



UDC 57.04: 57.047

IRSTI 71.37.05:71.37.75:34.35.51; 71.37.75.

DOI 10.37238/2960-1371.2960-138X.2025.98(2).97

<sup>1</sup>Boribay E.S. \*, <sup>2</sup>Tussupova B.Kh., <sup>2</sup>Kyrgyzbay K.T.

<sup>1</sup> Narxoz University, Almaty, Kazakhstan

<sup>2</sup> Al Farabi Kazakh National University, Almaty, Kazakhstan

\*Corresponding author: elmira.boribay@narxoz.kz

E-mail: tussupova@yandex.ru, kyrgyzbay.kudaibergen@gmail.com

## ECOTOURISM DEVELOPMENT IN SPECIALLY PROTECTED NATURAL TERRITORIES OF NORTH KAZAKHSTAN REGION: CANADIAN EXPERIENCE AND POSSIBILITIES OF ITS USE

**Annotation.** The article is devoted to the study of ecotourism development in the specially protected natural territories of the North Kazakhstan region on the example of the Kokshetau State National Park (Imantau-Shalkar resort area (IShRA)) with an emphasis on the experience of Canada. In the context of global environmental challenges and growing interest in sustainable tourism, ecotourism is becoming an important tool for preserving natural heritage and supporting local communities. The analysis of successful practices is carried out in the paper in Canadian regions where ecotourism contributes not only to environmental protection, but also to economic and social development. Key aspects such as the management of natural resources, the involvement of the local population in the tourism industry and the creation of infrastructure for tourists are considered. The possibilities of the use of the Canadian experience in the conditions of the North Kazakhstan region are also being discussed, including potential areas for the development of ecotourism that can contribute to the conservation of biodiversity in specially protected natural areas and improve the quality of local residents' life. The article highlights the importance of integrating environmental, economic and social factors for the achievement of the goals in the ecotourism sustainable development.

**Key words:** ecotourism; Canada; diversification; sustainable development of the territory; agritourism; specially protected natural areas; Imantau-Shalkar resort area (IShRA).

### *Introduction*

Tourism is one of the fastest growing sectors of the economy which plays a key role in the socio-economic development of countries and regions. For many countries that strive not only to attract tourists, but also to preserve natural and cultural resources for future generations, the sustainable development of tourist destinations is becoming an important task.

In the context of the globalization process and the change in the tastes of tourists, the study of successful examples of tourism development in other countries is an urgent issue that allows us to identify models of effective management and marketing.

Recently, ecotourism in Kazakhstan is an important and comprehensively developing sector of the tourism industry for sustainable development. It attracts the attention of both local residents and foreign guests. In addition to its unique natural landscapes, Kazakhstan offers many opportunities for walking in the wild and discovering unique ecosystems [1, 2].

Special attention should be paid to agro- and ecotourism, which, based on the principles of sustainable development, stimulates the development of the state economy, in particular,



regions, provides employment for the local population, improves infrastructure [3], and does not harm the ecology of the region, mainly in specially protected areas.

The leading countries of the world actively support the development of rural and ecological tourism and have accumulated quite extensive experience in this field of tourism. In recent years, Canada has also paid great attention to these areas in the development of tourist destinations. Canada's experience is attracting tourists from all over the world to get acquainted with the production, culture, traditions of rural areas and their contribution to the development of the national economy. The positive dynamics in the protected areas located in the northern regions of the country shows the development of ecological and agritourism [4].

Using the best practices of foreign countries, including Canada, Kazakhstan also provides state support for sustainable ecotourism for economic, social and cultural development and maintaining the ecological balance of rural areas.

The article explores successful examples of tourism development in Canada with an emphasis on sustainable practices that can be adapted to the conditions of our region, in particular the North Kazakhstan region. The analysis of the most attractive sustainable tourist destinations was carried out to identify the main factors of their profitability and assess the possibility of using these models in the regions of the North Kazakhstan region.

#### *Materials and methods of research*

To achieve the goal and objectives of the study, the following methods are used: The study reviewed scientific publications and studies on successful examples of tourism destination development through an analysis of scientific literature.

Through comparative analysis, a comparative analysis of ecotourism and agritourism models used in the SPNT (specially protected national territory) in northern Canada is carried out to identify their strengths and weaknesses. It allows us to determine which of these models can be adapted to the conditions of the North Kazakhstan region.

In the study, visualization and analysis were performed in ESRI ArcGIS v. 10.6 software using the Layout View, File, Insert, Extract, Clip, Label, Buffer, Raster Clip tools. The presented cartographic materials allow us to describe and analyze tourist sites and routes of the Kokshetau state National Natural Park (NTP).

They can be used to develop new tourist routes, assess their attractiveness and availability, and identify potential threats to the ecosystem. Based on the analysis, important recommendations can be made to improve the state of the ecosystem, including measures to protect natural resources, restore damaged areas, and increase the environmental literacy of park visitors.

#### *Results and their analysis*












In modern conditions, the main direction of the country's economy development is the desire for sustainable development of the country, which involves the constant preservation of environmental sustainability. Tourism plays an increasingly important role in the global economy and has become an important component of economic, socio-cultural and environmental activities in the countries of the world over the past two decades. It has a significant impact on the national economy by attracting foreign investment, increasing employment and developing the country's main tourist destinations (*World Travel & Tourism Council, 2023*). In terms of sustainable tourism, many countries have already implemented successful models aimed at preserving natural, cultural and social resources (*United Nations World Tourism Organization, 2021*).

Tourism makes a significant contribution to the country's gross domestic product (GDP) by attracting foreign investment, creating new jobs and encouraging infrastructure development. The share of tourism in the global gross product exceeded 9 percent [5]. Tourism provides about 10% of the world's jobs. Every fourth new job is created in this area. 30% of world exports, 7% of investments and 5% of tax revenues come from the tourism services sector.



However, the share of tourism in our country's GDP still remains low compared to other countries (Table 1). The main reasons for the low share of tourism include the limited availability of tourist information, insufficient promotion of the tourism product, underdeveloped transport infrastructure and the low level of appropriate measures on the part of the state to support and stimulate the tourism industry.

Table 1 - The share of tourism in the GDP of post-Soviet countries, 2023.

№	Countries		share of tourism in the GDP, %
1	Georgia		24,0
2	Armenia		13,7
3	Azerbaijan		10,5
4	Belarus		5,8
5	Russia		5,7
<b>6</b>	<b>Kazakhstan</b>		<b>5,3</b>
7	Kyrgyzstan		3,9
8	Uzbekistan		3,2
9	Moldova		3,1
10	Tajikistan		-
11	Turkmenistan		-

Compiled by the author based on sources [6,7]

There are opportunities to develop all types of tourism: from ecological tourism to business tourism in Kazakhstan.

Tourism development should be based on the principles of sustainable development. Environmental, socio-cultural and economic aspects must be considered. The promotion of ecotourism, the use of environmentally friendly technologies, the support of local communities and the preservation of cultural heritage are the main components of sustainable tourism. Thus, at present, tourism as a non-productive sector is a trigger for the development of national economies. The policy of state financial incentives for the development of tourism in the hospitality industry in Kazakhstan is reflected in strategic and program documents containing instruments of state support and financial incentives for the tourism industry [8,9].

To assess the potential for tourism development, it is necessary to turn to successful foreign experience. Analysis of the best sustainable tourist destinations in other countries can provide valuable insights for the further development of similar initiatives. Many countries have implemented modern innovative approaches and achieved significant results. Japan, Singapore, Spain, France, the Netherlands, Canada and many other countries are striking examples that provide useful experiences and ideas for the development of sustainable tourism. The study of foreign experience helps not only to understand the basic principles and successful experience in the development of tourist destinations, but also to find ways to adapt them to local



conditions and needs. Adaptation of foreign experience allows countries and regions to form their own tourism development strategies, considering the characteristics and advantages of each territory. This modern approach ensures a balanced and sustainable development of the tourism industry, which is attractive to visitors.

One of the most popular and picturesque ecotourism sites in Kazakhstan is the Kokshetau State National Nature Park and Burabay Park located in the northern part of the country (Fig. 1).

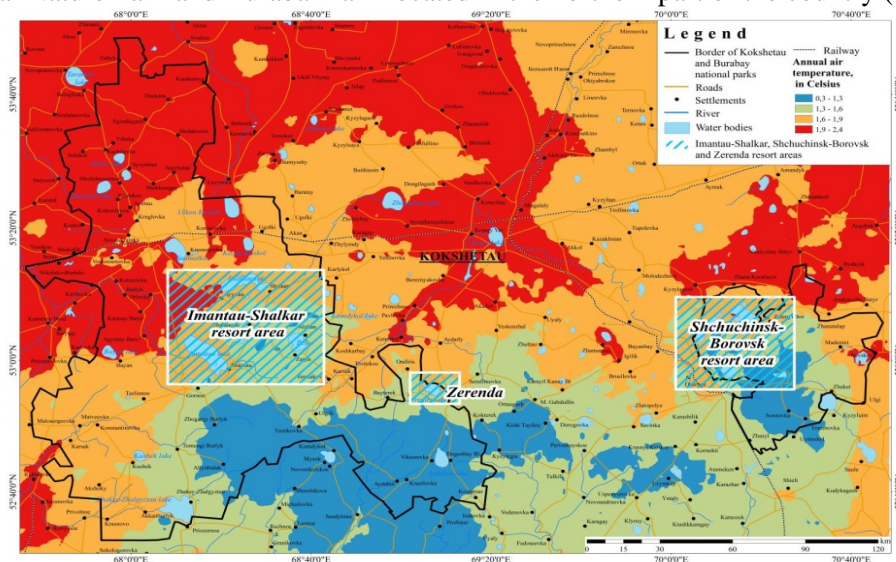


Fig. 1. Map of the average annual air temperature indicators of the Kokshetau and Burabay parks (Kazakhstan). Compiled by the author

In addition to its rich flora and fauna, Kokshetau State National Natural Park (KSNNP) is distinguished by such rare and endangered animal species as the white stork (*Ciconia ciconia*), the white-tailed eagle (*Haliaeetus leucoryphus*) and the Siberian goat (*Capra sibirica*), which are attractive to visitors. In addition, the Kokshetau State National Natural Park is an important place for ornithologists and nature lovers, as it is an important habitat for many migratory birds.

The presented map (Fig. 2) is a comparative geographical latitude scheme that highlights the spatial alignment of several national parks located between 50° and 54° north latitude. Specifically, it focuses on the parks of Yoho, Banff, and Kootenay in Canada, and Kokshetau and Burabay National Parks in Kazakhstan. The image is based on a satellite view of the Northern Hemisphere and visually emphasizes the latitudinal similarities between these geographically distant regions.

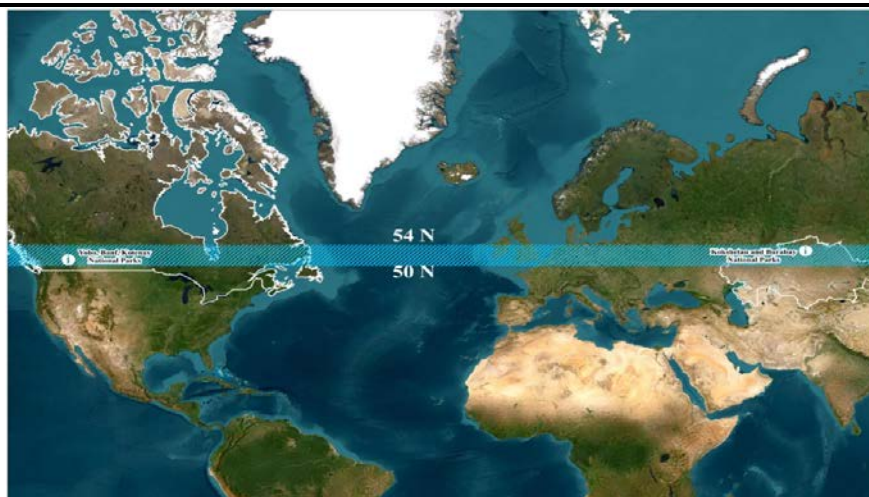


Fig. 2. Comparative layout and geographical latitude analogues (50-54 north latitude) of the Yoho, Kootenay, Banff (Canada) and Kokshetau, Burabay National Parks (Kazakhstan).  
Compiled by the author

A horizontal band between the 50th and 54th parallels north is shaded across the globe to indicate the common latitudinal zone shared by the selected parks. This zone passes through the southern part of Canada and central part of Kazakhstan. The Canadian parks - Yoho, Banff, and Kootenay - are situated in the Rocky Mountains and are known for their rugged terrain, glacial features, and coniferous forests. On the opposite side of the globe, Kokshetau and Burabay National Parks in Kazakhstan are located in the Kazakh Uplands and feature mixed forests, lakes, and granite outcrops.

The territory of the Kokshetau National Park belongs to forest-steppe and steppe natural zones. The flora of the National Park is diverse and closely related to the landscape features of the entire region. Vegetation cover is represented by the following species: forest, steppe, meadow. Meadows and river valleys among the forest are distinguished by extensive fields of grain plants. The foot of the mountain is occupied by dense pine forests. Many plant species found in the National Park are included in the Red Book and the list of plants in need of special protection, of which 84 endangered plants' species: lichens, grape plants, etc [10].

The fauna of the Kokshetau State National Natural Park is very rich. There are 282 species of vertebrates. They are divided by classes as follows: mammals – 47 species, birds – 216 species, reptiles – 7 species, fish – 12 species. The local fauna is characterized by elk, roe deer, badger, fox, wolf, pine otter, squirrel, hare, partridge.

One of the most promising centers of domestic tourism in the North Kazakhstan region is the Imantau-Shalkar resort area. The main development zones of the Imantau-Shalkar resort include three lakes:

*Lake Imantau* (freshwater lake with a beautiful island, where new accommodation facilities will be developed);

*Shalkar Lake* (salt lake rich in forest landscape);

*Aiyrtau Lake* (a lake with warm water, suitable for development as a children's health and recreation Center) (Fig. 3).



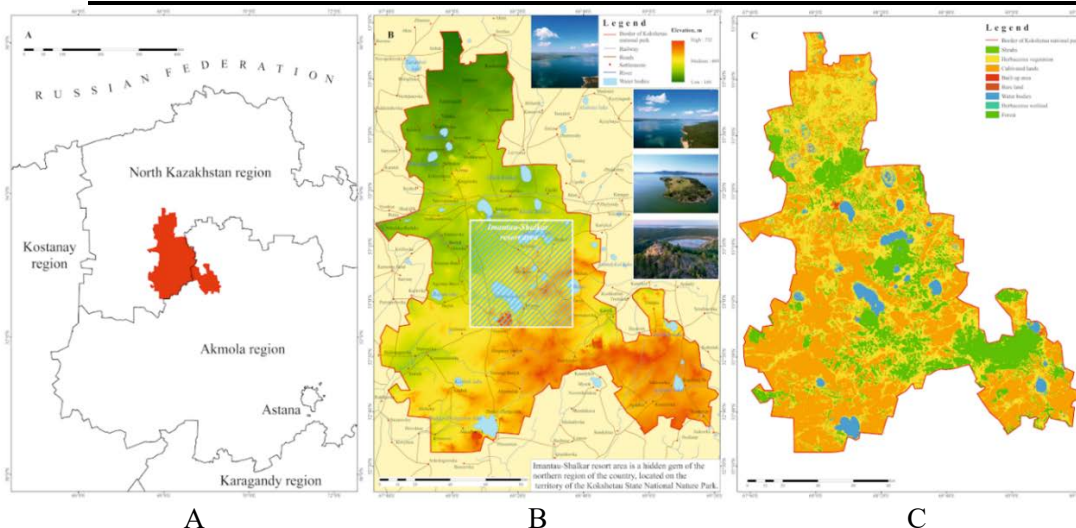


Fig. 3. Imantau-Shalkar resort area of North Kazakhstan region

*Study area.* (A) Location of Kokshetau State National park. (B) Distribution of study area at the elevation scale. (C) Map of land use types. Compiled by the author

The Imantau-Shalkar resort area is just one of the many recreational places where visitors are distinguished by the unique nature of North Kazakhstan region. The development of nature tourism also contributes to the preservation of natural resources and the development of local communities. Because it often includes cooperation with local residents who provide services and help to organize excursions and accommodation.

Based on the best foreign experience, we consider the development of the Imantau-Shalkar resort area. As the main model, we analyzed the development model of the National Parks of Canada, which successfully combines the protection of natural resources with the development of tourism.

The implementation of these models and the improvement of infrastructure in the Imantau-Shalkar resort area will play a key role in the development of the tourism industry in the North Kazakhstan region. Improving tourism services, creating new jobs and attracting investments will help increase the tourist flow to the region, which in turn will have a positive impact on the region's economy.

Thus, thanks to the active government support and investors and consistent work on infrastructure development, the Imantau-Shalkar resort area has every chance of becoming one of the leading tourist destinations in Kazakhstan, attracting thousands of tourists annually.

North Kazakhstan region and Northern Canada are very similar regions in terms of geographical location. The high demand for domestic tourism creates favorable conditions for the development of international tourism.

Canada is known for its national parks, which attract millions of tourists due to the diversity of natural landscapes and the richness of flora and fauna. An important aspect of the Canadian model is the active participation of the local community in the management of parks and the development of ecotourism. Such cooperation not only preserves the cultural heritage of multinational peoples, but also brings economic benefits to local residents. The high demand for domestic tourism in the region creates favorable conditions for the development of international tourism.

In terms of gross domestic product, tourism ranks 11<sup>th</sup> place in Canada after sectors of the economy such as agriculture, fisheries, forestry and utilities. The volume of income from



inbound tourism is 66 billion dollars, while outbound tourism makes 16 billion dollars. The tourism sector provides employment for 619 thousand people.

Tourism revenue in 2023 was about 27 billion dollars. About 68% of Canadians prefer to travel in their home country.

In 2024, more than 34 million international tourists visited Canada, of which about 23 million came from the United States. Tourism revenue in 2023 was about 27 billion dollars. Domestic and international tourism in Canada accounts for 1% of GDP, while industry created 690,000 jobs in the country.

Sustainable practices such as reducing environmental impacts, using renewable energy, and implementing wildlife conservation programs are also used in Canada's national parks. These measures will help preserve ecosystems and ensure the long-term sustainability of tourism infrastructure. The use of such approaches in the Imantau-Shalkar resort area contributes not only to the development of tourism, but also to the preservation of the unique natural resources of the region, as well as to improving the quality of life of local residents. When adapting foreign experience to Kazakhstani realities, it is very important to take into account local environmental conditions and cultural characteristics.

Canada's national parks are a prime example of the successful development of a nature parks cluster. The Imantau-Shalkar resort area has all the prerequisites for the development of ecotourism and affordable summer holidays, similar to Yoho Park (Canada).

*Yoho* is a national park in Canada. It was formed in 1886 in British Columbia in the Rocky Mountains on the border of the Great Divide west of the province of Alberta. The park got its name from the cry of the Cree Indians, which means "amazement" or "awe."

Yoho National Park is one of 4 contiguous national parks in the heart of Canada's Rocky Mountains, along the border of the provinces of British Columbia and Alberta. Yoho borders Banff National Park to the east and Kootenay National Park to the south. Together with them, as well as Jasper National Park and the three provincial parks of Mount Robeson, Mount Essiniboine and Humber, it forms the UNESCO World Heritage Site Parks of the Canadian Rockies [11].

The area of Yoho is 1,313 square kilometers, the smallest of these four national parks. The National Park Administration and the tourist center are located in the field settlement. Emerald Lake, translated as Emerald Lake, is located on the territory of the park.

*Emerald Lake* - A freshwater lake located in Yoho National Park, British Columbia, Canada.



Fig. 4. Emerald Lake, Yoho



Source [11]

Geographical features of the surrounding area Emerald Lake is surrounded by the mountains of the Presidential Range, named after the president and vice president of the Canadian Pacific Coastal Railway, built in 1885 and passing through Yoho National Park.

The trees found here are more typical of the moist forests of the British Columbia in the Columbia Mountains' interior, located immediately to the west, such as western red cedar, western yew, western hemlock and western white pine. The alluvial cone on the northeastern shore produces an abundance of wildflowers in late June and early July.

*Climate.* The weather in the park is changeable. Precipitation in the park increases with altitude above sea level. From November to April, the average temperature ranges from 5 to -15 °C, although it can range from 10 to -35 °C. The coldest weather is usually observed between December and February. In summer, the average temperature is 12.5 °C. At an altitude of more than 1,500 m above sea level, snowfall and frost are possible in summer.

Short-term snow storms, which usually melt away after a few days, sometimes occur at the valley level in June or September due to the latitude of 53 degrees and the generally high altitude. Due to its 53-degree latitude and moderately high altitude, the lake freezes from November to the end of April or the beginning of May. The bright green color of the water is due to powdery rock from glaciers, which reflects the blue-green spectrum of sunlight. The type of rock and its amount in the water cause the color to change from lake to lake and from month to month, even from week to week.

Figure 5 shows the average annual air temperature in degrees Celsius. Temperature values range from -8.0°C to +1.5°C, depicted using a color spectrum from dark blue (coldest) to orange and yellow (warmest). The coldest areas are located in the high-elevation zones of the central Rockies.

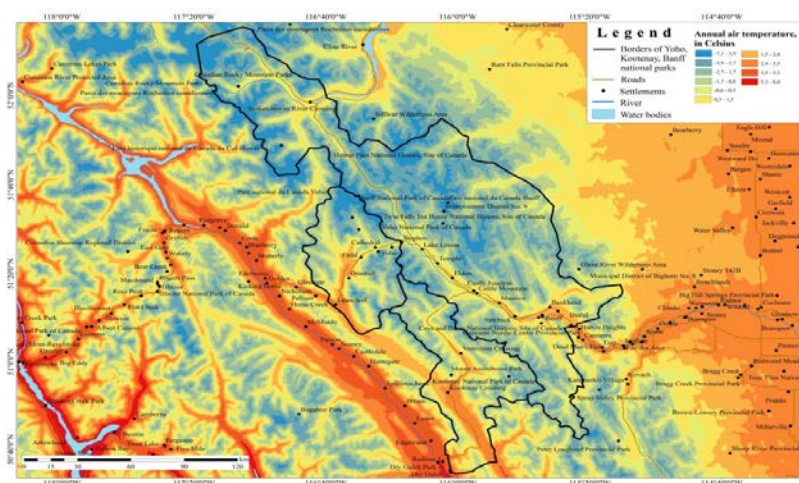


Fig. 5. Map of the average annual air temperature in Yoho, Kootenai, and Banff Parks (Canada). Compiled by the author

*Lake O'Hare* is a lake located at an altitude of 2,020 meters (6,630 ft) in the alpine area of Yoho National Park, in the province of British Columbia. It is located on the western side of the Great Divide, bordering the province of Alberta and Banff National Park to the east. The lake and valley can be reached by bus operated by Parks Canada, or by hiking 11 km along a road with an elevation difference of about 500 m.





The area is known for its landscapes, as well as alpine tourism. Visitors often follow the climbing trails that rise from Lake O'Hara to Lake Aesa and to Lake Opabin. The number of people who travel to the area by bus has been limited in order to preserve the sensitive Alpine environment. The area is named after Colonel Robert O'Hara, an Irishman from Derryhoyle.

The Elizabeth Parker Alpine Club Hut is located in Meadows, about a 15-minute walk from The Lodge. This is a ski destination in winter, and many skiers choose it as a day trip.

Restrictive measures on the territory of Emerald Lake Lodge.

Canoe rentals are available at Emerald Lake Lodge during the summer months. In winter, the lake becomes a popular place for cross-country skiing. As a rule, Canada's national parks do not allow individuals or companies to own land on their territory, and all development is strictly controlled by Parks Canada in order to preserve the environment. Building permits are rarely granted and only after careful consideration and consultation by the Government. The land occupied by the business is leased from Parks Canada. Most of the enterprises in national parks were established decades ago, and obtaining current approval is extremely rare. The Canadian Rockies National Parks have a strict "must-stay" law: to live in the park, residents must either work in the park or own a business located on its territory.

Tourism development is an important part of Canada's economy and has its own regional characteristics. The regional potential depends on the attractiveness of the territory, the level of socio-economic development of the country, infrastructure, national characteristics, legislative framework, etc. Over the past four decades, the Canadian North has undergone major changes in various fields (economy, social sphere, culture).

The Canadian North attracts tourists with its high level of service, exotic nature, culture, and indigenous history. Over the past 30 years, the income of the northern regions from tourism has increased 40 times. At the same time, tourism in northern Canada is a seasonal sector of the economy.

Among the many measures for the transition to sustainable development of the region, a review of priorities in environmental management as the basis for the stabilization of the northern region is coming to the fore. Tourism development is one of the main promising areas of environmental management diversification.

There is a global trend towards travel to low-income areas, sports tourism and other active recreation, which has long been used by many northern states to develop the economy of their northern territories. Tourism management experience in Canada is carried out at three levels (Table 2)

Table 2 - Tourism Sector Management in Canada

Levels of tourism management	Management functions
Federal	Government performs the functions of regulating tourism by creating federal targeted and regional programs, since tourism is of great importance for the development of the social sphere and, with minimal investments, generates higher than average profits.
Regional	Improvement of the management of Canada's tourism industry lies in the tourism development by region. Each province/territory has a regional tourism office.
Local	Formation of local governments in the North of Canada is an effective form of tourism management, since it is the local population that will be interested not only in the economic side of tourism development, but also in preserving the nature of the North as their habitat.

Compiled by the author based on sources [4,12]



The main purpose of the local governments' activities is to increase the competitiveness of local enterprises. The interaction of state, regional, and municipal structures with tourism enterprises is the most effective way to manage tourism in the North.

In the world tourism specialization, Canada stands out as a country that positions natural types of tourism, which is facilitated by the vast territory of the country and has a variety of natural and recreational resources. Tourism is a significant source of income for the Canadian economy.

The leading role in tourism management at the level of the northern territories of Canada is provided by the activities of local governments to increase the competitiveness of local enterprises:

- involvement of local thematic tourism clusters in regional clusters;
- information and analytical support;
- regulatory and legal support;
- administrative support;
- fiscal support;
- monetary support;
- investment support;
- development of the innovation component;
- infrastructure development;
- development and recruitment of labor resources.

Canadian experience shows that the management of a region where the interests of the local population, the state and business intersect is most effectively carried out when creating a cooperative management system.

In the Canadian North, there is a special program to encourage small cooperative enterprises. Therefore, various means of diversifying the northern economy have been adopted. The following industries are developing: tourism, traditional national crafts, woodworking, services, small-scale housing construction, etc. There is a program in place to support medium and small businesses. Thus, a system of partnership between businesses and local communities is widespread in Canada with the participation and active support of the Government of Canada. The cooperative management system makes it possible to transfer part of the decision-making powers to the local population, to enhance the exchange of information, to use various ideological approaches to the organization of life, as well as to increase managerial potential and social stability in the previously state-supported local community [12].

The tourism authorities of the northern territories sign agreements with regional tourism associations that provide for mutual economic cooperation and the promotion of the tourism industry in the region. Currently, most of the private tourism enterprises in the North are managed by the local population.

The development of tourism in the northern territories of Canada is an integral part of the state socio-economic policy, which is focused on the formation of a new model for the functioning of this area, with a combination of effective market mechanisms and the preservation of traditional environmental management. The application of the Canadian experience in the development of tourism in the North is most interesting for the northern regions of Kazakhstan, in particular, for the Imantau-Shalkar resort area.

#### *Conclusion*

In conclusion, the development of ecotourism in specially protected natural areas of the North Kazakhstan region is a promising direction that contributes not only to the preservation of unique ecosystems, but also to the sustainable economic and social development of the region.

The experience of Canada, where ecotourism is successfully integrated into the system of nature conservation and local government, can become a valuable landmark for Kazakhstan. The Canadian model underlines the importance of an integrated approach in natural resource



management, involving local communities in decision-making and building infrastructure that aims to promote tourism without harming the environment. The application of these rules in the North Kazakhstan region will not only attract tourists, but also help explain the need for nature protection.

Thus, the adaptation of Canadian experience to local conditions makes it possible to develop an effective ecotourism development strategy that takes into account the unique natural and cultural features of the region. This will not only strengthen environmental sustainability, but also create new jobs, improve the standard of living of the local population and draw attention to the richness of the natural heritage of Kazakhstan.

#### *Gratitude*

The research was conducted within the framework of the implementation of the scientific and technical program of the IRN BR24993222 "Construction of a decision support system for the natural and economic development of the territory of the North Kazakhstan region in the context of sustainable development" financed by the Science Committee of the Ministry of Science and Higher Education of the Republic of Kazakhstan within the framework of program-targeted financing.

#### **REFERENCES**

- [1] Utarbayeva A.Sh., Satybaldiyeva G.K., Boribay E.S., Yessimova D.D., Oktay K., Adbanova A.A. Prospects for Sustainable development of rural areas, potential for development of ecological and agritourism in the Republic of Kazakhstan //Scientific journal «Bulletin WKU» 1(97) – 202, 2025, P.561-575. <https://ojs.wku.edu.kz/index.php/BulletinWKU/article/view/5630/479>
- [2] Boribay E.S., Yessimova D.D., Satybaldiyeva G.K. Current development trends ecological tourism in Kazakhstan. Central Asian Economic Review. 2024;(1):80-91. (In Kazakh) <https://doi.org/10.52821/2789-4401-2024-1-80-91><https://doi.org/10.52821/2789-4401-2024-1-80-91>
- [3] Boribay E.S., Yessimova D.D., Satybaldiyeva G.K., Kutay Oktay. Sustainable development of rural areas:Ecotourism and Agrotourism/ Research, Results. SCIENTIFIC JOURNAL №2 (102). - 2024, - C. 84-96. file:///C:/Users/user/Downloads/84-96%20(4).pdf
- [4] Totonova E. E. Experience management of the national park Canada and its role in the development of tourism // Economics and Management. 2010. No.9, P. 60–64.
- [5] *World Travel & Tourism Council*, Economic Impact 2023. 17P. [https://assets-global.websitefiles.com/6329bc97af73223b575983ac/647df24b7c4bf560880560f9\\_EIR2023-APEC.pdf](https://assets-global.websitefiles.com/6329bc97af73223b575983ac/647df24b7c4bf560880560f9_EIR2023-APEC.pdf)
- [6] <https://dknews.kz/ru/ekonomika/330183-kak-turizm-pomozhet-ekonomike-kazahstana-plany-I>
- [7] Доля туризма в ВВП Казахстана вырастет с \$9,6 млрд до \$16 млрд к 2025 году [Электронный ресурс]. Режим доступа: <https://tourism.interfax.ru/ru/news/articles/57288/>
- [8] Об утверждении Концепции развития сельских территорий Республики Казахстан на 2023 – 2027 годы [Электронный ресурс]. Режим доступа: <https://adilet.zan.kz/rus/docs/P2300000270>
- [9] Об утверждении Концепции развития туристской отрасли Республики Казахстан на 2023 – 2029 годы [Электронный ресурс]. Режим доступа: <https://adilet.zan.kz/rus/docs/P2300000262>
- [10] Н.С. Саликова, Т.А. Михеева Экологический мониторинг состояния Айыртауского филиала ГНПП «Кокшетау»// Вестник Государственного университета имени Шакарима города Семей № 3(91) 2020. – с. 182-185.
- [11] <https://depositphotos.com/ru/photo/emerald-lake-yoho-national-park-british-columbia-canada-110703216.html>



[12] Totonova E. E. Tourism Development in the Northern Regions of Canada and Its Application in Russia// Economy and Management. No. 9 (119) 2015, P.21-25.

**Бөрібай Э.С., Тусупова Б.Х., Қырғызбай Қ.Т.**

**СОЛТҮСТІК ҚАЗАҚСТАН ОБЛЫСЫНЫҢ ЕРЕКШЕ ҚОРҒАЛАТЫН  
ТАБИҒИ АУМАҚТАРЫНДА ЭКОТУРИЗМДІ ДАМУҒА: КАНАДА ТӘЖІРИБЕСІ  
ЖӘНЕ ОНЫ ПАЙДАЛАНУ МҮМКІНДІКТЕРІ**

**Андатпа.** Мақала туризмді дамыту бойынша Канада тәжірибесіне баса назар аударып, Солтүстік Қазақстан облысының Көкшетау мемлекеттік ұлттық паркінің ерекше қорғалатын табиғи аумақтарындағы (Имантау-Шалқар курорттық аймағы) экотуризмді дамытуды зерттеуге арналған. Жаһандық экологиялық мәселелер мен тұрақты туризмге қызығушылықтың артуы жағдайында экотуризм табиғи мұраны сақтаудың және жергілікті қауымдастықтарды қолдаудың маңызды құралына айналуға. Мақалада экотуризм тек қоршаған ортаны қорғауға ғана емес, сонымен қатар экономикалық және әлеуметтік дамуға да үлес қосатын Канада аймақтарының табысты тәжірибесіне талдау жасалған. Табиғи ресурстарды басқару, жергілікті қауымдастықты тарту және туристер үшін инфрақұрылым құру сияқты негізгі аспектілер қарастырылады. Сондай-ақ, Канада тәжірибесін Солтүстік Қазақстан облысының жағдайына бейімдеу мүмкіндіктері, соның ішінде ерекше қорғалатын табиғи аумақтардағы биоәртүрлілікті сақтауға және жергілікті тұрғындардың өмір сүру сапасын жақсартуға ықпал ете алатын экотуризмді дамытудың әлеуетті бағыттары талқыланды. Мақалада аймақтағы экотуризмді дамыту стратегиясына экологиялық, экономикалық және әлеуметтік факторларды біріктірудің маңыздылығы көрсетілген.

**Кілт сөздер:** экотуризм; Канада; әртараптандыру; аумақтың тұрақты дамуы; агротуризм; ерекше қорғалатын табиғи аумақтар; Имантау-Шалқар курорттық аймағы.

**Бөрібай Э.С., Тусупова Б.Х., Қырғызбай Қ.Т.**

**РАЗВИТИЕ ЭКОТУРИЗМА В ОСОБО ОХРАНЯЕМЫХ ПРИРОДНЫХ  
ТЕРРИТОРИЯХ СЕВЕРО-КАЗАХСТАНСКОЙ ОБЛАСТИ: ОПЫТ КАНАДЫ И  
ВОЗМОЖНОСТИ ЕГО ИСПОЛЬЗОВАНИЯ**

**Аннотация.** Статья посвящена исследованию развития экотуризма в особо охраняемых природных территориях (ООПТ) Северо-Казахстанской области на примере Кокшетауского государственного национального парка (Имантау-Шалкарской курортной зоны (ИШКЗ)) с акцентом на опыт Канады. В условиях глобальных экологических вызовов и растущего интереса к устойчивому туризму, экотуризм становится важным инструментом сохранения природного наследия и поддержки местных сообществ. В работе проведен анализ успешных практик канадских регионов, где экотуризм способствует не только охране окружающей среды, но и экономическому, социальному развитию. Рассматриваются ключевые аспекты, такие как управление природными ресурсами, вовлечение местного населения в индустрию туризма и создание инфраструктуры для туристов. Также обсуждаются возможности использования канадского опыта в условиях Северо-Казахстанской области, включая потенциальные направления для развития экотуризма, которые могут способствовать сохранению биоразнообразия в ООПТ и улучшению качества жизни местных жителей. Статья подчеркивает важность интеграции экологических, экономических и социальных факторов для достижения целей устойчивого развития экотуризма.

**Ключевые слова:** экологический туризм; Канада; диверсификация; устойчивое развитие территории; агротуризм; особо охраняемые природные территории; Имантау-Шалкарская курортная зона.