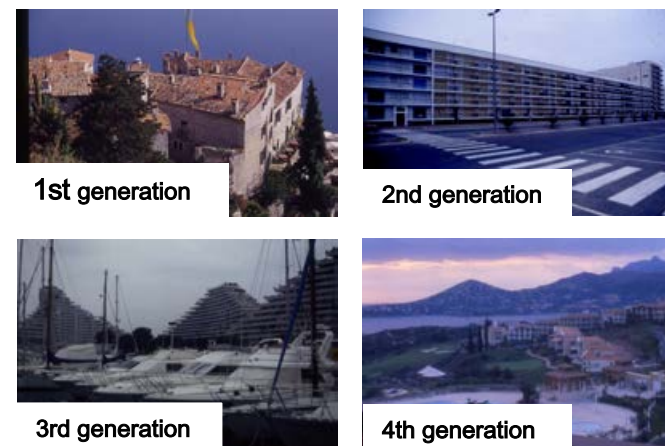


Fig. 1.1.1 Coastal resorts classified by generations

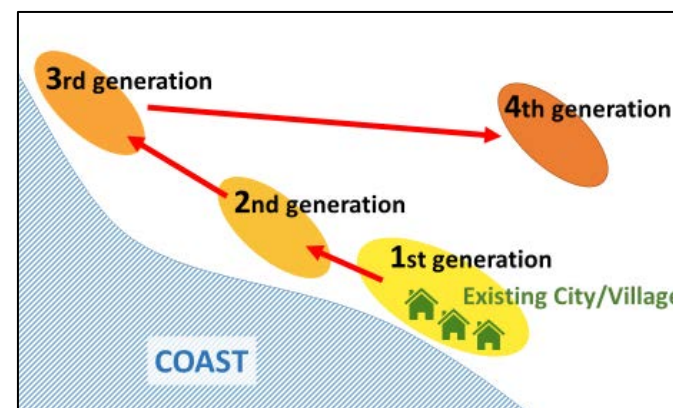


Fig. 1.1.2 Location of coastal resorts by generations

1 – General considerations for tourism development

1.2 Generations of touristic development - Mountain tourism

- Like seaside resorts, mountain resorts were initially existing villages. From the middle of the 20th century, with large scale tourism development, mountain resorts have been relocated in higher altitude to secure longer ski season.
- In European countries, mountain resorts are classified by generations featuring the building period, the location, the architectural style or the tourism development concept.
 - ✓ **1st generation:** in Europa, many touristic cities are located in existing villages and cities, in a snowy area with suitable slopes for ski (e.g. Chamonix in France);
 - ✓ **2nd generation:** with the development of mountain tourism, new resorts are created apart from existing villages and cities. They are located in higher altitude, where no rural agricultural activities exist;
 - ✓ **3rd generation:** large scale mountain resorts are created apart from villages and cities in a sizable altitude (more than 2000 meters) securing the longest operational season possible.
 - ✓ **4th generation:** given numerous critics about mass tourism and its effects and the long distance between mountain resorts and cities, 4th generation of mountain resorts is implemented closer from existing villages and cities.
- Given the history of mountain tourism, it appears necessary to consider the following matters for further development:
 - ✓ **Location:** creating new mountain resorts near existing villages and facilities to enable the multi-seasonal tourism and the diversification of activities;
 - ✓ **Building:** creating new mountain resorts in a rural building style to fit with the environment and involving local people into mountain tourism development;
 - ✓ **Cost:** developing new mountain resorts in a lower altitude to reduce the cost of investment and infrastructure.



Fig. 1.2.1 Mountain resorts classified by generations

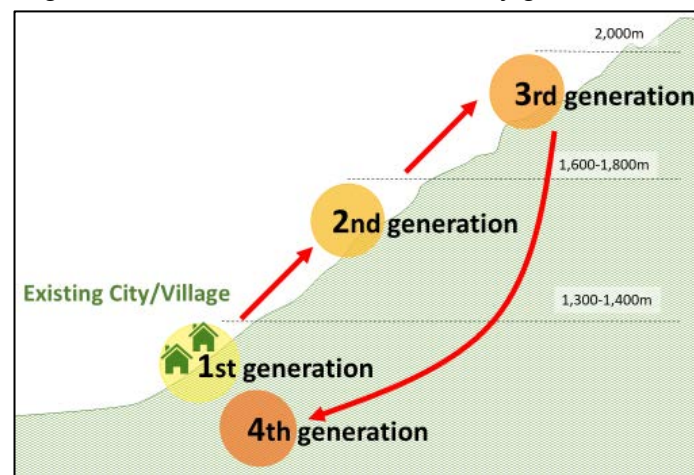


Fig. 1.2.2 Location of mountain resort by generations

1 – General considerations for tourism development

1.3 Rural development and tourism – Concept of eco-museum

- Tourism has become one of the economic driving forces of many countries, including Kazakhstan and Kyrgyz Republic. Within the different tourist typologies, rural tourism – which includes economic, social, and cultural consideration - is one which has seen greater growth in recent decades.
- The concept of eco-museum, which came about in France in the early 1970s, reflects a concern with reinforcing the connection between the museum and its social surroundings and environment.
- An eco-museum promotes and preserves the tangible and intangible heritage, nature, history, and cultural traditions, and promote them socially. It allows the revitalization of an area by rediscovering the local heritage and involving local communities.
- The eco-museum concept, offering an important medium through which a community can take control of its heritage, could be useful in ABEC attempts to boost rural economies and local communities. Given the first elements of the study, the rich cultural and natural heritage of Kazakhstan and Kyrgyz Republic and the willingness of the population to improve their living environment, it could be pertinent to develop this philosophy in both countries.
- Examples: the *Ecomusee d'Alsace* is the largest living open-air museum in France and shows an Alsatian village from the early 20th century. It illustrates what rural life was like in Alsace and invites visitors to find out about popular traditions and art of the region, including buildings and artifacts, craftsmen at work, exhibitions, attractions, and events. The *Saitama Midori no Mori* is a field museum in Japan that presents the traditional agricultural landscapes of Sayama city.



Fig. 1.3.1 Ecomusee d'Alsace in France



Fig. 1.3.2 Ecomuseum *Saitama Midori no Mori* in Japan

“a dynamic way in which communities preserve, interpret, and manage their heritage for a sustainable development”

1 – General considerations for tourism development

1.4 Quality of touristic infrastructure

- Tourism industry in Kazakhstan and Kyrgyz Republic pertains to the promising sectors of the economy and is also one of the main focuses of the state policy to ensure economic growth. The tourism sector is worth emphasizing as it directly creates jobs and has a significant multiplier effect on employment in the economy.
- Despite all efforts in the tourism industry from both governments, **investments are still insufficient**, and depreciation and obsolescence of infrastructure are obvious.
- **Several issues have been noticed by foreign and domestic tourists, travel service providers, and experts in the tourism industry:**
 - ✓ The state of infrastructure is generally substandard;
 - ✓ The infrastructure sector suffers **a lack of financial resources** nowadays;
 - ✓ Touristic infrastructures are well developed near Almaty and Bishkek but their availability and their condition worsen with the distance from these centers.
 - ✓ The overall level of infrastructure is in a state of decline that creates barriers for the comfortable stay of tourists from more developed countries with higher comfort demands;
 - ✓ **Environmental pollution**, in particular by household wastes;
 - ✓ Decadent condition (sometimes absence) of campsites, tourist stops;
 - ✓ Decadent condition of tourist attractions that need to be restored and subsequently preserved;
 - ✓ **Poor quality of roads** leading to popular tourist sites;
 - ✓ Foreign tourists face a problem with route navigation because there are no geographical signs in foreign languages;
 - ✓ Travel service-providers and tourists face **problems with electricity, water supply, sewage facilities** (lack of toilets), and sanitation in public places and toilets, etc.

1 – General considerations for tourism development

1.4 Quality of touristic infrastructure

1.4.1 Transport infrastructure

- The development and continuous preservation of transport infrastructure are prerequisites of economic growth, development of foreign trade, and poverty reduction.
- Despite numerous investments, roadside infrastructure is very poorly developed in Kazakhstan and Kyrgyz Republic, except for some areas. The most noticeable point is the lack of facilities ensuring the comfort of travelers. Indeed, the absence of campsites, recreation areas, service points or rest areas with toilets are important issues for tourists traveling over long distances. For example, there are no such facilities along the road sections of Almaty – Kegen, Bishkek – Cholpon-Ata – Karakol, Bishkek – Susamyr – Son-Kol.
- Some countries have implemented some policies to improve the quality of travels and the comfort of tourists. It is the case in the United Kingdom with the "Department for Transport Circular 01/2008" described below.
- Policy on Service Areas and Other Roadside Facilities on Motorways and All-Purpose Trunk Roads in England. It provides detailed standards for roadside service facilities, including distances between them:
 - ✓ Arrangement of roadside service facilities: each 45 km or 30 minutes from the previous facility;
 - ✓ All roadside service facilities shall provide the following conveniences 24 hours a day, 365 days a year: parking, free toilet, parenting rooms, picnic area, telephone (paid by cash or bank transfer), gas station, snacks and drinks (including hot dishes), free play areas for children. Hot food and drinks shall also be offered between 6 am and 10 pm.

Most of the roadside service facilities in the UK belong to one of the three companies:



Annual turnover – 1.300 million
USD



Annual turnover – 450 million USD



Annual turnover – 200 million USD

1 – General considerations for tourism development

1.4 Quality of touristic infrastructure

1.4.2 Resorts infrastructure

- Resorts infrastructure tend to develop in tune with the times to meet the needs of tourists.
- Many resorts built in the Soviet Union and owned by different trade unions are in a derelict state. Trade unions usually lease their resorts to private entrepreneurs looking for quick profits and not interested in investments in maintenance and repair of facilities.
- Municipal infrastructure and services in the provinces, including electricity, water supply, sanitation, and waste disposal, also fall short of international standards. The water supply and sanitation system at regional and local levels are outdated and overloaded. For example, in some places around the Issyk-Kul lake, liquid household wastes ooze to the surface, and garbage is scattered throughout the beach.
- Private resorts certainly try to create conditions for a comfortable stay of tourists. However, private owners can not afford to build modern treatment facilities. This issue shall be addressed by local municipalities.
- Infrastructure of natural parks requires the close attention of the government.



Fig. 1.4.2.1 Unequally distribution of tourist facilities

1 – General considerations for tourism development

1.5 Accessibility and transportation infrastructure

- In an economic and social growth context in Kazakhstan and Kyrgyz Republic, access to public transport and transportation infrastructure for all is a key factor of mobility and social inclusion. The transport sector has indeed an important role to play in providing mobility and accessibility to all citizens.
- **Transport in Kazakhstan and Kyrgyz Republic is severely constrained by the countries' topography.** In addition to this major issue, road quality throughout both countries is highly variable and international boundaries require time-consuming border formalities.
- While there are various public and private transport options (railways, highways, airports, metro, buses, or taxis) and well-developed roads in large cities like Almaty and Bishkek, the countries' more rural areas have considerably less to offer in this regard. The accessibility of public transport and transportation infrastructure is indeed underdeveloped in rural areas and conduct to economic and social disparities. The lack of public transport and the difficulty of access to transportation facilities in certain areas establish a serious obstacle in providing mobility for all.
- Therefore, ensuring the accessibility of transport is an immense challenge that requires continuous improvement to meet the increasing mobility demand. Transport planning must especially ensure the last mile accessibility and the liaison between the different mode of transport. Transport planning must encourage cooperation between transport providers.

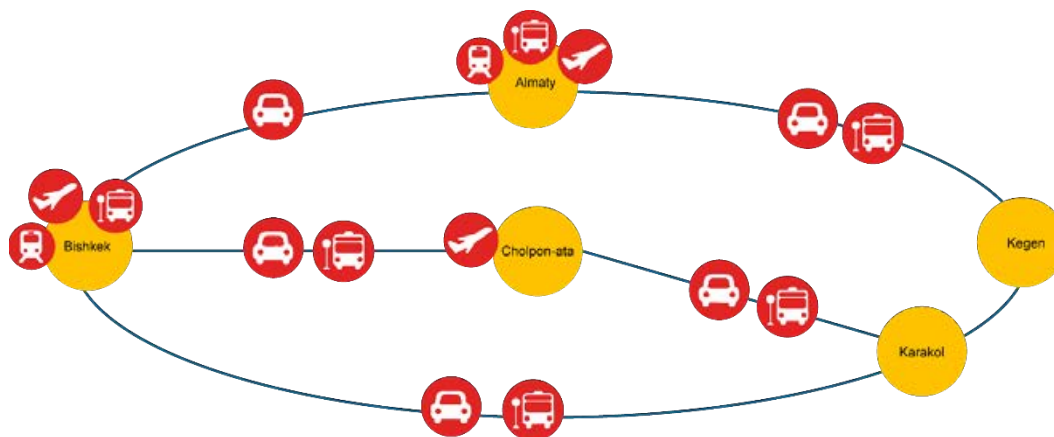


Fig. 1.5.1 Transportation infrastructure and flows in the ABEC

Chapter 2

2

Current state of tourism and future prospects

- 2.1 Structure of tourism in the Almaty-Bishkek Economic Corridor
- 2.2 ABEC and Silk Road
- 2.3 Resorts development of mountain and ski
- 2.4 MICE tourism development
- 2.5 Agro-tourism development
- 2.6 Health care tourism
- 2.7 Cross border issues
- 2.8 Tourism development with local culture
- 2.9 Community Based Tourism (CBT)
- 2.10 Tourism program with rural heritage
- 2.11 Natural area tourism
- 2.12 Wild adventure tourism
- 2.13 City tourism
- 2.14 Shopping tourism
- 2.15 Demand of picturesque tourism
- 2.16 Strengths, weaknesses, opportunities, and threats

2 – Current state of tourism and future prospects

2.1 Structure of tourism in the Almaty-Bishkek Economic Corridor

- The Almaty-Bishkek Economic Corridor (ABEC) region, characterized by mountain ranges, lakes, and cultural heritage which underline its tourism potential, is among **the top 10 growth destinations in tourism development worldwide**. This area, which intends to become internationally a unique tourism destination, has significant development potential and provides unique experiences.
- The Almaty-Bishkek Economic Corridor region can offer, based on its natural and cultural resources, a diversity of tourist segments: adventure tourism, recreational tourism, cultural tourism, agritourism and ecotourism, wellness & SPA tourism or MICE tourism.
- At present, the tourism products provided by the ABEC mainly include recreational and health tourism. With 90% of total tourism receipt in Kyrgyz Republic, beach tourism, historically developed at Issyk-Kul lake, is the most popular tourism product.
- In the meantime, the ABEC is undergoing a process to broaden its selection of tourism products. As can be expected in a region where the vast majority of attractions are rural and high altitude, the soft adventure tourism offers numerous activities such as trekking, hiking, horse-riding, biking, or wildlife watching. The cultural tourism such as yurt camps, ethnic food, hunting with eagles, ethnic games, and music complete the large and popular offer of natural, and cultural activities proposed in the whole area.
- Extreme sports and hard-adventure tourism such as mountain and rock climbing, canyoning and rafting or paragliding, are underdeveloped today as these require special equipment and professional guides. However hard adventure tourism's revenue has steadily increased over the years.
- The sector of business tourism, also known as Meetings, Incentives, Conferences and Events (MICE) is also underdeveloped, but this sector shows rapid growth and intensive development as Kazakhstan wish to become a center of business and event tourism in Central Asia. This tourism product concerns mainly Almaty and Bishkek.

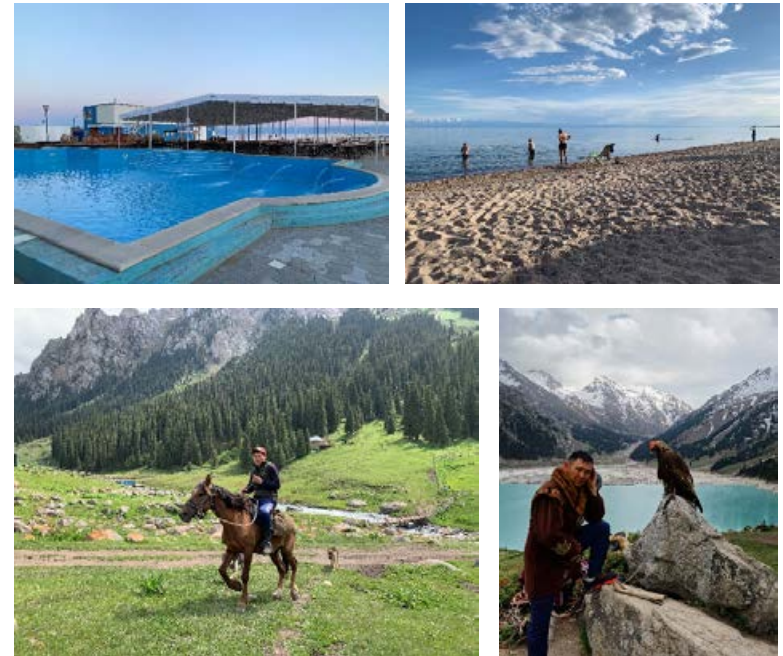


Fig. 2.1.1 Diversity of tourism products in the Almaty-Bishkek Economic Corridor

2 – Current state of tourism and future prospects

2.1 Structure of tourism in the Almaty-Bishkek Economic Corridor

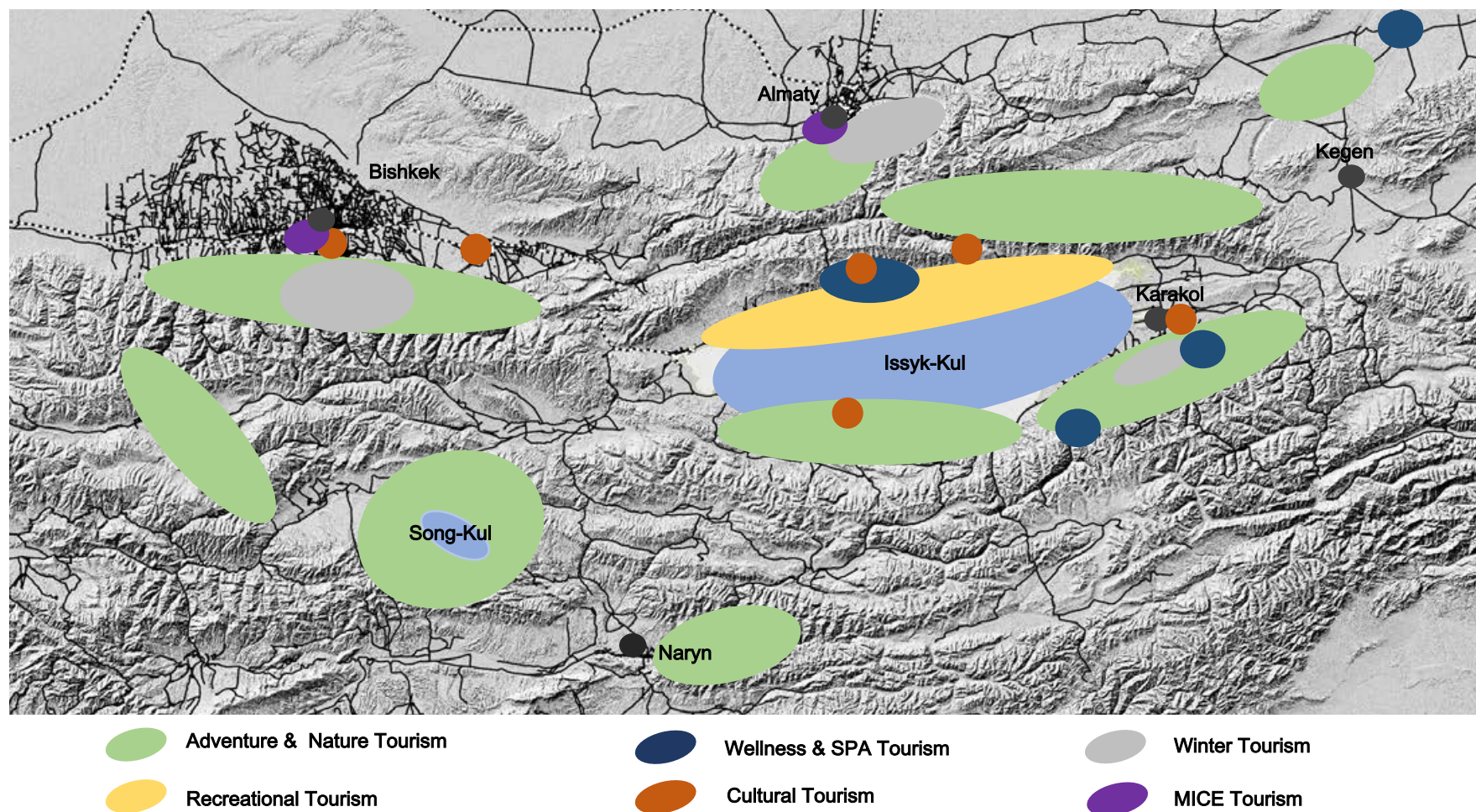


Fig. 2.1.2 Graphical representation of the structure of tourism in the Almaty-Bishkek Economic Corridor

2 – Current state of tourism and future prospects

2.2 ABEC and Silk Road

- For several centuries, the Great Silk Road has served as the most important means of trade and dialogue between the culture of the West and the East. Constituted of an impressive network of routes, the Great Silk Road passed through the territories of Central Asia, including Kazakhstan and Kyrgyz Republic.
- For nearly two centuries now, travelers venture afresh onto the Silk Roads, leading to many studies and discoveries and a renewed interest in the history and culture of these routes. Internationally supported by way of development projects, the **Great Silk Road is restoring to life**.
- The idea of a new Silk Road is very attractive for Central Asian countries as it provides them with the **opportunity to become an important hub between Europe and Eastern Asia**. In Kazakhstan and Kyrgyz Republic, the implementation of the project can lead to **new investments, the development of new commercial exchanges and stimulate tourism growth**.
- The Almaty-Bishkek Economic Corridor is located on the northern route of the Great Silk Road. **Currently, the collaboration between these two components is underdeveloped**, and only a few scars of this heritage are still visible in the area.
- However, despite the relative lack of historical and cultural products relating to this part of History, the Almaty-Bishkek Economic Corridor may benefit from the regional initiatives and develop new markets. **Almaty and Bishkek could be potential hubs in this region**. Indirectly, both countries could also benefit from the **positive image reflected by the Silk Road regional initiatives**.

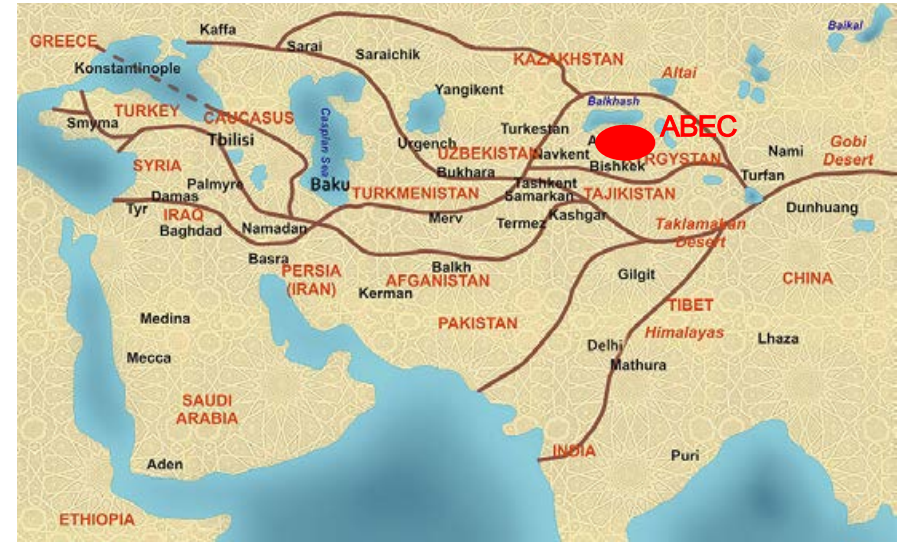


Fig. 2.2.1 The Ancient Silk Road



Fig. 2.2.2 The New Silk Road launched by China

2 – Current state of tourism and future prospects

2.3 Resorts development of mountain and ski

2.3.1 Almaty side: Zailiysky Ala-too Range (North Tian Shan Mountain) Ski Resorts

- In **Kazakhstan**, many **small scale ski resorts** have been developed and mostly used for domestic recreation market on Zailiysy (northern mountain skirt) mountains.
- **Medeo and Shymbulak Winter Sports Center** was developed at 1954 and upgraded for Almaty's hosting of the 2011 Asian Winter Games which is located on Malaya Almatinka valley 15km southeast from Almaty central. New world records of speed skate were issued on Medeo Skating Arena which is recognized as one of highest speed rink in the world. Shymbulak Ski Resort is supported by good accessibility with roads, cable car, and lifts and located on 2,200m to 3,200m above sea level with powder snow. Hotel, restaurant, and other center facilities are developed in the center area, and summer houses are accumulated along a road to the center. Around 800,000/year guest (55% in winter) arrived and enjoy ski in winter and eco and active mountain sports in the recent year.
- **Lesnaya Skazka** has been well developed as **European style ski resort with modern sophisticated facilities and machinery**. In the recent year, 20 percent of their guest 60,000 were shared by international tourists. Expansion of ski lifts and other facilities development has been planned to diversify ski route, eco-tourism activities, resort life for yearly operation with US \$ 63 million local investment program (8 years).
- Other **small scale ski resorts** are developed and **operated for domestic recreation market** on the northern mountain skirt of the northern Tian Shan mountain by local developers.



Fig. 2.3.1.1 Medeo ice arena



Fig. 2.3.1.2 Lesnaya Skazka ski resort

2 – Current state of tourism and future prospects

2.3 Resorts development of mountain and ski

2.3.1 Almaty side: Zailiysky Ala-too Range (North Tian Shan Mountain) Ski Resorts

Issues and development direction of Almaty Mountain and Ski Resort

- Almaty municipality has planned to connect and integrate ski-lift, gondola and cable cars of individual ski resorts on the mountain skirt. It will contribute to establishing an international mountain and ski resort based on advantageous air accessibility of Almaty in the Central Asia Region.
- The other required activities are as follows:
 - ✓ Diversification of promotion to the targeted international ski markets which are 8.3 million tourist arrivals in total to Almaty and Northern Kyrgyz Republic Region from Russia, South Korea, and China;
 - ✓ The total tourist night is estimated at around 58 million (daily average 80,000), which will require the additional 25,000 accommodation rooms (with 4 persons per room and 80% of peak room occupancy rate);
 - ✓ Almaty Mountain and Ski Resort will share half of the target, which will be more than 10,000 additional accommodation rooms will be required in the area.

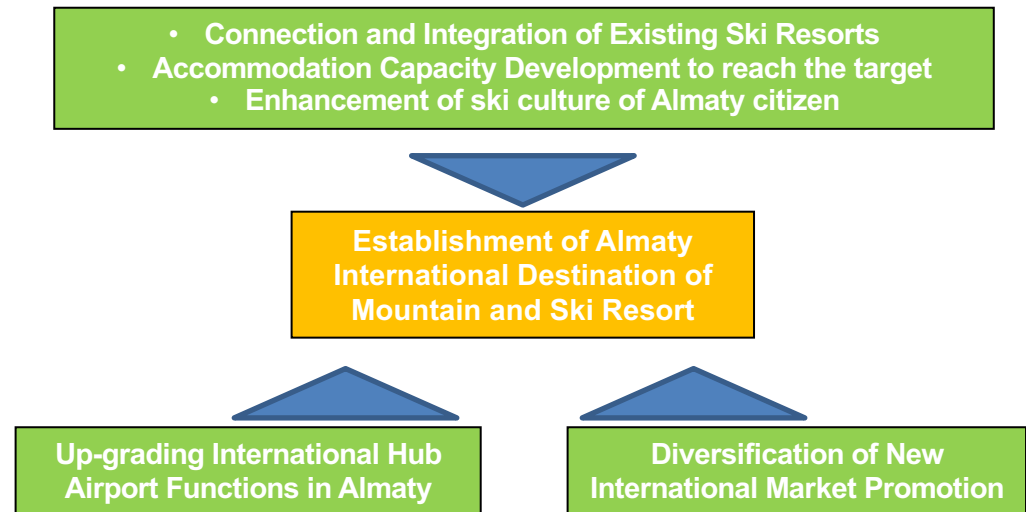


Fig. 2.3.1.3 Development direction of Almaty International Mountain and Ski Resort

2 – Current state of tourism and future prospects

2.3 Resorts development of mountain and ski

2.3.2 Tian Shan and Karakol international mountain and ski resort

- The Tian Shan and Karakol Ranges have advantageous conditions on geography (high altitude and variety of slope) and meteorology (low temperature and high-quality powder snow). Those conditions have to develop an international skiing field not only CIS countries but also other skiing markets. Current situation of Karakol mountain and ski resort development is still limited level, but it has been accelerated with new resort housing and condominium development in Karakol Ski Resort.
- Issues to reach the targeted international ski markets (8.3 million for total of Almaty and Northern Kyrgyz Republic from Russia, South Korea, and China) and to establish International Mountain Ski Resort Destination on Karakol Tian Shan Mountain are as follows:
 - ✓ Up-grading of accessibility from International Hub Airport (Almaty) to Karakol by smooth implementation and finalization of the current Road Improvement Project on Kegen Border of both countries with proper winter road maintenance works;
 - ✓ Redevelop and up-grading Kegen border facility (not open-air) with toilets and convenient procedure for tourists;
 - ✓ Along the corridor from Almaty to Karakol, implement resting spots every 25 to 50km with fuel station, western-style toilets, small shops (including local products) and coffee shop;
 - ✓ Support to develop and expand for diversification of skiing field and courses, which will attract international ski market;
 - ✓ Promote a variety of additional accommodations will be required around 10,000 rooms to absorb the targeted 8.3 million of ski tourist arrivals in the region. Municipal services of water supply, sewage disposal system and garbage collection and disposal system have to be properly developed and up-graded for strategic resort development areas in Karakol.
- Measures for accommodation and resort development investment has to be considered for local and international investors.
- To promote the identified potential international ski markets through direct and web, promotion measures are required for Russia, South Korea, and China market.
- To support and develop diversified nature and eco-tourism activities for the summer season to mitigate and avoid seasonal fluctuation and pearly operation.



Fig. 2.3.2.1 Accommodation (summer houses) development on Karakol Ski Resort

2 – Current state of tourism and future prospects

2.3 Resorts development of mountain and ski

2.3.3 Tian Shan highland lake resort Issyk-Kul

- **Issyk-Kul salt lake** is located on 1,600m above sea level, which is the second-largest highland lake in the world. Colorfully changing blue water lake is situated on the snowcap ranges (above 4,000m) year-round and deep green forest on mountain skirt and light green pastures. The surrounding mountains are Tian Shan Mountain Ranges such as Zailiysky Ala-too Range on the north and Central Tian Shan Range on the south with clear blue sky, which are creating beautiful and color-full sceneries as a picture. Name Issyk-Kul, meaning “hot lake” comes from a combination of extreme depth, thermal activities, and mild salinity, which ensure the lake never freezes even in the fierce frozen Central Asian Winter.
- **Cholpon-Ata area** on the northern shore of Issyk-Kul lake was developed as a summer resort by the Soviet Union and it is used by tourists from Kazakhstan, Central Asian and CIS countries in summer. Tourist accommodation facilities in Cholpon-Ata are accumulated and composed of a variety of hotel, guest house, and yurts in between the beach and the regional main road from Bishkek. In the town, variety of shopping facilities, restaurants, and field museum of ancient rock paints, Regional Museum, Nomad Museum, Ruko Ordo (depict Kyrgyz legend and historical characters of five religions), Kruiz Yacht Club are attractive tourist spots. East Asian Buddhist may well know and have sentimental value for Issyk-Kul and Tian Shan Mountain based on the famous historical story of Chinese Buddhist journey to receive Buddhism Scripture from India.



Fig. 2.3.3.1 Northern shore of Issyk-Kul

2 – Current state of tourism and future prospects

2.3 Resorts development of mountain and ski

2.3.3 Tian Shan highland lake resort Issyk-Kul

- The northern coast of Issyk-Kul lake has a suitable environment for highland lake and health resort development potential, which is clean and cool air with clean blue lake water, surrounding white-cap mountain ranges and blue sky. Potential resort development areas are the surroundings of the existing Cholpon-Ata town and the eastern side between A363 and coast.
- For the expansion of the lake resort area, the following issues have to be solved:
 - ✓ Resort development area has to be coordinated with lakeshore management and protection regulation and pasture/agriculture land use regulation (between A363 and lakeshore);
 - ✓ Integrated water supply and sewage disposal system to cover the whole expanded resort area will be required to maintain clean lake water quality and to avoid water pollution;
 - ✓ A Combined fee collection system of water supply and sewage disposal is proposed to keep maintenance cost of sewage disposal system;
 - ✓ Management and control measures for proper disposal of livestock manure are required to maintain clean lake water quality and avoid water pollution;
 - ✓ Also, solid waste disposal and management system will be required to maintain a clean environment of the resort area;
 - ✓ Urban and resort development and land use plans are proposed to formulate for guiding proper private sector investment for urban/resort center facilities and private sector resort development. Public beach system is proposed to be established for a new resort area, which will create an open beach environment (coastal road network system will be required to keep the public beach system and environment);
 - ✓ Establishment and enforcement of standards and accreditation system for resort facilities are proposed to be introduced to establish an international lake resort;
 - ✓ Introduce an investment incentive system to enhance private sector investment for resort facility and recreational facilities development;
 - ✓ Diversification of direct and indirect (website etc.) promotion measures for soft resort market and health market.

2 – Current state of tourism and future prospects

2.4 MICE tourism development

- Almaty was developed and established as the capital of Kazakhstan Republic under the Russian Empire and the Soviet Union. After the independence in 1991, Almaty kept national capital functions until the relocation of the capital to Astana in 1998. However, Almaty is still keeping national capital functions on business, social, cultural and education sectors based on rapidly increasing urban population and accumulated urban amenities.
- Under the above circumstances, **Almaty has MICE tourism development potentials** as follows:
 - ✓ **Incentives:** **high class and variety of hotel accommodation with convention facilities** in Almaty are well accumulated to promote incentive travel (with convention) markets (private sector establishments) in Central Asian Region and other Asian countries. Also, accumulated urban amenity and variety of tourist spots in and surroundings Almaty will attract incentive travel tourist after conventions;
 - ✓ **Conference:** Almaty has potentials to **organize international conferences** on various academic societies for Kazakhstan, Central Asia, and CIS countries. Conference facilities are developed in existing major high-class hotels in Almaty;
 - ✓ **Exhibition:** Kazakhstan is the most economically advanced country based on rich oil and mineral resource products in Central Asian countries. Livestock and agricultural are also traditional industry from the nomadic period. Under the condition, an exhibition of those major products and related processed products will be a potential program. And machinery for those products will be also potential exhibition program for Central Asian, and CIS countries. Exhibition center has been developed in Almaty. The total floor area of the existing buildings is enough size, however, a variety of facilities (sealing height and other) and car parking spaces are considered not enough. Renovation or rehabilitation will be required to enhance exhibition tours in Almaty.
- To promote and enhance the potential MICE market outside CIS region, **bilingual display system with alphabet will be required** for road information/guide signboard, traffic sign, tourist information boards in prepared tourist areas in and surrounding Almaty.



Fig. 2.4.1 Atakent International Exhibition Center in Almaty

2 – Current state of tourism and future prospects

2.5 Agro-tourism development

2.5.1 Winery and agro-tourism development in Almaty surrounding

- On the surroundings of Almaty, agriculture and orchard activities are enhanced based on rich water resources of thaw water from mountain ranges. Those active and **qualified agricultural products and traditional** are potential resources for agro-tourism development in the future.
- At the present, large scale vineyard (300 ha) and winery are producing high quality and variety of grape (more than 15 species). They are producing highly qualified and awarded a variety of wines with modern quality control technologies and machinery. Also, they organize a yearly wine festival with more than 10,000 guests (admission fee 30 Euro) on the prepared festival ground in the vineyard.
- The current potential vineyard with a winery, other orchards and strawberry farm will make trigger effects to initiate qualified agro-tourism destination development in Kazakhstan. For agro-tourism development, improvement measures are required as follows:
 - ✓ **Organize promotion workshops** for agro-tourism to motivate private sector farm in Karakol (more than 5 farms have to be identified and appointed on the initial stage, expand agro-tourism farms on second and third stages);
 - ✓ Workshops: motivation, facility development guidance, training of language/guest relation, etc.;
 - ✓ **Introduce investment incentives measures** to enhance agro-tourism development by private sector farms (tax exemption for pioneer status, financial assistance for investment, road and infrastructure improvement, etc.);
 - ✓ **Improvement and up-grading language and communication skills** to adapt to new potential agro-tourism market;
 - ✓ To develop attractive foods and dish menu;
 - ✓ To **develop agro-tourism products** (route and programs) with domestic tour operators and international tour agents of new potential market countries such as Europe and China;
 - ✓ To **develop small scale accommodation facilities** in each agro-tourism farm;



Fig. 2.5.1.1 Vineyard and ancient tomb (small hill) from the Festival Tower

2 – Current state of tourism and future prospects

2.5 Agro-tourism development

2.5.2 Race horse breeding and agro-tourism in Karakol

- Horses in Central Asian were historically well known as fastest and strongest horses in China who was trying to import their gene to produce a better horse to compete to aggressors such as Mongolia. Genes of Central Asian horses were and are influencing to breed fastest horse of Arab and Thoroughbred horses.
- Famous racehorse breeding family on the surrounding Karakol produced horses which got the 1st prize on the horse race of Central Asian countries. They also prepare and operate agro-tourism facilities, which are a sophisticated restaurant with attracted menu and dishes with local products and clean accommodation facilities. The current racehorse breeding is a pioneer of agro-tourism in Karakol.
- For Karakol agro-tourism destination development, agro-tourism in Karakol has to be diversified on other traditional livestock, orchard, and large scale traditional grain cultivation for diversifying variety and accumulation of agro-tourism spots in Karakol. For development and establishment of Karakol Agro Tourism Destination will be required the same measures as Almaty.

2 – Current state of tourism and future prospects

2.6 Health care tourism

- Lot of hot-springs are identified and used as health and medical care resources in Kyrgyz Republic and Kazakhstan from the Soviet Union era. However, most of those health and medical care hot spring facilities are **not well maintained and cleaned**. Research centers of hot spring are not available in both countries. Therefore, components and effect of most hot springs are not cleared and researched yet.
- On the other hand, **health and medical care tourism market is rapidly increased in the world which is recognized as a potential market for Bishkek and Almaty Tourism Corridor development in the future**. Stage development strategies for health care tourism development in both counties are proposed with other associated suitable highland climate of clean air, natural forest on snowcap mountain skirt, and beautiful scenery.
- Proposed stage development strategy is as follows:
 - ✓ **Initial Stage:** clean and small scale hot spring spa facilities development are recommended for tourists in and surrounding of identified 3 major resort development areas. And development and establishment of hot spring research centers is also recommended with modern technologies of advanced countries (Germany, Japan, etc.);
 - ✓ **Second Stage:** to initiate spa and hot spring resort development (based on the result of research activities of components, effect, and capacity of hot spring water). To **enhance market promotion measures** to the identified strategic international market counties;
 - ✓ **Third Stage:** to **establish international hot spring and spa resorts** (based on the availability of suitable hot spring water).



Fig. 2.6.1 Ak-Suu sanatorium (left) and Altyn-Arashan hot spring (right)

2 – Current state of tourism and future prospects

2.7 Cross border issue

- The ridge of Ala-Too Range is the border of Kyrgyz Republic and Kazakhstan. The existing road network on both countries is limitedly linking on the west (near Bishkek) and the east (near Kegen) in the region. The other roads directly link with Almaty and Issyk-Kul lake were developed and used in the Soviet Union era, however after independence, those direct roads link were not maintained and used by cars.

2.7.1 Western Border near Bishkek

- **Border facilities and services are not convenient and smooth for international tourist.** Improvement and upgrading smooth service issues as follows:
 - ✓ Only one line for custom check has not enough capacity for international tourist (bus). It is inconvenient and time-consuming. New custom office or center development in Bishkek is proposed to avoid and minimize in-convenient border activities;
 - ✓ Between both border facilities, international tourist have to carry their baggage by themselves, which is also inconvenient for international tourist. New custom clearance system in Bishkek will avoid those inconvenient actions on the border;
 - ✓ An entry card system is recommended to collect tourist information and establishment tourism statistics in Kyrgyz Republic.



Fig. 2.7.1.1 Border crossing near Bishkek, self-transfer between border facilities of both countries

2 – Current state of tourism and future prospects

2.7 Cross border issue

2.7.2 Eastern border near Kegen

- Border facilities and services are not convenient and smooth for international tourist. Improvement and upgrading smooth service issues as follows:
 - ✓ Road improvement projects on A362 Kyrgyz side and A351 Kazakh side are implementing slowly. It has to be quickly implemented with a proper storm drainage system to avoid environmental impact to the surrounding nature and to avoid damage to the road by flooding (including melted snow);
 - ✓ Custom and immigration facilities on both sides are limitedly composed of only small office buildings. Custom clearance and immigration activities of international tourist have to be done on outside buildings, which are considered the inappropriate environment for tourism in winter seasons. New combined border building development (custom, immigration, and toilets) is required to provide airtight space and to avoid inconvenient atmosphere, which is an indispensable factor to establish Karakol mountain and ski resort;
 - ✓ Investment incentive measures to enhance private sector development appropriate resting spots on 25 to 50 km interval along tourism circuits are proposed to establish a smooth and convenient environment for tourist. Resting spots are recommended to be composed of fuel stations, coffee shops with resting space, local souvenir shops, western-style toilets with appropriate and convenient sewage disposal system;
 - ✓ Kegen is taking the current border town function. However western style toilet is not available in the town also in remoted towns along tourism circuit (Almaty – Kegen – Karakol – Cholpon-Ata – Bishkek). The border has to prepare and supply western style which will require conventional individual sewage treatment system or integrated municipal sewage disposal system to avoid surface and groundwater pollution and to keep healthy condition.

2 – Current state of tourism and future prospects

2.8 Tourism development with local culture

- By our field survey and information gathering on the internet, the following are confirmed:
 - ✓ The nomadic lifestyle is typical and foreign tourists' expecting local culture both in Kazakhstan and Kyrgyz Republic;
 - ✓ **The nomadic lifestyle is still lively in Kyrgyz Republic**, while it is nominal in Kazakhstan; and
 - ✓ Oasis provoking orchard and horticulture farming is emerging in Almaty area.
- The "nomadic lifestyle" tourist attractions such as yurt accommodation, horse riding/ trekking, and hunter with eagles, in association with natural beauties and activities, are commonly observed on the Kyrgyz side of the study area and are a significant advantage for its development.
- **Supara Chunkurchak** in Bishkek Area Cluster illustrates a typical **Kyrgyz style local culture tourism complex** which includes: comfortable fixed building accommodation facilities incorporating yurt taste, **lively exhibitions** of Manas (the world longest epic of Kyrgyz Republic) and nomadic lifestyle of infant caring in the yurt spaces, restaurant offering **authentic nomadic dishes** with traditional style-oriented feasting amongst cultural exhibitions, various **outdoor activities** including horse raising village tours, and hot spring and sauna facilities.
- **Holding national nomadic game** every other year with the governmental subsidy for complementing the international games to be held in other countries could be an option worth for consideration.
- In contrast, oasis provoking type of farming activities and their products are distinctive tourist attractions of the Kazakhstan side of the area, Turgen and vicinity zone. The area accommodates such activities of :
 - ✓ Sophisticated horticulture farms with eating space offering fresh and quality local products including honey;
 - ✓ Fish (trout) culturing farms with eating spaces;
 - ✓ Various orchards open for tourists including apple, berries, and nuts;
 - ✓ Vineyards and a genuine winery which are open for tourists.
- Villages vicinity to Kolsai Lakes have identical potential.

"Lively Nomadic Lifestyle is Kyrgyzstan's precious local culture, while oasis provoking orchard and horticultural farming may distinguish Kazakh side."



Fig. 2.8.1 *Supara Chunkurchak* in Kyrgyz Republic

2 – Current state of tourism and future prospects

2.9 Community Based Tourism (CBT)

- Community-Based Tourism (CBT) is a concept of **involving the local community as a responsible and benefitting entity of local tourism development** in recognition of the significant social, environmental and economic impacts tourism can have on the community.
- **Kyrgyz Republic has attained a high reputation on CBT** among Central Asian Countries with well established Kyrgyz CBT Association (KCBTA). KCBTA is contributing indeed to tourism development, in general, complementing the tour operators'/ professionals' fields of activities in addition to commonly expected CBT activities. In our interview, a CBT Karakol officer stressed promotional activities to foster guiding personnel for adventurous/ nature appreciating tourism pursuits which are available in the area.
- **CBT in Kazakhstan seems to be emerging** as observed in Turgen and vicinity zone under Almaty Area Cluster of the study area, though CBT conducting entities' representation of the respective community or involvement of the entire community, however, is yet to be enhanced.
- The activities are characterized by:
 - ✓ CBT like activities are basically conducted by **agricultural entrepreneurs or local agricultural business leaders**;
 - ✓ SMEs (Small and Medium-sized Enterprises) type CBT or CBT like activities are **frequently observed in areas nearby tourism attractions**;
 - ✓ Orthodox CBT to incorporate ordinary community members seems to rarely be seen in Kazakhstan.
- Although the activities associate weakness in involving common community members for better income generation, the above-mentioned community-based group activities are contributing to the enrichment of tourism products and sustainable tourism development management both in Kazakhstan and Kyrgyz Republic.
- For further evolutions of the activities for future sustainable local tourism development, public supports for these entities without unnecessary interventions are desired.

“CBT/ CBT like activities are contributing in enrichment of the tourism products and sustainable tourism development management.”



Fig. 2.9.1 CBT Office in Kyrgyz Republic

2 – Current state of tourism and future prospects

2.10 Tourism program with rural heritage

- A French origin concept of Eco-museum is to **exhibit an area's local cultural heritage by the participation of local populations with the assistance of public authority's professional experts, facilities and resources**. It displays the local population's own image of existence in association with the territory and history to visitors for their proper understanding of local industry, customs and identity amongst the area's natural environment for sustainable development.
- Existence of the public authority's experts, facilities and resources in conjunction with the identified historical monuments/ sites is a confining element. Following areas embrace the factors:
 - ✓ **Esik and Turgen zone in Almaty Area** - Ancient burial mounds of Saka people prevailed around BC 8th to AD 1st century, State (Oblast) Historical and Cultural Reserve-Museum of "Issyk" with famous archeological finds of "Golden Man,";
 - ✓ **Cholpon-Ata** - Issyk-Kul State (Oblast) Historical and Cultural Museum-Reserve exhibiting historical, cultural and natural characteristics of the area including transparent model and image of Issyk Kul (Lake) and remains from ruins under the lake water, Open Air Museum of Petroglyphs exhibiting petroglyphs produced during the Bronze Age to the Saka Period;
 - ✓ **Karakol** - Karakol (Oblast) Historical and Cultural Museum-Reserve exhibiting historical, cultural and natural characteristics of the area, Russian Orthodox Cathedral and a unique Chinese style Dungan Mosque both built in the 19th century, the largest Sunday animal market in Kyrgyz Republic. (20th century onward historical and dynamic aspects of multiple ethnic groups, Kyrgyz, Chinese Muslim called Dungan, Russians, Uighur, and others).
- Initiative of public bodies like Kyrgyz and Kazakh Tourisms may be necessary.
- Following are the prospective local people's core entities for respective areas:
 - ✓ A group of agro-tourism entrepreneurs in Almaty Area;
 - ✓ CBT association in Tamchy located 40km West to Cholpon-Ata;
 - ✓ CBT association in Karakol.

"Ecomuseum is good to exhibit an area's rural cultural heritage by participation of local populations with assistance of public authority's professional experts, facilities"

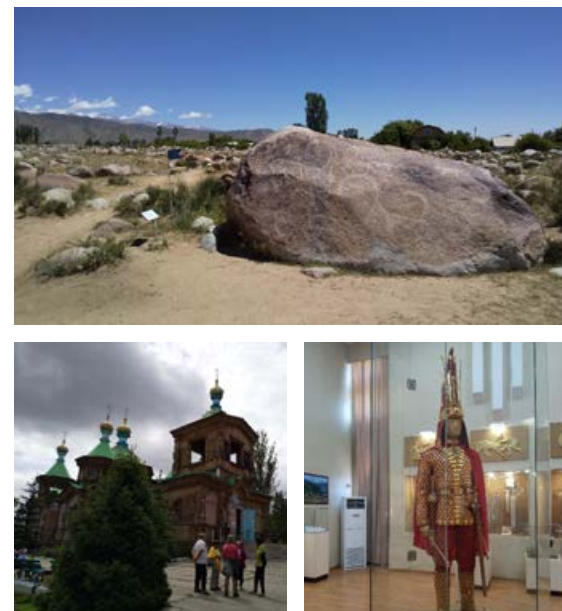


Fig. 2.10.1 Rural heritages in Cholpon-Ata (top), Karakol (bottom left), and Esik (bottom right)

2 – Current state of tourism and future prospects

2.11 Natural area tourism

- The Almaty-Bishkek Economic Corridor provides rich and diverse landscapes such as mountain, canyon, river, lake, cascade, spring water or gorge that tourists desire to see, touch or feel. Because of the slight development of this area, large natural areas retain their appeal as a tourism resource.
- The legal system of environmental protection is in place in both countries. EIA and environmental monitoring are also conducted, but guidelines indicating specific procedures are under development and information disclosure is in progress.

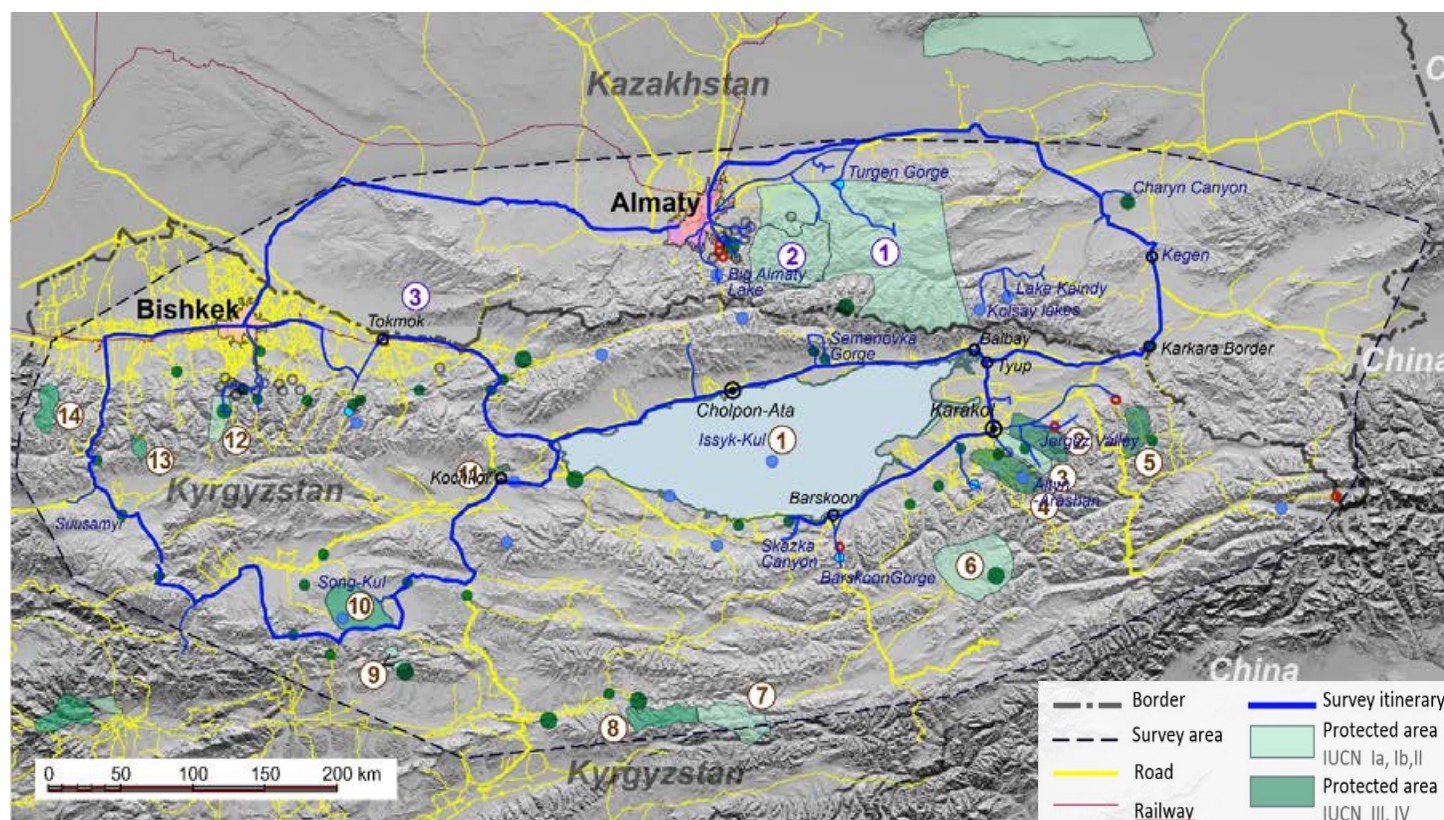


Fig. 2.11.1 Distribution of natural area tourism spots and protected areas in the ABEC

No.	Original Name	English Designation	IUCN	Report ed Area (km ²)	Status Year
KAZAKHSTAN					
1	Ele Alatau	National Nature Park	II	1644.5	1996
2	Alma-Atinskiy	State Nature Reserve	Ia	733.4	1964
3	Karakunuz	Zakaznik	IV	30.0	1971
KYRGYZ REPUBLIC					
1	Issyk-Kul	State Nature Reserve	Ia	196.6	1948
2	Tepluklyuchinski	Wildlife Refuge	IV	290.0	1958
3	Karakol	Nature Park	II	381.5	1996
4	Dzhety-Oguz	Wildlife Refuge	IV	N/A	1958
5	Tyup	Wildlife Refuge	IV	150.0	1975
6	Sarychat-Ertash NR	State Nature Reserve	Ia	1491.1	1995
7	Naryn NR	State Nature Reserve	Ia	1055.2	1983
8	Naryn	Wildlife Refuge	IV	400.0	1958
9	Kochkor	Wildlife Refuge	IV	23.3	1975
10	Karatal-Zhapyrk NR	State Nature Reserve	Ia	212.6	1994
11	Song-Kul	Wildlife Refuge	IV	300.0	1989
12	Ala-Archa	State Nature Reserve	II	37.9	1976
13	Aksuiski	Complex National Zakaznik Wildlife Refuge	IV	76.0	1971
14	Dzhardy-Kaindin	Wildlife Refuge	IV	30.0	1975

2 – Current state of tourism and future prospects

2.12 Wild adventure tourism

- Wild adventure tourism, defined as “*an outdoor leisure activity that takes place in an unusual, exotic, remote or wilderness destination, [that] involves some form of unconventional means of transportation, and tends to be associated with low or high levels of activity*”, is very popular among the young generation of tourists.
- Adventure tourism is categorized into **two categories**:
 - ✓ **Hard adventure** refers to activities with high levels of risk, **requiring intense commitment** and advanced skills such as trekking, climbing mountains, paragliding or horse trekking;
 - ✓ **Soft adventure** refers to activities with a perceived risk but low levels of risk, **requiring minimal commitment** and beginning skills. Most of the soft adventure activities such as hiking, camping, bird watching or kayaking, are led by experienced guides.
- In **Kyrgyz Republic**, **wild adventure tourism is already popular**, especially near Karakol. Karakol area proposes indeed a large range of adventure tourism activities such as trekking in Jergez valley, in the Barskoon gorge or in Altyn-Arashan, horse trekking, mountain bike or motorbike tours which are a recent trend, backcountry skiing or heliskiing. Besides, the potential for the development of this area is quite important.
- Near Song-Kul lake, which is an alpine lake that culminates at 3200 meters, horse trekking, off-road tours, and yurt stay are really popular. Tourists can take advantage of the fresh air and beautiful scenery while enjoying the nomadic culture.
- In **Kazakhstan**, **hard adventure tourism is still underdeveloped**. Only soft adventure such as trekking and mountain bike tour has been observed.
- Some solutions to enhance these activities could be implemented such as:
 - ✓ A **moderation development of hard infrastructure** to preserve the natural environment;
 - ✓ **Dissemination of the activities** to reduce the initial costs and improve the local economy of the whole area;
 - ✓ **Increase the number of highly specialized guides** with knowledge of safety measures and bilingual.

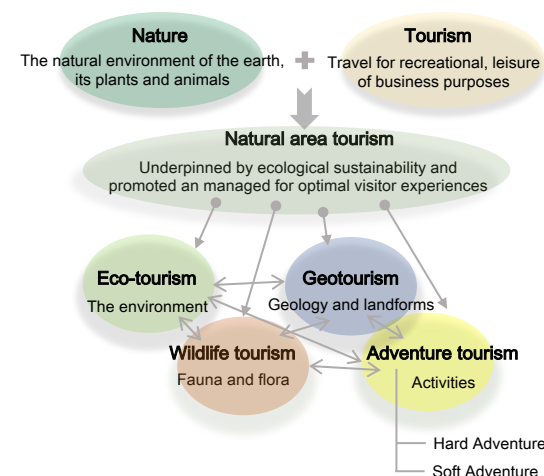


Fig. 2.12.1 Components of natural area tourism

2 – Current state of tourism and future prospects

2.13 City tourism – Case of Almaty

- One of the spatial features of the city of Almaty is the integration of the urban environment with a view of mountains in the South. The view can help to generate specific touristic atmosphere as the identity of the city.
- Almaty city also functions as the gateway into the region. Thanks to the wide flight destinations of Almaty airport, many air passengers come to the city for visiting the area and transfer purpose. Although many air passengers visit the town, most of them tend to spend a short time in the city.
- Almaty has several business facilities in the city (e.g. convention halls, business hotels). This is one of the strength of the city in comparison with other cities in the region.
- There exists some touristic spots, historical buildings, and monuments in Almaty, but they are separatory and disjointedly located. Though the city has many seeds of touristic facilities and touristic activities, which other cities don't have, their potentials are not fully demonstrated.
- As shown in figure 2.10.1, even Almaty has many touristic elements, they are not integrated into the spatial structure of the city. Figure 2.10.2 shows this unstructured situation.
- **“Integration” of current touristic elements** is the key for further enhancement and development of the city tourism activities in Almaty, such as:
 - ✓ **Connectivity, linkage** – Each touristic elements and spots need to be connected by a clear touristic network. It helps to generate diverse interest and activities of visitors.
 - ✓ **Landscaping** – Even Almaty city has so many greens, it is not integrated with its surrounding environment. Spatial improvement from landscaping view is suggested.

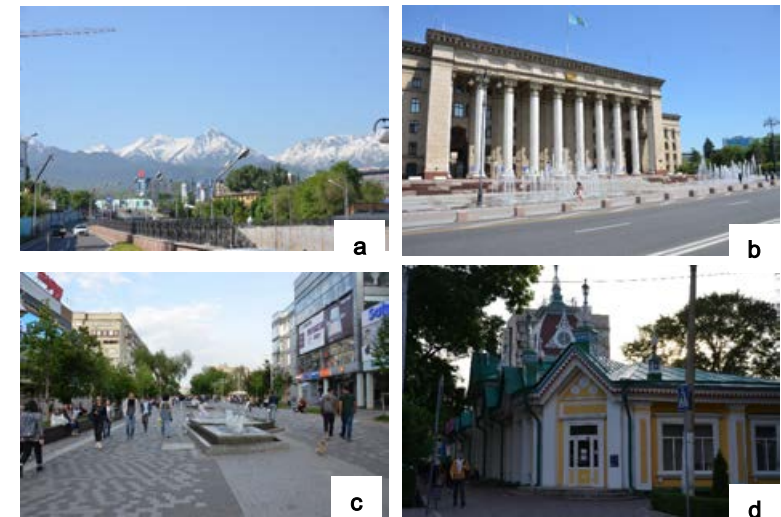


Fig. 2.13.1 Touristic elements in Almaty City

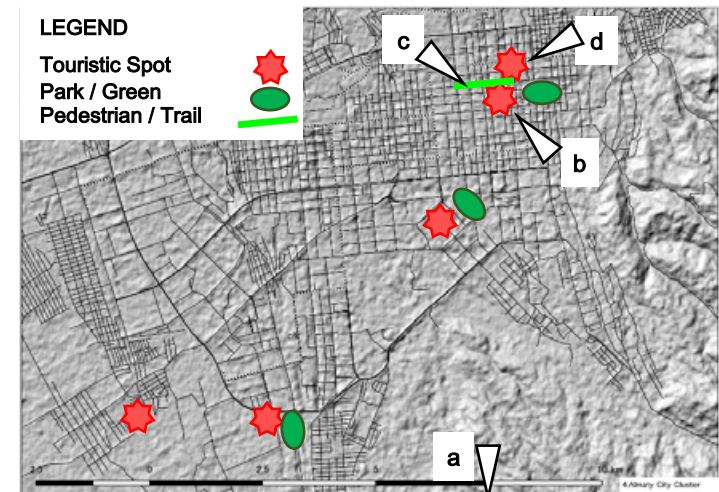


Fig. 2.13.2 Spatial structure of touristic elements in

Almaty City

2 – Current state of tourism and future prospects

2.13 City tourism – Case of Bishkek

- Bishkek has so many attractive historical monuments, located in a compact city center area and connected by green pedestrian ways.
- Green network of the Bishkek city functions quite an important role in the integration of these touristic elements. Historical monuments and touristic spots are organically linked by green network system. This green network functions as a guide which leads visitors from some touristic spots to next points.
- This green network spreads to the outer area of the city and also connects the central urban area with other developed areas. The green belt provides comfortable and safe walking trails for the tourists and citizens of Bishkek as well.
- Landscape around historical monuments and cultural buildings are carefully designed and they generate unique spatial and touristic values for visitors.
- Comparing with other cities such as Almaty, Bishkek doesn't have so much contemporary touristic menus. And the flight destinations of Bishkek airport are quite limited. For further city tourism development, strategies with a diversification of the city tourism activities will be critical matter:
 - ✓ **Tourism software development** – For further touristic activities in Bishkek city, integration with contemporary touristic demands is recommended. The diversity of touristic program enables longer stay in the city.
 - ✓ **Expansion of network** – Current green network could be expanded toward the outer area of the city. In this way, other existing urban facilities could be one of diversified touristic elements.

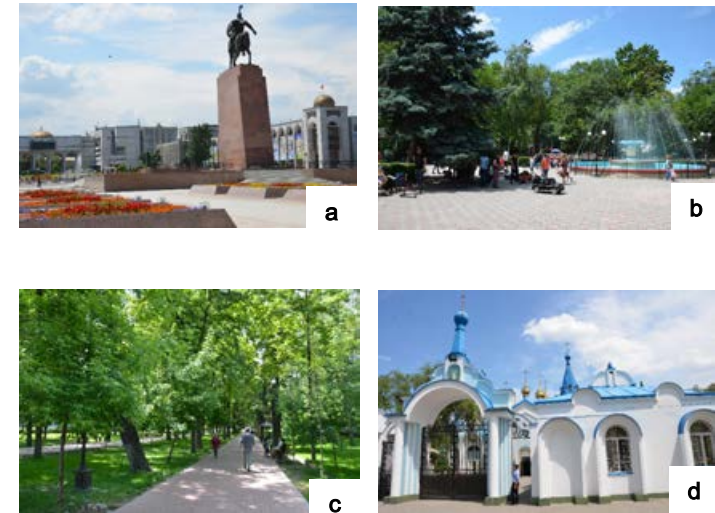


Fig. 2.13.3 Touristic elements in Bishkek City

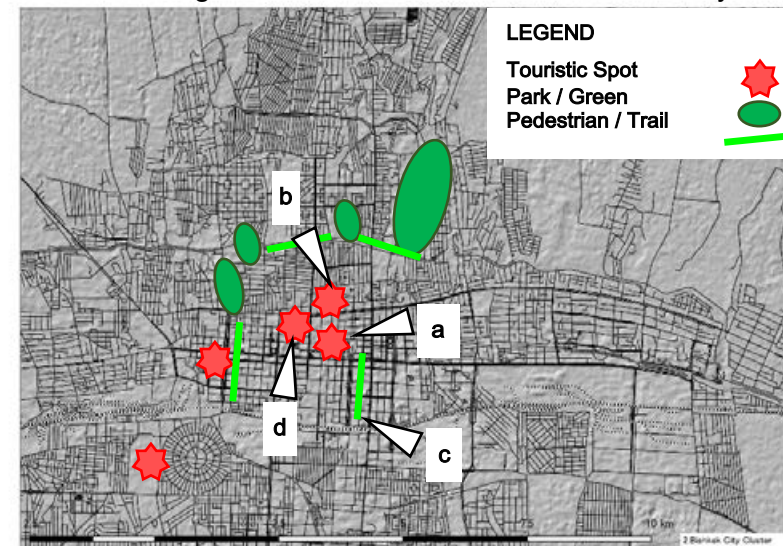


Fig. 2.13.4 Spatial structure of touristic elements in Bishkek City

2 – Current state of tourism and future prospects

2.14 Shopping tourism

- **Souvenir items and large-scale bazar experiences** are basically identical tourist attractions in Kazakhstan and Kyrgyz Republic, especially in Almaty and Bishkek. Handicrafts featuring nomadic, historical/ traditional characteristics portray the areas' local culture. Dried fruits, jam, honey, and herb products are specialties, too. Local wine, liquor, and spirits are also available.
- **Quality of the products themselves seems satisfactory level**, while the design of the products and/or packaging of the products may require some sophistication without losing the local characters.
- **One Village One Product Association** is established in Kyrgyz Republic with Japanese official development assistance. It supports local people in:
 - ✓ developing/ improving local specialty products;
 - ✓ products cover handicrafts, jam and honey products, and herbal ingredient products;
 - ✓ sophistication of product design/ packaging for international competence.
- **In Kazakhstan, the level of the agricultural products seems to have been improved** to the internationally satisfactory level.
- Tourism experiences in large scale Bazars in Almaty and Bishkek are able to be improved significantly by provision of assisting information services for tourists including floor configuration maps, standardized product explanatories for typical commercial items, and basic product price information.
- Public sector initiative including Kazakh and Kyrgyz Tourism for the provision of the above information services is desirable. Public sector supports for establishing packaging material supply chain for souvenir items in such practices like import processing and domestic procurement transactions including transport.



Fig. 2.14.1 Osh market in Bishkek (top), Souvenir items in Kyrgyz Republic (bottom left), and Kazakh wine (bottom right)

“Product design and packaging are the key elements to enhance competence of souvenir items, while assisting information provision may increase attractiveness of the large Bazaar shopping experiences”

2 – Current state of tourism and future prospects

2.15 Picturesque tourism & social media

- Over the years, **social media have become a worldwide phenomenon** and its role in tourism has been increased significantly. Social media play indeed a powerful role in information search and decision-making behaviors but also in sharing personal experiences.
- Today a fascination with picturesque scenery – an aesthetic ideal introduced in the 18th century that makes particular scenes visually attractive and suitable for painting, and now photographing - is widespread. People are looking for a picture-perfect scene, “instagrammable” and hotly trending on social media places.
- The Almaty-Bishkek Economic Corridor, characterized by a diversity of landscapes and a unique cultural heritage, has significant potential to develop picturesque tourism. Mostly rural, this area provides unique scenery, between lakes and mountain ranges, plains and canyons, traces of nomadic culture and diversity of cults, often untouched by man, that attracts travelers seeking adventure and the unknown.
- Both countries should not overlook the importance of social media in tourism while protecting and preserving their intangible and tangible heritage. Despite a somehow negative perception, social media can be a good opportunity to create relationships and community.
- The Almaty-Bishkek Economic Corridor should take pride in and develop its tourism resources and promote them in a way that is easily accessible and understandable by everyone. One strategy is to enhance the attractiveness of scenic areas and create unforgettable landscapes while promoting ecotourism and responsible travel.

Discover Kyrgyz Republic – Official Tourism Agency
(2019/08/28)

- ✓ Instagram : 3 575 followers, 15 089 publications with the hashtag #discoverkyrgyzstan
- ✓ Youtube: 47 subscribers, no content
- ✓ Twitter: 1070 followers
- ✓ Facebook: 8307 likes, 8763 followers

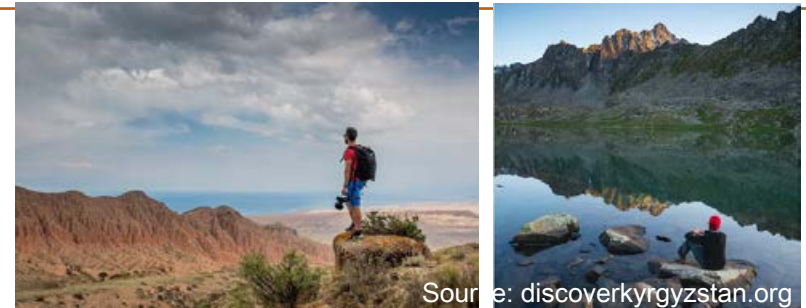


Fig. 2.15.1 “Instagrammable” places in Kyrgyz Republic

2 – Current state of tourism and future prospects

2.16 Strengths, weaknesses, opportunities, and threats analysis

Strengths	Weaknesses
<ul style="list-style-type: none"> • A vast range of unspoiled natural resources in the area • Diversity of landscape (steppe, mountain, lake) • Diversity of tourist attractions and activities • Silk Road and extensive intangible cultural heritage • Diverse ethnic groups and cultures • Involvement of local communities (CBT) • Quality of tourism facilities in capital cities • “New” destination in tourism development • Growing attention to Silk Road tourism 	<ul style="list-style-type: none"> • Limited air access to, and between, Kazakhstan and Kyrgyz Republic • Inadequate transport infrastructure and facilities on tourist routes • Aging infrastructure (lack of maintenance) • Challenging border-crossing • Lack of knowledge of the region and weak perception of it as a tourism destination • Limited tourist information • Limited tourism products development • Seasonality • Language barriers • Shortage of skilled workers • Limited financing resources
Opportunities	Threats
<ul style="list-style-type: none"> • Ongoing support for the development of the Silk Road routes for tourism purposes • Continued expansion of international tourism, and the traveler’s fascination for new experiences and new destinations • Continuing rise of information technology enabling prospective travelers to get reliable and instantly information • International support 	<ul style="list-style-type: none"> • Climate change • Environmental degradation • Competing destinations • Political instability

Fig 2.16.1 Strengths, weaknesses, opportunities, and threats (SWOT) analysis of tourism development in the Almaty-Bishkek Economic Corridor

Chapter 3

3

Basic planning principles

3.1

Planning approach

3.2

Distances of tourist spots

3.3

International quality of tourist spots

3.4

Networking of tourist trails

3.5

Integration of different touristic elements

3.6

Land scape planning principles

3.7

Town scape planning principles

3.8

Building design planning principles

3.9

Elements for integrated spatial planning for the area

3.10

Tourism development planning in natural areas

3 – Basic planning principles

3.1 Planning approach

- As mentioned in the preamble, **under the philosophy of symbiotic tourism** – the positive coexistence between environmental and touristic aspects – the spatial and master planning of the Almaty-Bishkek Economic Corridor (ABEC) adopts the following **guiding principles** which serve as the basis in formulating an efficient study.

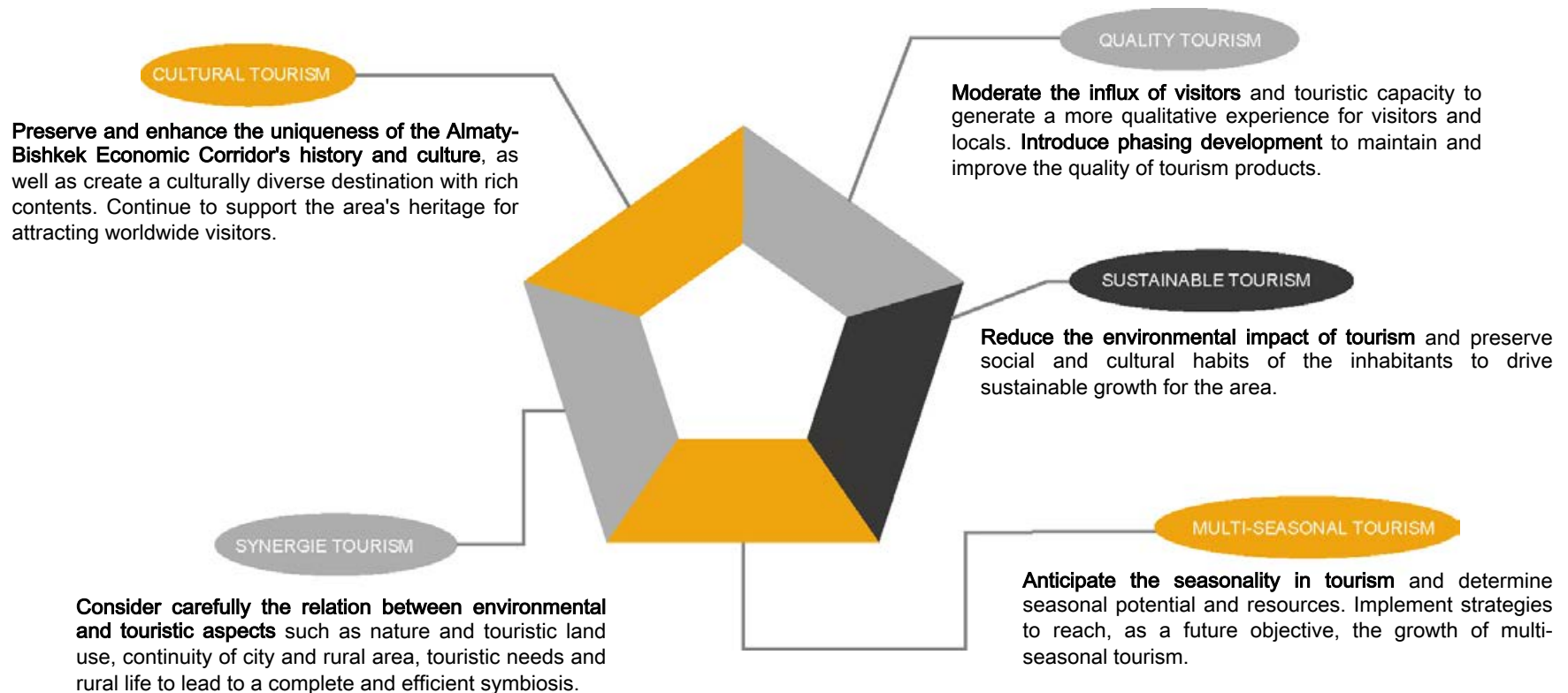
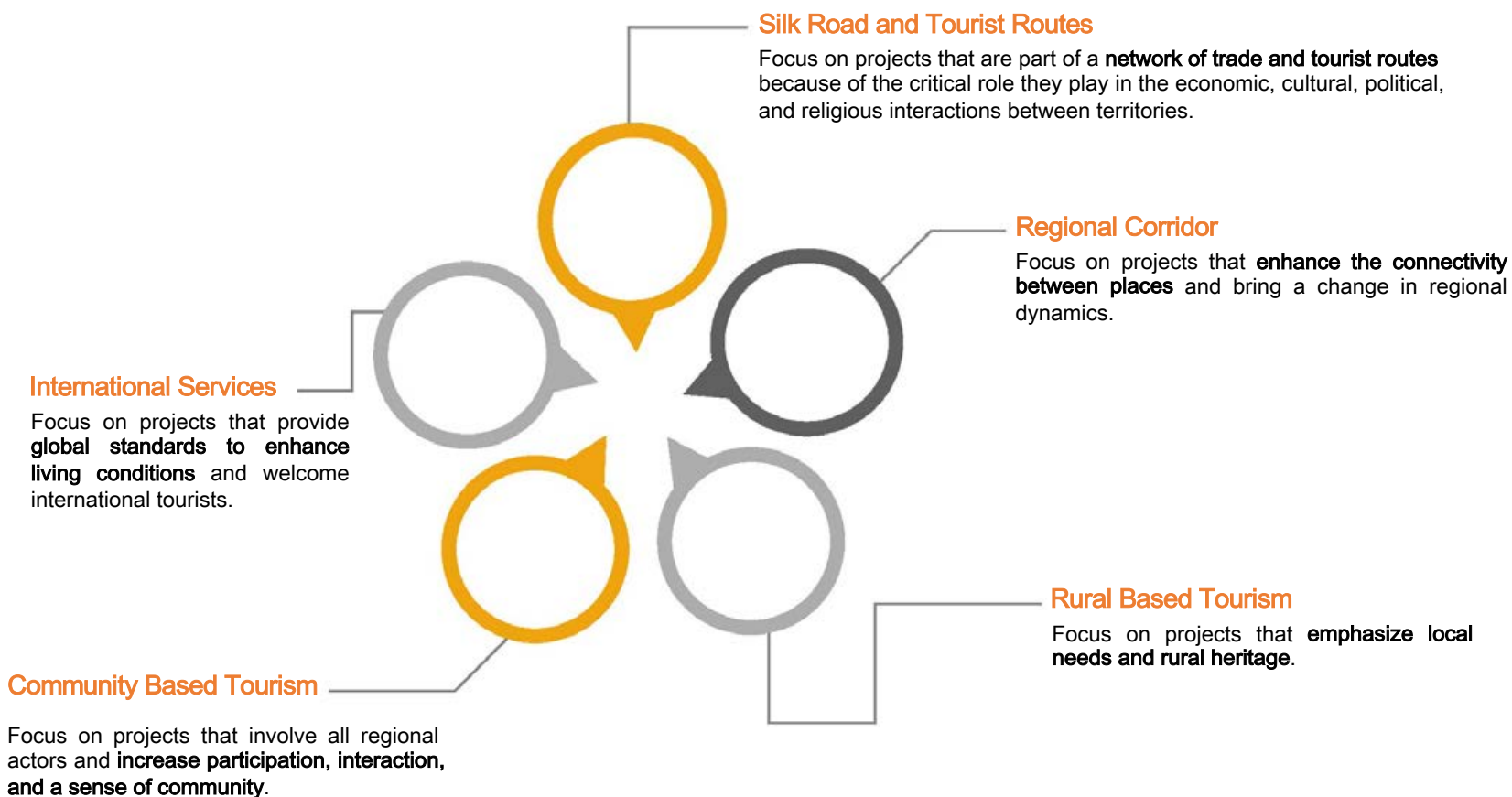


Fig. 3.1.1 Guiding principles

3 – Basic planning principles

3.1 Planning approach

- The Almaty-Bishkek Economic Corridor has a **great potential to become a vibrant, attractive, and green touristic area**. The following themes serve as the framework for mountain tourism spatial and master planning.



3 – Basic planning principles

3.1 Planning approach

- Nine steps corporation and its associates have made a **vision for the whole corridor that focuses on connectivity, integration, cooperation, and preservation.**

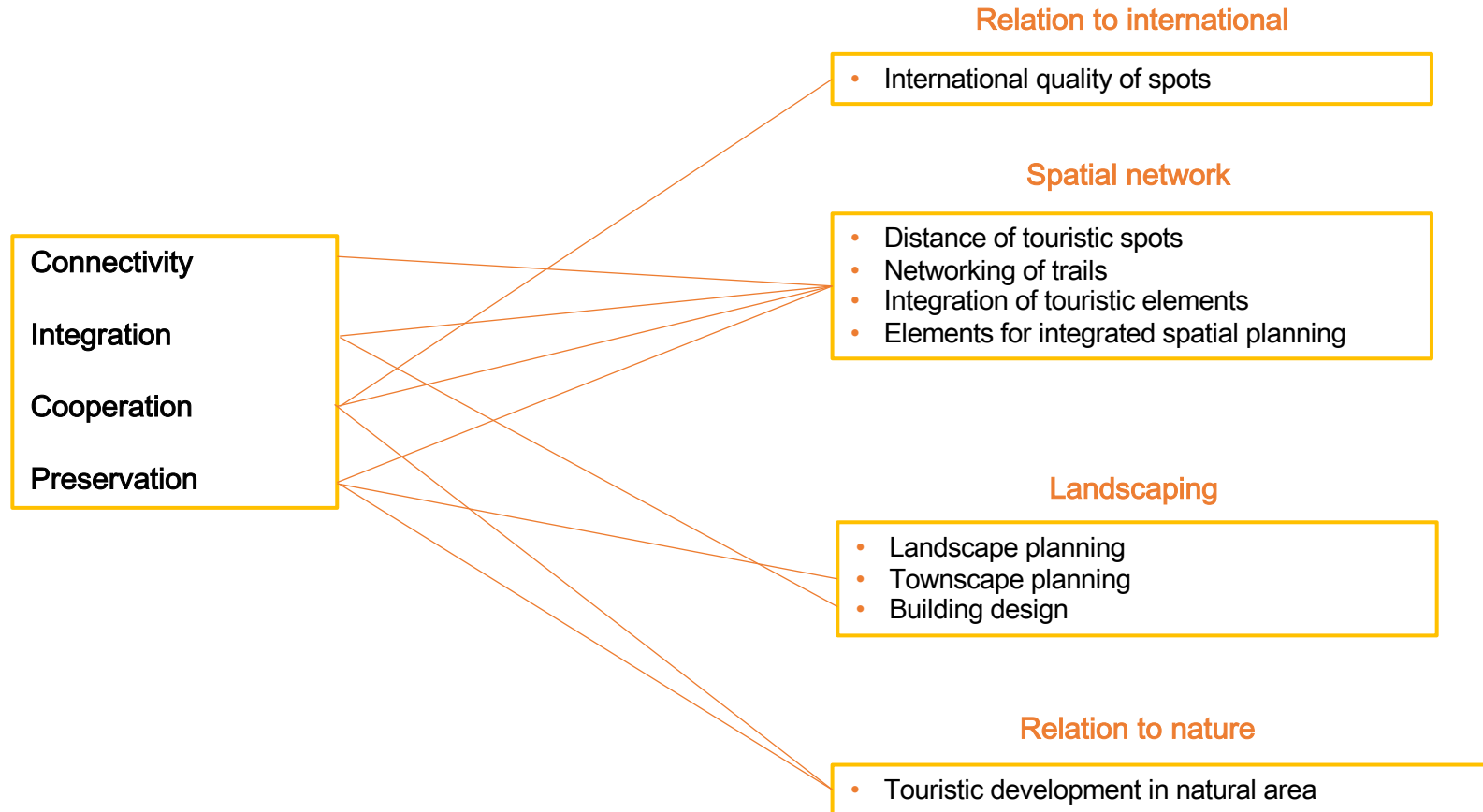


Fig. 3.1.3 Relations between keys themes and planning principles

3 – Basic planning principles

3.2 Distances of tourist spots

- To encourage tourists to move while avoid making them tired, it is necessary to pay attention to time scale distance. Travelers always seek some interesting points and beautiful scenes to be discovered.
- From the view of spatial planning, it is quite important to provide tourist spots, facilities, and information, continuously within a reachable range.
- Assuming providing tourist spots and services within every 15min, the tourist route plan should satisfy:
 - ✓ **Walkers**– next tourist attraction within 1km;
 - ✓ **Bike** – next tourist attraction within 5km;
 - ✓ **Vehicles** – next tourist attraction within 10km in town, 20km in rural;
- Some facilities are necessary along the roads for the comfort of travelers, such as:
 - ✓ **Street furniture** – Fountain, playground equipment, flower bed;
 - ✓ **Resting place** – Arbor, bower, bench;
 - ✓ **Sanitary** – Toilet facilities, drinking fountains;
 - ✓ **Information** – Information board, signs;
 - ✓ **Scenic place** – Parking spots, vegetation;
 - ✓ **Picnic field** – Green open space;
- Above examples must be selected according to the mode of transport and the related tourist spots and facilities.



Fig. 3.2.1 Elements to provide along the tourist roads

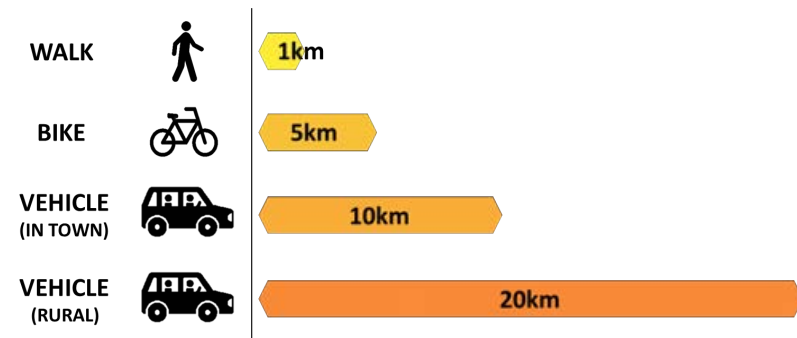


Fig. 3.2.2 Distances for 15 minutes

3 – Basic planning principles

3.3 International quality of tourist spots

- Considering further expansion of the tourist market in Almaty-Bishkek area, it is necessary to fit the provided services with international standards.
- Currently, Kazakhstan and Kyrgyz Republic don't offer enough qualitative tourist services in many tourist places:
 - ✓ **Sanitary** – Many tourist spots have not sanitary facilities, such as toilets, or the quality doesn't fit international standards;
 - ✓ **Purchase** – In many places in the area, it is difficult to find kiosks and shops along the major tourist route for long distances;
 - ✓ **Food** – Especially in rural areas, finding adequate restaurant is difficult due to lack of information;
 - ✓ **Parking** – Parking are provided in many tourist spots in the area, but not sufficient capacities are provided especially in natural areas;
 - ✓ **Information** – In some area, tourist information and signs are provided only in local language.
- For further touristic development, an improvement of the above mentioned matters should be taken into account. Then, the value of other touristic relating matters needs to be enhanced.
 - ✓ **Public transport** – Provision of service especially in rural area, provision of information ;
 - ✓ **Souvenir** – Product development corresponding to tourists demand (c.f. relating activities are executed under the assistance by USAID in Karakol area, Kyrgyz Republic);



Poor sanitary facility (Kegety waterfall)



Parking without service facilities (Kolsai Lake)



Adequate sanitary facility (Roadside service, Kazakhstan)



Value added restaurant (Agro-tourism, Rheina Kench)



Improvement of landscape (France)

Fig. 3.3.1 Tourist services' current situation and reference

3 – Basic planning principles

3.4 Networking of tourist trails

- As stated in 3.2, tourists expect touristic programs, opportunities, experiences, and facilities which correspond to diverse movement modes. From this sense, multi-tiered tourism network system could set up for tourist routes development in the area.
- The principle idea of “multi-tiered tourism network” was used for the concept of eco-museum in France, launched in the late 1970s. Over the past 30 years, the French have set up more than 50 eco-museums that provide touristic functions.
- The eco-museum is composed of the following elements:
 - ✓ **Core museum** - the museum is positioned in the center of a network. The core activities of the museum, such as management and information functions, are held in this part;
 - ✓ **Satellite spots** – in many eco-museums rural heritage, such as historical buildings, monuments, specific viewpoints, and traditional agriculture, are designated as a satellite of the eco-museum;
 - ✓ **Trails** – Trails link core museum and satellites. Sometimes historical roads and transport (e.g. abandoned railroad) are used as “eco-museum trails”.
- Besides, provisions of diverse movement opportunity will enhance visitor’s convenience and attractiveness of touristic trails.
 - ✓ **Public transport** – Provision of linkage between major tourist spots ;
 - ✓ **Rental movement service** – Vehicles, Bikes (bicycles) and houses;
 - ✓ **Delivery service** – Delivery of visitors’ luggage.



Fig. 3.4.1 Networking of tourist trails

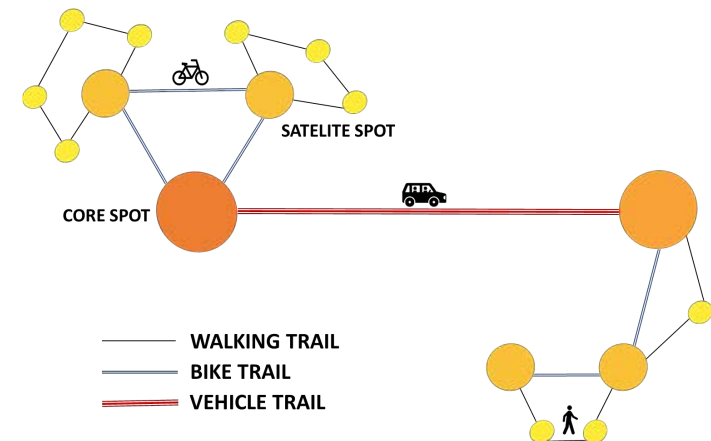


Fig. 3.4.2 Networking of tourist trails

3 – Basic planning principles

3.5 Integration of different touristic elements

- Application of different type of touristic elements and activities will enhance the value of touristic spots. Activities at the touristic spots enrich touristic experiences more than a simple visit.
- Symbiotic application of different types of tourist sites and activities will offer to tourists an occasion to discover unknown and new values of the region.
- Some touristic elements could be set up, such as:
 - ✓ **Movement** – Specific movement measures, such as hiking, biking, boat, and horse riding;
 - ✓ **Sports** – Experiences of different sports activities in the field. It helps also diversification of activities, which leads to multi-seasonal activities (e.g. paraglider and mountain bike in ski resorts in summer);
 - ✓ **Rural culture** – Such as onsite program of rural agricultural activities, Resort station In Bishkek area guides rural histories and cultures (e.g. oral tradition of the history of Manas);
 - ✓ **Food** – Rural dishes could be a touristic element at the site;
 - ✓ **Landscaping** – Well-think landscaping can enhance the value of the touristic experience (e.g. open field spa, lakeside swimming pools);
 - ✓ **Multi-Age** – Integration of functions and facilities corresponding to multi ages are important for family tourist.



Swimming pool with beach



Boat in natural area



Artificial beach with boat



Temporary market



Landscape garden with cycle car



Green pedestrian with play ground

Fig. 3.5.1 Integration of different touristic elements

3 – Basic planning principles

3.6 Land scape planning principles

- Beautiful scenery is one of the essential elements which enhance the value of touristic activities. In the Almaty-Bishkek area, its surrounding environment has plenty of natural elements which provide beautiful landscapes.
- Staging of the landscape is effective to provide high-value touristic programs. Following matters need to be considered for touristic development:
 - ✓ **Beautification and landscaping** – Firstly, the quality of scenery elements need to be kept in beauty. Preservation of the natural environment and avoiding wastes are required;
 - ✓ **Provision of viewpoint** – Provision of viewpoint is essential for appreciation and experiences of landscapes. Arbor and observatory could offer these experiences;
 - ✓ **Integration of landscape with touristic activities** – Provision of fine landscapes along major touristic routes helps discovery of the excellent value of the area. And the introduction of touristic activities with beautiful landscape, such as terrace café and pedestrian paths in gardens, offers an opportunity of appreciation of the landscape.
- Simultaneously with above-mentioned treatment, the following measures should be taken for the protection of landscape value:
 - ✓ **Control of development** – Restricted areas of development and development control area are set in the natural preservation area. Detail of this boundary of these areas could be designated by study of landscape planning;
 - ✓ **Design control** – In the development control area, construction of buildings and its design need to be controlled. Other equipment, such as an advertisement board, is also subject of control.



Natural view



Farming land, vegetation



View point



Scenery spot



Rural culture, activities



Obstructing buildings

Fig. 3.6.1 Consideration for landscape planning

3 – Basic planning principles

3.7 Town scape planning principles

- The urban environment relates diversified tourist activities, such as walking, visiting, shopping, and staying in a restaurant. Decorated buildings and comfortable pedestrians paths stage wealthy discovery of history, culture, and life of the city.
- As touristic element and scenery object, sophisticated and orderly townscape should be implemented for touristic development with considerations of following matters:
 - ✓ **Rural style** – For a unified spatial atmosphere, coordination of styles of buildings and other elements are important. Especially for touristic development, identification of rural features and their application are required;
 - ✓ **Cultural context** – Demands of tourists are not international homogeneous. It is necessary to understand tourists' way of thinking and reflect these values for spatial design;
 - ✓ **Structure of urban space** – Same as consideration for the design of individual buildings and elements, planning of spatial continuity need to be respected.
- Following measures should be applied for the preservation of historical townscape and generation of new spatial value:
 - ✓ **Design control** – In many touristic cities, design control guidelines are applied for generating a coordinated townscape. In this case, the design, applicable building materials, colors, and shapes are specified by guideline documents;
 - ✓ **Street furniture** – Same as buildings, monuments and street furniture in urban space are townscape items. Design of these elements and their surroundings need to be considered.

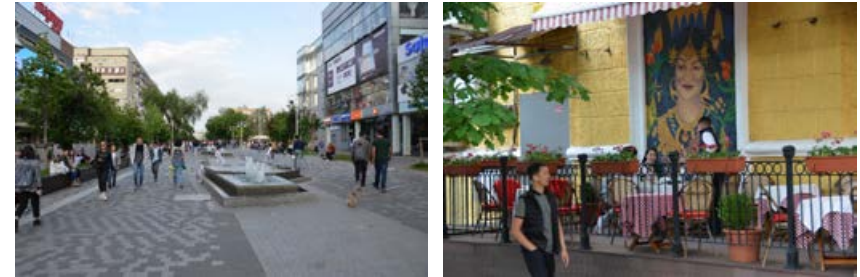


Fig. 3.7.1 Town scape designs (Almaty)



Fig. 3.7.2 Improvement of town scape (Aleppo, Damascus, Syria)

3 – Basic planning principles

3.8 Building design planning principles

- In both of natural environment and urban environments, buildings, and artificial structures effects on landscape and townscape.
- The buildings can contribute to the enhancement of the landscape and townscape value by their design manner, quality, and style. But they might damage them as well. Following matters need to be carefully treated specially for buildings in the touristic areas:
 - ✓ **Rural style** – In general, tourists expect services in international standard but don't seek ordinal environments which they are surrounded. In many cases, rural style design is used for harmonization with environments;
 - ✓ **Relating elements** – Relating elements, such as farming equipment, can be the accent of scenery. In some areas, these items are artificially used for decoration;
 - ✓ **Planting** – Flowers around house and agricultural fields could generate seasonal scenery value.
- In many cases, the followings topics need to be controlled for designs of buildings in touristic areas:
 - ✓ **Shape** – Modern style buildings tend to damage the unity of the landscape in rural areas. For example, roof shape affects a lot on the surrounding scenery;
 - ✓ **Volume** – Tall height buildings with many floors and large-scale buildings tend to cover their surrounding environments;
 - ✓ **Construction material, texture** – Use of modern construction materials, such as panel walls of metals and glasses, should be controlled;
 - ✓ **Color** – Use of paintings of primary colors seriously disturbs the harmony of the surroundings.

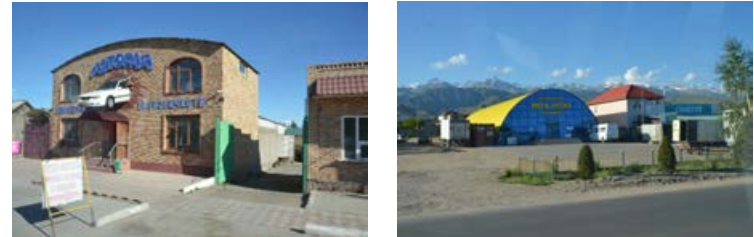


Fig. 3.8.1 Example of scenery obstructed by buildings



Fig. 3.8.2 Example of rural style building



Fig. 3.8.3 Artificially created rural decoration

3 – Basic planning principles

3.9 Elements for integrated spatial planning for the area

- To give an emotional and vivid impression of the touristic area, recognition and spatial visibility and recognizability are one of the essential factors.
- Kevin Lynch raises the following five essential elements, which closely relates to giving clear and impressive “image of the city” to visitors.
 - ✓ **Landmark** – Tall and large-scale buildings or constructions, such as public building, historical monuments, and towers. The landmark functions for indicating the location of the center of the area and visitor’s standing points. The surrounding mountain could be a landmark as well;
 - ✓ **Path** – Path forms a major road network and structures of the city/area. Major boulevards and pedestrian ways are spatial elements which drive visitors toward tourist spots;
 - ✓ **Node** – The intersections among paths function as connecting points of urban structure. It guides visitors to the next directions;
 - ✓ **District** – Same kind of buildings forms District. Historical area, heritage area, commercial area, and market are examples of a district in a city. These group of buildings could form a touristic area with unique features;
 - ✓ **Edge** – Boundary of the city forms edge, which connects inside and outside of the city. The edge forms gateway of the city.
- For effective application of these spatial elements for the touristic development, the following matters are subjects to be considered:
 - ✓ **Visibility** – Spatial composition should be identified. Space design has to be arranged for enhancement of the visibility of each element;
 - ✓ **Identity** – For the establishment of the area’s values, its unique historical and cultural identity should be carefully identified and preserved.

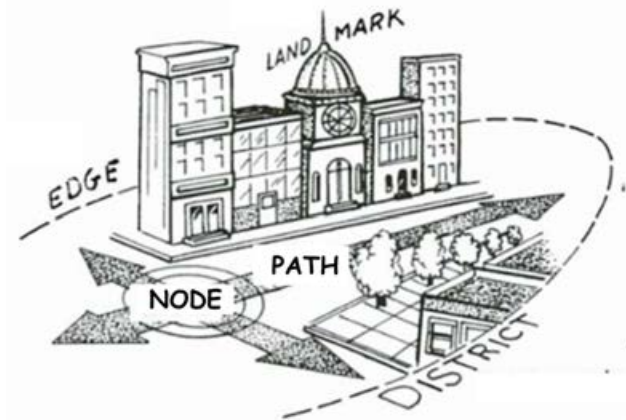


Fig. 3.9.1 Elements for integrated spatial planning

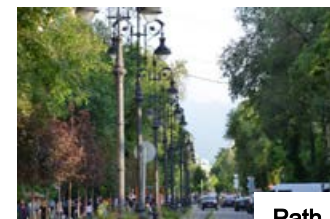


Fig. 3.9.2 Example of planning elements for integrated spatial planning

3 – Basic planning principles

3.10 Tourism development planning in natural areas

Following principles are applied for the tourism development in natural areas.

- **Coexistence of tourism development and nature conservation**
 - ✓ Promotion of Ecotourism to enlighten environmental preservation and Wild adventure tourism with less environmental impact;
 - ✓ Human resources development such as nature guide and highly specialized adventure tourism guide;
 - ✓ Enhance the management of natural areas to preserve the current value of the natural area. Conservation of ecosystem measures against climate change. Establish a management system that effectively uses GPS and remote sensing technology for the conservation of nature;
 - ✓ Promote the use of the technology with low environmental impact (Eco-Friendly) for construction of facilities or utilities;
 - ✓ Maintain the landscape by creating a buffer zone around protected areas and help the eco-friendly behavior by providing subsidy only to thought architectural project.
- **Improving attraction of natural area tourism** (for expanding the range of tourists)
 - ✓ Collaboration with other tourism categories. For example, nomad culture, wild sports, natural food (honey, wild berry, river fish) health care tourism (hot spring), etc. Broaden the choice of activities and enhance the total satisfaction of various directivity tourists:
 - ✓ On the other hand, Maintain and improve the current status of nature mania destinations. Development of winter activities, cross-country skiing, Alpinism, winter nature observation tours, off-road tours, etc. Formulation of safety and disaster measures.
- **Convenience, comfort improvement** (for expanding the range of tourists)
 - ✓ Improve access to natural areas and maintain information about natural areas and their activity;
 - ✓ Improve amenities (cleanliness) as minimal facilities (toilet, hand-washing unit) in the area.
- **Networking** (to expand the range of tourists and choices of tourism)
 - ✓ Creation of new enjoyment by network using existing tourism materials. For example, Location Games + Trekking, Special competition in the Areas of Pokemon Go, Geocaching, etc. Pokemon go is 229 million times download in 3 years. Geocaching is played in 3million;
 - ✓ Information acquisition such as travel information (hotel/Air/Car reservation site), geographical information (map, GPS) natural resources (flora database, mountain database, etc), personal experiences (trekking route, SNS, Insta, blog), etc. Diffusion and synergy by the exchange of internet information.

3 – Basic planning principles

3.10 Tourism development planning in natural areas - by area



Fig. 3.10.1 Future planning by area

Chapter 4

4

Application of principles into planning

4.1

Candidate site for future development by distances

4.2

Candidate site for future development by geographical factors

4.3

Improvement of touristic activity operations

4.4

Diversification of touristic activities

4.5

Multi-seasonal touristic activities in the area

4.6

Integration of rural activities with tourism

4.7

Eco-friendly tourism

4.8

Regulations for enhancement of touristic quality

4.9

Application of Evaluation Methods of Tourism Area

4.10

Considerations for Social Aspects with Tourism Development

4 – Application of principles into planning

4.1 Candidate site for future development by distances

- Building new tourism facilities is a long and tough process where decision-making is driven by a multitude of criteria. **The project, no matter the size, must indeed take into account all technical-economic and all social-ecological aspects of the area.**
- **Distance is a fundamental criterion in the choice of a site**, as well for the implementation of touristic facilities such as toilets or rest areas as bigger infrastructure such as ski resorts. For example, **implementing toilets and rest areas regularly**, on the road between Almaty and Bishkek is a fundamental need for improving the quality of traveling and comfort of tourists.
- In the case of the development of new ski resorts, the distance is a fundamental criterion too, yet for different reasons. Today, the ski culture is not much developed in Kazakhstan and Kyrgyz Republic. Only 1% of the population practice this activity. And yet, skier flow is based on the domestic market, foreign visitors only marginally contributing to the number of visits to ski resorts. The implementation of a new ski resort must answer to the challenge for attracting visitors international audience, as visitation is mostly in summer, but also the national audience, as visitation is potentially all-year-round. So, the choice of the site is essential as it should satisfy international and national demand.
- Implementing a new resort must take into account the distance between the place where skiers come from and the ski resort, especially in the case of a day trip and a domestic market.
- For example, in the case of Bishkek, intending to attract a more local customer, it appears necessary to maintain a short distance between the city and the ski resort. Local skiers should have the possibility to enjoy a day trip without using the car more than 2-3 hours in a day.

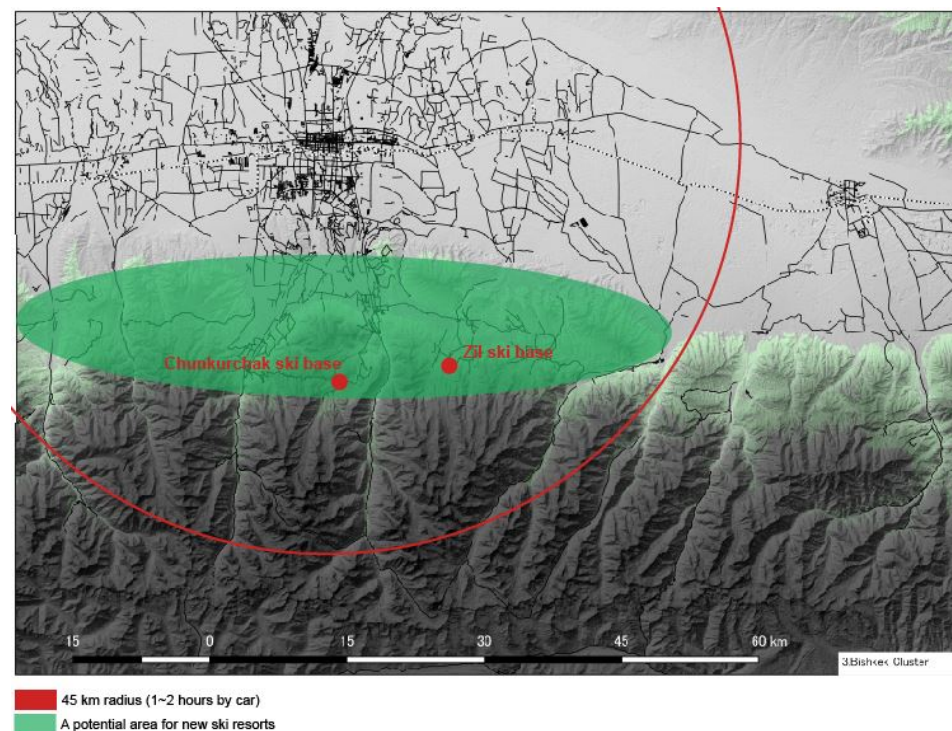


Fig. 4.1.1 Potential area for new ski resorts near Bishkek

4 – Application of principles into planning

4.2 Candidate site for future development by geographical factors

- Geographical factors and especially the altitude are also fundamental criteria in the choice of a site, particularly in the case of building a new ski resort. The height of a resort or ski area can indeed have a big impact on more than just the snow conditions.
- If skiers and boarders usually look for a winter holiday resort that has a good snow record and so, high altitude resorts, there are certain downsides in choosing high altitude resorts: cold and bleak pistes which can lead to severe skiing conditions, simple scenery (e.g. no trees), a reduced choice of activities or some infrastructure can be closed due to high winds.
- Medium altitude resorts can be a good compromise to satisfy all customers (individuals or family, beginners or semi-pro) by giving good snow conditions while providing different activities and easy access from the surrounding cities.
- For example, in the case of Almaty cluster, intending to attract a more local customer, it appears necessary to maintain a short distance between the city and the ski resort while proposing good skiing conditions and diverse activities to attract a large panel of customers. In that case, building some medium-altitude resorts could be a good option.
- Naturally, some other geographical factors are important such as the quality of the soil and should be taken into account for running a successful touristic project.

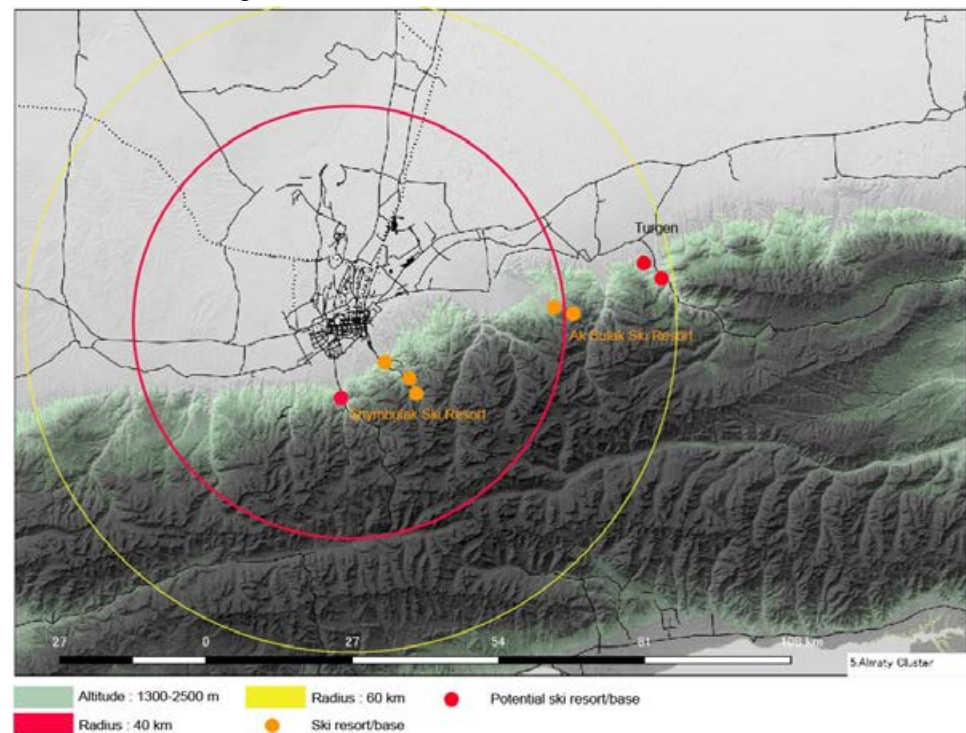


Fig. 4.2.1 Potential area for new ski resorts near Almaty

4 – Application of principles into planning

4.3 Improvement of touristic activity operations

- Thanks to the implementation of the Almaty-Bishkek Economic Corridor there is an outstanding opportunity for Kazakhstan and Kyrgyz Republic to create an internationally competitive tourism region.
- Numerous private and public companies, as well as associations, are involved in a broad range of activities to encourage tourists from all over the world to visit these both countries. However, the large number of tourism stakeholders shouldn't degrade the quality of the touristic offer and information and they should, with this aim in mind, cooperate.
- The role of regional tourism network in improving regional competitiveness is undeniable. The Almaty-Bishkek Economic Corridor must create a framework for cooperation in the fields of providing information, communication, event organization, marketing relating to the tourism industry to optimize its competitiveness.
- Information and communication technologies (ICT) have transformed the tourism industry. The importance of ICTs for enhancing the competitiveness of tourism in developing countries is tremendous. Indeed, ICTs can help to organize tourism offers, allow to connect and engage with potential customers, and the Internet provides new opportunities to target markets worldwide.
- Today, it is essential to incorporate digital marketing into marketing strategy to reduce the costs (e.g. no printing), to increase the speed (e.g. easy communication), to reach a large number of potential customers, and to offer advanced analytics (e.g. online analysis tools).
- Digital marketing applications or platforms, such as SNS, online video or podcasting, can furnish digital support of tourist experience before, during, and after the tourist activity.
- The Almaty-Bishkek Economic Corridor must take advantage of these new technologies to develop efficient networking of tourism partners and to enhance the tourist experience.



Fig. 4.3.1 Digital tourism

4 – Application of principles into planning

4.4 Diversification of touristic activities

- Kazakhstan and Kyrgyz Republic have traditionally been developed as a recreational and health destination. According to technology innovation and growing environmental awareness but also to find a response to market changes, both countries are seeking to develop and diversify tourism products. Diversification allows the spreading of the tourism activity, which results in socio-economic benefits for the local community and enhances destination image by promoting new competencies.
- Kazakhstan and Kyrgyz Republic have both potentials for spreading tourism to new areas by utilizing previously unexploited resources while proposing small-scale development that embraces environmental preservation and cultural identity protection.
- As visitors are becoming more reliant on technology, developing this aspect is crucial to respond to the trend. Some innovative outdoor recreational activities such as *Geocaching* – a treasure hunting game using GPS, or city treasure hunts to discover cities with a new perspective could be an answer to a new demand.
- With an endless variety of luxury camping sites all over the world, glamping, portmanteau of glamorous and camping, is a trend that can appeal all types of travelers. Eco-friendly and connected with nature, there are all sorts of types of glamping, such as tree houses, yurts, domes, or cabins. Today, touristic accommodations are not just a tool for staying and sleeping but are a fully-fledged destination.
- Extreme sports and hard-adventure tourism, such as mountain and rock climbing, canoeing, canyoning, and rafting or paragliding, are underdeveloped today. However, hard adventure tourism's revenue has steadily increased over the years. Kazakhstan and Kyrgyz Republic have both significant potential to develop these experiences.
- Agritourism or agrotourism, that involves any activities that bring visitors to a farm, such as picking fruits, feeding animals, or buying produce direct from a farm stand, is booming around the world and should be enhanced in the Almaty-Bishkek Economic Corridor.

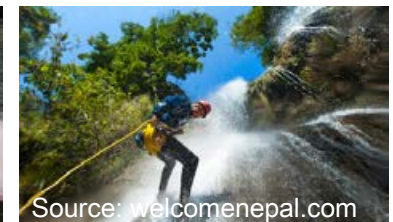
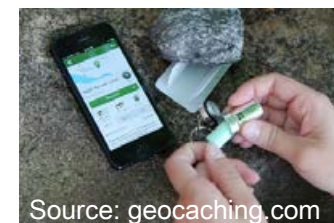


Fig. 4.4.1 Diversification of touristic products and activities

4 – Application of principles into planning

4.5 Multi-seasonal touristic activities in the area

- The seasonality in tourism results in inefficiency within the industry, a burden of the social and environmental resources, and an important contributor to the carrying capacity problem. To provide a sustainable, innovative and well-integrated tourism project to Almaty-Bishkek Economic Corridor, it is necessary to anticipate the seasonality in tourism, determine seasonal potential and resources, and achieve a more balanced spread of arrivals throughout the year.
- The success of the Almaty-Bishkek Economic Corridor as a top year-round tourist destination results from its ability to extend the touristic season or to introduce a second season, to increase demand outside the peak season and to spatially redistribute demand.
- Dispersion and diversification of tourist supply can take different aspects: promote tourism products based on seasonal characteristics, diversified multiple-use attractions and resorts, wet-weather facilities or the introduction of new products (special events, festivals, holiday packages, niche accommodation, educational tour, etc.).
- The Almaty-Bishkek Economic Corridor also needs to provide touristic activities that can attract different markets in different seasons to enlarge the sources of demand (senior citizens, business travelers, short break holiday makers, etc.) as they are most able and willing to travel in the off-season.
- Dispersion and diversification of tourism products or activities go along with a marketing strategy to encourage greater visitation, repeat visitation, or to lengthen stay to sustain and expand expenditure to compensate for low seasons.
- To develop a successful strategy and implement a diversified year-round tourism destination, the state and local government, or regional and local tourism organization involvement is imperative. Partnerships with the private sector could be necessary too.



Fig. 4.5.1 Multi seasonal tourism products to ensure a top year-round tourist destination

4 – Application of principles into planning

4.6 Integration of rural activities with tourism

Data collection and dissemination

- **Information and data collection is essential for dissemination.** The basic approach of policy applications to integrate rural and/or local activities with tourism is to **disseminate information regarding tourism attraction worthy rural activities to potential clients** both domestic and international.
- For the implementation of the policy, enhancement of data collection and dissemination capabilities of the public sector is imperative. The subject public sector entities may include local governments and national tourism development entities like Kazakh Tourism and Kyrgyz Tourism.
- Establishment of organized and effective data/ information collection and dissemination system must be pursued.
- The system is required to equip sorting and editing aptitudes to cater collected data/ information towards prospective tourists appropriately.

Prospective data/ information collection supporting tool

- **Subsidy/ support programs for execution of the rural activities** are a possible mean for effective data/ information collection.
- As a data/ information collection tool, it requires the following considerations:
 - ✓ eligibility for subsidy must be minimal to attain a wide range of activities;
 - ✓ inclusion of traditional events;
 - ✓ elimination of low-quality rural activities.

"Data and information collection and dissemination are a key for integrating rural activities with tourism"



Fig. 4.6.1 Contents of Kyrgyz CBT Association's leaflet
Source: KCBT

4 – Application of principles into planning

4.7 Eco-friendly tourism

- The development under this master plan intends to reduce the effects on the environment for **using the touristic facilities and utilities that use technologies and services with minimal or no harm to adverse impacts on ecosystems and the environment**. Also, it aims to attract tourists by appealing with eco-friendly facility. (Examples: Hotel facilities and incidental facilities). And by raising awareness and encourage environmental conservation, it intends to **engender the synergy with Eco-Tourism and natural area tourism**.

** **Eco-Tourism**: responsible travel to natural areas, which conserves the environment, understand and respect the local culture, and improves the welfare of local people, is included.*

- Example of medium to large facilities: Hotel using solar power.**

These Villas operate mainly on renewable energy with almost 6,000m² of solar panels self-cleaning perfectly integrated into the architecture and landscape of the site. they produce 40% of the resort's electricity and also produce their drinkable water in our on-site bottling plant to reducing and recycling waste plastic bottles. The hotel organized a beach clean up also.



*Eco -Friendly Villas for Green Holidays in Maldives.
(Club Med Finolhu Villas)
source: Clubmed.com*

Eco-friendly design methodology can further reduce energy consumption by minimizing energy inputs for heating, cooling and light, and incorporating energy-efficient appliances. It is also possible to make the whole facility an eco-lodge by constructing the building architecture with **eco-materials such as bamboo, recycled steel, Sheep's Wool**, etc. (Yurt is eco- friendly architecture)
It's also possible incorporated into partial facilities, such as eco-toilets that do not use water, or use of rainwater in flushing water of toilets.

- Sustainable travel intentions** (source : bookingcom-reveals-2017-sustainable-travel-intentions-goals-and-considerations/#_edn1)

The number of travelers staying in an eco-friendly or 'green' accommodation at least once could double this year (2017) with 65% of global travelers expressing this intention versus 34% who stayed in one or more last year. Besides, 68% confirm they are more likely to consider choosing an accommodation knowing that it was eco-friendly, with Chinese (93%), Brazilian (83%) and Spanish (80%) travelers the most likely. For a large 79%, sustainable considerations also impact their mode of transport when traveling, with 43% taking public transport whenever possible, 42% trying to walk, bike or hike as much as possible and nearly one fifth (18%) flying less to reduce their carbon footprint.

Top-5 reasons global travelers choose eco-friendly accommodations:	
To help reduce environmental impact	52%
They provide a more locally-relevant experience	36%
They treat the local community better	31%
They tend to provide more locally-sourced/organic food	30%
An interest in experiencing new trends in travel accommodations	24%

4 – Application of principles into planning

4.8 Measures and regulations for enhancement of touristic quality in natural area

Following measures are proposed to be taken for the natural area in order to enhancement of touristic quality in the area.

- **Regulation for environmental protection**
 - Wastewater management, sewage water standard
 - ✓ Reinforcement of waste water standard. inspection, violation, penalty rule
 - ✓ Drainage by hotel scale, skeptic tank
 - ✓ End-of-life, standards for flowing to rivers and lakes
 - Solid waste
 - ✓ Setting standard of refuse disposal site (city area)
 - ✓ Garbage disposal in hotels and tourist facilities: subsidies for composting and separate collection.
 - ✓ Garbage disposal in mountainous areas and national parks: Trash setting and collection rules, preventing tourists from leaving
 - ✓ Toilet
 - Regulations for energy saving
 - ✓ Use of solar power. Hotels, tourist facilities, outside lights, etc.
 - ✓ Promote the use of exhaust gas, gasoline, electric cars, and bicycles.
 - ✓ Geothermal, thermal utilization of hot spring (such as giving a grant)
- **Holding landscape**
 - City planning, land use
 - ✓ Provide a landscape buffer zone around the protected area. (semi-protected area)
 - ✓ Building height restrictions
 - ✓ Architectural restrictions, (areas, uses, colors and materials)
 - Building standard
 - ✓ Use of building materials that are familiar with the landscape (such as subsidizing)
 - ✓ Planting trees around hedges and facilities
 - ✓ Providing subsidies to eco-friendly architecture, facility, or using eco-friendly materials
 - ✓ Others
- **Environmental monitoring**
 - ✓ Introduction and installing of a monitoring system and data update technology using GIS and remote sensing technology.
 - ✓ Promotion of enlightenment activity
 - ✓ Providing subsidies to NGO or some association who do ecotourism, picking up trash, etc.

4 – Application of principles into planning

4.9 Application of Evaluation Methods of Tourism Area

In order to realize sustainable and economically effective tourism development, many of countries are looking **to formulate effective method** to identify appropriate tourism development in the past half century.

And its results of evaluation can be used by **tourist to choose destination and to select accommodations**.

Looking at application of method for the Almaty – Bishkek corridor, following shows Chinese and Spanish Models of Evaluation Methods.

- ✓ **Standard of rating for quality of tourist attractions (Chinese Model);** Chinese model is focused to evaluate effectiveness (50 items of 12 categories are assessed) of quality of services, environmental conservation, tourism resource development and utilization for strengthening tourist attractiveness, and maximization of social benefit for identified tourism areas in the country. This evaluation model is proposed, managed and controlled by the central tourism department of China. Evaluated 5 ranks of quality tourism spot is set and managed on the evaluation committee under the department.
- ✓ **Calidad (Evaluating the Quality Performance of Tourist Destinations and Services, Spanish Model);** Spanish model is more focusing comprehensive evaluation model (108 items of 22 categories on 4 sectors are assessed) for sustainability tourism area development and management including maximization of benefit and minimization of negative impacts to local community, visitors and environment. Utilized evaluation indicators are counted over 100 items on Spanish Model and 50 items on Chinese Model. Establishment and management body of the evaluation model in Spain is GSTC (Global Sustainable Tourism Council) which is 3rd sector organization under private/public and domestic/international stakeholders and operated by mainly membership fee without budget allocation (no fixed office). GSTC is looking for more clean and transparent digital society with free access from all stakeholders.

By comparison of two models, Chinese model is understood as evaluation model of tourism development potential or development priority evaluation model in the past.

In this understanding, Spanish Model will be able to be proposed to adapt to the Almaty - Bishkek corridor case.

Tab. 4.9.1 Evaluating items used in Chinese and Spanish models

Evaluating items	Chinese Model	Spanish Model
Effective Sustainable management (ex. Access, safety, relating facilities, management organization)		
Maximize economic benefit and minimize negative impact to host community (ex. Public/private participation)		
Maximize benefit and minimize negative impact to visitor (ex. Conservation of landscape and heritages)		
Maximize benefit and minimize negative impact to environment (ex. reduction of green house gas, waste water management, solid waste)		

4 – Application of principles into planning

4.10 Considerations for Social Aspects with Tourism Development

- Tourism development may associate negative social impacts in the following aspects:
 - ✓ Distortion in social and cultural (including religions) ways of lives and traditions,
 - ✓ Increase in inequality of economic conditions, and
 - ✓ Further marginalization of social minorities and vulnerable groups of people.
- Distortion of acceleration of changes in social and cultural lifestyles occur by various reasons including the following:
 - ✓ Commercialization of religious/ cultural activities may cause decline in respect for the activities,
 - ✓ Visitors' lifestyles including their common use items foreign to the locals expedite adoption of alien ways of lives.
 - ✓ Induction to crimes, such as stealing and cheating, and immoral behaviors incline to increase.
- Factors for increase in inequality of economic conditions include:
 - ✓ Better economic opportunities created by tourism development, such as higher salary jobs and business entrepreneurial chances, are tend to be provided to blessed people.
 - ✓ Disadvantageous displacement and/ or limitation in use of community common lands must result in economic loss of the suffering people.
 - ✓ Higher prices of commodity items for tourists tend to cause inflation of local economy.
- Further marginalization frequently occur in economic development process in general.
- Specific social considerations for tourism development of the target need to focus on the distortion of social and cultural lifestyles in addition to the ordinary considerations required for the economic development.
- Specific measures may include the following:
 - ✓ Initiating tourists being responsible tourists for sustainable tourism by publicity through guideline leaflets/ posers for ways of conducts including dress codes in association with environmental considerations and other direct/ indirect communications with tourists.
 - ✓ Initiating local communities to segregate orthodox/ authentic traditions including religion relating ones properly from commercialized ones for tourism to avoid unfavorable progress of socio-cultural evolutions.

“distinctive measures for negative impacts of tourism development include initiating:

tourists to become responsible tourists for sustainable tourism, and local communities to preserve authentic traditions properly for avoiding unfavorable social changes”



Fig. 4.10.1 *promenade scenery of Almaty city center in Kazakhstan*



Fig. 4.10.2 *demonstration of the Epic of Manas at Supara Chunkurchak in Kyrgyz*

Chapter 5

5

Infrastructure implementation

5.1

Basic infrastructure for tourism

5.2

Road network infrastructure improvement of tourism

5.3

Touristic information system

5.4

Eco museum facilities and network

5.5

City check in, cross boarder matters

5 – Infrastructure implementation

5.1 Basic infrastructure for tourism

- When addressing problems and prospects of tourism infrastructure development both theoretically and practically, the question of ambiguous interpretation of this concept is what matters. The thing that this concept's substantive meaning is ambiguous and vague is explained by the fact that the clear criteria of attribution of certain types of economic activity to the tourism infrastructure are unproven and the range of its objects is uncertain.
- However, the concept of "infrastructure" as applicable to tourism is so meaningful and complex due to the evolution of approaches to the definition of tourism as such which is currently a complex sphere. The current market of travel services takes shape and reshapes under the influence of geopolitical, environmental, scientific and technological, social, and cultural factors, which results in ever more expanding and deepening of the production process for tourists. According to experts, at least 53 types of economic activities are involved in services for tourists. So, tourism infrastructure is the unity of its constituent facilities and their functional purpose – these are facilities that create a tourist product, on the one hand, and ensure operation of tourist facilities, on the other hand.
- Operation of enterprises in the tourism industry requires such facilities as energy, transportation, domestic, telecommunication, and other infrastructure. This complex of facilities is the basic infrastructure of tourism.



Fig. 5.1.1 Wastewater treatment facilities, cellular base station (Karakol Ski Base), Electric power supply (Semenov Gorge)

5 – Infrastructure implementation

5.1 Basic infrastructure for tourism

- The basic infrastructure is not only used in the tourism sector but also serves as the basis to create and operate tourist facilities. This infrastructure ensures that services are publicly accessible, including transport and telecommunications, natural gas, electricity and water supply, treatment facilities, solid waste landfills, etc.
- The main criterion for attribution of facilities to a particular infrastructure is a facility purpose that also determines the financial vehicle for its creation. Thus, the facilities of tourist infrastructure associated with the so-called commercial purpose (accommodation, food, recreational centers, water parks, ski centers, transport complexes, yacht clubs, etc.) are created using funds raised from investors (extra-budgetary funds). Modern complexes of the supporting engineering infrastructure, including heating, water supply and water disposal systems, treatment facilities, power supply, and communication facilities, transportation facilities, are created at the expense of budgetary funds of all levels.
- Basic infrastructure in the Almaty – Bishkek Economic Corridor:
 - ✓ **Transport infrastructure** - Communication lines are available for all facilities in question. Existing roads are of different classes and conditions. Many of them require repair or reconstruction;
 - ✓ **Roadside infrastructure** is in a very poor condition or missing;
 - ✓ **Electric power supply** - Almost all tourist facilities have good electricity supply. Except for the ones distant from settlements (Son-Kul Lake, Altyn-Arashan, etc.);
 - ✓ **Telecommunications** - Almost all surveyed area is covered by mobile operators, except for remote facilities. Mobile network coverage will expand with further development of tourist facilities;
 - ✓ **Treatment facilities and solid waste landfills** - These structures are severely worn and require reconstruction or rehabilitation. Many facilities do not have centralized treatment plants. These facilities resort to the use of local septic tanks or cesspits.



Fig. 5.1.2 Toilets near a touristic place in Kazakhstan

5 – Infrastructure implementation

5.2 Road network infrastructure improvement for tourism

- All the more countries around the world become interested in tourism development; the states compete with each other in this area by improving management and forming a new tourism policy. The transport infrastructure for tourism can be one of the key competitive advantages of a country.
- Availability of roads has become a crucial factor for the development of tourism in the regions that admitted the role of tourism being an economic factor. Thus, transport problems are among the main challenges of tourism development both at the global and regional levels.
- The Almaty – Bishkek Economic Corridor suffers **a big shortage of modern roadside infrastructure**. From the perspective of tourism, no good roads are leading to some places of interest (e.g. Altyn-Arashan). Many roads require reconstruction or rehabilitation (the road to the Chunkurchak Gorge requires reconstruction due to the danger of landslide. Source: 24.kg). The absence of bike lanes deprives tourists of enjoying bike rides, etc.
- So, we can conclude that tourism development in the concerned **region requires construction and reconstruction of roads and roadside facilities** which are one of the basic tourism infrastructures.
- **Estimated construction cost:**
 - ✓ Per kilometer of gravel road – \$30-45K;
 - ✓ Per kilometer of bike lane (asphalt) – \$17-20K;
 - ✓ Roadside café, area = 200 sq. m, with a parking lot and recreation area – \$250-300K;
 - ✓ Filling station: \$100-120K.



Fig. 5.2.1 Special-purpose motor vehicles for Altyn-Arashan

5 – Infrastructure implementation

5.3 Tourist information system

- Information plays a crucial role in the success of a touristic journey. Today, the internet with various websites and social media plays an influential role in information search and decision-making behaviors but also in sharing personal experiences. However, visitors must get an alternative way to access reliable information.
- Implementing a reliable source of information is particularly relevant for accommodation. Kazakhstan and Kyrgyz Republic provide various types of accommodations such as hotels, guesthouses, campsites, or yurts, but it sometimes appears difficult to get access to clear information about the rating of these commodities.
- Today, many travelers rely on online review by past guests. But it could be pertinent for the Almaty-Bishkek Economic Corridor to implement an official and objective rating to classify hotels and other accommodation according, among others, to their quality.
- This rating system may be useful to help travelers in their choices of accommodations. Tourist information centers, spread into the whole area as a network, can relay and share this new system to improve the information service's quality.
- Tourist information centers and "Community Based Tourism" communities are also an alternative way to online media. They constitute a reliable and local source of information, helping visitors to organize at best their travels. It would be relevant to promote these organizations on a national and regional level and to help their growth and expansion in the whole ABEC area.



Fig. 5.3.1 Tourist information office in Kyrgyz Republic



Fig. 5.3.2 CBT office in Karakol

5 – Infrastructure implementation

5.4 Ecomuseum facilities and network

- For promoting eco-museum, **enhancement of the public authority's professional experts, facilities and resources, in association with interactive activities with the local population is indispensable**. Establishment of core entity with versatile involvement and mobilization of the local population is another essential element.
- The enhancement of the public authority's professional experts, facilities, and resources may include:
 - ✓ Improvement of the existing museums' exhibitions with English explanatory and contemporary facilities/ apparatuses;
 - ✓ Development of materials for illustrating local features such as books, booklets, and leaflets;
 - ✓ Enhancing connected exhibitions with open field historical spots/ remains;
 - ✓ Development of interactive programs with the local population, such as offering learning opportunities for people on local history, heritage, culture, and natural environment.
- The following supports may facilitate the involvement of the local population:
 - ✓ Offering/supporting opportunities for joint activities of the local population increasing local coherence such as learning programs, local participatory cleaning, town scaping, etc.;
 - ✓ Offering meeting space for local population participation;
 - ✓ Offering supporting programs for promoting organized CBT activities such as CB accommodation supply, CB tourist guiding, agricultural product local standard build-up;
 - ✓ Offering sanitary facility equipping subsidy programs for restaurant and accommodation service providers fall in CBT.

"eco-museum promotion requires, public resource improvements in association with interaction with local population, while core entity fostering for local population participation is indispensable "

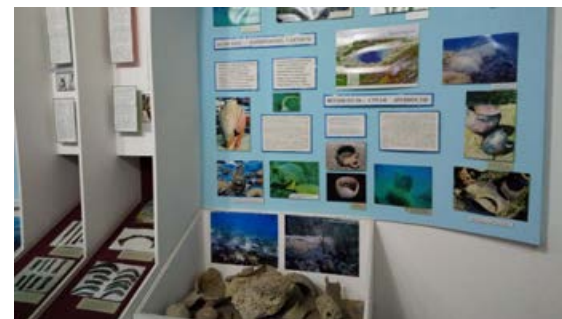


Fig. 5.4.1 Current display of Kyrgyz Museum in Cholpon-Ata (top) and interview meeting at vineyard facility (bottom)

5 – Infrastructure implementation

5.5 Check-in service and cross border matters

At the airport

- Airport check-in can be a long and tough process for travelers. In-town check-in service is a service provided in some cities by certain airlines, where passengers may check in luggage in check-in counters located in designated areas, usually in railway or subway terminals. This service allows passengers to reduce check-in time and queuing at the airport and to go to the airport without the burden of carrying their luggage to the airport terminal. This service is offered today by cities such as Dubai, Seoul, Hong Kong, New Delhi, or Taipei.
- This service could be tested in Almaty and set up in one or two subway stations in partnership with Air Astana for example.

Border-crossing

- Crossing the border between Kazakhstan and Kyrgyz Republic can be challenging, time-consuming, and nerve-wracking. Given testimonies of the private touristic sector and personal experiences of the study team, it appears necessary to implement a new system of cross-border check-in, more effective and efficient.
- Some solutions aimed at drastically reducing congestion at the border and improving the connectivity between countries could be implemented such as:
 - ✓ Implement new border crossing points;
 - ✓ Increase the number of the all-year-round border crossing point;
 - ✓ Modernize infrastructure;
 - ✓ Vehicles are scanned while they wait in line. The luggage is not directly scanned but is covered in this process;
 - ✓ Vehicle lanes are segmented into different types of travelers such as foreigner traveler or general traffic;
 - ✓ No double-check of the luggage thanks to an agreement between the countries;
 - ✓ More staff and a multilingual staff (English, Arabic, etc.).
- Some **elemental infrastructure such as toilets or rest area** and a simple landscape design could also be set up for traveling in comfort.



Fig. 5.5.1 Border-crossing to Kyrgyz Republic

Chapter 6

6

Cluster and networking

6.1

Almaty city cluster

6.2

Almaty area cluster

6.3

Kazakh eastern cluster

6.4

Jambyl cluster

6.5

Bishkek city cluster

6.6

Bishkek area cluster

6.7

Song-Kul cluster

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Balykch / Tamchy cluster

6.9

Cholpon-Ata cluster

6.10

Karakol cluster

6.11

Network of clusters

6 – Cluster and Networking

6.1 Almaty city cluster

- Almaty offers numerous green spaces and promotes a rich heritage but suffers from a lack of connectivity between its touristic and natural interests. The city must **create a coherent and interconnect green and blue framework** to enable the restoration of nature city and the enhancement of its assets.
- This concept of green and blue spaces plays a leading role in shaping the character and identity of the city and is a crucial element in retaining and attracting tourists and investors. Green and blue spaces also play a **significant role in enhancing the quality of living, contribute to environmental protection**, are great landscape resources and urban design elements, and **provide recreational areas for residents and visitors**.
- The proposed project develops a **network of public spaces that protects natural and landscape heritage while allows tourists and locals to enjoy places of relaxation and promenade**.
- Some key actions aimed at improving the connectivity between Almaty's assets could be implemented such as:
 - ✓ **Setting public transportation service up** to serve components of the green and blue framework;
 - ✓ **Developing the walking and cycle paths network;**
 - ✓ **Increasing contact spots between elements of the framework** to ensure better connectivity;
 - ✓ **Implementing pedestrianized riverbanks** filled with outdoor seating areas, green space and children's play areas which provide breathing space and visual relief in a compact environment;
 - ✓ **Integrating and valorizing landscape and heritage.**

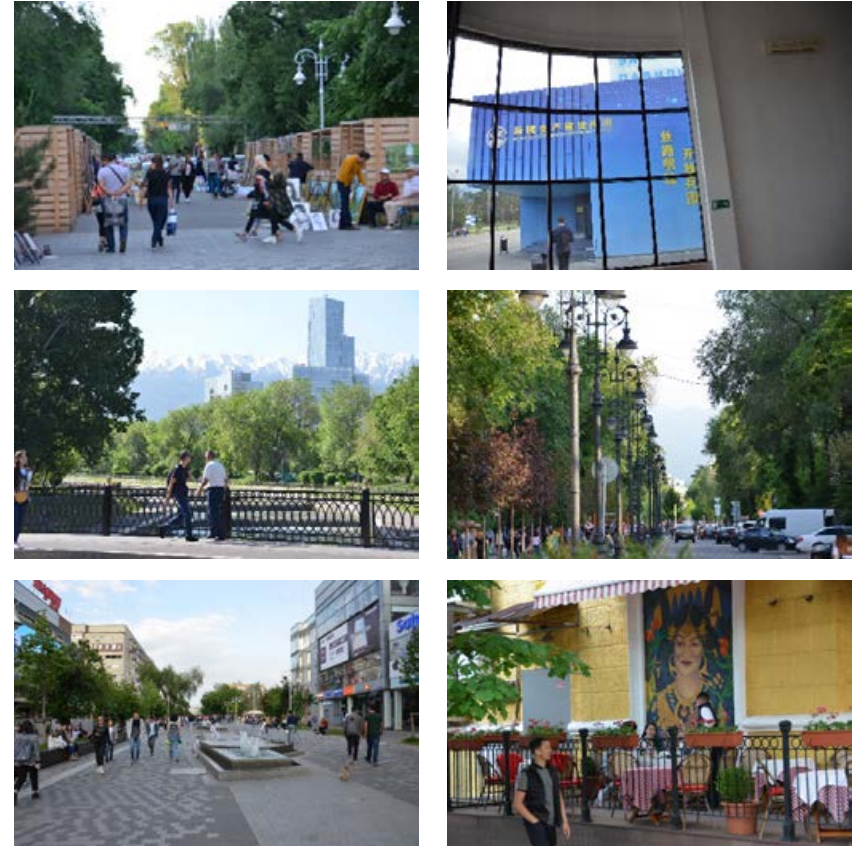


Fig. 6.1.1 Almaty city, a green city with potential

6 – Cluster and Networking

6.1 Almaty city cluster

- The city of Almaty must engage in a green urban renewal and must focus on its natural assets:
 - ✓ Creating gardens, lawns, restaurants with terraces, promenades with **pedestrian and bicycle paths along the rivers of Almaty** to enhance the attractiveness of the city;
 - ✓ Increasing the number of **parks and gardens** to enrich the cityscape;
 - ✓ Implementing **recreational areas** that invite visitors to go on walks, days trips, hikes, and bicycle tours.

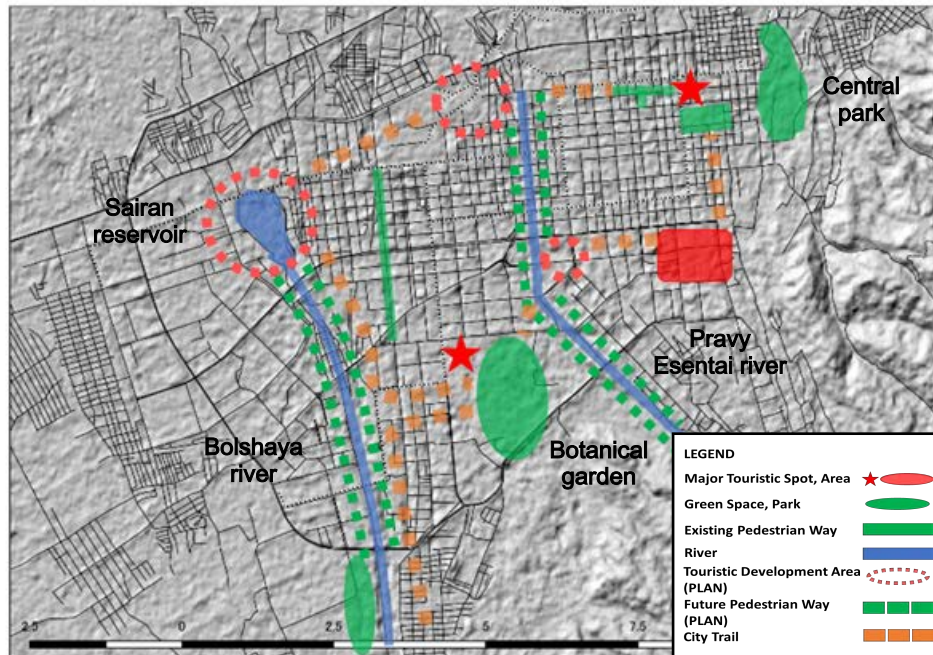


Fig. 6.1.2 Almaty urban renewal turns to water and its landscape



Fig. 6.1.3 Strasbourg has the largest cycle network in France



Fig. 6.1.4 Canal St-Martin and canal swimming pool in Paris (France)



Fig. 6.1.5 Green Vienna (Austria) with 2,000 parks

6 – Cluster and Networking

6.2 Almaty area cluster

- Almaty area benefits from a great diversity of landscape, activities, and tourist interests. However, the shortage of coordination and networking between the tourist spots prevents the full exploitation of the area.
- The project focuses on an area within a 60-80 km radius of Almaty city center. The development of touristic activities relatively close to Almaty city enables indeed effective and full utilization of the resources by the domestic market, even for a short trip and all-year-around.
- Some key actions aimed at making use of the Almaty area's potential could be implemented such as:
 - ✓ Creating a cultural and rural corridor that makes use of cultural and rural assets of the area;
 - ✓ Creating a natural corridor that makes use of environmental and alpine assets of the area (lake, mountain, skiing areas, trekking paths...);
 - ✓ Developing the walking and cycling path networks which provide linkage between tourist assets and corridors;
 - ✓ Creating new ski resorts that will enable to expand skiing area (e.g. Turgun Ski Resort).

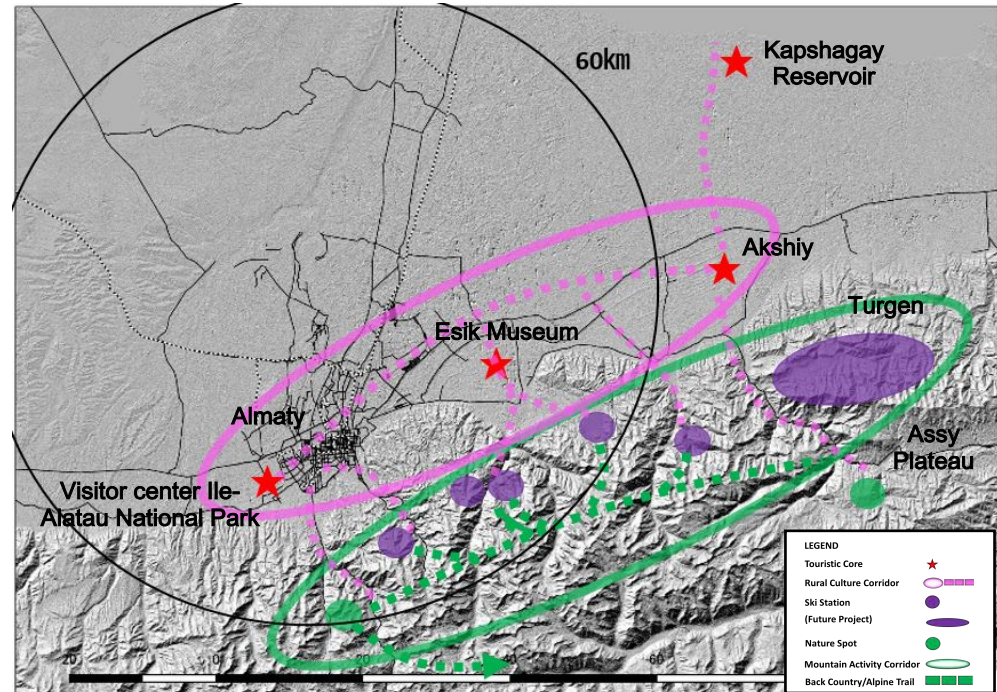


Fig. 6.2.1 Planning concept of the Almaty region



Fig. 6.2.2 Cultural and natural assets of the Almaty region

6 – Cluster and Networking

6.3 Kazakh eastern cluster

- The Kazakh eastern area can be divided into two different area, Resort area in the East, and Eco-tourism zone in the West.

Resort area

- The resort area is a year-round cycle based on the **Karadalinsky deposit** of thermal mineral waters (**Chunzha**).
- Balneological factors: mineral water of various temperature and quality composition from drinking to radon, therapeutic muds of **Tuzkol and Sholadyr lakes**, climatic (dry hot climate in summer, given 300 sunny days a year, mild winter), and natural products water-melon-based treatment, etc.
- It should be emphasized that the area is only 40 km away from **Kolzhat** – a border crossing point with China. It is advisable to establish here a golf resort.

Eco – tourism zone

- The zone will offer active tourism types: hiking, trekking, horse riding, rafting along the **Chyryn and Chilik rivers** and ethno-rural tourism in the corridor.
- The **Asy plateau**, at the upper area of the **Kolsai Kolderi-Zhalanash-Kegen SNNP (State National Nature Park)** (on the way via the Moznak water reservoir) to the Bayankol canyon near the regional center Narynkol.
- There are villages in this corridor that have retained their specific authenticity (Zhinishke, Sarytau, Shybyshy, Shalkode) with good opportunities for **CBT development**. The indicated territory + **Karkara river valley** is an ideal place for seasonal ethno-villages, campsites and provides access to Kyrgyz Republic via the border crossing of the same name.

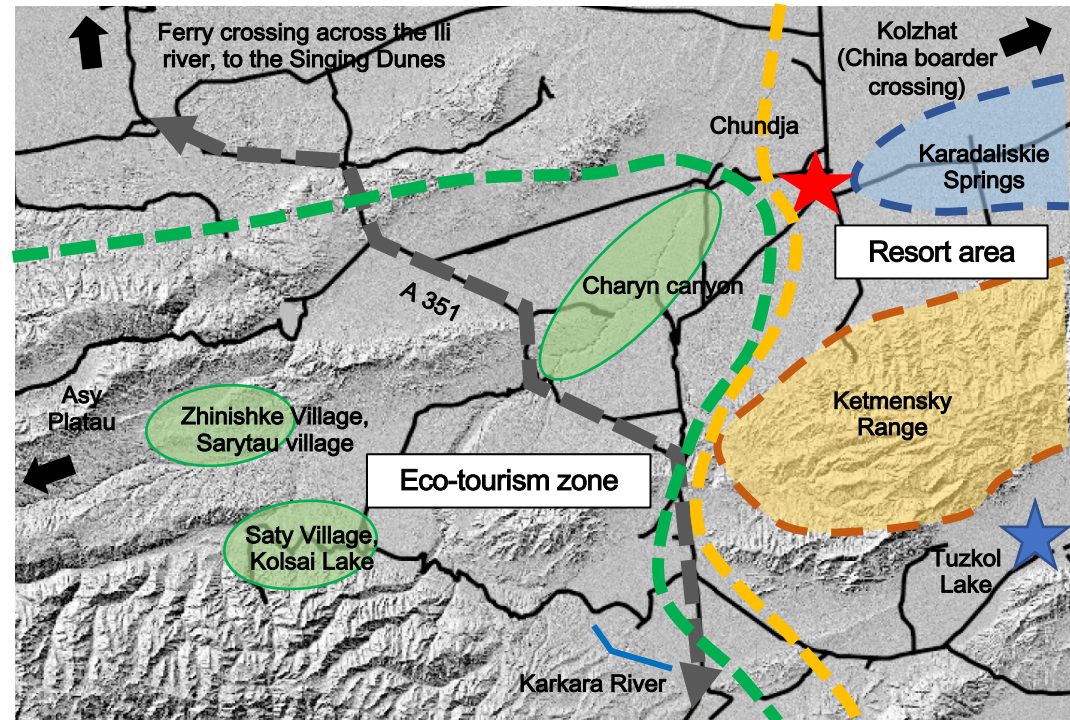


Fig. 6.3.1 Planning concept of the two areas of the Kazakh eastern cluster

6 – Cluster and Networking

6.3 Kazakh eastern cluster

- Despite its potential and numerous tourist attractions (Charyn Canyon, Kolsai lakes, Ozero Kaindy, hot springs, etc.), the eastern part of the Almaty-Bishkek Economic Corridor **doesn't benefit from its boost in tourism**.
- The main traffic road that crosses the region is only a passage road to reach Kyrgyz Republic. Despite abundant traffic in summer, a minority of tourist stays more than one day in the region.
- The overall goal of the project here is **to attract new tourists and to entice them to stay longer** to harness tourism as an efficient tool for the revitalization of this region.
- Some key actions aimed at increasing the overall attractiveness of the region could be implemented, such as (cf. figure 6.3.2):
 - ✓ Creating tourism destinations from a **central gateway**;
 - ✓ Promoting the region by creating a **network of multifunctional facilities** that provide free parking spaces, toilets and regional and tourist information (cf. figure 6.3.3);
 - ✓ **Developing new tourism products and new activities** such as golf, Nordic skiing or horse riding;
 - ✓ Linking tourist attractions by **developing walking and cycle paths network**;
 - ✓ Enhancing the accessibility of touristic spots by **improving road conditions and infrastructure**.
- However, **tourism development should be encouraged while preserving natural sites and the environment**. Therefore, some measures and actions should be promoted, such as eco-friendly materials use, sustainable energy use, or the tourists' sensibilization to the protection of the environment.

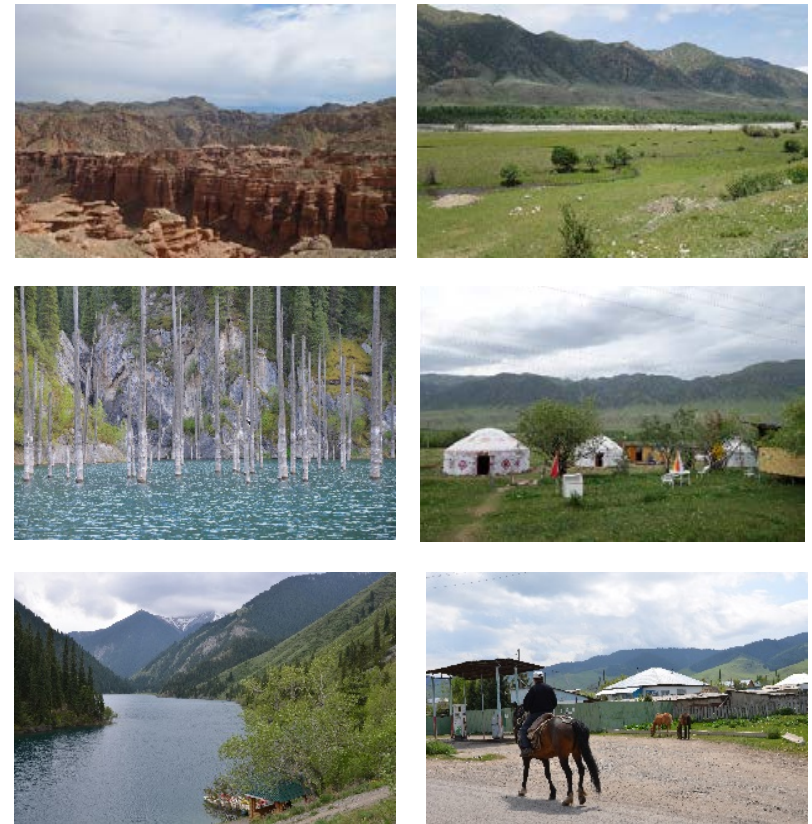


Fig. 6.3.2 A region still not very touristic, yet with huge potential

6 – Cluster and Networking

6.3 Kazakh eastern cluster

- Highlighting the potential of the region involves the networking of tourist attractions. Around a central touristic core, some "satellite" tourist attractions emerge and are linked to the core by the creation of tourist routes and trails.
- The implementation of tourist information spots along major traffic roads allows a spatial distribution of tourists and the promotion of the whole area.

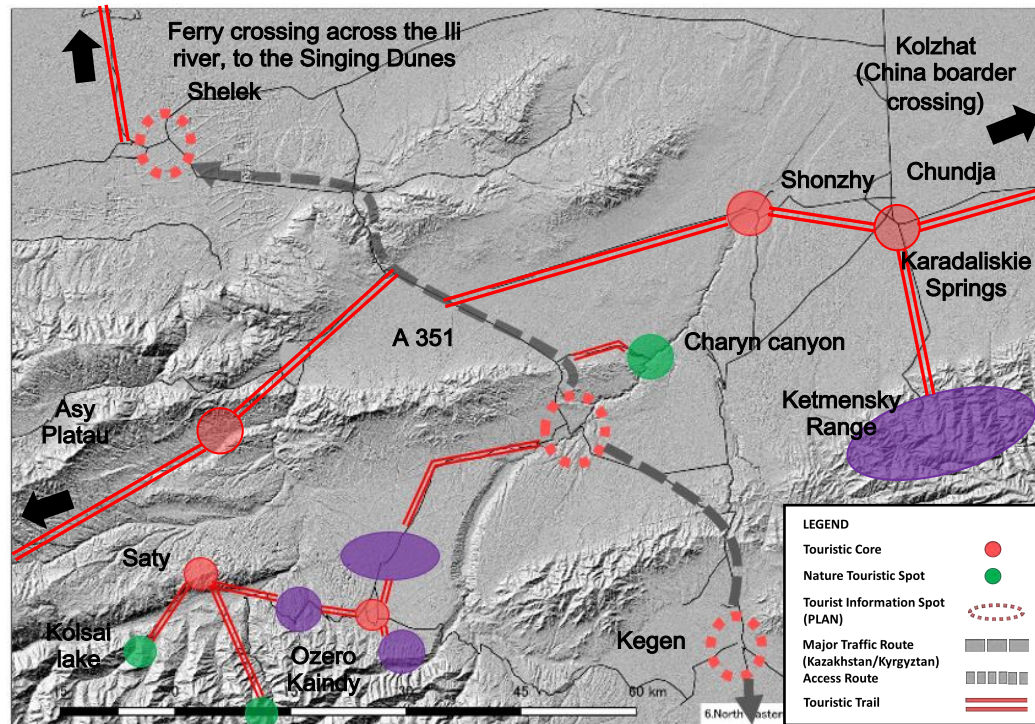
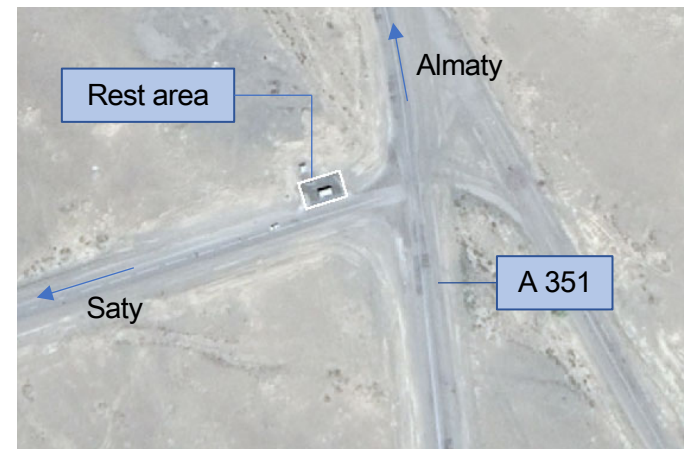


Fig. 6.3.3 Planning concept of the Kazakh eastern cluster



Charyn canyon point of view, the central gateway



Rest area in direction to Saty

Fig. 6.3.4 Potential locations of new rest areas

6 – Cluster and Networking

6.4 Jambyl cluster

- Jambyl oblast locates along the south western boarder between Kyrgyz Republic. The region covers the historical route of Silk road and the new Silk road, which will be constructed as “Bishkek – Almaty economic corridor” in future.
- From their peculiar geographical location and historical background in the area, its development program are planned aiming at maximizing these features for touristic purpose.
- At first, the plan intends to **structurise historical heritages** in the area for the Heritage-based tourism purpose. This structurizing includes follows;
 - ✓ **Historical and cultural heritage;**
 - ✓ **Ancient Taraz**, which is **UNESCO World Heritage Site**;
- At same time, the **linkage between the Historical and the New Silk road** will be formulated. This linkage is generated by following programs.
 - ✓ **Networking** of two Silk roads with connecting facilities. The information center, roadside service facilities and heritage spots will be utilized for the network;
 - ✓ Local villages along the historical road can be integrated for the touristic network. Their productive activities (e.g. agriculture, rural product) can be utilized for touristic activities.



Fig. 6.4.1 Historical heritage in Taraz

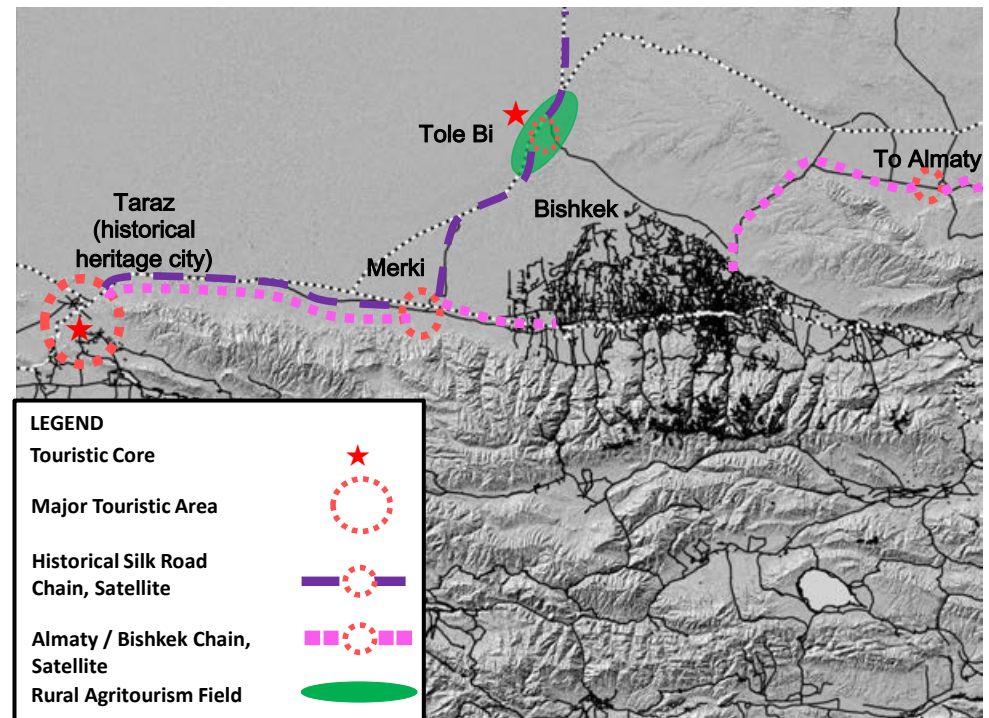


Fig. 6.4.2 Planning concept of the Jumbyl cluster

6 – Cluster and Networking

6.5 Bishkek city cluster

- Bishkek is **endowed with numerous green spaces and blue water resources** such as public parks and gardens, rivers and canals. Several tourist interest points such as museums, parks, and squares, are already connected amongst themselves with integrated landscape management but this **green network is not fully completed**.
- The concept of a **green and blue framework** could be implemented in Bishkek. It will help to connect each interest point amongst themselves and to create a coherent network on a city scale.
- Considering the quality of green and blue spaces in Bishkek, and given the challenges, the main principles of planning for green and blue spaces are to:
 - ✓ Enrich existing green and blue spaces;
 - ✓ Link and reinvent spaces;
 - ✓ Cultivate a green and blue network.
- Some key actions aimed at improving the connectivity between Bishkek's assets could be implemented, such as:
 - ✓ Ensuring continuity of the existing green network (e.g. Chuy Avenue);
 - ✓ Developing walking and cycle paths network to enhance accessibility to interest points;
 - ✓ Revitalizing rivers and canals to enhance the visual and physical connection of people and water;
 - ✓ Exploring the recreational use of rivers and canals;
 - ✓ Developing cultural and entertainment offer (theater, opera, shopping);
 - ✓ Improving the quality of the urban landscape;
 - ✓ Spreading green and blue network on a city scale.



Fig. 6.5.1 Bishkek city

6 – Cluster and Networking

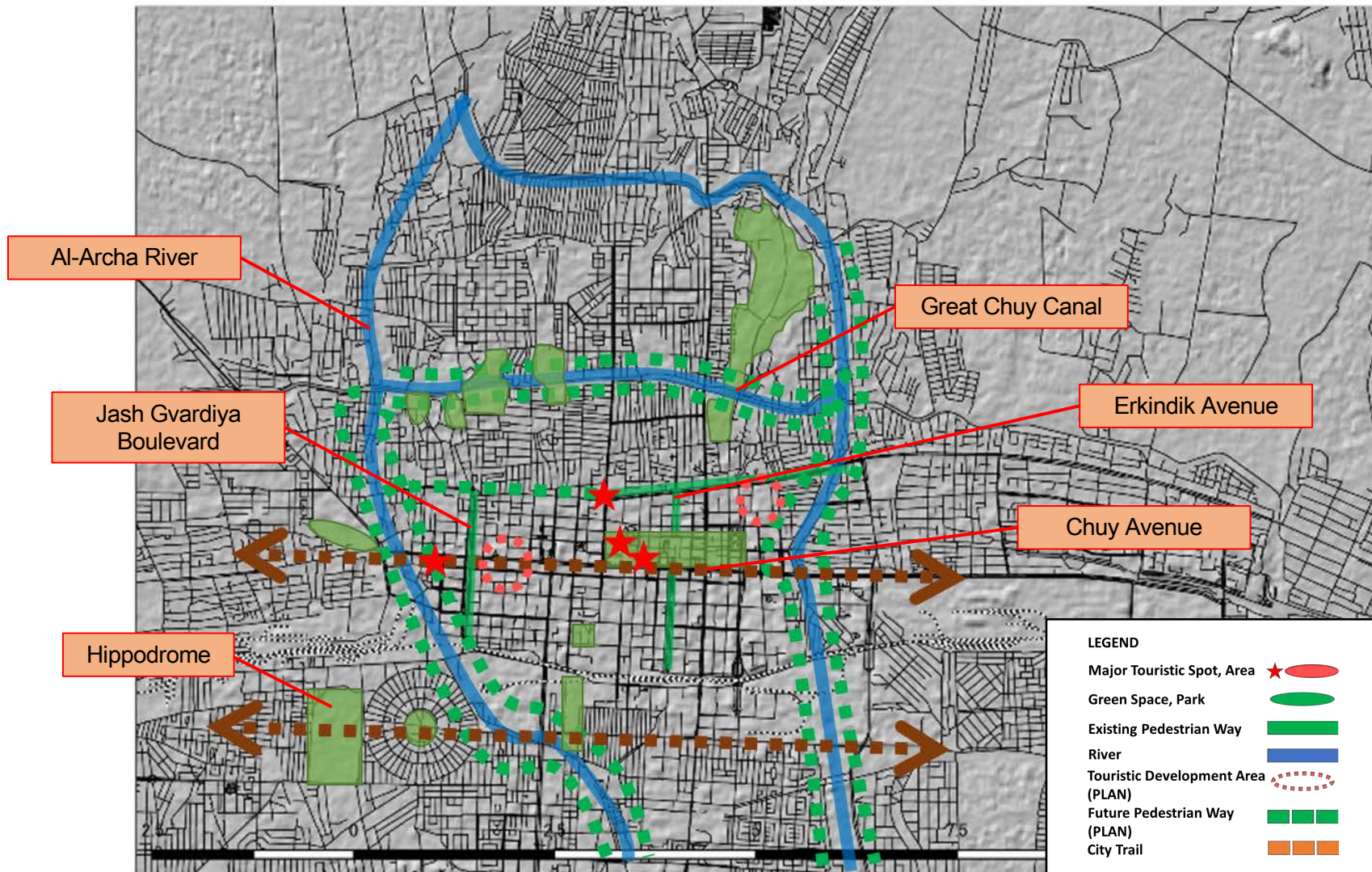


Fig. 6.5.2 Bishkek urban renewal turns to water and its landscape

6 – Cluster and Networking

6.6 Bishkek area cluster

- Bishkek area provides a diversified range of interest points and tourist activities, yet disconnected amongst themselves.
- Reinforcing the attractiveness of the area implies improving the quality and comfort of touristic travels, diversifying the touristic offer and also promoting a whole area and not individual assets.
- The project focuses on an area within a 40-60 km radius of Bishkek city center to enable effective and full utilization of the resources by the domestic market, even for a short trip and all-year-around.
- Some key actions aimed at making use of the Bishkek area's potential could be implemented, such as:
 - ✓ Creating a hillside trail linking all tourist spots amongst themselves;
 - ✓ Developing walking and cycle paths network to enhance accessibility to interest points and to propose an alternative to the car (soft transportation);
 - ✓ Implementing basic facilities such as toilets, rest areas and tourist information center at each entrance of secondary trails for traveling in comfort;
 - ✓ Revitalizing the Chuy river and exploring the recreational use of it (rafting, canoeing, ...);
 - ✓ Diversifying the activities proposed in the area to enlarge the tourist market (paragliding, hard-adventure activities...).

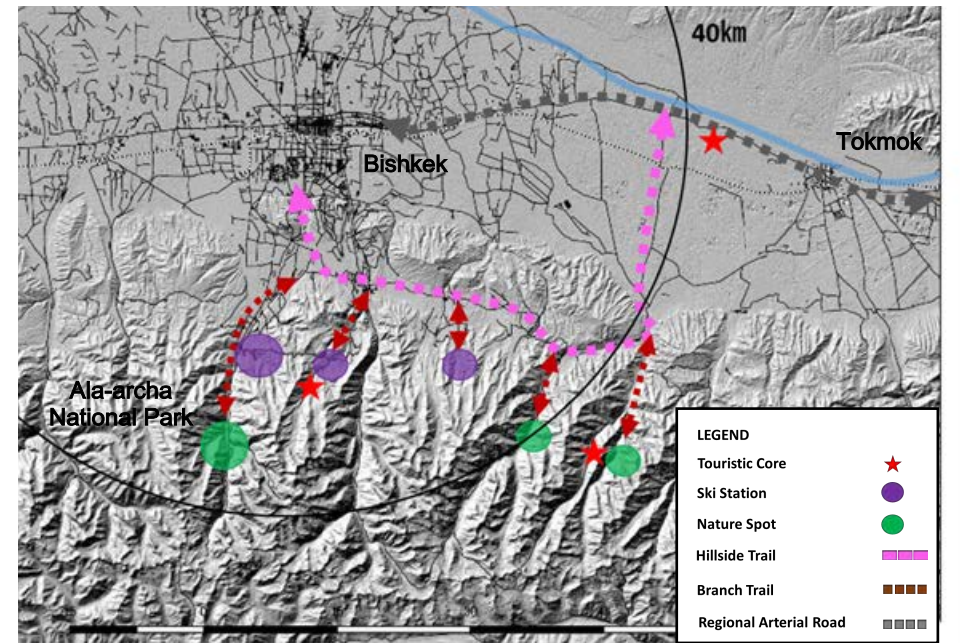


Fig. 6.6.1 Planning concept of the region of Bishkek



Fig. 6.6.2 Cultural and natural assets of the region of Bishkek

6 – Cluster and Networking

6.7 Song-Kul cluster

- Song-Kol (also Song-Kul) is a lake located in the basin surrounded by the mountains with 3,200 to 4,000 m altitude. Its surface altitude is 3,016 m. Due to the height of the surrounding mountains and harsh weather conditions except for the summer season of May to September, it is not approachable for most of tourists rest of a year.
- Position of the cluster is an attachment to Issyk-Kul (Lake) since ordinary approach route from Bishkek to Kochkor and Song-Kul passes very nearby road to Balykchy of Issy Kul. Its summer only tourism character enhances this feature.
- Song-Kul area is used for summertime grazing by surrounding communities. Each community has own territory.
- Yurt camps (accommodations) seems to be operated based on the use of right arrangements.
 - ✓ Toilets are just dug holes on the ground, and wastewater treatment does not exist.
- Highway with roadbed in the basin limited 1 alignment from North-East to South-West passing south of the Lake.
- The lake-side road along with its North-East to South-West shore going Northern side is foot-path is used for yurt camps' transports by cars. Passage of cars create wheel track roads and they are shown on maps as ordinary roads.
- Kochkor is tourism base town for Song-Kul. It is the emerging place of CBT in Kyrgyz Republic.
- The main attractiveness of Song-Kul is an almost untouched natural environment.



Fig. 6.7.1 Song-Kul region

6 – Cluster and Networking

6.7 Song-Kul cluster

- Key actions for sustainable tourism development

- ✓ Pursuing natural environment appreciation tourism;
- ✓ **Protection of the lake shoreland** must be the main consideration for the tourism development with measures including:
- ✓ Introduction of **nature-friendly pavement** for lakeside road, and limitation of vehicle passages;
- ✓ Set **eco-friendly toilet, garbage treatment, and sewage facilities** up;
- ✓ Maintenance and improvement of land usage control for better sustainability;
- ✓ Publicity through **tourist information centers** regarding the Song-Kul environment protection tourists' actions with the entrenchment of Kochkor as key tourist information center (Song-Kul Ecology Center founding is optional).

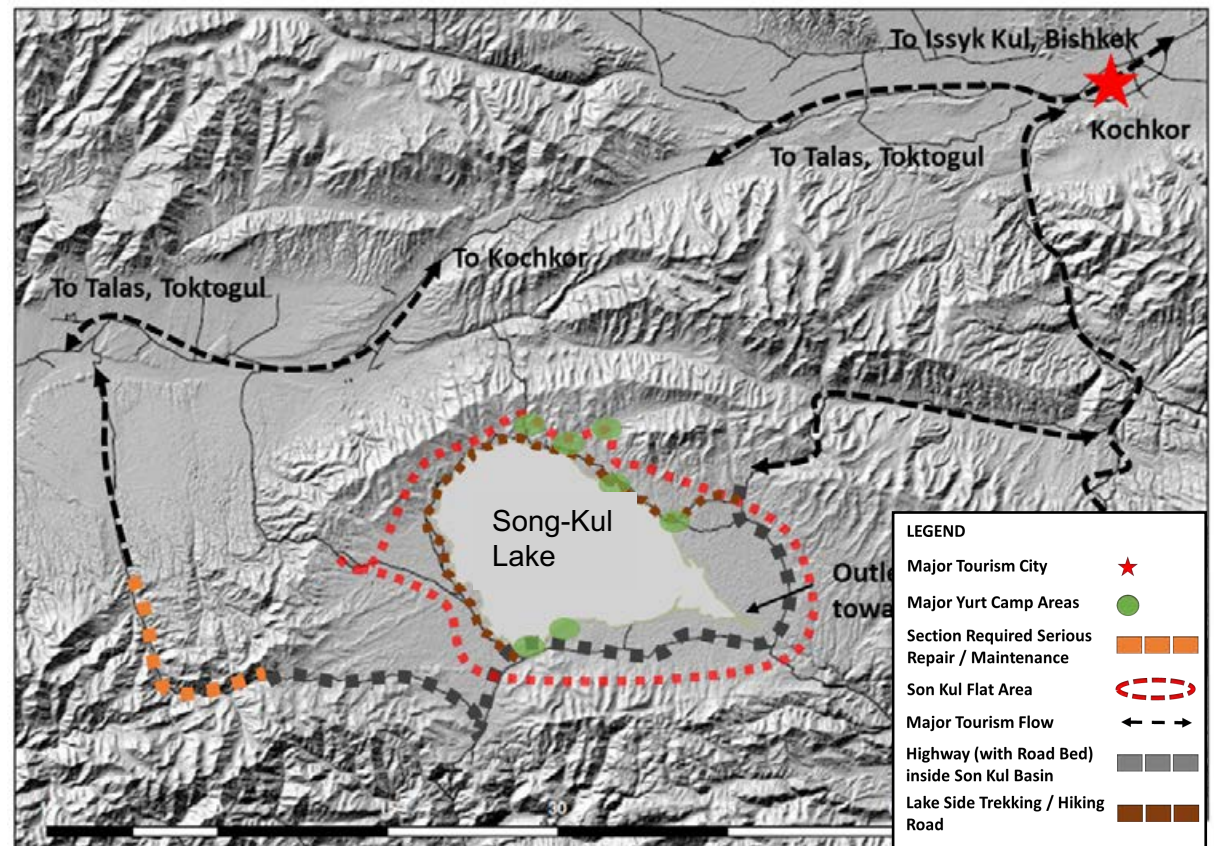


Fig. 6.7.2 Song-Kul cluster

6 – Cluster and Networking

6.8 Balykch / Tamchy cluster

- Balykch is the gateway to the Issyk-Kul area from Bishkek. And the town functions as a primary node of different touristic directions such as to the North lakefront, the South lakefront (Ton district and Karakol), along Chuy river to Bishkek, and to Song-Kul area.
- As the Gateway town, Balykch is expected to be spatially beauty and to provide functional touristic services. For their realization, following activities are expected for development;

- ✓ Spatial design reform and control: Current disorder buildings' design need to be controlled and reformed ;
- ✓ Functional service as gateway city: Provision of touristic information in Balykch can guide tourist to find new destination of thee area;
- ✓ Node of touristic network: The city can function as transfer point of the area. Public transport terminal and parking facilities are expected to be constructed in the city.

- Eastern area of Balykch town, which include Toru Aygyr, Koshkol and Tamchy, is expected to provide resort touristic activities. Following facilities are expected to realize multi seasonal touristic activity;

- ✓ Public beach with parking area;
- ✓ Community based agri-tourism station;
- ✓ Hillside sport resort complex with golf



Source: www.findrentals.com



Source: www.golfrendezvous.com

Fig. 6.8.1 Proposed program for Eastern Balykch development

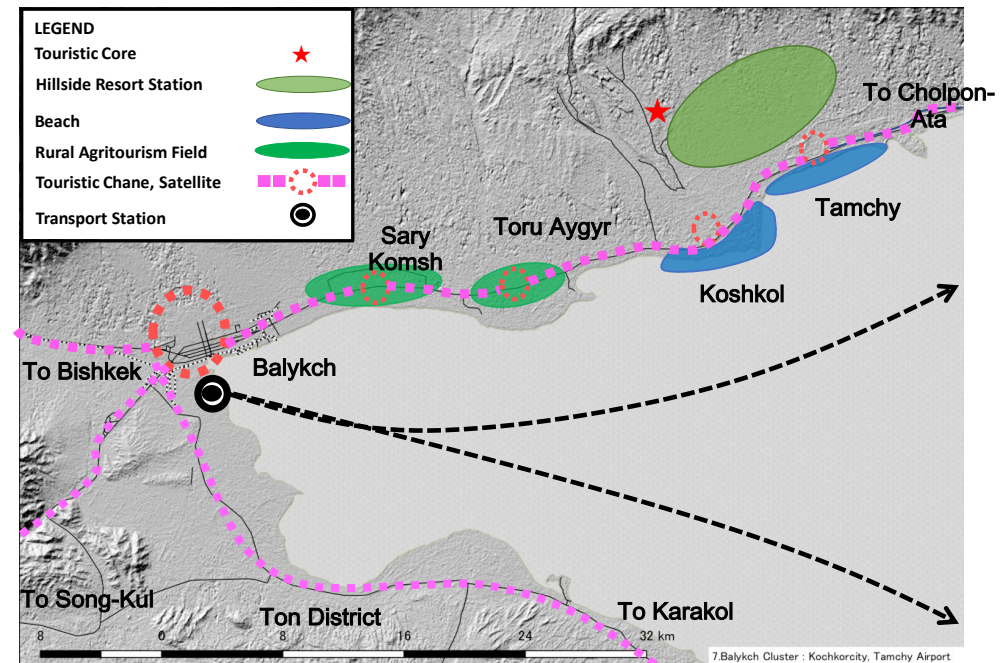


Fig. 6.8.2 Planning concept of the Balykch / Tamchy cluster

6 – Cluster and Networking

6.9 Cholpon-Ata cluster

- **Recreational and health tourism**, historically developed at Issyk-Kul lake, is the most popular tourism product in the Almaty-Bishkek Economic Corridor and **attracts millions of tourists every year in Cholpon-Ata and its surroundings**.
- The intensive development of this region, especially near the shore of the lake, has occasionally generated degradation of the environmental and landscape quality and an indulgent application of regulations.
- The urban development plan of this region must as a priority take into account **the quality of overall infrastructure** and **the natural and landscape protection** for a further sustainable and prosperous development.
- Some key actions aimed at enhancing the touristic development quality of Cholpon-Ata area could be implemented, such as:
 - ✓ Developing a **walking and cycle paths network** that connects all tourist attractions amongst themselves;
 - ✓ **Limiting the development of the coastal area** to create an open bank (no construction less than 500 meters from the shore of the lake);
 - ✓ Working with the private sector to **open public access to beaches and coastal area**;
 - ✓ Enhancing the attractiveness of the region **using the airport and the harbor as gateways**;
 - ✓ Developing sustainable tourism by creating an **eco-resort in the inland region**;
 - ✓ Integrating and valorizing landscape and heritage.



Fig. 6.9.1 An area turned on lake-bound

6 – Cluster and Networking

6.9 Cholpon-Ata cluster

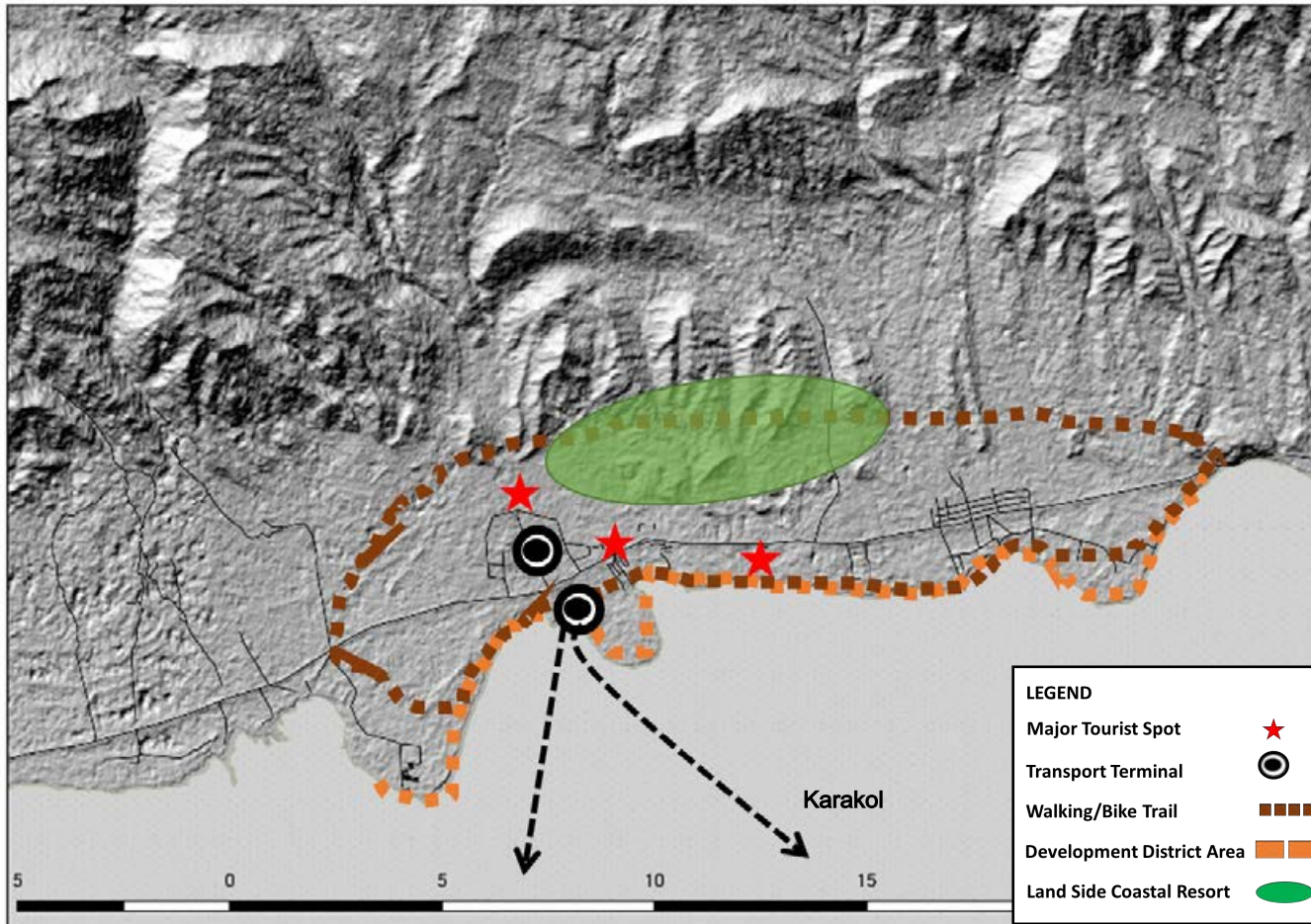


Fig. 6.9.2 Cholpon-Ata cluster



Fig. 6.9.3 Scenic cycling paths in Australia, the United States, and France

6 – Cluster and Networking

6.10 Karakol cluster

- Karakol and the southern shore of the lake have significant development potential. The development of this area must be done by prioritizing the creation of a network between all tourist attractions, the set-up of an efficient and attractive transportation service and the implementation of an Alpine Route.
- Some key actions aimed at enhancing the touristic development of Karakol and its surroundings could be implemented, such as:
 - ✓ Creating a road and walking and cycling path network that links all tourist attractions amongst themselves to efficiently promote the region;
 - ✓ Developing some tourist facilities, such as toilets, rest areas or tourist centers, every 15 km along the length of paths network for enhancing the quality of the travel (cf. 7.5);
 - ✓ Implementing transport stations that link both shores of Issyk-Kul;
 - ✓ Facilitating access to tourist attractions by providing or supporting public transportation services (buses, bike rental stations, etc.);
 - ✓ Creating an integrated pedestrian trail system that offers recreational opportunities for various user groups (e.g interpretive natural trails);
 - ✓ Implementing an Alpine Route with different entry points to create a coherent and interconnected mountain framework;
 - ✓ Developing the agro-tourism sector in the region;
 - ✓ Maintaining waterfront view corridors and its public access;
 - ✓ Integrating and valorizing landscape and heritage.



Fig. 6.10.1 The southern shore of Issyk-Kul offers a wide range of landscapes and activities

6 – Cluster and Networking

6.10 Karakol cluster

- The southern shore of the lake provides a wide range of landscapes, activities, and tourist interests. The regional planning must link all these interest points, by creating a touristic chain, to allow efficient spatial distribution of the tourist products and coordinated promotion of the territory.

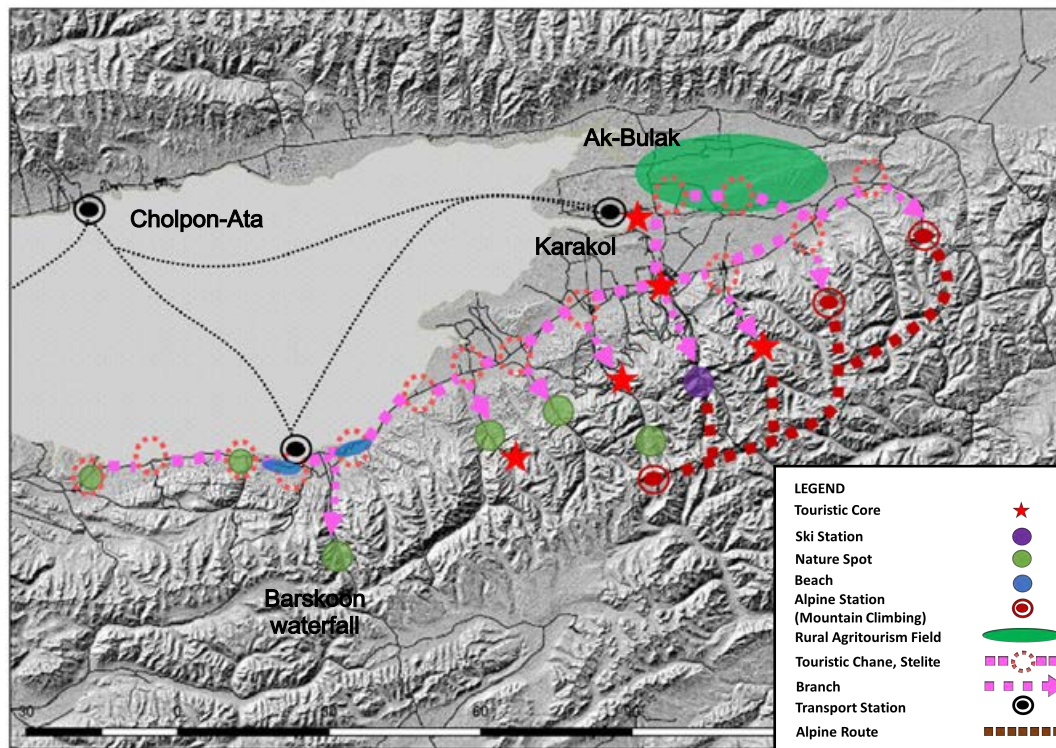


Fig. 6.10.2 Networking of the Karakol cluster



Fig. 6.10.3 Tourist facilities along national roads in Japan



Fig. 6.10.4 Interpretive natural trails in Japan

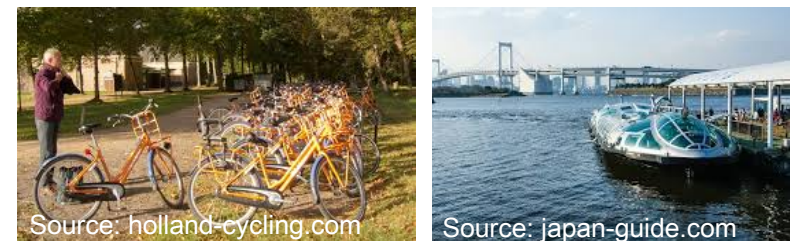
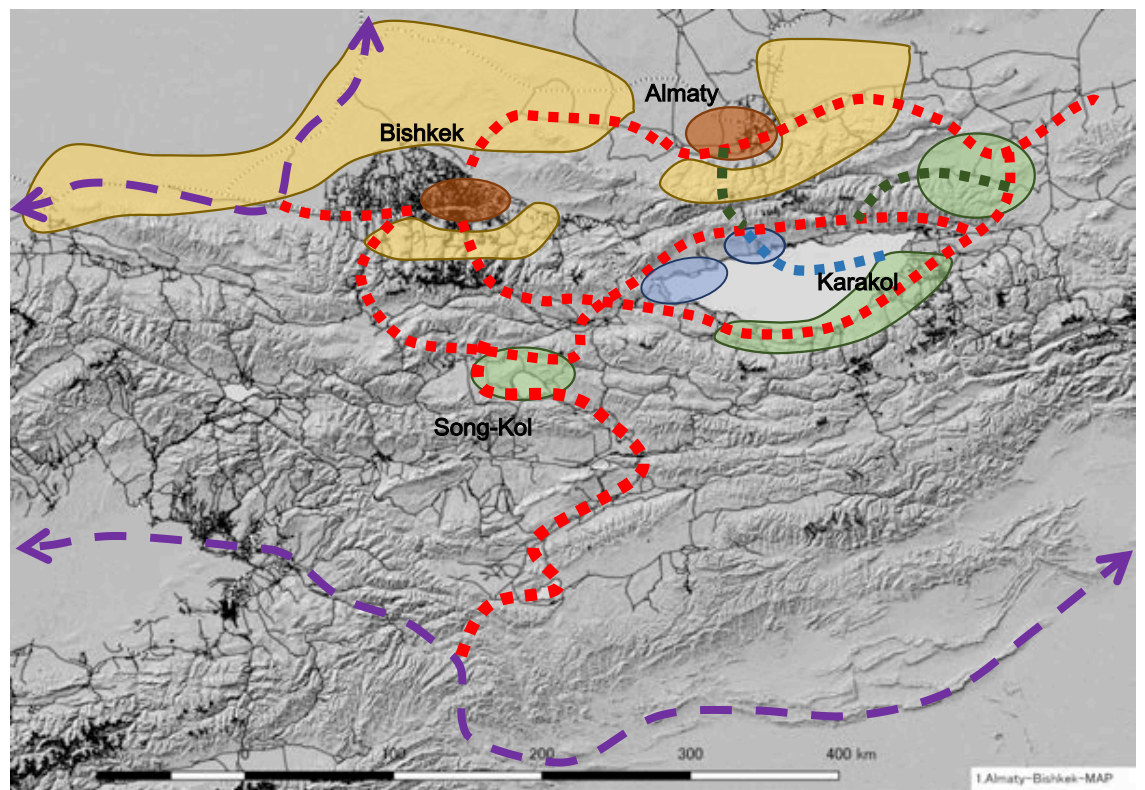


Fig. 6.10.5 Rental cycling and Tokyo water bus

6 – Cluster and Networking

6.11 Network of clusters

- Together, the clusters described in 6.1 to 6.8 form the Almaty–Bishkek touristic network. This network supplements the historical Silk Road and increases the offer of touristic routes for the area.
- The master planning proposes to implement in the corridor the following networks:
 - ✓ **Land network** – Existing road network forms a land network. Service provision in every adequate distances and improvement of service quality are required;
 - ✓ **Mountain network** – Formerly, the connections between Almaty and Issyk-Kul were one of the connecting routes. Improvement of cross-border procedure could help its revitalization for tourism;
 - ✓ **Water network** – Water transport on the Issyk-Kul will provide a more diverse selection of touristic activity and market for the area.
- For further active use of these networks, the touristic development should take into account:
 - ✓ **Transport service** Public transport service can help the seamless movement of travelers in the area;
 - ✓ **Provision of touristic service** – In addition to the transport service, cargo service (Caravan) service will expand the selective menu of touristic activities. For example, regular cargo service among clusters enables diverse transport measures for movement (e.g. bike, horse).



Legend

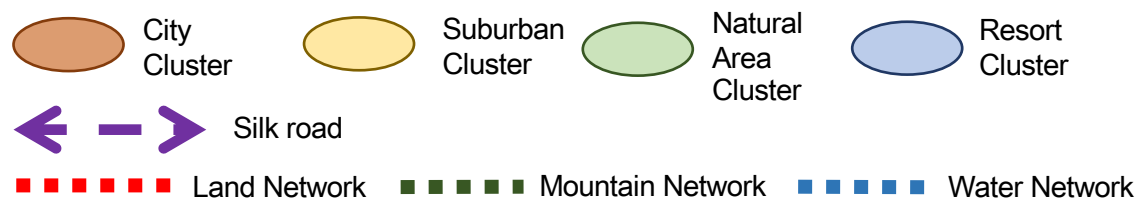


Fig. 6.11.1 Network of clusters

Chapter 7

7

Case studies

7.1

CBT enhancement

7.2

City tourism enhancement

7.3

Integrated resort station

7.4

Symbiotic development on the lakeside

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7.8

Networking facilities – *Michi no Eki*

7.9

Networking facilities – *Michi no Eki*

7.10

Introduction of City Check-in System for Cross border

7 – Case studies

7.1 CBT enhancement

- Enhancement of CBT must be one of the tourism development issues in Kazakhstan. Local communities taking responsibility for and benefitting from local tourism development seem to be emerging in the country.
- As described in 2.8, Turgen and vicinity zone under Almaty Area Cluster of the study area can be enumerated as one of CBT emerging locals in Kazakhstan.
- For enhancing the particular CBT in Turgen and vicinity zone as a pilot project aiming the national CBT enhancement, utilizing the eco-museum concept described in 2.9 is recommendable, since the concept focuses on local community's involvement in exhibiting their own self-image of the area/ society. In addition, the area accommodates required public resources and open field historic monuments, burial mounds, as described in 2.9.
- Fundamental enhancement program may consist of:
 - ✓ Fostering Community Based guides;
 - ✓ Promoting Community Based accommodation providers;
 - ✓ Special assistance of providing academically verified historical information through State (Oblast) Historical and Cultural Reserve-Museum of "Issyk" for tourism attraction development including open-air burial mound exhibition;
 - ✓ Support for preparing and propagating historical stories of the local including publication of local history book and leaflet/ booklet for tourism uses.
- General CBT promotion program may include:
 - ✓ Governmental recognition of the group of people to promote the local tourism as an association of CBT;
 - ✓ Public supports for publicity of the association and its activities;
 - ✓ National to local multi-layered public/ governmental assistance for CBT activities.

"Employment of eco-museum concept would be suitable for enhancing CBT in Kazakhstan"



Fig. 7.1.1 Esik Museum (top), local product of Turgen (bottom left), winery in Turgen (bottom right)

7 – Case studies

7.2 City tourism enhancement

- For the city-tourism in Almaty and Bishkek, the following two matters need to be considered for the enhancement of its value:
 - ✓ **Quality of individual touristic site**
 - ✓ **In city touristic networking**
- **Integration of landscape with the surrounding environment**

As an improvement of quality of touristic sites, following landscape treatment measures are to be taken into consideration.

 - ✓ **Quality** – Especially in Almaty, it seems that quantity of greenery is more respected than its quality. Sometimes huge volumes of green disturb visibility of nature scape which surrounds the city.
 - ✓ **Integration** – By landscaping treatment of the greenery, tow scape in the city can be integrated with surrounding unique natural environments and will provide peculiar value.
- **Landscaping for riverside pedestrian**

As an example of a possible future touristic route, improvement of the rive side environment could be proposed.

 - ✓ **Almaty** – Pedestrian along the rivers in the city could become valuable viewpoints in the city towards surrounding nature mountainscape.
 - ✓ **Bishkek** – Riverside pedestrian paths could supplement existing green pedestrian networks in the city.



Fig. 7.2.1 Integrated landscaping (for the Almaty city)



Fig. 7.2.2 Landscaping for the pedestrian along the river
(Paris, France and Damascus, Syria)

7 – Case studies

7.2 City tourism enhancement

- In addition to the spatial improvement for the in-city touristic networking, following measures are effective for the promotion of touristic activities.
- **Installation of elements of a touristic route**
Aiming at encouraging understandings of history and culture of the region, the following touristic elements are suggested to be installed in the city areas.
 - ✓ **Sign**– Sign indicates elements, which tourist should observe. The standardized design is preferred to be used in order to show that the element is a part of the city network.
 - ✓ **Information board** – Relating information, such as historical background and result of the academic survey, can awake tourists' interest in the area.
 - ✓ **Pocket park, resting space** – Same as individual touristic elements, routes in a city could be a touristic element. In order to correspond to the tourists' activities, resting spaces and pocket parks are suggested to be prepared along the major in-city touristic routes.
- **For the further discovery of the city**
For further development of in-city tourism, the following matters are suggested to be considered for the city tourism program.
 - ✓ **Touristic trails by theme** – The example shown in Figure 7.2.4 is different touristic trails by theme, which correspond half to one day walking.
 - ✓ **Guiding materials** – Currently, Almaty city provides touristic information provision through smartphone using QR code.



Fig. 7.2.3 Information boards, signs and pocket park on tourist route (Damascus, Syria)



Fig. 7.2.4 Guide map for 6 tourist routes (Damascus Syria)

7 – Case studies

7.3 Integrated resort station

- Touristic facilities in the natural area tend to be built in locations which are suitable for appreciating its environment. But it might result in the occupation of the scarce environment by limited touristic users or provoke obstruction of the nature scape.
In the Almaty – Bishkek area, developments on the shore of Issyk-kul are a representative case of this kind of development.
- **Proposal for a hillside lake resort**
Same problems had been raised in touristic areas in other countries. And in some countries, hillside developments are progressed in coastal areas.
 - ✓ **Strength of hillside development** – Same as locations on the lakeside, hillside location can provide panoramic views of nature without occupation of the shore.
 - ✓ **Provision of subsidy for hillside development** – Subsidization could be considered for guiding hillside development rather than lakeside development.
- **Development control along the lakeside area**
In the same time, control measures on development in the lakeside area should be applied.
 - ✓ **Control of development** – Currently, areas in some distances from the shore of the lake are under control (cf. Fig. 7.3.2).
 - ✓ **Public Accessibility** – For an equitable appreciation of natural resources, public access is preferred to be secured in these areas.



Fig. 7.3.1 Proposal of hillside lake resort



Fig. 7.3.2 Current development control plan (Cholpon-Ata, Kyrgyz Republic)

7 – Case studies

7.4 Symbiotic development on the lakeside

- On the northern shore of Issyk-Kul, most of the resort facilities and touristic developments are located around Cholpon-Ata. The following drawings shows other possibilities of symbiotic touristic development around Balykch, Koshkol and Tamchy area.

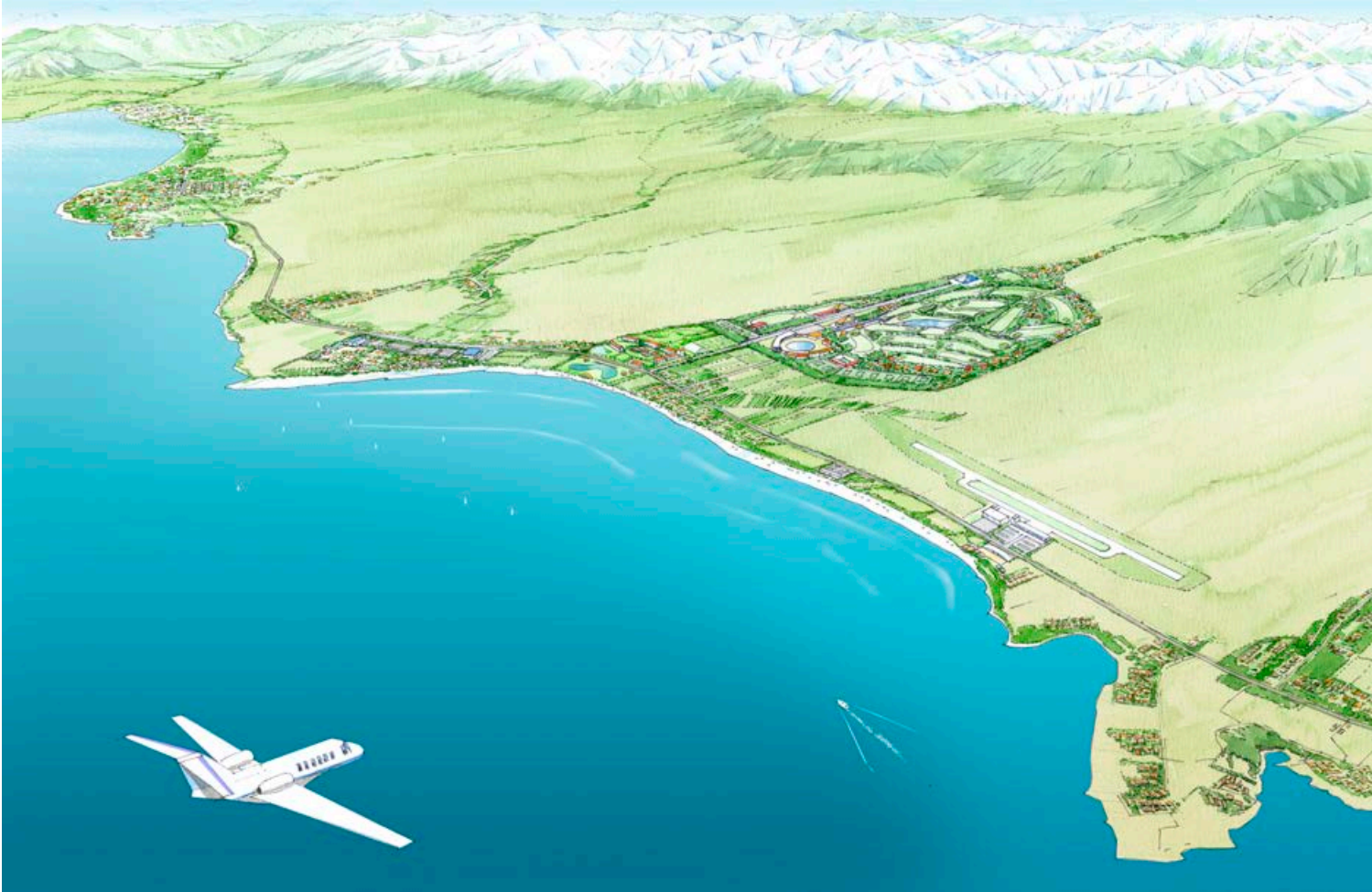


Fig. 7.4.1 Proposal of symbiotic lake resort (Balykch, Koshkol and Tamchy area)

7 – Case studies

7.5 Nature enhancement

Balancing nature conservation and tourism: the case of Hokkaido and Niseko (Japan)

- The prefecture of Hokkaido in Japan has developed a policy of development permission in conservation areas. Rather than set up uniformly protecting nature conservation areas, the park authority in Hokkaido has set up zones with different levels of restrictions/permissions for various activities. As shown in the table below, some areas are designated as special protection zones where permissions are required for different types of activities, whereas others with lower estimated environmental impact have fewer restrictions where construction of private hotels and inns is permitted.
- To protect the nature and landscape in the park, the natural park is divided into four types of restricted areas (*special protection zone*, *special area*, *normal area*, *marine park area*), and activities that may affect the nature in the area are regulated. Administrative permission is required for each activity by the authority in Hokkaido prefecture.

<i>Restricted conduct items</i>	<i>Special protection zone (require permission)</i>	<i>Special area (require permission)</i>	<i>Normal area (require notification)</i>	<i>Marine park area (require permission)</i>
New construction, reconstruction, and extension of buildings and structures	[H]	[H]	[H] *case of exceeded standard	[H]
Cutting wood and bamboo (including harvesting)	[H]	[H]	N/A	[H]
Land reclamation, land shape change	[H]	[H]	[H]	[H]
Changing the color of roof, wall, fence, bridge, steel tower, water pipe, etc	[H]	[H]	N/A	[H]

Fig 7.5.1: Regulation of actions in National Parks in Hokkaido (Japan)

- Niseko is an inland town in the southwestern part of Hokkaido, forming a hilly basin with many slopes surrounded by mountains. Formerly agricultural town and ski resort for the domestic market, the city has recently evolved into an international mountain resort. There are two national parks in the city and 13.5% of the city is protected.

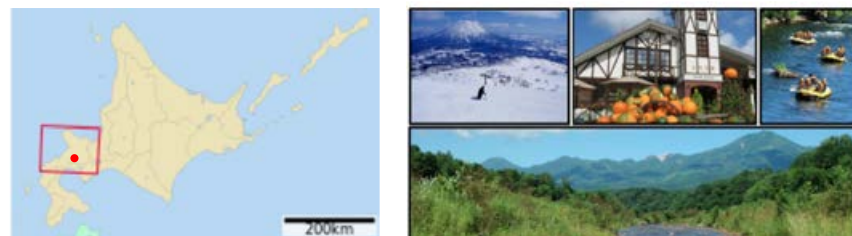


Fig 7.5.2: Niseko

7 – Case studies

7.5 Nature enhancement - Balancing of nature conservation and tourism

Balancing nature conservation and tourism: the case of Hokkaido and Niseko (Japan)

- The overall trend of tourists entering Niseko is upwards. Winter tourism in particular has increased due to the introduction of powdered snow and improved social media presence. The construction of a roadside station in 1997 has also benefited tourism. Summer visitors are also increasing but at a slower rate to the winter numbers.
- The monthly profile of tourist numbers is bimodal with peaks in January and August, coinciding with the ski season and summer vacation (where various outdoor sports are popular).
- Niseko's hot springs also attract tourism, both domestic and foreign.
- Niseko proposes several activities, such as:
 - ✓ in winter season: skiing, snowboarding, snowmobiling, sledding, backcountry skiing, snow rafting, snow shoeing, hot springs
 - ✓ in summer season: mountain biking, kayaking, golf, road cycling, canyoning, hiking, horse riding, whitewater rafting
- Niseko promotes tourism development, but the neighboring Kutchan town is more environmentally friendly and has its own regulation (cf. fig 7.4.3).



Item		Contents
Building use		Hotels and condominium hotels (condominiums)
Building coverage ratio		40% or less (the part surrounded by the horizontal projection perimeter)
Floor-area ratio		300% or less
Maximum height		16 meters (18 meters if the height difference around the building is 2 meters or more) however, in the case of either following 1 or 2, 22 meters 1 When the entire roof is a gradient roof of 3 inches or more 2 When a floor other than 1 is used and a floor within 1/2 of the horizontal projected area of the floor directly below is provided
Minimum site area		More than 1,000 square meters excluding preservation green space
Exterior wall receding front road (Setback)		Exterior wall receding front road (Setback)
Neighbor boundary		5 meters or more (* Setback from the horizontal projection perimeter of the building)
Form, Design	Roof shape	In principle sloped roof (in case of flat roof, a parapet is attached)
	Roof color	As a general rule, dark brown, red rust, dark green, ultra-blue
	Exterior wall color	As a rule, cream, gray, white, brown, and natural materials

Figure 7.5.3: Example of application area of restrictions and items of restrictions in Kutchan

7 – Case studies

7.5 Nature enhancement

Application example to Kazakhstan and Kyrgyz Republic

- **Restrictions of land use and building construction**
 - ✓ Strengthening the regulatory framework and standards for construction permission: building coverage ratio, floor area ratio, building color and material standards, consideration for landscape
- **Support for infrastructure development by governments**
 - ✓ Construction of approach road or boardwalk with accessibility ensured (disability-sensitive infrastructure), assistance for water supply, simple sewerage
- **Required measures in the case of increasing number of tourists**
 - ✓ Regulations on environmental impact: sewage of wastewater and septic tank installation standards (sewage), water supply limit (including securing water sources), and power consumption limit
- **Improvement of design of signs, parking lots, trash and toilets**
- **Enhancing natural tourism GPS, location games and GPS applications with databases without constructions**

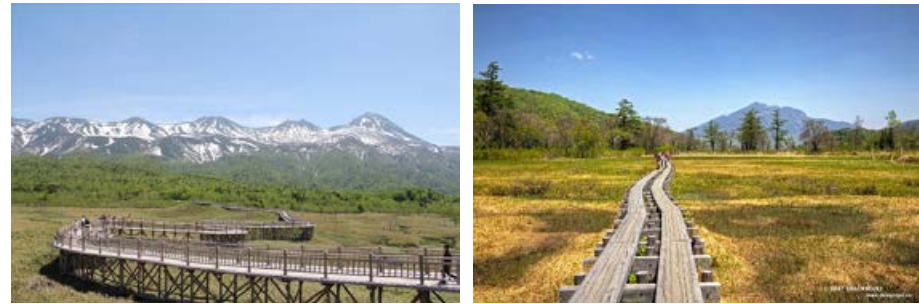


Fig 7.5.4: Aerial wooden path and boardwalk in Japanese National Parks



Fig 7.5.5: Composting toilets are commonly used in national parks, ecotourism resorts or rural areas in developing countries



Fig 7.5.6: Aerial wooden path and boardwalk in Japanese National Parks

7 – Case studies

7.6 Community based tourism station

- Rural areas in the Almaty – Bishkek touristic corridor can not expect daily visiting tourist from large cities such as Almaty and Bishkek due to long distances and travel time from the city center.
- For the areas such as Kazakh eastern cluster in Kazakhstan and Son-Kul cluster in Kyrgyz Republic, it is necessary to consider to develop their own touristic programs, which differs from one-day visit touristic.
- From this view, touristic facilities and programs which corresponds medium- long days stay need to be developed and introduced in these areas. And it is necessary to consider that the touristic business can not become a major income measure in this area. In this sense, consideration of symbiotic touristic development with rural activities becomes quite important.
- **Discovery of diverse touristic activity programs**
Based on the ideas of conservation of rural industries, activities, and cultures, the following touristic programs can be considered for rural areas:
 - ✓ **Sports program** – Offer of sports fields using pastures. Golf, horse riding, and Nordic ski are suggested;
 - ✓ **Medical cure program** – For long days stay tourists. It can be provided with spa;
 - ✓ **Agro-tourism** – Real-experience tour can be applied for this program.



Fig. 7.6.1 Development image of Community Based Tourism station (Dzhalanash, Saty in Kazakhstan)



Fig. 7.6.2 Assumed touristic activities in the target area

7 – Case studies

7.7 Establishment of Eco-Museum

- In order to provide diversified touristic programs and multi-seasonal touristic activities in the area, integration and networking of touristic elements and spots in the area are important.
- The idea of Eco-Museum stands on the principles to connect and networking of existing rural historical, cultural, industrial and environmental elements. It intends to be field a museum using elements on site.
- **Composition of Eco-Museum**
Following facilities compose Eco-Museum:
 - ✓ **Core museum** – It is a gateway for the region. It exhibits major cultural items and historical information;
 - ✓ **Satellite** – On-site facilities become a satellite of the museum. Natural fields, agricultural fields, and winery are examples of satellite;
 - ✓ **Trail** – Historical routes and nature trails can be a element of the museum.
- **Application of Eco-Museum development to tourism**
Following areas have potentials for Eco-Museum programs:
 - ✓ **Almaty – Esik – Turgan – Kapshagay;**
 - ✓ **Bishkek and surroundings;**
 - ✓ **Karakol and surroundings.**
- **Toward further development**
For further development, the following matters could be linked with the Eco-Museum program:
 - ✓ **Rural Event** – ex. Harvest festival ;
 - ✓ **Rural Activities** – ex. Agricultural activities.



Fig. 7.7.1 Case study of establish of Eco-Museum (Almaty – Esik – Turgan - Kapshagay, Kazakhstan)



Core Museum

Satellite

Trail

Fig. 7.7.2 Composition of Eco-Museum

7 – Case studies

7.8 Resort station for multi seasonal activities

- The following drawing and the photos show the development image of Turgun Gorge. The area equips nature elements, which provide multiple seasonal touristic activities.

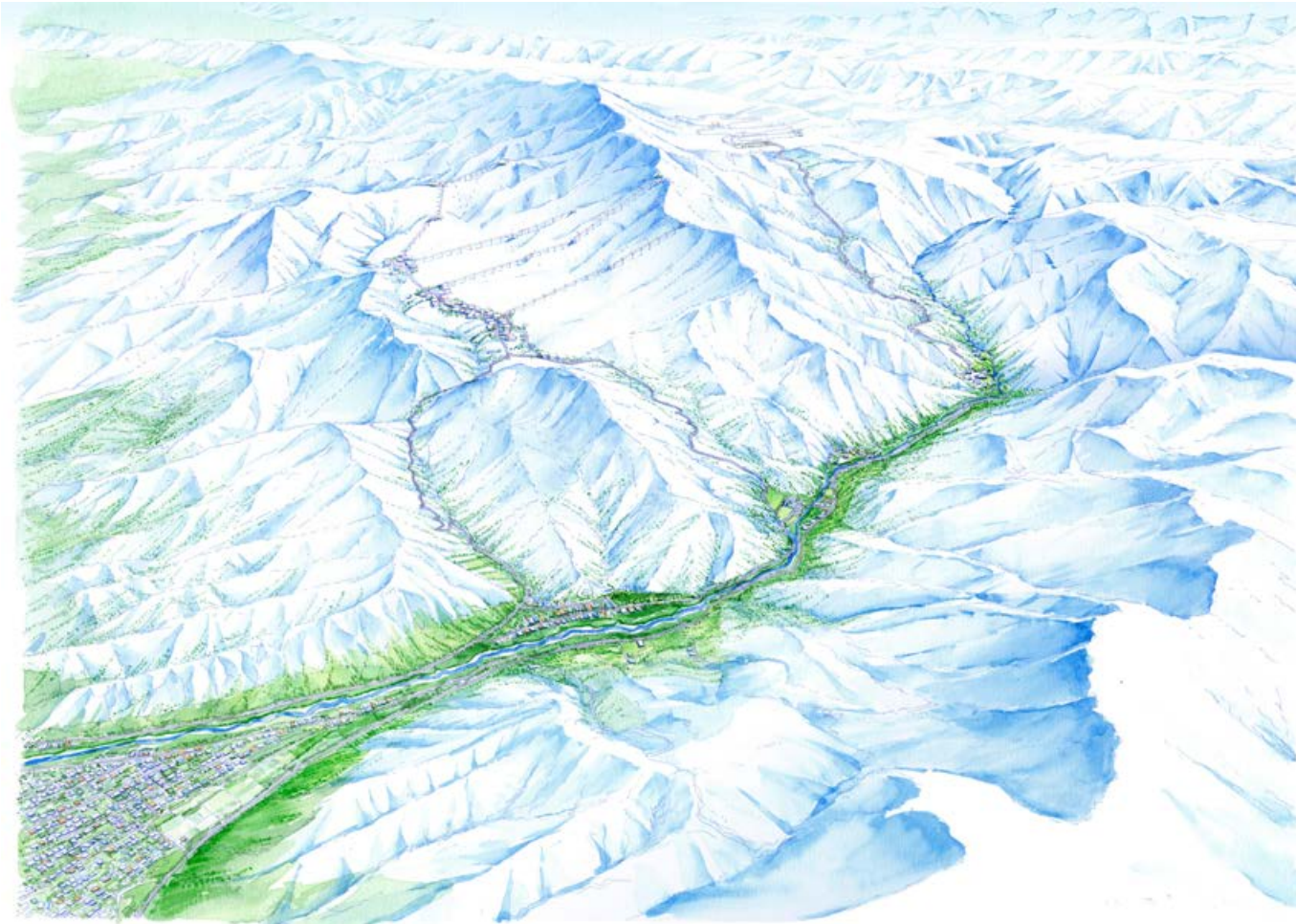


Fig. 7.8.1 Multi seasonal touristic development (Turgun Gorge)



Fig. 7.8.2 Image of Multi seasonal touristic activities (Turgun Gorge)

7 – Case studies

7.9 Networking facilities – *Michi no Eki*

- A *Michi-no-Eki*, literally “roadside station” in Japanese, is a **multi-functional facility** located along national highways that provides **free parking space, restrooms, and regional and tourist information** for road travelers. Over the past 30 years, the Japanese have set up more than a thousand *Michi-no-Eki*.
- Each *Michi-no-Eki* has three distinct features:
 - ✓ **“Refresh”**– Rest facilities that include free 24-hour parking and restrooms;
 - ✓ **“Community”** – Cooperation where cultural centers, tourist attractions, recreation, and other local development facilities promote interaction with the region;
 - ✓ **“Information”** – Road, tourist, and emergency care information is readily available.
- Such road stations are typically partnerships between the national government, the prefectures, local municipalities, and local producers and involve the participation of local communities in the planning and management of these facilities, providing important benefits to local industries. They indeed help to increase the economic potential of rural areas through employment creation and improvement of services for residents and serve as a hub for the community, as well as a place for visitors to interact with that community.
- The concept of *Michi-no-Eki* is seen as one of the most effective and practical regional development components in Japan to boost rural economies and local communities. The large number of *Michi-no-Eki* throughout Japan demonstrates how successful they have become and how local authorities, farmers, and businesses have embraced the concept. This concept could be implemented in the Almaty-Bishkek Economic Corridor to enhance the quality of the touristic journey and boost the local economy.
- Example: the *Michi-no-Eki* Amaharashi, recently opened, provides toilets, parking area, tourist information, souvenir shop, cafe, market space, multi-purpose room, and an observation deck. Locals and tourists can appreciate local food and specialty products while enjoying the scenic view of the Tateyama mountain range and Toyama Bay.

“a safe, comfortable road traffic environment, and unique, lively spaces that showcased the individuality of a region”



Source: michinoeki-amaharashi.jp



Fig. 7.9.1 *Michi-no-Eki* Amaharashi

7 – Case studies

7.10 Introduction of City Check-in System for Cross border

- Financial and Technical assistances of international and bilateral agencies to improve cross border issues are currently concentrated to custom system of goods exportation and importation. However world tourism trend has been steady grown to 5% share of world GDP through growing international tourist activities, which are contributing to enhance economic growth on the both origin and destination countries of tourism. Under this condition, improvement of smooth and convenient custom and immigration on airport and terrestrial international borders will change and enhance tourist flow, which will contribute and enhance economic growth on tourist destination country.
- City or Town Check-in System will be effective mean to crate comfortable and convenient condition for international tourists. This new City or Town Check-in System is proposed to introduce to Almaty and Bishkek international airport but also, to the western and eastern terrestrial border crossing points, which will enhance international tourism for the corridor. At the moment, City or Town Check-in Systems are introduced in cities as follows,
 - ✓ **Hong Kong, China;** Free In-town Check-in Counters are set for passengers on Hong Kong and Kowloon stations of Airport Express. Current system is covering limited flights of selected airlines. The entrance of In-town Check-counter of Kowloon station is as follow,
 - ✓ Other City or Town Check-in systems are introduced in cities as follows,
 - Austria, Vienna: City Airport Train Terminal for the passenger of Austrian Airline
 - UAE: Abu Dhabi City Terminal, National Exhibition Center, Ajman City, Sharjah City, Dubai City, RAK City, Al Ain City
 - Singapore; Metro station in the city center
 - Taiwan; MRT station in Taipei
 - India, New Delhi; Airport Express Metro Station (Shivaji Stadium), and etc.



Fig. 7.10.1 Example of city check-in (Hongkong, China; Vienna, Austria)

Chapter 8

8 Implementation program

- 8.1 Almaty city cluster
- 8.2 Almaty area cluster
- 8.3 Kazakh eastern cluster
- 8.4 Jambyl cluster
- 8.5 Bishkek city cluster
- 8.6 Bishkek area cluster
- 8.7 Song-Kol cluster
- 8.8 Balykch / Tamchy cluster
- 8.9 Cholpon-Ata cluster
- 8.10 Karakol cluster
- 8.11 Network of clusters

8 – Implementation program

8.1 Almaty city cluster

- For the Almaty city cluster, improvement of accessibility and formulation of the touristic network are matters to be focused at first. To correspond to these issues, the program includes trail construction and relating landscape improvement.
- Utilizing high development touristic potentials of cultural, business and commercial environments for foreign visitors, the program proposes an improvement of existing facilities.
- Besides, a city touristic management system is proposed.

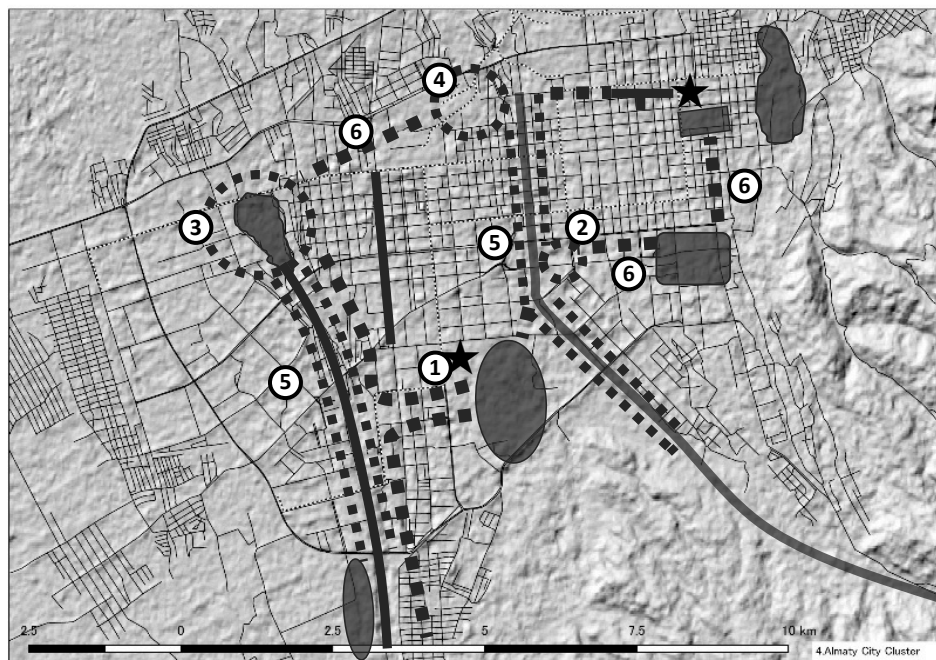


Fig. 8.1.1 Almaty city cluster implementation program index

Table. 8.1.1 Implementation program List (Almaty city cluster)

No.	Project Name	Description	Options	Specifi- cation	Cost (million USD)	Period (Term)
1	Improvement of Atakent Business Cooperation center	Renovation of the current business center, especially approaches and its public functions.	- Renovation of Building -Upgrading of Parking, integrated facility - Landscaping accommodating with green space	45,500m ² 20,000m ² 15,000m ²	1.37 0.30 0.21	Long
2	Installation of Touristic center	Touristic information in the center of city	Touristic information, rest space	400m ²	0.38	Short
3	Landscaping of Sairan Reservoir	Gardening and environmental improvement	- Landscape improvement - Touristic information, rest space (4 buildings)	40 ha 1,000m ²	1.60 0.75	Short
4	Tourist station	Tourist stations as gateway from railway.	Construction of Touristic information, rest space (2 points)	800m ²	0.76	Long
5	River side trail	Landscape integration along river	- Bolshaya Almatinka River side - Pravy Esentai River side	5km 7.5km	0.31 0.44	Middle
6	City trail	Bike and waking trail in the city	trail construction	16.0 km	0.30	Middle
7	Sign, information system	Introduction of city touristic guide			0.75	Middle
8	Multi purpose conference	Construction of conference hall	- Conference hall (capacity of 3,000 pers)	15,000m ²	14.33	Long

8 – Implementation program

Detail of specific program (Almaty city cluster)

Business tourism program

- Almaty is the exclusive hub city in the area and it is connected to divers cities in Central Asia, Asia, Russia and Europe. And its accommodation facilities and convention facilities excel other cities in the area in business tourism.
In order to reinforce the business function and to respond business needs, following activities are expected.
- **Reform of current business facility**
 - ✓ Renovation of current business center (interior and exterior)
 - ✓ Spatial reform of outer area of facility
 - ✓ Installation of service provision facilities
- **Construction of new convention center**
 - ✓ Construction of conference facilities, which corresponds 3,000 persons capacity
 - ✓ Construction site need to be studied and decided.



Fig. 8.1.2 Assumed business tourism program

Commercial tourism program

- Almaty airport invites passengers from many cities. Some of them are transit passengers. There are great possibility to guide these passengers into the city for commercial touristic purpose. Following activities are assumed for its promotion.
- **Commercial area development**
 - ✓ Preparation of application of business promotion measures (duty free)
 - ✓ Spatial reform of the commercial area
 - ✓ Construction of shopping center / market for selected shop
- **Improvement of public transport service from airport**
 - ✓ Improvement and installation of public transport between airport and city center
 - ✓ Construction of transportation terminal in the city



Fig. 8.1.3 Assumed commercial tourism program

8 – Implementation program

8.2 Almaty area cluster

- The implementation program for the Almaty area cluster intends to enhance the accessibility and connectivity of each touristic elements in the area. It intends to cover one-day trip area (between Almaty and Turgan gorge, and between Kapshagay reservoir and Southern mountain) under regional network.
- Considering the insufficient situation of infrastructure and necessity of preservation of nature field, the program proposes eco-friendly treatment infrastructures.

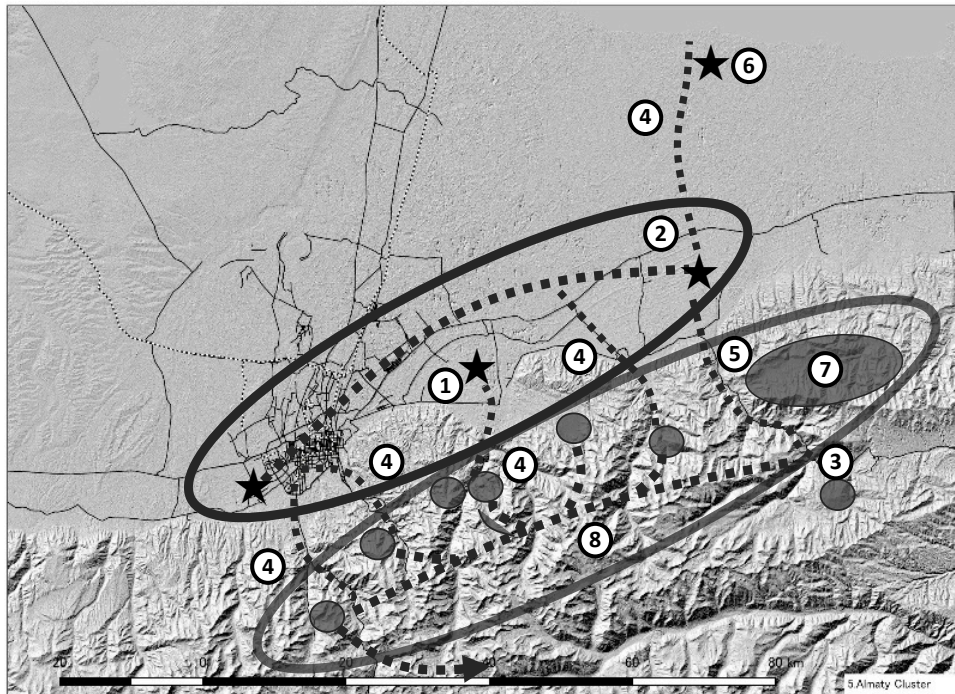


Fig. 8.2.1 Almaty area cluster implementation program index

Table. 8.2.1 Implementation program List (Almaty area cluster)

No.	Project Name	Description	Options	Specifi- cation	Cost (millio n USD)	Period (Term)
1	Enhancement of function of Esik Museum	Enhancement of museum's function	Construction of Regional tourist center	200 m ²	0.19	Short
2	Support for agricultural touristic centers	Support for agri-touristic activities in the area	Construction of Regional tourist center, rest space (4 area)	800 m ²	0.68	Short / Middle
3	Construction of satellite museum	Construction of information space and rest space	- Turgan Gorge (Bio Toilet) - Assy Plateau (Bio Toilet)	150 m ² 150 m ²	0.15 0.08 0.15 0.08	Middle
4	Trail for bike and hikers	Construction of service facilities for visitors	- Construction of Biking trail - Rest, Information space construction (23 areas) - Bio toilet equipment (23 areas)	155 km 2,200 m ² 23	2.75 2.20 1.84	Short / Middle
5	Rafting station	Provision of activities for tourist	- Rafting station	2 area 1,200 m ²	0.55	Middle
6	Construction of satellite museum	Visitor's station	- Kapshagay reservoir (Nura Settlement)	400 m ²	0.40	Middle
7	Turgan Ski station	Construction of integrated resort	- Construction of ski course, hotel		250.00	Long
8	Back country ski trail	Trails connecting gorges	- Construction of back country ski trail, multi seasonal trail	40 km	0.42	Middle / Long

8 – Implementation program

Detail of specific program (Almaty area cluster)

Turgen integrated resort Program

- Turgen area has rich natural elements, which can be used for divers touristic activities. And Turgen locates at the one day trip range from Almaty. Touristic development in Turgen has potential to realize feasible touristic operation by introduction of multi seasonal activities.
- **Ski resort development**
 - ✓ Construction of integrated ski station
 - ✓ Commuting service between city center, airport and the resort station
 - ✓ Provision of eco friendly infrastructure
- **Multi seasonal activities**
 - ✓ Development of relating activities in the area (sports in river, field in summer)
 - ✓ Provision of public transport services



Source: www.zenithholidays.co.uk



Source: www.fjordnorway.com

Fig. 8.2.2 Example of multi seasonal integrated resort

Eco museum satellite program

- Turgen and Esik area has large farming areas. Arba wine is one of example which corresponds productive activities and touristic service provision. In addition to it, several agricultural business operators are engaged in touristic development. Including these activities, the area can form Eco museum network by use of existing touristic elements as satellite.
- **Installation of satellite museums**
 - ✓ Study and find local touristic resources (cultural, natural, historical elements)
 - ✓ Construction and conversion of existing buildings
 - ✓ Networking and linking by trail
- **Rural industrial activities**
 - ✓ Support for local industrial activities and commercialization (agricultural product and processing)
 - ✓ Assistance for integrated management for tourism



Source: www.Rochefort-ocean.com

Fig. 8.2.3 Example of satellite of eco museum

8 – Implementation program

8.3 Kazakh eastern cluster

- The development of the Kazakh eastern cluster needs continuous investments for a long period (middle and long-term). The program intends to prepare touristic facilities, which satisfies weekly activities of long-stay tourists.
- Implementation of eco-friendly infrastructure is mandatory considering the insufficient capacity of infrastructure and the willingness to preserve the environment.

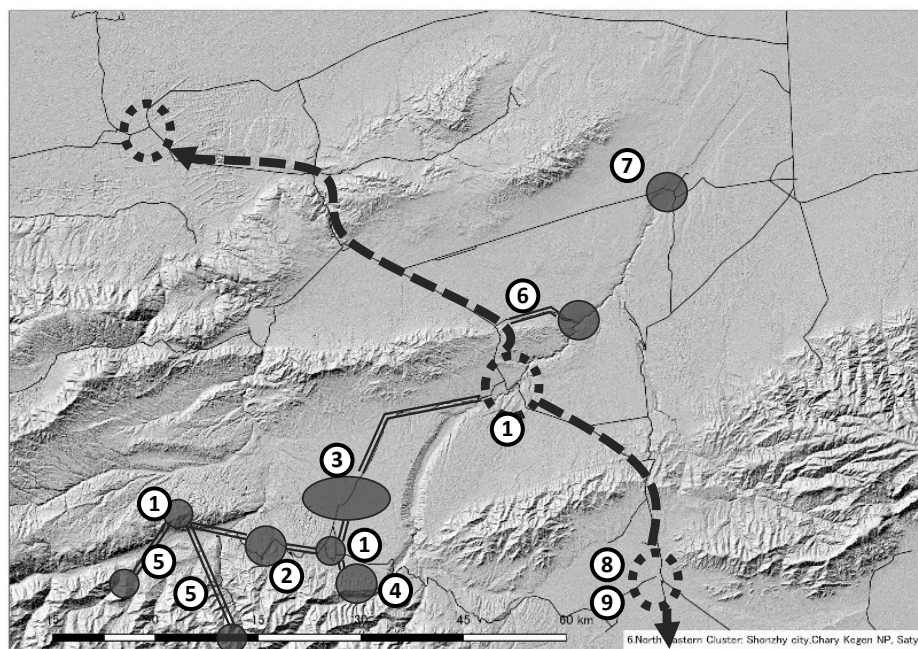


Fig. 8.3.1 Kazakh eastern cluster implementation program index

Table. 8.3.1 Implementation program List (Kazakh eastern cluster)

N o.	Project Name	Description	Options	Specifi- cation	Cost (millio n USD)	Period (Term)
1	Tourist information center	Construction of main touristic center in village and intersection of major roads.	Charyn Canyon, Intersection - Building - Parking DZHALANASH - Building - Parking Saty - Building - Parking	500 m ² 2,000m ² 400 m ² 1,000m ² 200 m ² 1,000m ²	0.48 0.03 0.38 0.02 0.19 0.02	Short / Middle
2	Golf Field and touristic resort	Facilities corresponding to long stay tourists in the area	- Golf Course - Resort station	300 ha 20,000m ²	9.50 13.00	Middle
3	Sport tourism complex		- Sport ground - Sport complex building - Horse riding, cross country ski, cycle trail	3 ha 1,000m ² 10km	0.12 1.00 0.05	Short
4	Out field touristic center		- Horse riding - Visitor center	2,000m ² 400m ²	0.70 0.38	Short
5	Touristic trail	Improvement of current trail	- improvement of trail - Rest space (5 areas) - Bio toilet	26km 800m ² 5 areas	0.31 0.36 0.40	Middle
6	Bike Trail	New construction	Bike trail	20 km	0.40	Short
7	Rehabilitation of Spa facilities	Rehabilitation of current spa	Chundzha	10,000m ²	6.50	Middle / Long
8	Tourist information center	Information in gateway city to the area	- Information center, rest space - Bio toilet	200m ² 1	0.19 0.08	Middle
9	Sewage system (Kegen city)	Construction of sewage	- Sewage network - Treatment facility		20.00	Middle

8 – Implementation program

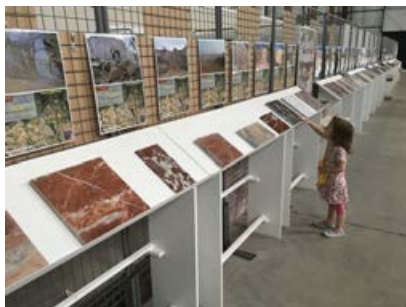
Detail of specific program (Kazakh eastern cluster)

Roadside rest area, satellite museum program

- The road between Almaty and Kegen brings tourist to Issyk-Kul through border. And it passes beside the Charyn canyon, which is one of natural heritage in the area. Touristic facilities along the road is expected to attract tourist to visit and to discover the area.
- **Roadside rest area**
 - ✓ Construction of basic parking services facility (rest area, café, restaurant, shop, local product shop)
 - ✓ Construction of parking area
 - ✓ Construction of additional facilities (small hotels, pensions)
- **Satellite museum function**
 - ✓ Construction of satellite museum building (space)
 - ✓ Provision of regional information, site information



Source: www.tochigiji.or.jp



Source: www.grand-carcassonne-tourism.co.uk

Fig. 8.3.2 Example of roadside rest area with satellite museum

Nature area management program

- For attracting visitors to visit natural parks and accelerating investment to the area, strengthening of management and operational functions and its adequate application are expected. For this target, following activities are proposed.
- **Provision of nature guiding service**
 - ✓ Introduction of nature guiding, ranger functions
 - ✓ Capacity development of the guides and rangers
 - ✓ Installation and functional extension of nature park center
- **Natural area management**
 - ✓ Control and management of spatial use of the natural area
 - ✓ Promotion of controlled investment for the nature area activities



Source: www.commonswikimedia.org



Fig. 8.3.3 Function and activities for nature area management

8 – Implementation program

8.4 Jambyl cluster

- As the sole historical city of ancient silk road age in the target area, projects in Taraz are at the first priority in the Jambyl cluster. The project contains spatial restoration and environmental improvement
- In addition, projects along the historical and the new silk road are intended to invite new visitors into the region. The facilities are planned to be distributed at the major junction of the road and in the neighboring villages.

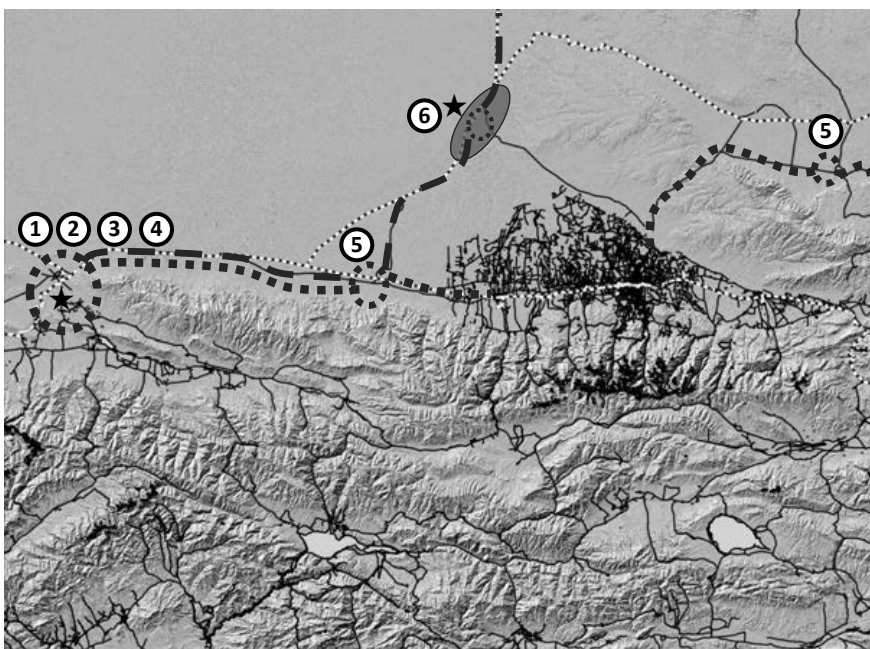


Fig. 8.4.1 Jambyl implementation program index

Table. 8.4.1 Implementation program List (Jambyl cluster)

No.	Project Name	Description	Options	Specifi- cation	Cost (millio n USD)	Perio d (Term)
1	Improvement of surrounding space around historical monuments	Improvement of accessibility for tourists	Environmental Improvement	6 ha	0.30	Short
2	Improvement of town scape of historical area	Improvement of accessibility for tourists	Environmental Improvement	12 ha	0.60	Middle
3	Tourist visitor center	Construction of main touristic center in city.	- Building - Parking	400 m ² 1,000m ²	0.38 0.02	Short
4	Touristic information, guiding system	Introduction of city touristic guide			0.75	Middle
5	Roadside service station	Construction of roadside service station	- construction of building (2 areas) - parking space construction (2 areas)	1,200m ² 7,500m ²	0.56 0.08	Short
6	Support for agricultural touristic centers	Support for agri-touristic activities in the area	Construction of Regional tourist center, rest space (4 area)	800 m ²	0.68	Short / Middle

8 – Implementation program

Detail of specific program (Jambyl cluster)

Historical area preservation program

- Taraz has historical cultural and heritages, and its character is unique in the Almaty – Bishkek area. The development plan intends to make Jumbyl cluster function as touristic junction point between the historical and new Silk roads.
For its realization, the program proposes following actions.
- **Spatial and landscape restructuring**
 - ✓ Landscaping around the historical monuments
 - ✓ Designation of historical conservation area and regulating measures
 - ✓ Restauration of façade of surrounding buildings
- **Construction of touristic facilities in the city**
 - ✓ Construction of parking for tourist
 - ✓ Construction of touristic information center and signs
 - ✓ Provision of information



Fig. 8.4.2 Example of renovation of historical building (Damascus, Syria, JICA)

Roadside rest station program

- The road between Balkhash lake (Central Kazakhstan) – Taraz (the Historical silk road), and between Almaty – Bishkek (the New silk road) are expected to bring tourist into the area.
Touristic facilities along the road is expected to provide services to visitors and to discover the area.
- **Construction of roadside service station**
 - ✓ Construction of basic parking services facility (rest area, café, restaurant, shop, local product shop)
 - ✓ Construction of parking area
 - ✓ Construction of additional facilities (small hotels, pensions, field playground)
- **Introduction of local discovery facilities**
 - ✓ Introduction of local information center
 - ✓ Introduction of local product shop
 - ✓ Introduction of local activity station (mini circuit tour, rental bike)



Source: www.tg.tripadvisor.jp

Fig. 8.4.3 Example of roadside rest space in Kazakhstan and Japan

8 – Implementation program

8.5 Bishkek city cluster

- For the Bishkek city cluster, structuring high-quality urban infrastructures is a major issue. To correspond to this issue, the planning program includes trail construction using current green and water belts.
- Besides, a city touristic management system is proposed.

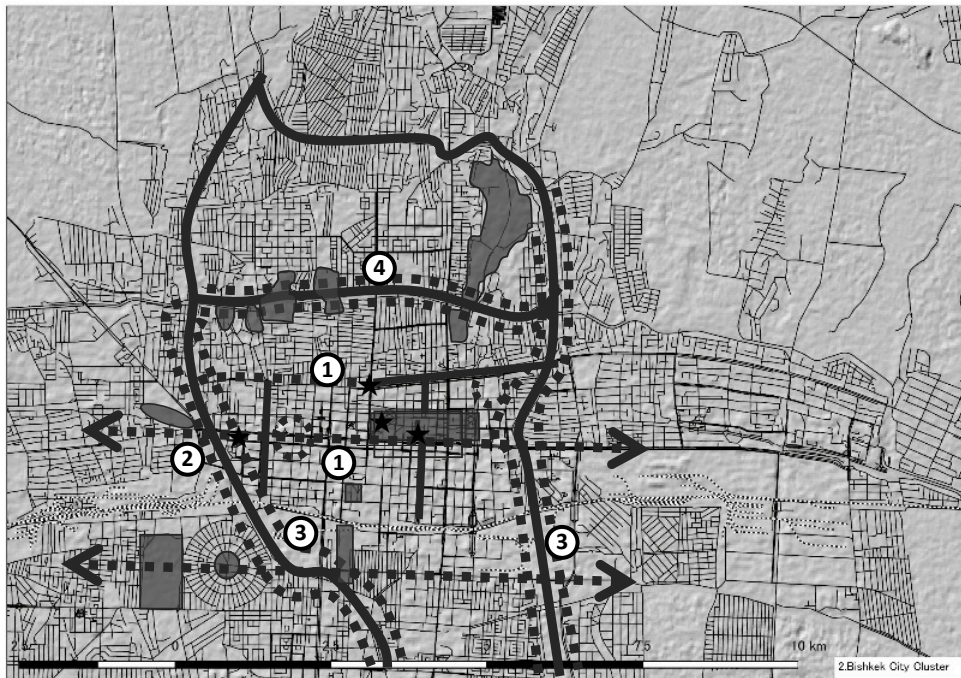


Fig. 8.5.1 Bishkek city cluster implementation program index

Table. 8.5.1 Implementation program List (Bishkek city cluster)

No.	Project Name	Description	Options	Specification	Cost (million USD)	Period (Term)
1	Pedestrian trail	Extension and new construction of green pavement along the city arterial roads	Erkindik Avenue - rehabilitation of pavement (2way) - information, rest space (x2)	3.5 km	0.09	Short
			Chuy Avenue - rehabilitation of pavement (2 way) - information, rest space (x3)	200 m ²	0.15	
				6.0 km	0.15	
				200 m ²	0.15	
2	Improvement of Osch-Basar environment	Improvement of accessibility for tourists	Environmental Improvement	12 ha	0.60	Middle
3	Improvement of River and riverside environment	Construction of walking trail along Al-Archa River and Alamedin River	- River environment improvement - River side pedestrian construction (2 way) - Rest space (x8)	12 km	0.53	Long
				12km	0.22	
				800m ²	0.56	
4	Pedestrian along Great Chuy Canal	Construction of walking trail	- River side pedestrian construction (2 way) - Rest space (x2)	8km 400m ²	0.14 0.28	Middle
5	Touristic information, guiding system	Introduction of city touristic guide			0.75	Middle

8 – Implementation program

Detail of specific program (Bishkek city cluster)

Spatial restructuring of souq (shopping area) program

- Bishkek's markets place have their own character such as familiar, human scale and traditional style. It has characteristics to attract visitors of the city for commercial touristic purpose. Following activities are assumed for its promotion.
- **Market area redevelopment**
 - ✓ Rehabilitation of pedestrian and open spaces in the market
 - ✓ Spatial reform of the commercial area
 - ✓ Construction of additional shopping center / market for selected shop
- **Upgrading of commercial area management and facilities**
 - ✓ Improvement and installation of public parking spaces
 - ✓ Installation of community service facilities (toilets, information area).



Fig. 8.5.2 Example of rehabilitation and upgrading of traditional market (Dubai, UAE)

Riverside pedestrian program

- The rivers and canals forms the basic spatial structure of urban area of Bishkek. Following construction works intend to integrate new pedestrian network along water courses with current green promenade pedestrian network in the city.
- **Riverside pedestrian walk**
 - ✓ Construction of pedestrian walks along the existing rivers and canals
 - ✓ Green landscaping along the pedestrian
 - ✓ Waterbed and water way improvement
- **Riverside activity area**
 - ✓ Construction of parks and activity area
 - ✓ Construction of service facilities for walkers (toilets, information building)
 - ✓ Construction of space for café and restaurants



Fig. 8.5.3 Example of riverside pedestrian and neighboring activity space (Paris, France)

8 – Implementation program

8.6 Bishkek area cluster

- The implementation program for the Bishkek area cluster intends to enhance the accessibility and connectivity of each touristic elements in the area. It intends to cover one-day trip area (between Bishkek and Kegeti gorge, and between Chuy river and Southern mountains) under regional network.
- Considering the insufficient situation of infrastructure and necessity of preservation of nature field, the program proposes eco-friendly treatment infrastructures.

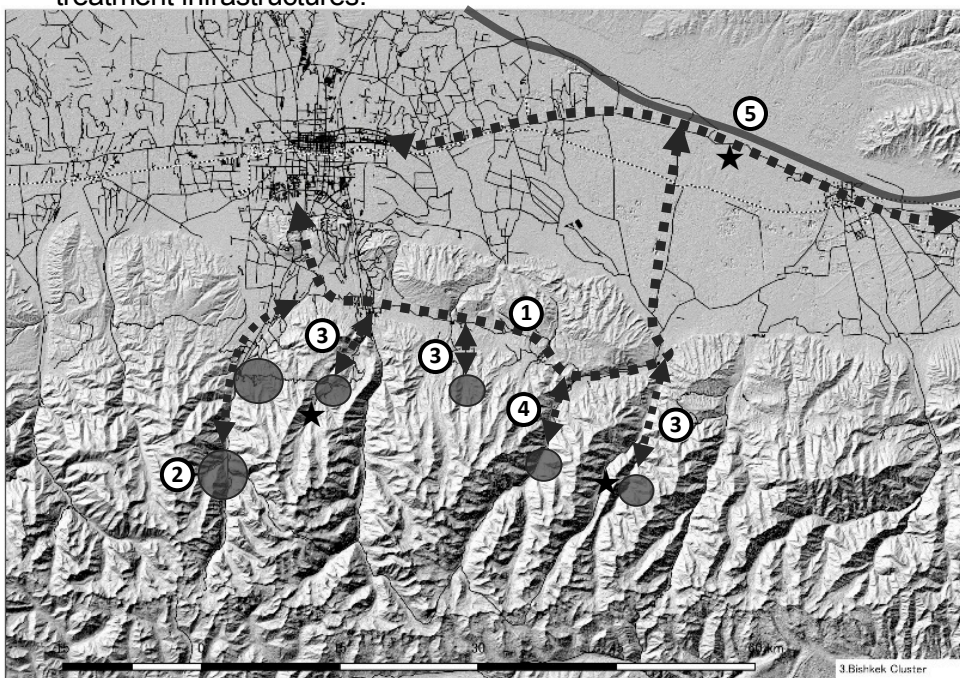


Fig. 8.6.1 Bishkek area cluster implementation program index

Table. 8.6.1 Implementation program List (Bishkek area cluster)

No.	Project Name	Description	Options	Specifi- cation	Cost (millio n USD)	Perio d (Term)
1	hill side trail	Construction of main trail targeting vehicle and bike	- construction of Bike trail - Rest space (x5) - Bio toilet	80 km 1,200m ² 5	1.6 0.90 0.40	Short
2	Walking trail improvement	Improvement in Ala Archa National Park	- construction of waking trail	4 km	0.04	Middle
3	Construction of Bike trail	Construction of bike trails as branch trails in the area	Chunkurchak - construction of bike trail - rest space (x2) - Bio toilet Ski area Zil - construction of bike trail Kegeti - construction of bike trail - rest space (x2) - Bio Toilet	16 km 200 m ² 2 6 km 12 km 200 m ² 2	0.32 0.15 0.16 0.12 0.24 0.07 0.16	Middle
4	Construction of Touristic trail	Improvement of approach route to Issyk ata resort and its facilities.	- construction of bike trail - rehabilitation of buildings - 2 floor building - rest space - Bio toilet	6 km 2,000m ² 200 m ² 100 m ² 2	0.12 0.50 0.15 0.04 0.16	Middle / Long
5	River sport station	Installation of new activity in Chuy river	- service building (x2) - outside construction, paving	600 m ² 2,000m ²	0.33 0.03	Long

8 – Implementation program

Detail of specific program (Bishkek area cluster)

Bike trail program

- Bishkek suburban area equips many touristic spots within its daily visiting range from the city center. Its distance is adequate for roundabout bike tourism.
The construction of bike trail is expected to attract both tourist and resident visitors.
- **Bike trail facilities**
 - ✓ Construction of service facilities for bike trail visitors (with bike parking space, resting facilities, information center, maintenance service provision)
 - ✓ Construction of specific bike lanes
 - ✓ Installation of traffic safety facilities
- **Provision of services for tourists**
 - ✓ Installation of rental bike service and construction of corresponding service
 - ✓ Provision of public transport service between service stations



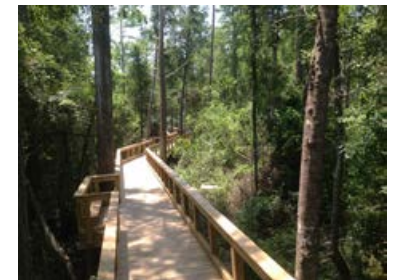
Source: www.japantravel.navitime.com



Fig. 8.6.2 Examples of bike service station

Conservation and symbiotic use of nature space program

- Generally, the touristic use of the natural spaces is required to satisfy both protection / conservation of area and utilization of space. Controlled development and management are desired.
- **Protection and conservation of nature space**
 - ✓ Preparation of detail zoning study for nature area
 - ✓ Preparation of control regulation and operational programs
 - ✓ Application of control measures
- **Symbiotic use of nature space in controlled manner**
 - ✓ Introduction of low emission measures (e.g. introduction of limited access by shared transport, prohibition of private car access)
 - ✓ Construction of low environmental load measures (e.g. boardwalk in nature area)



Source: www.naturebridges.com

Fig. 8.6.3 Example of share transport and boardwalk in nature area

8 – Implementation program

8.7 Song-Kul cluster

- The development of the Song-Kul cluster needs investments for initial touristic infrastructures and facilities. The program intends to satisfy minimum but international services for tourists who appreciate staying in natural spaces.
- Considering the insufficient situation of infrastructure and necessity of preservation of nature field, the program proposes eco-friendly treatment infrastructures.

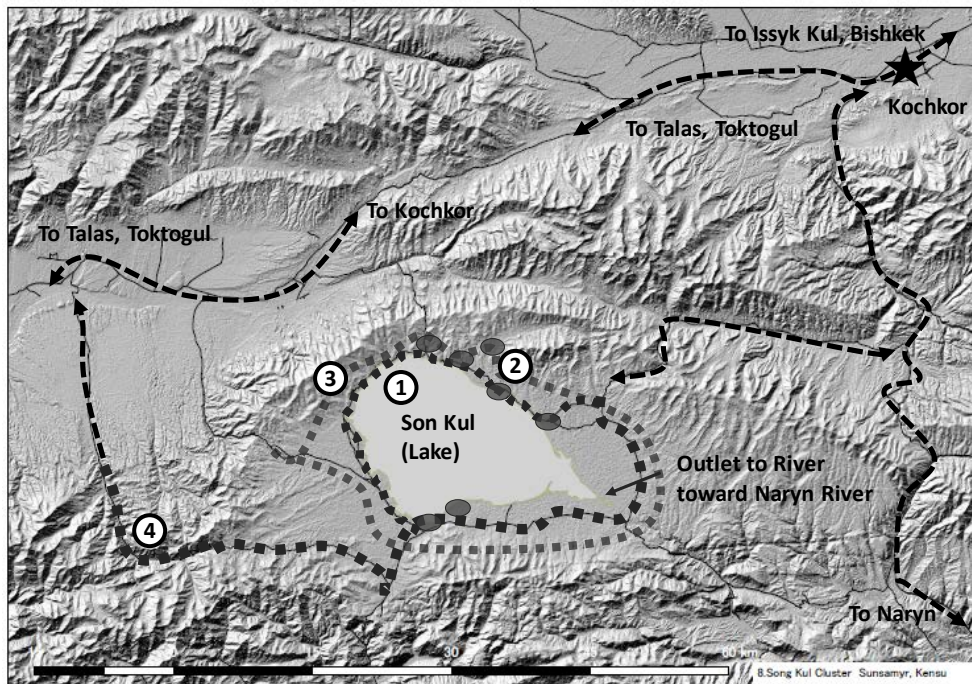


Fig. 8.7.1 Song-Kul cluster implementation program index

Table. 8.7.1 Implementation program List (Song-Kul cluster)

No.	Project Name	Description	Options	Specifi- cation	Cost (millio n USD)	Perio d (Term)
1	Construction of pedestrian along Song-Kul	Providing touristic activities in the area	- construction of pedestrian pavement - rest space (x8) - Bio toilet (x8)	40 km 1,000m 2 8	0.36 0.35 0.64	Short
2	Construction of Information center	Provision of touristic information service, and public services	2 floor building	300m2	0.23	Middle
3	Construction of Bike trail, horse riding trail	Providing touristic activities in the area		10 km	0.09	Middle
4	Improvement of road	Improvement of access road to the area	road repair	20km	1.4	Short
5	District sewage water treatment system	For protection of the nature environment	For 3,000 persons		3.00	Long

8 – Implementation program

Detail of specific program (Song-Kul cluster)

Yurt and hotel rating program

- Stay in Yurt offers specific touristic experiences, which can't be practiced in other place, for visitors. Even visitors are interested to stay these accommodations, it is difficult to know its qualities of service and facilities in advance. Because of this, it is assumed that regional touristic market might lose some business development opportunities.
The program intends to provide information about quality of services of accommodations.
- **Standardization of minimum requirement**
 - ✓ Preparation of evaluating criteria and rating system
 - ✓ Application of rating evaluation program
 - ✓ Certifying the quality of facilities
- **For tourists' satisfaction**
 - ✓ Provision of information about rating of accommodations
 - ✓ Construction of WEB information services
 - ✓ Organization of feedback procedure



Fig. 8.7.2 Current Yurt camp accommodation in Kyrgyz Republic

“Glamping” program

- Glamping is a sort of accommodation style, which can be said readymade camping with services. It is thought to suit certain touristic market who wish to stay in outfield. Especially Song-kul area has touristic grounding to appreciating undeveloped nature spaces.
Both of preparation of infrastructure and activities program is expected for popularization of this new accommodation style.
- **Diversification of accommodation in the area**
 - ✓ Introduction of new accommodation style in the nature area
 - ✓ Modern service provision for stay
- **Touristic experience in the area**
 - ✓ Provision of nature experience program (e.g. observation of starry and peculiar life)
 - ✓ Provision of touristic experience program in nature field (e.g. out field sport program)



Fig. 8.7.3 Example of glamping facility Source: www.dotravel.com

8 – Implementation program

8.8 Balykch / Tamchy cluster

- The program for Balykch / Tamchy cluster is composed of establishment of gateway function in Balykch town and development of leisure activities in suburban area.
- For the Balykch town, the major target of development is to construction of service facilities for the tourist.
- For the suburban area, the plan intends to construct several touristic stations corresponding to the multi seasonal needs.

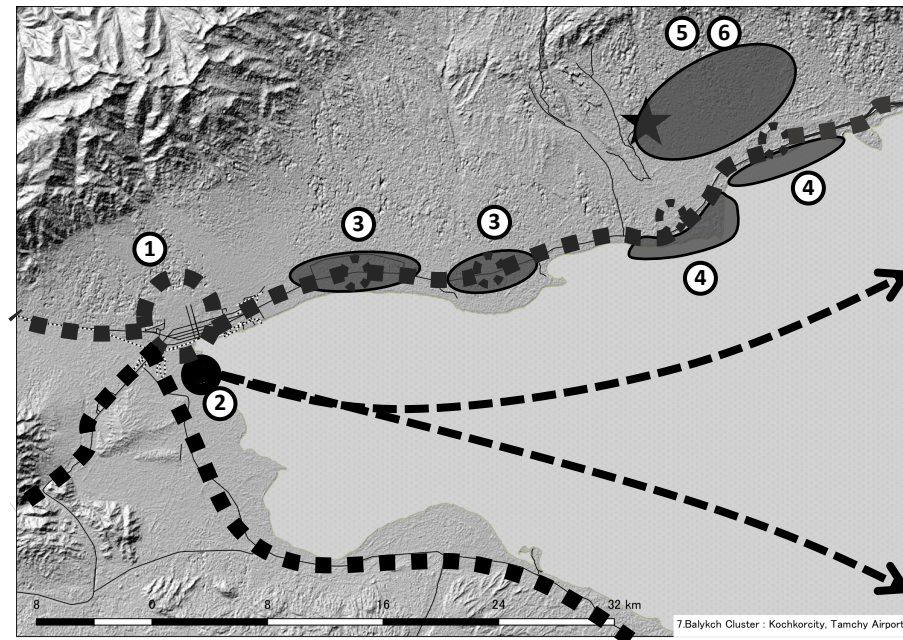


Fig. 8.8.1 Balykch / Tamchy cluster implementation program index

Table. 8.8.1 Implementation program List
(Balykch / Tamchy cluster)

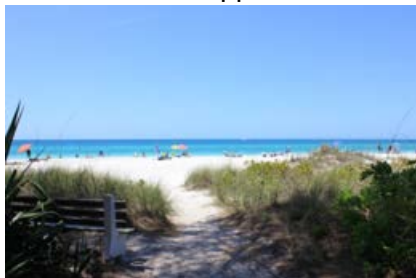
No.	Project Name	Description	Options	Specifi- cation	Cost (millio n USD)	Perio d (Term)
1	Tourist visitor center	Construction of main touristic center in city.	- Building - Parking	400 m ² 1,000m ²	0.38 0.02	Short
2	Water transport terminal	Provision of new inter regional transport services	- pontoon construction - 2 floor building	300 m ²	0.90 0.11	Middl e
3	Support for agricultural touristic centers	Support for agri-touristic activities in the area	Construction of Regional tourist center, rest space (4 area)	800 m ²	0.68	Short / Middl e
4	Public beach station	Implementatio n of facilities	2 floors building land pavement	800 m ² 4,000m ²	0.28 0.06	Middl e
5	Support for infrastructure construction	Introduction of guiding and control measures in the area				Short
6	Multi sport facility	Construction of multi sport complex	- Golf Course - Resort station	150 ha 2,000m ²	4.75 1.30	Middl e

8 – Implementation program

Detail of specific program (Balykch / Tamchy cluster)

Public beach program

- Balykch and Cholpon-Ata have been enough developed and lakeside beach is occupied for public development. Basically the nature resource of the area should use for public purpose and not for private.
Corresponding to this understandings, the plan recommends to secure beach for public purpose use.
- **Public access to the beach**
 - ✓ Designation of public beach area
 - ✓ Construction of access path to the beach
 - ✓ Construction of parking space, service providing facilities (locker room, shower, kiosk)
- **Control and regulating of development and construction**
 - ✓ Establishment of legal system and zoning plans of lakeside areas
 - ✓ Application of development control measures



Source: www.annamarina.com



Source: www.tripadvisor.co.za

Fig. 8.8.2 Required facility and space planning for public beach

Multi seasonal sport program

- Multi seasonal program is expected to be applied in order to secure constant touristic visitors to the area and to enable stable touristic business.
From this view, diversification of activities is expected for progress of the touristic development in the area.
- **Diversification of multi seasonal activities**
 - ✓ Beach
 - ✓ Golf
 - ✓ Tennis
 - ✓ Horse riding
- **Provision of touristic program**
 - ✓ Kid's club for family tourist
 - ✓ Corresponding to school camp visitor



Source: www.kactus.com



Source: www.capetribution-accommodation.com

Fig. 8.8.3 Example of multi seasonal sports resort

8 – Implementation program

8.9 Cholpon-Ata cluster

- First of all, there are numerous investment activities in the Cholpon-Ata area. So it is desired to guide and to control these development activities according to the development plans of the area.
- Then, implementing trails and new cultural facilities will urge tourists to discover new attractions in the area.
- Considering future expansion of development capacity, the program proposes the installation of a wastewater treatment facility.

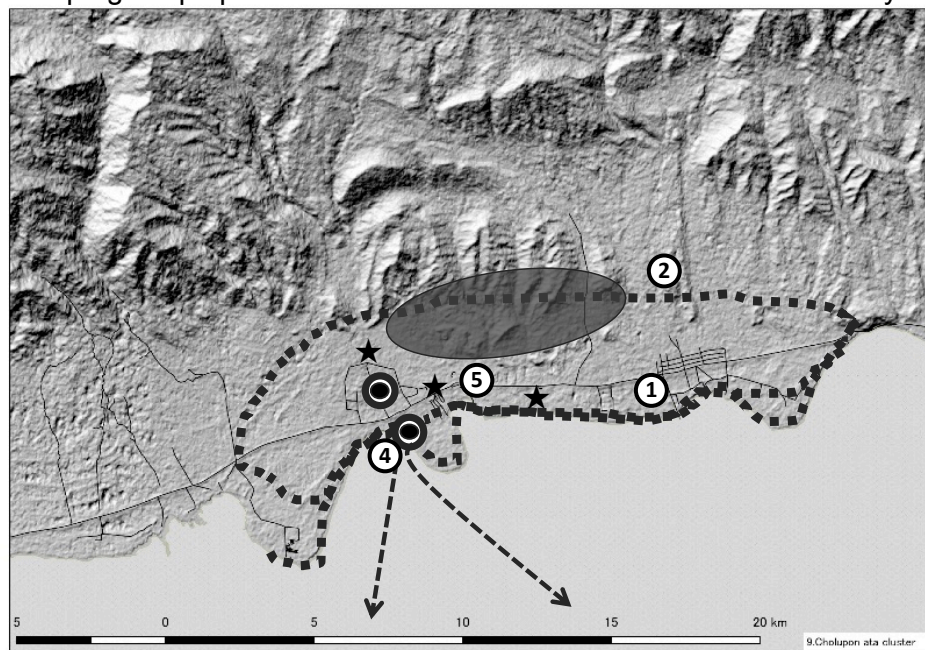


Fig. 8.9.1 Cholpon-Ata cluster implementation program index

Table. 8.8.1 Implementation program List (Cholpon-Ata cluster)

No.	Project Name	Description	Options	Specifi- cation	Cost (millio n USD)	Perio d (Term)
1	Lake side trail	Provision of new touristic attractions	- construction of trail - rest space (x6) - Bio toilet (x6)	20 km 900m ² 6	0.40 0.32 0.48	Short / Middl e
2	Hill side trail	Provision of new touristic attractions	- construction of trail - rest space (x4) - Bio toilet (x4)	20 km 600 m ² 4	0.40 0.21 0.32	Short / Middl e
3	Support for infrastructure construction	Introduction of guiding and control measures in the area				Short
4	Water transport terminal	Provision of new inter regional transport services	- pontoon construction - 2 floor building	300 m ²	0.90 0.11	Middl e
5	Construction of Michi-no-Eki	Provision of local products	Construction of building	200 m ²	0.11	Short
6	Sewage water treatment facility	Preparation of infrastructure for expansion of the capacity in future	Construction of water treatment facility	For 10,000 persons	11.00	Long

8 – Implementation program

Detail of specific program (Cholpon-Ata cluster)

MICE in resort program

- Cholpon-Ata has been enough developed for inviting certain numbers of MICE tourists into the area. Also its surrounding environmental condition is suitable for MICE activities in natural resort area.
Followings are assumed for its realization
- **Facilities for MICE for resort**
 - ✓ Conference hall
 - ✓ Restaurant, catering services
 - ✓ Accommodation
 - ✓ Parking
 - ✓ Transport service
- **Expected market**
 - ✓ Meeting of medium – large scale company
 - ✓ Inter regional, inter national conference and meeting



Source: www.saint-rafael.com

Fig. 8.9.2 Examples of MICE in resort station (Cap Esterel, France)



Source: www.hotelopia.com

Guiding hill side development program

- For the Cholpon-Ata city, control of construction activities in lakeside area is crucial subject from the view of preservation and creation of balanced environment.
Current land use control need to be applied more strictly.
- **Land use control planning**
 - ✓ Designation of land use (development prohibition area, controlled development area and promotion area)
 - ✓ Promotion in public land in hillside
 - ✓ Strict application of regulation
- **Promoting measures**
 - ✓ Subsidies for preparation of infrastructure (e.g. access road, water supply, sewage network)

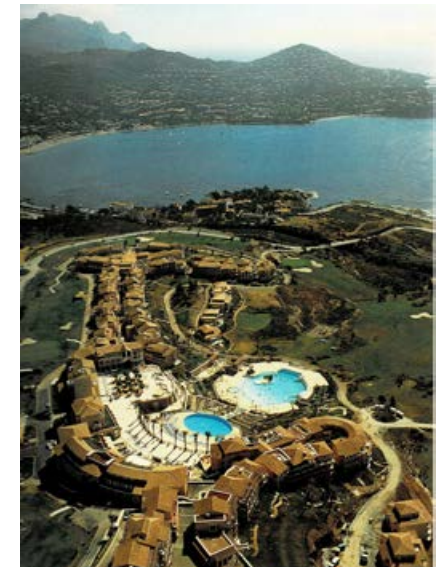


Fig. 8.9.3 Example of hillside development (Cap Esterel, France)

8 – Implementation program

8.10 Karakol cluster

- The development of Karakol cluster is expected to cover diversified touristic elements in its huge areas. For satisfying this requirement, the implementation program provides diversified trail networks in the area.
- In addition to construction works, improvement and introduction of convenience public services are suggested.

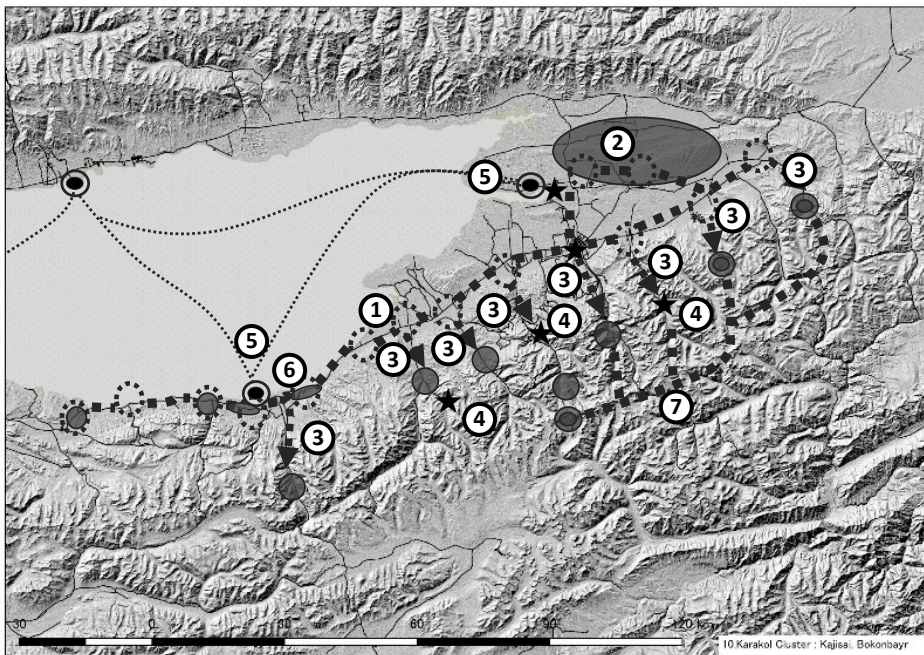


Fig. 8.9.1 Karakol cluster implementation program index

Table. 8.9.1 Implementation program List (Karakol cluster)

No.	Project Name	Description	Options	Specifi- cation	Cost (millio n USD)	Perio d (Term)
1	Touristic trail (Lake side)	Formulation of main touristic trail in the area	- construction of trail - rest space building (x12) - Bio toilet	170 km 2,400m ² 12	2.89 0.84 0.96	Short
2	Touristic trail (Agriculture field)	Formulation of sub touristic trail for the area	- construction of trail - rest space building (x6) - Bio toilet	85 km 1,200m ² 6	1.45 0.42 0.48	Short
3	Touristic trail (Branches)	Improvement accessibility between main trails	- construction of trail - rest space building (x16) - Bio toilet	160 km 3,200m ² 16	2.72 1.12 1.28	Short
4	Rehabilitation of sanatorium, spa station	Rehabilitation and provision of touristic services	rehabilitation, construction of building (3 areas)	10,000 M ²	2.50	Middle / Long
5	Water transport terminal	Provision of new inter regional transport services	pontoon construction (2 places)		1.80	Long
6	beach station	Implementatio n of facilities	2 floors building land pavement	800 m ² 4,000m ²	0.28 0.06	Middle
7	Mountain area's trail	Construction of trail	trail construction for hike and ski	200 km	1.00	Middle / Long
8	Introduction of public transport service	Provision of regulatory transport service				Long

8 – Implementation program

Detail of specific program (Karakol cluster)

Satellite area development program

- Many touristic spots are interspersed in the mountains and hills of the southern lake shore of the Issyk-Kul. These spots can attract tourist to visit, but quality of the facilities in the area need to be improved for more fascinating. Upgrading of each touristic area is required for the establishment of touristic chain in the area.
- **Improvement of current touristic spots**
 - ✓ Ski station
 - ✓ Spa and sanatorium area
 - ✓ Mountain climbing camp
- **Introduction and development of new touristic facilities**
 - ✓ New ski stations
 - ✓ Construction of visitor center for existing touristic spots
 - ✓ Construction of bike trail and relating facilities
 - ✓ Introduction of public transport service



Fig. 8.10.2 Existing touristic spots in the area

Agro-touristic program

- Agricultural activities and products can be a sort of seeds of community and rural based touristic development. Such kind of activity is launched in Tyup district of Issyk-Kul oblast and it is observed in Esik – Turgan region in Kazakhstan. And community-based tourism organization execute its activities in Karakol. Following matters are supposed for future development.
- **Dissemination of agro-tourism**
 - ✓ Share of development, operation, and management know-hows of touristic activities
 - ✓ Development of local products
 - ✓ Holding of rural festivals and events
- **Establishment of community-based network**
 - ✓ Common business branding
 - ✓ Establishment of organization and / or NGO
 - ✓ Emission of rural activity information



Fig. 8.10.3 Existing Agro-Touristic facility in the area (Tyup district, Issyk-Kul oblast)

8 – Implementation program

8.11 Network of clusters

- To enforce the connectivity between the clusters, the implementation program proposes to build some *Michi-no-Eki* along the roads constituting the network.
- Besides, smooth movement between clusters is necessary. Corresponding to this willingness, the improvement of procedures of border crossing is desired. The improvement will make new touristic values in mountain border crossing.
- Public transport services are expected to be provided along with the network.

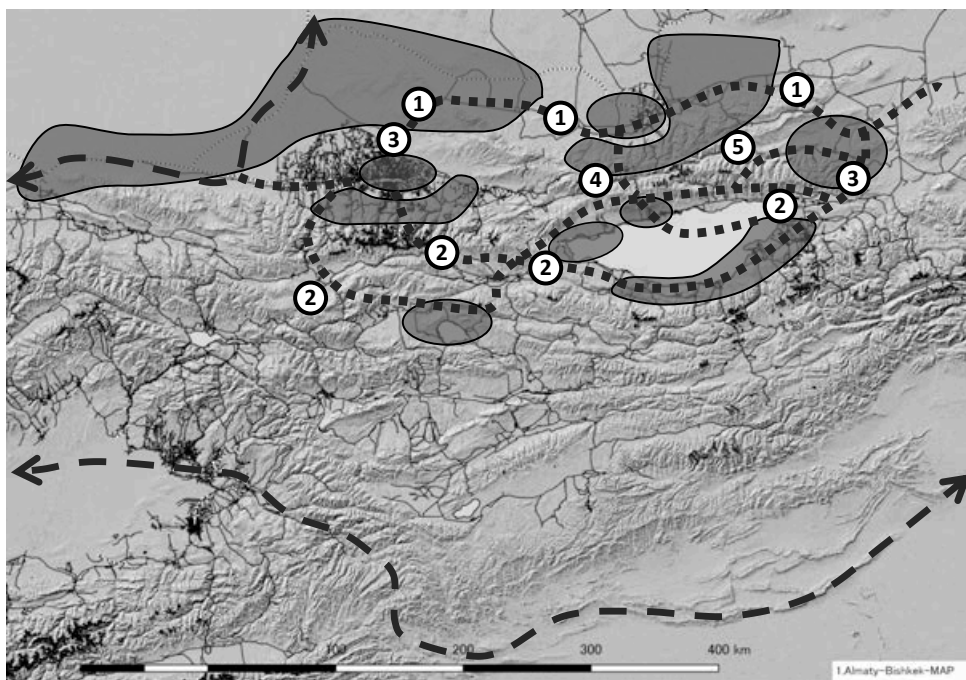


Fig. 8.10.1 Network of clusters implementation program index

Table. 8.10.1 Implementation program List (Network of clusters)

N o.	Project Name	Description	Options	Specifi- cation	Cost (millio n USD)	Perio d (Term)
1	Michi-no-eki (service station) Kazakhstan side	Provision of public service, introduction of local culture and product	- construction of building (3 areas) - parking space construction (3 areas)	1,200m 7,500m	0.78 0.11	Short
2	Michi-no-eki (service station) Kyrgyz Republic side		- construction of building (4 areas) - parking space construction (4 areas)	1,600m 10,000 M ²	1.04 0.15	Short
3	improvement of boarder crossing	Improvement of procedures. Introduction of relating facility				Middl e / Long
4	Construction of trail in mountain (b/w Big Almaty lake and Chorponata)	Construction and rehabilitation of mountain trail	construction of trail in mountain	70 km	0.35	Long
5	Construction of trail in mountain (b/w Kolsai lake to Ak Bulak)		construction of trail in mountain	30 km	0.15	Long
6	Introduction of public transport service	Provision of regulatory transport service				Long