

Сонымен, экологиялық туризмді дамыту бос уақытта қолдану мәселесіне жүйелік жақындаудың жолы салауатты өмір салтын жүргізу мүмкіншіліктерін тарату және құру.

Табиғат-біздің анамыз. Оны таза ұстау, қорғау, экологиялық орта қалыптастыру біздің еліміз, адам баласының келешегі үшін қажет. Сондықтан экологиялық күрес - өмір үшін күрестің негізі болып табылады.

Әдебиеттер

1. Мемлекет басшысы Н.Назарбаевтың Қазақстан халқына жолдауы. 2017 жылғы 31 қаңтар
2. Кекушев В.П., Сергеев В.П., Степаницкий В.Б. Основы менеджмента экологического туризма. Учебное пособие – МЖ Издательство МНЭПУ, 2001.
3. Храбовченко В.В. Экологический туризм. Уч.пособие. – М: 2002.

**Ussenova D. M., Dzhaparova A.M. , Kapiyatova G. A.,
(E.A.Buketov Karaganda State University)**

POSSIBILITIES FOR THE DEVELOPMENT OF "GLAMPING" IN KAZAKHSTAN

Against the backdrop of global economy, which formed under the influence of globalization processes of economical, political, cultural and social spaces, international tourism is one of the most profitable and dynamically developing branches, which occupies 3rd place after the fuel-energy and military-industrial complexes [1].

It will be observed, that as the main role of tourism affects the development of most countries of the world, for example, the formation of the gross native product, generating collateral workplaces, eliminating unemployment, providing a large impact on basic sectors of the economy: transport, communications, construction, agriculture, production of consumer goods and the other branches of tourism are specific accelerator in the socio - economic development.

Today, as the results of investigation of statistical data published by the World Tourism Organization, the development of international tourism is characterized by intensive growth, the number of tourist flows was 1.2 billion person in 2015 it means that 4% more than similar indicators of 2014 [2].

Table 1

Indicators of development of international tourism by the regions of the world in 2015

	Quantity of tourists, million of person	%
Europe	609	51
Asia-Pacific region	277	23
North and South America	191	16
Middle East	54	5
Africa	53	5
Total	1184	100

With the increase in the number of tourists in the global tourism market, there are changes in consumption of various tourist services, including new forms of organizations of tours, appear updated and interesting means of entertainment. It means we should like to note a new trend in tourism as "glamping."

The term “glamping” is translated from English as "glamorous camping." This kind of tourism includes: the presence of a comfortable, spacious and beautiful tent; the use of an unusual tourism furniture, large chairs, sofas, dining tables, comfortable beds. Conditions are created even for temporary residence, but ensure maximum comfort for permanent residence, until the installation of the heating system or mat at the entrance to the tent. As a result, to relax in the "glamping" the tent was almost as comfortable as in a hotel room.

The birthplace of the origin of the first forms of "glamping" is Africa: on Safari traditionally have been left a very wealthy hunters, aimed to enlist the trophies of the "big five". For the providers of this expensive entertainment was very important to make the life of guests with maximum comfort, so in the midst of a scorching sun scorched Savannah appeared camps.

Separate tourists into age and other groups can come to the conclusion that, as a rule, young, energetic people are attracted by extreme tourism, but for the elderly, those who are accustomed to relax in comfort, as well as for couples with children "glamping" may be one of the redemption. This kind of recreational tourism allows you to feel the unity with nature and an emotional restart, another positive factor is that "glamping" is always equipped in accordance with the maximum comfort: heat sources, showers or even a bath [3].

The main advantage of this direction of tourism is the fact that you can relax in the nature, tourists will be able to get all the amenities of civilization while enjoying the beautiful view while dining in the fresh air, with the possibility of active time (Canoeing, hiking, soccer, volleyball and etc).

Another major advantage for the tourist who prefers "glamping" is a relatively low price. As "glamping" can be available for both mass tourism and interesting for people with a high social status.

One of the most suggestive landmarks for the businessman is to develop the so called "Paradise" for tourists, which includes outdoor activities involving modern amenities. Today, the exchange "glamping" services in the CIS, such as for camping, the sounds of nature and nights under the stars, the tourists prefer to go to countries such as Africa, India, South America. From this it follows that "glamping" is an exotic holiday in the future and highly valued in the countries of the CIS.

Return thanks to its innovative and current form at the moment, "glamping" is gather pace around the world. A striking example is the "glamping" in the UAE - the first in the Emirates eco-resort in the desert, in the reserve AlWadi Nature Reserve. The main advantage of this complex is that Banyan Tree Al Wadi is surrounded by a grove of evergreen trees of the gas, the surrounding area is rich in rare, endangered species. Guests stay in five-star ecovillage in the Bedouin style, equipped with all amenities and educational program includes lectures, demonstrations, tours of the reserve, trips to the Falcon database with learning to hunt with falcons and owls. The price of accommodation for person per night in a Villa, without meal is 848\$ with half Board - 1330\$. Fig. 1 shows the most famous types of "glamping" in the global tourism market.

According to the analysis it is seen that “glamping” tourism is gather pace worldwide and is very popular. In our country this kind of tourism is little known, but all the prerequisites for its development are available, such as rich nature, the development of domestic tourism, the oversaturation of the Kazakhs traditional outbound travelers.

We can see the results of the analysis of highlighted strengths, weaknesses of this type of tourism, as well as opportunities and threats in the market of tourist services on the Table 2.



Pic.1 Foreign experience of development of "glamping" in different countries

Table 2

SWOT- analysis of the development of "glamping" in the Republic of Kazakhstan

Strengths	Weaknesses
<ul style="list-style-type: none"> ✓ reasonable price ✓ availability ✓ the availability of sufficient and country unique cultural and historical resources ✓ the emerging demand for new services 	<ul style="list-style-type: none"> ✓ poor image in the tourism market ✓ instability of weather conditions ✓ the unknown type of tourism in our country
Opportunities	Threats
<ul style="list-style-type: none"> ✓ the availability of natural recreational resources ✓ the creation of new jobs ✓ entry into new tourist markets or market segments ✓ the increase of tourist flows of inbound and domestic tourism 	<ul style="list-style-type: none"> ✓ the increase of tourists affect on the environmental situation in the region ✓ low level of investment activity ✓ inflation

Of course, the "glamping" as well as many other types of tourism has negative sides, such as the climatic conditions of the area in a certain season of the year. It means that "glamping" isn't competitive form of tourism in winter than hotels and inns. For the comfortable development for "glamping" are required additional costs and the promotion in the market of hotel services.

Reference

1. A handbook on the WTO TRIPS Agreement : научное издание / World Trade Organization) ; ed.: Antony Taubman, Hannu Wager, Jayashree Watal. - New York ; Melbourne: Cambridge University Press, 2012. - 385 p.
2. Official website of WTO: <http://www2.unwto.org/en>
3. E-resource: - <http://www.homebusiness.ru/ideas/2092.htm>