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Opportunities For The Development Of Medical And Recreational Tourism In Kazakhstan

Қазақстанда Медициналық Және Рекреациялық Туризмді Дамытудың Мүмкіндіктері

Damezhan Adilkhanovna SADYKOVA

Master of Natural Sciences, senior lecturer

Medeuova Galia JUMAHANOVNA

Associate Professor Kazakh State Women's Teacher Training University, Kazakhstan

ABSTRACT

One of the major sources of atmospheric pollutants are cars and trucks. 570 thousand of cars are registered in Almaty. Tourism one of the most rapidly developing industry in the world economy. Therefore, it is predicted that tourism will be economic phenomenon, future and bright business of the new century. In this article determined beautiful nature and rich mineral water sources, treatment clay lands, factors affecting to physiological condition of human and climatic factors help to treat different kind of diseases, also developing tourism to recreational, educational, therapeutic purposes. Moreover, identify general information about the main treatment- rehabilitation centers and therapeutic courses, provide issues about possibilities to developing a medical tourism and their spheres.

Key words: Recreation, economic, treatment-rehabilitation centers, ecology, balneology, climate, healing mud, kumys, shubat.

ТҮЙІНДЕМЕ

Туризм әлемдік экономиканың жедел қарқынмен дамып келе жатқан салаларының бірі. Сондықтан туризмді жаңа ғасырдың экономикалық феномені, болашағы жарқын бизнесі деп болжалуда. Мақалада көрікті табиғат ландшафттарымен әлемге әйгілі Қазақстандағы туризмді дамыту бағыттары мен салалары, табиғаттың ерекшеліктерін анықтауда рекреациялық өлшемдерді пайдалану, рекреациялық деңгейлері мен эстетикалық тартымдылығын анықтау арқылы көрікті аймақтарды аудандастыру мәселелері қарастырылған. Бағалаудың медико - биологиялық түрінде табиғи аймақтың адам ағзасына әсер ету қолайлылығы, психолого - эстетикалық бағалауда – табиғат кешені, табиғат компоненттерінің адам ағзасына, көңіл-күйіне тигізетін әсері, эстетикалық бағалауда морфологиялық құрылымы, жер бедерінің ерекшеліктері, экзотикалық көріктілігі элементтеріне байланысты ерекшеліктерін анықтау, технологиялық бағалауда рекреациялық қызмет мақсатында табиғи және табиғат ресурстарының техника және технологиялық тұрғыдан қолайлылығы ерекшеліктері айқындалады.

Кілттік сөздер: Рекреация, экономика, емдеу-сауықтыру орындары, экология, бальнеология, климат, шипалы батпақ, қымыз, шұбат.

Many years population of Kazakhstan was low, and result of this was low impact to nature. Before independence of Kazakhstan, in our country tourism did not develop as other sectors of our economy. The main regions of tourism services in Soviet Union were Caucasian, Crimea, Baltic coast, historical centers of Russia and Central Asia. However, architectural, archeological, cultural monuments and natural illustrativeness was not advertised, was not necessary. During Soviet Union period Kazakhstan tourism was part of ideological service. Kazakhstanian tourism during Soviet Union period, the ideological positions considered as an element of cultural and educational work, despite the dominant role, it was financed on the principle of no economic importance. One of the reasons for the poor development of the tourism industry in Kazakhstan did not give attention to tourism as a branch of the economy at the state level. There was not correct approach to complex forecast, long-

term planning, regional organizing of tourism and non-governmental touristic structure. One of the factors to slow down this industry, it was not recognized as main course by local administration, despite to huge income to local budget.

After independence in Kazakhstan was founded to regulate touristic service and modernize historical, cultural heritages. Nowadays, development of tourism in Kazakhstan approved by law “about Tourism” which accepted in 3rd July 1993 and decrees of President of Republic of Kazakhstan. Acceptance of these documents has helped to development of tourism in Kazakhstan.

One of the main steps to develop international relationship became member of UNWTO, also creation of international agreements on cooperation in tourism industry. It should be noted that a number of contracts have a huge potential for tourism in Kazakhstan, it was recognized as an effective partner, their recommendations were accepted with foreign governments. Development of internal and external tourism in Kazakhstan has developed. “Law about Tourism “of Republic of Kazakhstan were accepted, impacted to development of different types of national tourism [20].

Development of tourism industry was revived. Nature’s attractiveness of country very important to all tourism industries. Reasons are:

- ✓ Features of location to geographical place
- ✓ Width of volume of land, beautiful nature
- ✓ Political stability, having economical reform
- ✓ Rich to various natural and historical resources
- ✓ Free labor resources

Considering these kind of spheres development types of tourism, especially wellness resource which rich to medical-wellness sphere has become major issue in the industry.

One of the vital factors of medical oriented wellness resources are water sources, mud, climate.

Beautiful nature of Kazakhstan, rich to minerals water sources and healing clay places combine each other affecting physiologic of human and climate factor complex for treatment many disease and development of medical and health tourism play important role in wellness, leisured purposes.

Treatment oriented medical-wellness centers situation in Central and South Kazakhstan, Karkaraly mountain forest array of Karagandy region, Kostanay, Bayanaul mountain forest array of Pavlodar region at the front level. The Kazanbas forest areas of Kostanay region has healing mud salty lake with suitable nature resource for people health. In the Bayanaul array of Pavlodar region climate is continental and there are rivers rich to large areas of mud and sodium chloride, magnesium – sulphate. Treatment - wellness oriented tourist centers Almaty, Burabay-Schuchinsk, Bayanaul, Karkaraly, Saryagash, Sergeevka, Shalkar areas considered with high level opportunities.

Main center for treatment-wellness of Kazakhstan formed by using mineral waters. Minerals, chemical, gas, temperature affect to human diseases by healing it. Climatic treatment- treating people by using advantages of region with good weather conditions. Common types of climatic treatment such as aerotherapy, stroll.

Treatment by kumys and shubat from ancient time well known in our country. Kumys are include 2-2.5% protein, 1-2% fat, 3.5-4.8% sugar, vitamins, phosphor, calcium, 0.6-1.2% milk. Kumys use to treat diseases such as tuberculosis, anemia, rickets [8,9].

According to research of Kazakhstan treatment resources, there are 500 mineral water sources, 78 healing mud lakes, 50 climatic treatment. Nowadays, in our country are located 12 treatment-wellness centers, 2 boarding houses, 6 guest houses. There are not treatment-wellness centers in Karagandy, Aktobe, South Kazakhstan regions. In addition, Caspian Sea coast, Mangystau, Atyrau

regions, South and Eastern Kazakhstan places where developed mining industries never used as treatment-recreational center. Karkaraly and Bayanaul areas never developed as treatment tourism industry and many mineral muds lakes usage never realized.

Picture-1. Recreational resources in Kazakhstan



Treatment-wellness oriented centers in the Kazakhstan: “Akzhayyk” – 45 km far from Oral city. The main treating factor is mineralized water with chloride, magnesium, sodium and iron-containing mineral water is used to clean the internal structures. Specialized to treat Rheumatism, hypertension diseases, first and second degree anemia, varicose veins diseases, and digestive diseases, gastritis, enterocolitis, hepatocholecystiti, pancreatitis. In addition, developed the treatment of diabetes, goiter diseases. The "Atyrau" health institution located on the banks of the Ural River in Atyrau city. Therapeutic places located on the banks of the Ural River in the city side. The main treatment factors contains elements such as sodium with water and chloride. Specialized treatments for polyarthritis, degenerative disease, sciatica and arthritis diseases. "Pine Forest" is located 50 km away from the city of Kostanai. In 1981, among the birch trees made medicinal properties as an artificial lake with a sports complex. The fresh air rich for ozone and ion, evergreen plants in the valley will have a favorable impact on the human body. The main natural source of healing - healing mud and low-sodium sulfate mineralized water. "Zerenda" house for holidays or house of rest - located 50 km away from the city Kokshetau, in a mountainous forested area in the shores of the lake Zerenda. The sandy shore of the lake, mix of forests, mountains, suitable climate will affect on human's body positively, it is important when people have holidays. “Svetlyi” (bright) - health center is located 60 km away from the city of Kokshetau, 12 km away from the "Burabai health center" station, near to the bay of the lake Shuchye. Fresh air, nature surrounded by mountains affects positively on humans health, and this climate more stable in this area. Basically bronhitis asthma, bronchitis, pneumonia, upper respiratory tract, tanzillint, farengotrahlit, sinusitis deaseases can be treated [17]. "Zharkent - Arasan" - national important spa treatment and wellness center. It is located in Panfilov district of Almaty city, Zhetisu (Dzhungars) region, in the beautiful valley of Alatau, 1,100 meters above sea level. It was founded in 1967. The main treatment product is with chlorine, sodium sulfate mineral water. It treats blood circulation, nervous system, limbs, joints, skin and gynecological diseases. Climatic factors (healing mountain air, vegetation, natural landscape) are widely used. "Alma-Arasan" Wellness Center is located in the south west of Almaty, in the northern slope of the Ile-Alatau at an altitude of

1800 km. The terrain is mountainous forest meadow. The water contains in a small amount, bicarbonates, sodium, slow alkaline (pH 1.9 - 9.6), and radioactive. In 1953, it was fully explored. "Rakhmanov Stream" is located in Rahman Lake, East Kazakhstan, Katonkaragay region healing warm water source. Also located in South Altai small tectonic trough, in the Bay of Arasan Lake at an altitude of 1750 above sea level. The water comes out from the deep tectonic crack of the granite with temperature of 35 ° C to 42 ° C. The difference of the Stream Rahman is containing carbon and radon. Freshwater and pure, mineralizes 200 mg / l, contains bicarbonates, sodium, calcium, etc. elements. Rahman stream's water helps to treat stomach, rheumatism, gynecological, nervous, respiratory disease and it is used to treat a variety of wounds and poisoning. "Koktem" (spring) - leisure center with fresh and pure. It is located 2 kilometers south of the Almaty city, at the foot of the Ile-Alatau Mountain at an altitude of 1100 m above sea level. Fresh mountain air and beautiful nature, the natural healing mineral water provides for travelers the best treatment and holiday. In 1990, in the territory was discovered the source of underground hot water, which contains rich medical components; less mineral, (42 ° C to 44 ° C) nitrogen and chlorine, sodium sulphate, silica and fluorine. "Saryagagsh" spa treatment center - is located in the city of Shymkent, in South Kazakhstan region, 145 kilometers away from the city, on the left bank of the river Keles. "Saryagagsh" mineral water for the first time discovered in 1948 during the search for oil and gas drilling, and it was known with its feature treatment in the same year. The first spa center opened in 1950 with 15-places. Since 1961 "Saryagagsh" medical center has been named after the name of the city. "Turgen" water sources are located in the Almaty region, 80 kilometers away from Almaty city and 20 km away from the village of Turgen, along the northern slope of the Ile-Alatau in the valley of the beautiful nature. The main natural healing properties - hot (33 ° C, 35 ° C) calcium sulfate - sodium (1.44 mineralization) 51 g / l of water, nitrogen and silicon oxide, used for a daily volume of 25 m physiotherapy. "Merke" spa treatment center is located in Zhambyl region, Merke railway station, 14 km away from the south side the station, at an altitude of 1200 meters above sea level, in a mountainous region. In 1960, for the local population it was a rest house, and opened in 1981 as a health center. The main treatment that does not contain fluoride, silicic acid sulfate (sulfuric acid), sodium bicarbonate chloride salts are used in combination with radon mineral water. As well as the fresh mountain air and beautiful nature, climate therapy, physical therapy, physical therapy methods are used. "Zhanakorgan" healing mud spa resort, located in West Kazakhstan, Zhanakorgan railway station 2 km away, 170 km away in south east of the city of Kyzylorda, in the desert soils of the Syrdarya Valley region, on the shores of the lake Terisken. Famous for its healing muds and salty water. The first mud treatment center in Kazakhstan. "Burabai" therapy center - located in the Kokshetau region, Schuchinsk district, and suitable with its climate and kumys (treats). The "Kokshetau" Holiday House is located at an altitude of 350-480 m above sea level, on the shore of lake Burabay, 60 km away from the city Kokshetau, 6 km away from the railway station of Burabay. Holiday house is located on the shore of the lake "Shuchye". The climate is continental with cold winters, summers are warm. Spring and autumn berries, mushrooms grow a lot. In the holiday houses can occupy 250 children aged 4-15, and rooms are specialized for their parents and families and special rooms for the rest [17]. In holiday house club, library, stadium, sandy beach, and the ski base exist. "Moiyldy" is healing mud spa treatment center.

In the Pavlodar region, coast of Moiylly lake, located 135m above sea level. Founded in 1922. Development of treatment-recreational oriented tourism in our country resumed. Improved material-technical base of treatment oriented tourism, built new buildings, provided with new furniture and used a new method of treatment.

Nevertheless, in the republic 10% used for wellness purpose from identified more than 120 clay sources.

Many places of mineral waters have not researched, because of have not developed tourism infrastructure. For example: mineral waters' sulfide, iodine, bromine, radon, radon and silicon from the balneological groups are used.

Kazakhstan has high reputation in the world, because of rich to various landscape and biological resources. Therefore, favorable natural-climatic conditions, mineral and chemical composition of the water sources, migration density of people in the area, diversity of natural beauties, can become base to build treatment-wellness places and centers

In the future, the country's main regions in developing areas of medical and health tourism in South, East, and North Kazakhstan regions. Therefore, to improve the condition of the natural attractiveness of the region they need to pay special attention to the protection of recreational features. Accordingly, in order to develop it the medical and health tourism in the country considered with following issues:

- ✓ Identify opportunities for the development of tourism in the treatment and wellness;
- ✓ Medical tourism and wellness facilities;
- ✓ Medical assessment to identify areas in the development of tourism and wellness attractions;
- ✓ Recreational- beauty regions zoning;
- ✓ Identify efficient usage resources of tourist and recreational areas;
- ✓ By defining future perspectives of conditions for the development of medical and health tourism development.

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