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Priority Development of Kazakhstan's Historical Gems for Tourism



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Kazakhstan President Kassym Jomart Tokayev has initiated extensive reforms in the tourism industry to transform Kazakhstan into an attractive destination. His government has fostered the potential of tourism as a driver of



economic growth, attracted a lot of international visitors, and promoted its unique cultural, historical, and natural attractions. Every tourist is enthusiastic about the true life of the Kazakh people and their traditions, rituals, creativity, and culture and finds numerous fascinating attractions in almost each part of the country.

The government has taken key reforms, which include the visa-free regime for travellers from all over the world, allowing them to make use of the tourism potential, especially by increasing the flow of incoming tourists. Kazakhstan has been working to boost the positive image and attractiveness of the nearby tourist area. Kazakhstan has created new tour routes, trails, observation points, and parking places to promote sustainable tourism, agricultural tourism, and ethnographic tourism. The state's programs aim at safeguarding and preserving Kazakhstan's distinctive cultural legacy, including its historical, architectural, and archaeological sites, as well as its beautiful surroundings and landscapes.



According to the Ministry of Tourism and Sports, Kazakhstan attracted more than 610,000 visitors from abroad in 2022. According to the Astana Times, the number of domestic tourists grew by 20 percent in 2022, reaching 8.6 million people. The tourist sector has expanded and evolved in order to meet the consistently rising demand at the international and local levels. The tourism sector is further enhanced by a wide range of unique and memorable experiences in every area.

Kazakhstan will continue to prioritize national parks, lakes, rivers, and museums as part of this plan by implementing improvements to the infrastructure, building bridges throughout lakes and rivers, creating and improving educational routes, and opening glamping and camping sites.

Key Historical cities:

Kazakhstan boasts a rich cultural heritage and diverse natural landscapes. One of the most renowned historical sites in Kazakhstan is the city of Turkestan, which has been the capital of the Kazakh Khanate and home to the mausoleum of Khoja Ahmed Yasawi, which was built in the 12th century and was included on the UNESCO World Heritage List in 2003. It shows the unique mediaeval architecture of Central Asia.

Another important city, Almaty, covers historical and modern linkages, such as the petroglyph-covered archaeological landscape of Tamgaly, Charyn Canyon, the Kapshagay Reservoir, the Zhana Ile tourism hub, the Yeshkiolmes



petroglyphs, the Altyn Yemel National Park, the Issyk mounds, and Talgar settlement, all of which are popular tourist destinations.

In addition to these places, Kazakhstan has a strong connection to the Silk Road, an ancient network of trade routes that linked the East and the West. The government is actively reviving the Silk Road legacy through various initiatives, such as the Kazakhstan-China Horgos International Border Cooperation Centre and the Astana



International Financial Centre, which aim to strengthen economic and cultural ties with regional countries and promote tourism along the historic Silk Road route.

Implementation of Tourism Development programs:

The Kazakhstan government plans and coordinates tourist development policies as well as infrastructure upgrades at the national and state levels. The Republic of Kazakhstan's State Program for Tourism Development for 2019–2025 outlines a number of significant policy measures. These include focusing on infrastructure and service development in priority tourist areas, offering tax benefits to participants, promoting tourism in national parks, increasing domestic flight subsidies, providing free flights for children during holidays, and other initiatives.

The visionary leadership of President Kassym Jomart Tokayev has made priority for the development of tourist resources, the assurance of transportation to tourist destinations, the improvement of the quality and accessibility of tourist goods and services, the creation of a welcoming tourist environment, the formation of an efficient system for promoting Kazakhstan's tourism capacity on both the domestic and foreign markets, and the improvement of management.

Kazakhstan's 2030 development strategy also provides basic tourism infrastructure, creating favourable conditions for investment and the development of the tourist industry.

With a destination-centric approach and an effective implementation of the planned measures taken by the government of Kazakhstan.



Conclusion:

President Kassym Jomart Tokayev's commitment to developing infrastructure and positioning Kazakhstan as a regional tourism hub reflects a forward-thinking approach. Kazakhstan continues to build upon its historical roots and promote its cultural heritage, natural beauty, and popularity as a popular destination for travellers seeking unique experiences.