

Brief information about the project

Name of the project	«Development of training course on ecological tourism» №2022-118/a
Relevance	Eco-tourism is one of the priority areas of sustainable tourism in Kazakhstan. As international experience shows, one of the conditions for the effective and sustainable development of ecotourism is responsible behavior towards natural areas through the implementation of a system of standards. The standards ensure the sustainable implementation of plans for the formation and promotion of ecotourism without causing damage to the natural areas and ecosystems of the country, and the effective development of business. The development of a training course on standardization of eco-tourism services is aimed at explaining the specifics of the practical application of standardization of these services and increasing the responsibility of the business community and other stakeholders when passing the certification procedure.
Purpose	Increasing the competitiveness of the domestic ecotourism product by improving the quality of services provided
Objectives	<ul style="list-style-type: none"> – Discuss and select training topics. Draft training sessions on certification issues, considering national standard ST RK 2993, with not less than 5 topics in Kazakh and Russian languages. – Finalize training sessions on certification. Select training videos with representatives of NC Kazakhtourism JSC. – Prepare training materials. Conduct at least 3 trainings with the participation of business communities and stakeholders. Select one company, in collaboration with the BIOFIN Project, for technical support in obtaining a certificate according to standard ST RK 2993. – Provide technical support to the selected company in obtaining the certificate. Prepare the final report.
Expected and achieved results	A methodology has been developed for the preparation, creation and implementation of the course under development, training technology for the project, forms for presenting material, interactive forms of classes, etc. Presentations have been prepared in the state and Russian languages on five training modules. Seminars were held with the participation of representatives of the business community, relevant authorized bodies, protected areas, and other interested persons and organizations. Video lessons were developed and recorded and posted on the platform of the Online Academy of Internal Tourism of JSC NC “Kazakhtourism”
Research team members with their identifiers (Scopus Author ID, Researcher ID, ORCID, if available) and links to relevant profiles	1. Artemiev A.M, Candidate of Technical Sciences ResearcherID – ORCID – https://orcid.org/0000-0002-5325-7155 Scopus Author ID – 57226032630
List of publications with links to them	https://academy.tourisonline.kz/all-courses/module-nineteen/
Patents	-

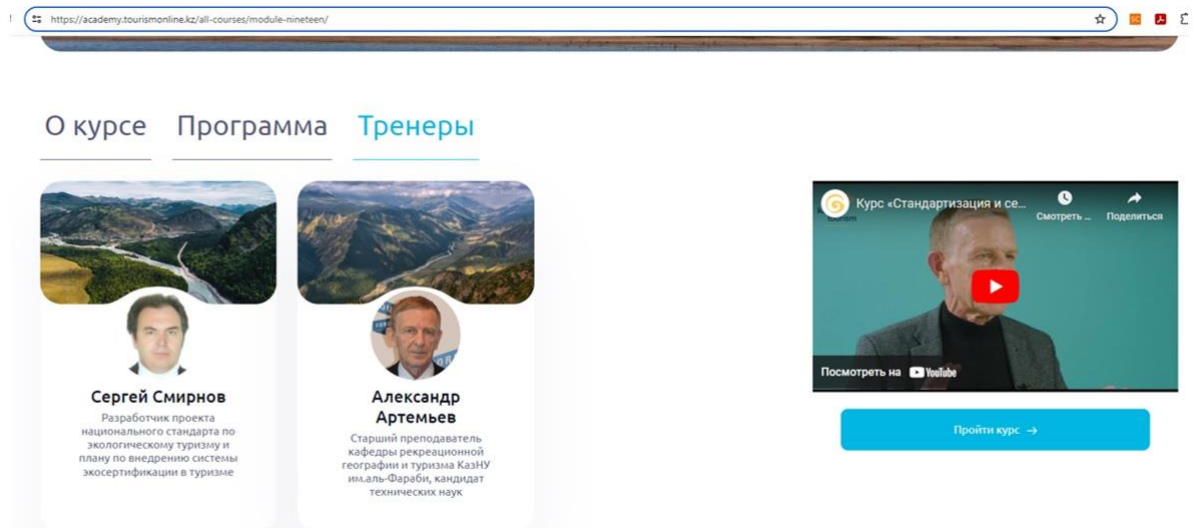


Рисунок 2. Страницка курсов на сайте Онлайн-Академии внутреннего туризма



Рисунок 3. Семинар-тренинг в г.Шымкенте



Рисунок 3. Семинар-тренинг в Усть-Каменогорске



Рисунок 4. Тренинг-семинар в селе Саты



1 Современная концепция экотуризма



1 Экологиялық туристік қызметтерді стандарттаудағы заманауи тұжырымдама, негізгі принциптер және халықаралық тәжірибе



2 Общие и особые требования к экологическим маршрутам и турам



2 Экологиялық туристік маршруттар мен экологиялық турларға қойылатын жалпы және арнайы талаптар



3 Биоәртүрлілікті сақтаудың экологиялық тәсілі[2]



3 Экологический подход к сохранению биоразнообразия



4 Қалдықтарды қайта өңдеу және тұрақты туризм



4 Управление отходами и устойчивый туризм



5 Жасыл Туризмдегі энергия үнемдеу және



5 Энергосбережение и энергоэффективность

Рисунок 1. Титульные листы презентаций