



2nd International Forum
**“Sustainable Tourism Development in Central Asia:
 Challenges, Opportunities and Prospects”,**
November 21-23, 2024, Almaty, Kazakhstan

FIRST INFORMATION LETTER

Dear colleagues,

We invite you to take part in the 2nd International Forum **“Sustainable Development of Tourism in Central Asia: Challenges, Opportunities and Prospects”**, dedicated to the 90th anniversary of Al-Farabi Kazakh National University, which will be held on November 21-23, 2024 on the campus of Al-Farabi Kazakh National University (Almaty, Republic of Kazakhstan). The format is hybrid (in-person/online).

The objectives of the Forum are to exchange experience and research results on the theory and practice of sustainable development of the tourism and hospitality industry, taking into account modern challenges; analysis of problematic issues of sustainable development of tourist destinations and the search for effective ways to solve them, as well as rational, careful and safe use of natural resources; scientific discussions in the specified areas of work (sections) of the forum.

Partners of the Forum: Al-Farabi KazNU, National Company “Kazakh Tourism”, UN Tourism, Xinjiang Tourism Academy, Xinjiang Institute of Ecology and Geography, Chinese Academy of Sciences, The Hong Kong Polytechnic University, International Tourism Studies Association (ITSA, UK), Almaty Tourism Department, Kazakhstan National Parks Support Foundation, Qazaq National Parks LLP, UNDP.

Sponsors: “Air Astana” National Company, International Tourism Studies Association (ITSA, UK), Almaty Tourism Department, Kazakhstan National Parks Support Foundation, Qazaq National Parks LLP, Rixos Almaty Hotel.

Related research projects:

- BR21882122 “Sustainable Development of Natural-Industrial and Socio-Economic Systems of the West Kazakhstan Region in the Context of Green Growth: A Comprehensive Analysis, Concept, Forecast Estimates and Scenarios”;
- 0358-18-GK “Modernization of Digital Tourism Content: Mobile Applications, Panoramic 3D Tours, Interactive Maps and QR Codes.”

The Forum is held within the framework of SDG commitments: 3, 4, 5, 8, 9, 11, 15, 17.

Recommended Partner Hotel: Rixos Almaty Hotel, 5* <https://www.rixos.com/ru/hotel-resort/rixos-almaty>.
Contact for booking: +7 (701) 993 72 40 (Zhansaya).

LOCATION

Republic of Kazakhstan, 050040, Almaty, 71/27 Al-Farabi Avenue |
Al-Farabi Kazakh National University, Al-Farabi Library, 4th floor

DIRECTIONS OF WORK OF SECTIONS

Section 1: Sustainable Development of Tourist Destinations

Topic 1: Development of Ecotourism in Protected Areas: Examples and Prospects of Environmentally Responsible Travel.

Topic 2: Impact of Climate Change on Tourist Destinations: Adaptation and Mitigation Measures.

Topic 3: Water Resource Management in Tourist Destinations: Sustainable Practices and Solutions.

Section 2: Policy and Governance in Sustainable Tourism

Topic 1: Cross-Border Cooperation in Tourism: Initiatives and Projects for Sustainable Development in Central Asia.

Topic 2: Tourism Policy and Governance: Developing Effective Policies and Frameworks that Promote Sustainable Tourism Development.

Topic 3: Adaptive Management of Tourism Resources in the Context of Sustainable Development.

Section 3: Social and Cultural Aspects of Sustainable Tourism

Topic 1: Engaging Local Communities: Role and Participation in Sustainable Tourism Development.

Topic 2: Balancing Tourism Development and Cultural Heritage Preservation.

Topic 3: Health and Safety: Ensuring the Well-being of Tourists and Local Residents.

Topic 4: Gender Equality: Contribution of Women to Sustainable Tourism Development.

Section 4: Technology, Innovation, and Education for Sustainable Tourism

Topic 1: Education and Qualification of Personnel: Training Specialists for Sustainable Tourism.

Topic 2: Digitalization of Tourism: Implementing Modern Technologies for Management and Promotion.

Topic 3: Innovative Solutions for Sustainable Tourism.

Section 5: Economic Aspects of Sustainable Tourism

Topic 1: Economic Impact of Tourism: Maximizing the Positive Economic Effects of Tourism while Minimizing Negative Consequences.

Topic 2: Infrastructure Development: Sustainable Practices and Projects in Tourism.

Topic 3: Financial Support and Investment in Sustainable Tourism Initiatives.

Section 6: Geographic Information Systems and Remote Sensing in Tourism

Topic 1: Application of GIS in Tourism: Modern Methods of Planning and Management.

Topic 2: Remote Sensing of the Earth: Monitoring Technologies for Tourist Sites.

Topic 3: Geographic Foundations of Sustainable Tourism Development in Central Asia.

Topic 4: Spatial Data Analysis: Importance and Potential for Sustainable Tourism Development.

***The organizing committee reserves the right after receiving applications
adjust the topics of sections***

FORMS OF PARTICIPATION IN THE FORUM

1. Oral Presentation: Participants may present their findings in plenary or sectional sessions, facilitating a comprehensive discourse among attendees.
2. Poster Presentations: This format allows for the visual display of research results, engaging participants in detailed discussions through visual aids.
3. Online Participation: Individuals unable to attend the forum in person may participate by submitting their report for inclusion in the forum's proceedings, ensuring their contributions are recognized and disseminated.
4. Attendance as an Observer: Participants may also choose to attend the forum as listeners, gaining insights and knowledge from the presentations without actively presenting.

Conditions for participation in the Forum

- **Until September 1, 2024**, applications for participation in the Forum and materials of reports (publications) prepared in accordance with the requirements (on the Forum website) are accepted at the email address: tourismforum@kaznu.edu.kz
- The application is submitted as a file in MS Word format. The file name is given by the last name of the first author, for example: ***Assipova-application.docx***.
- **Until October 1, 2024**, authors whose submitted works meet the requirements and topics of the forum will be sent a second information letter indicating the invoice for payment of the registration fee and the Forum Program. The registration fee of \$150 must be paid **by October 15, 2024**.
- Fee Waiver for students: students, master degree, and doctoral candidates may participate free of charge. Submissions from these participants must be co-authored with a scientific supervisor, who will be responsible for the registration fee.
- Travel expenses, hotel, food and transportation expenses are covered by the forum participants.

The forum materials will be published in an electronic collection of scientific papers after the event.

The ten highest quality articles will be selected for publication in the Scopus journal (Q1), providing an excellent opportunity for researchers to gain wider recognition in the academic community.

Requirements for formatting articles:

- Each article is presented as a file in MS Word format. The file name is given by the last name of the first author, for example ***Assipova.docx***.
- The formatting of articles is in accordance with the requirements given on the official website of the Forum.
- Articles recommended for publication in a scientific journal are formatted in accordance with the requirements of the journal.

ORGANIZING COMMITTEE ADDRESS:

Republic of Kazakhstan, 050040, Almaty, 71/19 Al-Farabi Avenue

Al-Farabi Kazakh National University

<https://farabi.university/>; tel./fax: +7 (727) 377-33-33, ext. 14-04, e-mail:

tourismforum@kaznu.edu.kz

Application form

**2nd International Forum “Sustainable Development of Tourism in Central Asia:
Challenges, Opportunities and Prospects”**

Almaty, November 21-23, 2024

Full Name	
Academic degree, title	
Name of the organization	
Job title	
Country city	
Email	
Title of the report (article)	
Planned thematic section of the forum	
Form of participation (full-time, correspondence)	

Organizing committee contacts:

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Registration can be done on the forum website. You can also get additional information there:

<https://tourismforum.ecokazwest.kz/>

***The organizing committee would be grateful for the distribution
of this letter to all interested parties***

BRIEF FORUM PROGRAM

20 November Wednesday	10.00-17.00	Registration of Forum participants and guests
	15.00-17.00	Sightseeing tour of the city of Almaty (organizer - Almaty Tourism Department)
	19.00-20.30	Welcome Party (Faculty of Geography and Environmental Sciences, 1st floor foyer)
November 21 Thursday	10.00-11.00	Registration of participants and guests of the Forum. Exhibition of books and scientific projects of Al-Farabi KazNU. Morning coffee
	11.00-13.00	Plenary session
	11.00-11.10	Greetings from the Chairman of the Board – Rector of the Al-Farabi Kazakh National University Zhanseit Tuimebayev
	11.10-11.20	Report of the representative of NC Kazakh Tourism JSC (as agreed)
	11.20-11.30	Report by the representative of UN Tourism (as agreed)

	11.30-11.40	From the Friendship Society of the Peoples of the Republic of Kazakhstan and France (Mrs. Malgorzata Thuar)
	11.40-11.50	Doctor, Professor Tony Tse (Hong Kong Polytechnic University)
	11.50-12.00	Chinese Academy of Sciences, Institute of Ecology and Geography (as agreed)
	12.00-12.10	Chinese Academy of Sciences, Institute of Tourism (as agreed)
	12.10-12.20	Xinjiang University, China (to be agreed)
	12.20-12.30	Doctor, professor Mitin Kozak, Türkiye
	12.30-12.40	Report by a representative of the Almaty Tourism Department (as agreed)
	12.40-12.50	Report of the KTA representative (as agreed)
	12.50-13.00	Report by Aliya Aktymbayeva, Dean of the Faculty of Geography and Environmental Sciences of Al-Farabi Kazakh National University
	13.00-13.10	General photo of forum participants
	13.10-14.30	Dinner
	14.30-17.30 Sections	1st section: Sustainable development of tourist destinations
		Section 2: Policy and management in the field of sustainable tourism
		Section 3: Social and cultural aspects of sustainable tourism
		Section 4: Technology, innovation and education for sustainable tourism
		Section 5: Economic aspects of sustainable tourism
		Section 6: Geographic information systems and remote sensing in tourism
	17.30-18.00	Watching documentaries about KazNU, Kazakhstan tourism, national parks. 4th floor, foyer of the library of Al-Farabi KazNU
	18.00-20.00	Gala dinner. Concert in the foyer of the 4th floor of the KazNU library
November 22 Friday	08.30-09.00	Field session (master class) in the Ile-Alatau National Park. Visit Center "Ayusai" (responsible: Fund for Support of National Parks of Kazakhstan, LLP "National Parks of Kazakhstan.")
	09.00-10.00	Tour of the visitor center, coffee, tea.
	10.00-12.00	Master classes in the following areas
		Doctor, Professor Anan Antono (Indonesia)
		University of Malaysia (to be agreed)
		Doctor, Professor Lorant, Hungary
	12.00-14.00	Dinner
	14.00-16.00	Environmental campaign in the format of plogging ("ecorun")
16.00-17.00	Departure to Almaty	
19.00-21.00	Dinner in Almaty	
November 23 Saturday	08.30-20.00	Visit to the Charyn National Park (Charyn Canyon, Valley of Castles)
		Departure of Forum participants and guests / Free time