

# ROLE OF THE MARKETING QUALITY MEDICAL SERVICES AND THEIR IMPACT ON THE GROWTH OF MEDICAL TOURISM IN SAUDI ARABIA “APPLIED TO THE CITY OF RIYADH ”

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## ABSTRACT

With an emphasis on the pattern of curative tourism knew and practiced in the days of the Romans, where the therapeutic resorts and curative springs, baths and widespread, in addition to the Pharaonic history that mention to the knowledge of the ancient Egyptians to this pattern, Nowadays with the increasing of the progress of civilization and technology in recent years and doubled pressure of life and different aspects of pollution and congestion have emerged many of the diseases of modern psychotherapy, anxiety and nervous tension, heart disease, etc., thereby increasing the need for tourism activity in general and especially for curative tourism, whether medical or therapeutic or preventive. Therefore, countries of the world are racing to attract tourism and therapeutics tourists from all over the world, relying on what it characterized at both the medical possibilities and natural resources with therapeutic properties.

The aim of this study is to analyze the current state of curative tourism in general in Saudi Arabia, and study the effect of the quality of medical services provided on marketing and growth of curative tourism coming to the Kingdom of the application on the city of Riyadh. The study relied on a set of scientific references and studies, research and official reports and opinions tourist competent and medically related to the field of curative tourism, in addition to a field study based on the descriptive method was based on a questionnaire a simple random sample of patients who received medical treatment institutions in the city of Riyadh. Came out research with a number of results was the most important possession of the Kingdom of Saudi Arabia to the elements of curative tourism in all its forms and a private hospital, medical, however, that despite the efforts at the official level of the General Authority for Tourism and Antiquities, there is still a lack of marketing of this type needs to review in the coming years. The research recommended that the adoption of medical institutions in the Kingdom of the policy of development and marketing of curative tourism, and increasing forms of cooperation and coordination between the government and private agencies involved in curative tourism

**Keywords:** medical tourism, medical institutions, medical services, hospitalization

**Research problem.** Saudi Arabia has a lot of elements of the pattern of medical tourism three types (medical - hospital - therapeutic ) , but the yield of Touristic demand for medical tourism in the Kingdom is still without efforts , especially with the recognition of the many experts in the field of quality medical services and the availability of ingredients therapeutic and hospital at the same time does not suit the marketing efforts made, and research focuses on the study of the current situation of medical tourism in the Kingdom and follow the views of specialists in the field of tourism and Medical Center on this matter , and study the effect of the quality of medical services on the market and the growth of medical tourism application on the city of Riyadh .

### First: what is medical tourism?

A. Presentation Revealed a lot of psychological studies that most of the people traveling to more than one target or driven by many motives , has been classified Macintosh motivated to travel to the four groups the most important motives therapeutic , no doubt in that there is a close relationship between health and tourism , People traveling either for treatment of certain diseases or for the prevention of diseases , and through residence in the areas of clean environment of pollutants , and their constituents

what helps them to rejuvenate , tourism is an activity recreational and -recreational her payoff healthy on the existing by making tourism as an activity in containing within it the substance of medical tourism (Solomon, 2009) . The colorful names that have emerged to express travel for therapeutic purposes between medical tourism and health tourism and medical tourism , all names invented and travel and tourism agencies and the media to describe the rapid growth in the activities of international travel across the country for the purposes of medical and therapeutic , namely the activities of travel therapeutic or medical accompanied by recreational activities and sports Within the framework of the average stay larger and the rate of spending greater . (Chatak, 2010) have begun to medical tourism in the era of the Romans as cared to travel for health reasons and remedial and construction of swimming hospitalization, and dependent medical tourism on the availability of properties and elements of natural existing environment such as the eyes of mineral water, sulfur, or water with a distinct chemical composition or the presence of radioactive materials Natural sand or warm climate or pure good or moderate air dry to the other, which helps in the healing of many chronic skin diseases and diseases of the musculoskeletal system and the respiratory system. Add to the medical side depends on the availability of talent and human medical specialist to stimulate the growth of medical tourism (Shimy 0.2006).

#### B. Types of medical tourism (baher, 2002)

1. Medical Tourism Aimed that the tourist to travel to the treatment of organic disease specific or surgery given in one of the clinics or medical centers, which rely mainly on medical skills and advanced devices in specialized hospitals, which are divided into grades or sectors by the service and facilities provided to patients provided by each hospital.

2. Preventive Tourism Divided (Tourism preventive free) and includes all activities and patterns of tourism, which can get its human causes that support the level of performance for natural functions of the physical, psychological, mental, intellectual, and restore activity and get rid of the pressure neurological and psychological, through the transfer of human selective to the places that have the resources without being subject to the supervision of the Medical specialist on the exercise of activities in places of tourist destination. The second type is (preventive Tourism Organization), which exercised Inside the clinics under the supervision of medical specialist regulator, which activities are often complementary exercised by patients of the pioneers during convalescence after healing, practicing the sport and recreation in addition to sightseeing in the host country, and therefore exercised within the clinics hospitalization and under close medical supervision and specialized programs include specialized feeding

3. Therapeutic Tourism Numerous definitions, but that most of the definitions have focused on the idea of hiring and utilization of natural resources created by God Almighty in the field of treatment and hospitalization resources such as climate, location, and the eyes of mud and mineral water, sulfur and sand.

Thus it can be divided into tourist traveler purpose of medical tourism into three segments (Jafar, 2003):

- Tourists traveling for medical treatment or surgical procedure.
- Travel for the utilization of natural resources in periods of hospitalization and convalescence.
- Travel to relax and revitalize under or without medical supervision.

Based on the above, the medical tourism of all kinds requires:

- Natural resources with therapeutic properties and hospital.
- Medical equipment and health, which depends on the activity (Hospitals - clinics - equipment and medical equipment - accommodation - the potential for recreational and sports activities and others).
- Specialized human resources

#### C. Types of health Resorts

Include health resorts more than eight types of world (Shimy 0.2006)

- Resorts medical treatment and rely on superior medical care and hospitals.
- Resorts around the eyes and therapeutic mineral water or hot sand with radioactive and therapeutic

- properties. resorts with Natural
- Resorts beauty, sports, yoga and massage. Beauty & Holistic Spa
- Resorts sports. Fitness Spa
- Resorts recalibration of conduct for treatment of diseases of obesity and thinness, addiction and smoking. Behavior Modification Spa
- Resorts recreational activities and entertainment on the beaches. Resort Spa

#### D. Medical tourism market in the world

Represent the movement of medical tourism in the world ratio ranging from 5 to 10% of the total international tourism, has proceeded the World Tourism Organization to send a form for data tourists entrants to the world of tourism explaining the purpose of the visit, and divided by the World Tourism Organization (recreation and vacation - Business tourism - visiting relatives and friends - medical tourism - religious tourism - for other purposes), and the ratio of 10% for medical tourism is the predominant during the last ten years (Suleiman, 2009).

#### **Second, the relationship between the quality of medical services and marketing**

Marketing literature abounds clarify a lot about the benefits and advantages of providing high-quality services, and is parallel to the concept of quality of service to a large extent for a number of other quality concepts such as total quality management and customer satisfaction. Although eating quality of service from a number of angles, such as kidney excellence and superiority, which is provided by way of service, as well as the mental image of the facility, but there is no specific definition and agreed to the quality of public services (Berry and Parasurman, 1993). And quality of medical services in particular, and which varies between an identifier is, identification of patients for the quality of services provided varies The definition of workers in hospitals and medical centers and resorts therapeutic, is also affected by the definition of the quality of medical services expectations of patients and the severity of cases. The U.S. Institute of Medicine defined quality of medical services, the extent of the expected increase of the results.

Envisaged health of health services provided to individuals and groups. Also known as the entity's ability to achieve the needs of its customers and exceed their expectations, as well as creating a product or service free of defects and deficiencies.

Seeking hospitals and medical centers and resorts therapeutic to demonstrate the extent of excellence and get the services specifications and high quality so as to obtain professional accreditation of institutions rely global , and important benefits that accrue to hospitals from behind to get accreditation to strengthen customers' confidence in the institution's ability to meet their requirements , but what they get of services in conformity with the required properties (Kahan and Goodstadt, 1999).

On the other hand focus of today's marketers to adapt the services offered by the desires and needs of the consumer and the beneficiary of the service, and even meet those desires become a major component of what marketing has a lot of marketing thinkers. The consumer satisfaction resulting from satisfying their needs and satisfy their desires a key component of quality. It also aims at marketing specialists to provide all the activities and processes that achieve consumer satisfaction without the submission includes any error (Fisk, et al, 1993), the quality of programs and projects designed to provide medical services check patient satisfaction without errors occur during the provision of those services.

Thus, the concept of quality of medical services and the concept of marketing of medical services are complementary with each other by having a recipe shared between the service provider and the beneficiary to provide a certain service quality standards specific, and play a quality medical service a key role in service design and marketing , we have become increasingly aware service organizations of the importance of applying the concept of TQM in achieving competitive advantage , become more aware of the beneficiaries and attention to quality, as well as the institutions have emerged , which

means to apply and control , on the other hand , the marketing plays an important role in the development of quality of service , customer Vhajat and desires of the important factors in evaluating the quality of services.

As there were many definitions of quality medical services varied depending on the ways and attempts to measure and determine its dimensions, Fisher saw to its dependence on eight key dimensions: effectiveness, efficiency, technical, safety, access, personal relationships, continuity, and amenities. In last saw identified five dimensions are: cost, effectiveness, efficiency, equity, Health Safety (Lethbridge, et al, 1999)

### **Third, medical tourism in the Kingdom of Saudi Arabia (analysis of the status)**

#### **A. Kingdom's strategy in the field of medical tourism**

1. Tourism Guide Health and hospitalization (General Authority for Tourism and Archaeology, 2010) Travel has become for health and hospitalization of the most important tourist patterns of economic returns generated by the tourism industry and the tourist destinations and the health sector. With the economic boom taking place in the kingdom and the great development of medical services in the pattern of tourism health and hospitalization of more tourist patterns are able to grow and development because of its Kingdom of ingredients suitable both natural ones or those created by the state and the private sector. Has given the General Authority for Tourism and Antiquities special attention to the development of tourism and the recovery of health through a number of themes to work with partners in the public and private sectors to provide the environment

And the development of appropriate products and services and programs, in addition to the development of specifications, standards, and procedures for health tourism programs and hospitalization in hospitals and medical centers in the health resorts and accommodation facilities which contribute in providing products and programs tourist value.

#### **The importance of tourism health and hospitalization**

Tourism Health and hospitalization is a national tourism patterns in the development of national tourism strategy adopted by the Council of Ministers. Tourism and characterized by health and hospitalization rate of high spending tourists during the trip, in addition to the length of the flight patterns compared to other tourist attractions, in addition to the post accompanying the tourists on the trip and a link in the journey is often pursue multiple trips. From this perspective focused on the Kingdom through the General Authority for Tourism and Antiquities, the development of this pattern The economic returns generated by the regions in which they are health resorts and hospitalization, whether medical centers or centers of physiotherapy and recreation.

#### **The Success factor for private tourism offers health and hospitalization**

The success of the programs and offers health tourism and the recovery requires the attention of the medical facility and hospital and participate in its work on the application of a number of factors and criteria, including the following:

1. To be part of a program that offers an integrated tourism includes in addition to the treatment of other services such as travel, accommodation, transfers and tourism programs for the patient or escorts.
2. Working with tour operators licensed by the General Authority for Tourism and Antiquities to take over the management and marketing of tourism program of health and hospitalization of the facility. The presence of management or employee who specializes in medical facilities or hospitals to take over the task of managing tourism program with organized tours, supervision and coordination between the organizer and tour the facility and the patient or the beneficiary and tourist departments and sections of the facilities involved.
3. The existence of a web site about the property shows potential and capabilities and services provided to tourists.
4. Involved with organized trips and others in the marketing of tourism programs through participation in specialized exhibitions and events .

5. And a system of evaluation and monitoring for the development of services and tourism programs.
6. The development of agreements between the parties participating in the program within the binding contracts each.

### **Its importance for the tourist**

Provides software products and health tourism and hospitalization achieve a lot of benefits to the target by patients or healthy. One of those benefits as follows:

1. Appropriate prices : programs are tourism health and hospitalization allow beneficiaries access to medical services hospital at prices lower than where it gathered Services products and medical spas and tourist flat rate and a discount in addition to the ability of the recipient to pick and choose the services at an affordable price of Facilities in different regions .
2. Quality Assurance: tour operators are keen to deal with medical facilities and hospitals holds certificates of international quality specifications and apply global and local interest and keenness of these installations to demonstrate its commitment to quality
3. Provide the latest medical technology in the medical centers. Where Medical Facilities that participate in the programs of health and hospitalization Tourism is keen to provide and use of modern technology in their services as they are interested in participating in tourism and health hospitalization to cover the potential in excess of those services using high technologies.
4. Personal Services: Provides programs and services for personal private entities participating in the program or those who provide them with full-time people to participate in the mission facilities meet the needs of tourists, which contributes to increasing the attractiveness of tourism health and hospitalization and tourists enjoy them.
5. Not to wait for an appointment: tourism programs are health and hospitalization working on patient access to services or tourist who wants them without waiting for appointments, where pre-defined and committed by facilities as part of the agreement between them and the tour organizer.
6. Entertainment programs associated with: Tourism provides health and hospitalization opportunity for tourists or his entourage to visit tourist attractions in the region, which is located in the Medical Facilities and enjoy trips and tourist activities during the trip enjoyable and therapeutic hospital.

### **B. Types of tourist - Tourism hospitalization and health**

Commission works with relevant government agencies and the private sector in the implementation of marketing programs to attract a large number of those who wish to obtain the services of hospitalization, health, and take advantage of the possibilities of medical available in the Kingdom, and the absorptive capacity of local hospitals own (General Authority for Tourism and Antiquities, 2009).

#### **Types of tourism in the Kingdom**

Displays the General Authority for Tourism and Antiquities in the propaganda of the patterns of tourist attractions in the Kingdom under the title of "medical tourism" in the propaganda "what a tourist would like to know" what follows:

Saudi Arabia is one of the best countries in the Middle East in terms of their interest in matters of health and medical centers, and citizens in the kingdom enjoys a high standard of health care premium free, and these include health services any visitor coming to the Kingdom to perform Hajj and Umrah. Benefits include health services available in the UK more than 315 hospitals and almost 35 center to be the sum total of the number of beds more than 64,000 beds and are patient care by more than 100,000 specialist doctors and nurses.

Create an enhanced program of hospital medical training plan with goals and big ambitions, where she founded five training centers in each of Abha, Dammam, and Jeddah, Medina and Riyadh, as there are four hospitals renowned and fame at the global level. In Riyadh find King Faisal Specialist Hospital and Research Center, which offers a variety of medical facilities, and provides analyzes in its own laboratory, including the treatment of malignant diseases and heart disease (including King Fahd National Children's Cancer) and services for orthopedic surgery, pediatrics, and the City of Prince

Sultan bin Abdulaziz humanitarian Services are a huge complex. New means all kinds of physical rehabilitation and progress rapidly worldwide reputation for his successful work and achievements of the therapeutic, as we find the center of the King Fahd Medical Center in Yanbu, which contains 342 beds and includes a medical unit specializing in the treatment of the effects of burns, and specific sections of the nose, ear, throat and eye surgery and dialysis. While providing King Abdul Aziz Hospital in Jeddah year a wide range of services and general medical treatments, as the King Khaled Hospital Eye, which opened in 1402/1982 to deepen and install. Himself one of the most important hospitals Middle East leaders in the field of treatment of diseases of the eye and do pioneering research in this field. In recent years Delegation many visitors from neighboring countries and abroad to take medical advice or procedures medically often accompanied by family members and in most cases the Visitors Muslims coming for medical purposes to benefit from their presence in the Kingdom to perform Umrah or a short holiday in parts of the Kingdom with their families. And what is available in the Kingdom of hotel services of high quality and variety of levels to suit different income levels, and hospitals modern equipped, the Kingdom has become one of the favorite actors for visitors who want to take advantage of the facilities and medical services and enjoy at the same time to spend an enjoyable holiday with relatives and friends (General Authority for Tourism and Antiquities, 2011).

### **C. Efforts and activities of the Kingdom in the field of medical tourism , both medical and therapeutic**

- Kingdom participates in the international exhibition for medical tourism and vacations in Bahrain Kingdom participated represented in the Supreme Commission for Tourism and the Ministry of Health in the international exhibition for medical tourism and holidays , which was held in the International Exhibition Center in the Kingdom of Bahrain during the period from 3 to 5 from a November under the umbrella of the Supreme Commission for Tourism in partnership with the Ministry of Health , for the third year in a row , a the most important exhibitions specialized in medical tourism in the Middle East, where launched the exhibition in the State of Bahrain in 2003 , targeting the Kingdom of their participation in the exhibition , which lasts three days to highlight the tourism product of medical and therapeutic Saudi Arabia on the map of world tourism and display the characteristic of products and services, tourism and medical treatment in Kingdom and to highlight the tourist attractions of support for the tourism industry Medical and therapeutic addition to the promotion of cooperation and integration between the companies involved and direct contact with the media and the consumer and tourist companies tour operators , especially the Gulf . The participation of concerned parties in the therapeutic range of public and private sectors under the umbrella of the Supreme Commission for Tourism and the Ministry in the framework of the TRA initiatives in the development of tourism products and marketing , including medical tourism and partnership with the relevant authorities in the field of health services , especially as medical tourism is one of the most important markets World Tourism and what the hospitals and health centers of treatment programs and specialized medical care , adding that the authority is seeking to investment potential of advanced medical humanly and technically and scientifically to provide excellent tourist product contributes to the diversification of tourist products . Participants concluded in the Saudi Pavilion participating in the international exhibition for medical tourism and holidays , which ended finally in the Bahraini capital Manama cooperation agreements valued at about 375 million rails ( 100 ) million. The exhibition has succeeded in introducing medical tourism in the Kingdom as a tourist destination a new addition to the agreements of cooperation and mutual understanding between the wing and Saudi officials wings countries Iran, India, Singapore, and Germany. And participated in several Saudi wing views , notably: the Ministry of Health , King Abdul Aziz Medical City National Guard Hospital, King Khalid Eye Specialist Hospital , DSFH , Inc. Corium medical, Saudi German Hospitals Group, Specialized Medical Center, Center Mayes, and Mutlaq Hotel, and has achieved this year had good success through the organization of joint meetings between hospital officials and Saudi companies and their counterparts from other countries and will produce these meetings - God willing - for good projects benefit of medical tourism in the Kingdom and the participating sectors. The Commission is seeking is seeking partners with the medical sector of the public and private tourist packages to work

in the field of medical tourism enables patients to visit tourist attractions in the country (the General Authority for Tourism and Antiquities, 2012).

### **Council of Saudi Chambers participate in the International Conference for medical tourism in Jordan**

(National Committee of Health (f) of the National Commission for Tourism) Council of Saudi Chambers participated in the work of the International Conference for medical tourism in its version fifth to be held this year, the Dead Sea in Jordan organized a " Private Hospitals Association in Jordan ," in cooperation with " the American Society for medical tourism " , was able to discuss a number of themes related to this sector and its future in Jordan and the world, in addition to investment and development cooperation mechanisms and the movement of patients . , and attended by more than 350 participants from 26 Arab and foreign countries , and his exposition of the different actors in the tourism sector therapeutic and specialized hospitals .

The aim of the Kingdom's participation in this conference is available on the experiences of others and the exchange of constructive ideas in the areas of medical tourism and hospitalization , and use them for the development of health services as well as services provided by tour operators in the Kingdom in cooperation with the private hospitals , especially since tourism health and hospitalization has become of great interest , where the team was formed between the Council of Saudi Chambers , represented by Chairman of the National Committee and director general of health programs and tourism products at the General Authority for Tourism and Antiquities and a number of representatives of the Ministry of Health as well as representatives of the tour operators to discuss the possibility of developing tourism Health and hospitalization in Saudi Arabia where he was held in last year's General Authority for Tourism and Antiquities in cooperation with the National Health Council of Saudi Chambers and workshop for the industry in Riyadh and Jeddah manages international expert in medical tourism, Dr Prem Jakyazze president of the American Congress for medical tourism across the live broadcast with a number of branches of authority in the regions, who expressed his admiration to note the tremendous development in the Kingdom's hospitals that meet the latest technical equipment , technical and diagnostic and said he could hospitals Arabia to attract a progress from the Gulf states, which are not available most of the same capabilities and the quality of services , also said that Saudi Arabia is available with all the ingredients for therapeutic tourism sophisticated and competitive in the region ( the Council of Saudi Chambers, (2012).

- Tourism Authority and the Ministry of Health to Host Two medicals seminars about medical tourism in the Kingdom

Organized by the Supreme Commission for Tourism in partnership with the Ministry of Health seminars medicals about medical tourism in the kingdom, on the sidelines of the International Exhibition of medical tourism and holidays, which was held in the exhibition center, the world of the Kingdom of Bahrain during the period from 12-14 November, corresponding to 14 to 16 December 2005 AD under the umbrella of the Commission and the ministry. And participated in the seminar a number of specialists and academics in the medical field and Tourism, and included seminars on lectures on medical tourism and herbal therapy, tourism Treatment in the Kingdom and the reality and the future, the concept of medical tourism, and its components in the Kingdom, and the development of health services, market size of medical tourism in the country, and the challenges and obstacles facing this market, and the best means to develop the market of medical tourism, the role of Saudi doctor in medical tourism and health development, and infrastructure in medical tourism in the Kingdom, and procedural developments that serve this area, medical tourism in the Kingdom of facts and figures.(General Authority for Tourism and Archaeology, 2005).

- Valley propellants and Jazan most prominent sites in Saudi hospital

Dr. Iyad bin Abdel Fattah Eagles professor of medical tourism in Isra University in Jordan, that the regions Saudi Arabia is rich in viable therapeutic tourism, especially in the valley of propellants and Jizan , pointing out that the number of tourists intent treatment reached about three million people in the world , with an average spending reached 78.5 billion dollars. He added Dr. Eagles during a

workshop organized by the General Authority for Tourism and Antiquities, under the title " health tourism " on the sidelines of the Forum Travel and Tourism Investment Saudi 2012, that health tourism is a set of activities related to treatment and asked the health service and entertainment performed by persons travelers outside their environment usual , as Tourism is divided into two types: a clinical hospital , and the hospital in Spas and treatment centers in natural sites , pointing out that the average annual growth of health tourism in the world arrived at between 20 and 30 per cent . The eagles that the desire to get physical therapy away from the drugs industry in hospitals is one of the most important reasons for the demand for health tourism , in addition to the desire to renew the outlet and renew the vigor and vitality , especially with the provision of components attractive in the same place , such as hotels , restaurants, and places Physical therapy and massage , which creates a new tourist pattern fits the needs and desires of individuals and target segments , and contribute to improving the economic level , and increases in support

National income and create additional employment opportunities. And that health tourism can handle many incurable diseases , such as the erosion of the vertebrae and the muscles and stiffness , and skin diseases Kalphaq psoriasis and the disappearance of the color of skin , diseases of inflammatory arthritis Karomatesm , heart disease and hardening of the arteries and respiratory diseases , diseases of the circulatory system and high blood pressure , in addition to the Urology Rubble and anemia , and some diseases such as infertility women , suggesting a number of steps that contribute to the success of the therapeutic tourism projects in the Kingdom , including the establishment of an independent government body for the development of health tourism , and the development of standards

The controls for the services provided in the hospital sites, and work to establish a partnership between the hospital management sites, colleges, scientific and medical tourism in universities. And about his opinion on the sites of therapeutic tourism within the Kingdom and how to develop them, he stressed that the Kingdom is rich in the components of this type of tourism, and that what you need is a basic provision of superstructures and infrastructure for tourism hospital transportation, restaurants, hotels and tourism police, and the adoption of regulations and rules of professional legal, in addition to the formation of independent bodies mission management development projects sites within the Kingdom of hospitalization (economic 0.2012).

- Warm eyes (Jazan) (Terhal 0.2012)

- Jazan region includes many warm eyes, which are a popular destination for those looking for certain health treatments, in addition to being a magnet for the curious who the arham unusual natural phenomena. And we will stop at this number in front of the eye warm province plowing. Known as the "Alkhobh" This is just an eye for the city of Jizan nearly eighty kilometers to the south-east, and about three kilometers from the main road leading to Alkhobh. In this way one can be seen pulling the white fumes rising from the waters, which account for about 70 ° C By passing in the depths of the earth near the areas of volcanic magma. The flowing water is very warm this eye in the Valley chelation near them. In spite of the intermixing of water waters Valley. It stays for almost a kilometer heated to a degree deter visitors from Showering during the summer.

Visiting these eyes warm Balkhobh two categories of visitors, there is the destination to enjoy the natural scenery surrounding leisure only, but many others search for a cure their health problems, which have proven medical studies of this hot water to treat such skin diseases, psoriasis, allergies, rheumatism Refers specialists in the field of medicine that spring water warm flowing out of the ground strongly pressed toward the ground among the rocky crevices in accordance with the water level and the nature of the ground, and by the presence of this water in underground reservoirs, they gain heat from the heat of its surroundings, and in the case of eye Alkhobh, the water temperature almost close to the boiling point Despite the loss of some of this heat on its way to the surface, it may reach up warmly sometimes 70 ° C a maximum. The water color is yellow or yellowish tilted by type of salts and minerals dissolved during penetrate the rocks containing these salts and minerals And that these warm water containing the chemical characteristics of the 14 chemical element, such as calcium carbonate and calcium salts dioxide and silicon acid and sulfuric acid and radiation "gamma"

dissolved in water (travel 0.2012) In a study for the development of the eyes and warm filling led Jazan (General Authority for Tourism and Antiquities, 2009)

Operates the General Authority for Tourism and Antiquities on the dam project north of Jazan in a mountainous area near the dam and the lake can be accessed through the traffic on the body of the dam, and then walk on a bumpy road for the quirky 1.5 km almost even eye site. The site includes streaming eyes emerge from the cracks in the rock and surrounded by a natural hole diameter of 1.5 meters and a depth of 0.50 meters And overlooking the lake and the dam ranging degree between 50 to 61 degrees Celsius, and surrounded by trees and plants from different point of the lake is surrounded by mountains and from the opposite side, and the advantage of the site, but the beauty of nature that the flat space near the eye is limited.

The idea of the project:

- The establishment of an environmental inn and take advantage of the warm eyes in the field of tourism hospitalization spa as there are many things to do Active including:

1-Doing hospitalizations through the eyes warm refine and update the methods of the exercise of this activity (the formation of pools or bathtubs from natural rocks).

2 - the establishment of maritime activities such as eco-friendly (Sailing, fishing), particularly as the permanent lake throughout the year

3- Provide local products and popular dishes such as private in Jazan Alhaniv, Almrsh, Khmer, Almgch and many others.

4 - Provide dances and folk arts that characterize the region.

5 - Establish a mini market for handicrafts, which are characterized by the region as well as aromatics such as Jasmine and Alkazy.

6 - Activate walking through expeditions to the site

D. Marketing medical tourism (medical and hospital) in Saudi Arabia

- Saudi officials call for investment in the field of medical tourism in the Kingdom

Seeking those responsible for tourism Arabia in a lot of forums and meetings and, most notably, Director General of the programs and tourism products to encourage investors and companies operating in the tourism sector to invest in the field of tourism health and hospitalization (medical tourism), which is a tourism investment task that financial returns especially high with the availability of a lot of natural ingredients and high medical potential of the Kingdom That will help the success of this type of tourism, considering this type of tourism, a tourist patterns identified by the national strategy for sustainable tourism development approved by the Council of Ministers. The economic importance of high spending tourists to the health and hospitalization during the trip, in addition to the duration compared to other tourist patterns And the appropriateness of hospitalization and health tourism to the kingdom? Referred to that enjoyed by the Kingdom of the health services are not available high in many countries, both in the quality of services or competencies or medical technology or medical specialties, in addition to the appropriate cost. This has contributed to the desire of many people inside and outside the Kingdom to take advantage of that potential during their search for good health and hospitalization and come to the Kingdom. And services available in the Kingdom and rare medical specialties in all areas of health, with the availability of energy redundant if it is a small percentage in certain times of the year consequently, the exploitation means the development of this type of tourism to exploit the excess energy. The significant growth of hospitals and private medical centers and medical services provided to high-quality plain of the possibility of the development of this style design for ease of tourist programs serving this area The development of tourism health and hospitalization requires the development and application of high standards for the services provided to tourists and thus benefit the citizen also, what contributes to the wishes of the citizens in the medical services or accompanying high quality, and the marketing of those services to other categories contributing to lower their prices for the Citizens. There are many medical specialties that have characterized Kingdom specialties such as surgery, eyes and teeth, and a lot of other disciplines that can bring the kingdom where a great success There is a team of the General Authority for Tourism and Antiquities and the Ministry of Health is working to identify the elements of the

development of medical tourism, including medical specialties in which additional energy in excess of the needs of citizens, or those that can be invested in the private sector The enjoyment of the Kingdom a lot of natural ingredients suitable for tourism health and hospitalization Kalenaabie warm, natural environment appropriate will enable the Kingdom of leadership in multiple areas of tourism health and hospitalization benefit and economic benefits and employment opportunities to the people of those provinces where there are those ingredients One of the areas that can be provided the respect of physical fitness, and cosmetic care, and the right diet, and the fight against obesity, meditation and the desire for comfort, and enhance mental activity and a sense of the surrounding environment. And seeks the General Authority for Tourism and Antiquities for the development of tourism sector is an important tour operators who are on their way for the design and marketing of tourist programs for health and hospitalization The authority is working with other government agencies and the private sector on the development of tourism investments, which include the development of spas and medical both those based on the elements of a natural Kalenaabie warm or those approved to provide services for health and hospitalization Kalmntgat health or health services, hospitalization and sports facilities coming or those being developed or designed such as hotels, resorts and other The development of tourism health and hospitalization (therapeutic) in the Kingdom will contribute to providing employment opportunities such as translators and guides and marketing of therapeutic tourism programs, and workers in the areas of additional services such as transportation, medical, and providing services at airports and special visas for the beneficiary and his companions With the provision of tourist programs to the beneficiary or the accompanying increase the value of this pattern and give them the opportunity to see the elements of the kingdom, cultural and natural large, with the correct identification of the Saudi people, values, customs and traditions and ancient stemming from Islam. All the regions of the Kingdom to take advantage of a pattern of tourism health and hospitalization, was unique to some areas, the availability of the elements of a natural occasion for some resorts tourism health and hospitalization, and the other can provide appropriate medical services for additional marketing, and the other can provide recreation or hotel services associated and it Has been found on many international experiences in the field of development of tourism and health and hospitalization services, products and programs. There are many countries that progressed in the field of tourism and health and hospitalization has become a major income-generating more than other economic areas The included countries that were surveyed experiences European countries, Asian and North American and South. It also obtained a copy of the strategies of these countries for the development of tourism health and hospitalization. The minister has already Oqurmcil national tourism development strategy, which identified many of the elements of the development of tourism health and hospitalization There are many markets that can be targeted tourism Saudi health and wellness , for example, European countries and the countries of East Asia and Africa, which requires citizens to hospital services and health available in the UK or that can be provided , especially for Muslims living in those countries or for seniors , retirees and those who possess the financial capacity suitable with availability atmosphere is very suitable as a chapter in the Kingdom , for example, that the winter weather will be difficult in those countries . The team is working with the Ministry of Health to identify countries that could be targeted programs for tourist marketing tourism health and hospitalization in the Kingdom ( General Authority for Tourism and Antiquities , 2011 ) .

- Experts: Saudis are failing to invest in their country, the elements of health tourism

However, despite all these possibilities that can service the pattern of medical tourism in the Kingdom there are still views expert weak marketing efforts of this tourism in the Kingdom, during the workshop set up by the General Authority for Tourism and Antiquities, under the title "Tourism hospitalization" expert stressed Tourism hospitalization and president of the Association products hospitalization Turkish Dr Zaki Karkol that the Saudis did not invest its contents Kingdom of sites rich in hot water, mineral and volcanic ash in the field of health tourism, despite the importance of this type of investment and the economic feasibility of high However, he praised the role played by the General Authority for Tourism and Antiquities to work with the private sector and other government agencies for the development of tourism hospitalization and stimulate investment in the establishment of a number of its centers, pointing out that it needs to provide facilities of high quality with the importance of having qualified capable management and also standard specifications for work in installations. The expert stressed that the Turkish Health Tourism and hospitalization a tourist

patterns important financial returns high, especially with the availability of a lot of natural ingredients and potential high medical Kingdom That will help the success of this type of tourism. They can also provide hundreds of job opportunities for the people of the kingdom to specialize in areas such as management, operation and marketing of hospital facilities . He pointed out that investment in the field of tourism hospitalization safe side with a high percentage of users of hospital services spoiled on that as an expert in this field for more than 30 years and during that period did not find any company or entity operates tourism hospitalization lost or shut down its project . He pointed out that this kind of tourism thereunder several other divisions , the most important preventive care , noting that physical therapy has become more influential on people and get them to put their priorities within the travel And tourism, noting that the success and excellence of some countries in the global tourism hospitalization and especially Turkey. He added that Dr Karkol Kingdom need to develop tourism hospitalization and investment elements of health tourism and the development of resorts, hotels and establishments that provide those services, many regions of Saudi Arabia is rich in mineral and hot water, and are found in abundance, but exploitation is very weak. (Riyadh, 2011).

- The views of some doctors and specialists in the marketing of medical tourism in the Kingdom

According to some experts, tourism and medicine to the marketing of medical tourism is not brought up to the present day, or even one of the priorities in the short-term plans for the majority of private hospitals in the Kingdom, and that accounts for the presence of heavy domestic demand is one of the reasons He adds that most hospitals do not even see this day, the need for it, pointing out that the marketing departments in most hospitals are sections need a lot of development, support and future plans so that stems from the study of the need for and feasibility of orientation to the industry by the agenda priorities puts the provision of service to customers key (city and region then the country in general, according to each hospital) before heading to the outside and see that the plans must be coordinated with the rest of the providers of medical services in the region Some point out that the QTA must play a more active aim of introducing this topic attache offices in Monarch with print handouts and meta tags in its website and disciplines in every hospital is able to deliver medical featured. And the level of the spread of medical tourism, the numbers are still without ambition, but promising, Val sour in this kind of tourism is in the marketing programs of medical facilities in the Kingdom, which is no doubt it has the potential and the high-end services in the field of medicine the view of a number of doctors in the fields and Medical Facilities different that future plans for medical tourism must be based on areas that are distinguished by the others in the kingdom until this motivating patients to come to us from abroad, especially as it has become my kingdom leadership in many medical specialties that are placed at the head of the program, and these disciplines Heart surgery, where surgeons operations being open-heart surgery tummy tuck and kidney transplants and the use of endoscopes, as well as the diagnosis of oncology, including radiation therapy and chemotherapy for tumors, and we have exclusive unprecedented in the field of oncology at the level of the Arab Gulf states. The cosmetic surgery comes from within these disciplines that must be placed at the head of marketing plans as well as orthopedic surgery specialist consultants specializing in the areas of very precise, there are surgeons of the joints only, and others for children and surgeons for the afternoon and the other, which is not available in specialized centers within the Queen and abroad. And adds others that the plans should include programs IVF and assisted reproduction, one of the programs that need to privacy and confidentiality superior and application technique PGD aimed at the birth of children free of genetic diseases, in addition to the programs of the treatment of obesity and weight, which depends not only on the processes linking stomach and modulation, but also through the use of specialists and psychologists and sociologists specialists feeding In order to create the patient psychologically and physically, and there are programs diabetics, endocrine, one of the programs that need to be of international standards because of the need to pursue the possible complications of diabetes and patient care through sophisticated equipment to detect all endocrine diseases and treatment esoteric or surgically, and there are other programs, such as programs teeth and programs sight distinctive specialties minutes per parts of the eye, the retina, eyelids, tear ducts, and children's eyes squint and lazy eye, cataract (cataract), blue Water (glaucoma), system surgeries per day Has exceeded some doctors in their opinions the medical aspects of the administrative and organizational aspects by referring to the need for harmony between the government departments

concerned, and cooperation and coordination and facilitation of administrative procedures is essential to get to make the country as one of the sponsors for this service there must be c Or by linking a global tourist companies or even by the formation of a national body consisting of a common means different sectors and coordinate marketing this service in cooperation with Saudi Arabia representations abroad. Add to propose Website to place the required information from the patient, facilities and sent to a hospital or given to all hospitals and hospital, which sees the same efficiency. Companies and offices to market medical services in other countries. Or by linking a global tourist companies or even by the formation of a national body consisting of a common means different sectors and coordinate marketing this service in cooperation with Saudi Arabia representations abroad. Add to propose Website to place the required information from the patient, facilities and sent to a hospital or given to all hospitals and hospital, which sees the same efficiency. Notes Dr. Ahmed bin Abdullah Al Ali, Deputy Executive Director Saad Specialist Hospital and member of the Health Committee, the Chamber of Eastern that there are some challenges and obstacles facing the market of medical tourism in the Kingdom, and the steps that can be taken in this context, to reduce the high costs of treatment (although the costs hospitalization outstanding Kingdom much less than the cost of hospitalization That offer the same level of service to European countries or North America) as well as to facilitate the procedures for obtaining tourist visas for the purpose of treatment (therapeutic underselling), and the elimination of all organizational and procedural barriers that inhibit the flow of investments in the health sector in the Kingdom. It is also important launch offers integrated tourism therapy include tourism and encourage the health sector to participate with other partners in the tourism sector Finally, it is important to increase the number of exhibitions and conferences held abroad and the development of programs for the development and marketing of tourism programs of health hospitals and specialized medical centers and the provision of international experience in the marketing of medical tourism and the development of an integrated strategy for the development of the market of medical tourism in the Kingdom, especially as medical advances Saudi Arabia and the availability of qualified medical and specialized hospitals and availability of drugs, the whole of the Kingdom that allows occupy a leading position in the field of medical tourism (Riyadh, 2009). Tourism statistics therapeutic kingdom Saudi Arabia.

Generally do not indicate tourism statistics official in the Kingdom to the pattern of medical tourism style mainly within the purposes of the visit, but suggest for business purposes, conferences, visiting relatives and friends, holidays, religious purposes, then (again), and therefore include the (other) pattern of medical tourism and come to the Kingdom for medical and hospitalization with other patterns, which is an indicator of the non-arrival of this pattern of expectancies or its purpose to explicitly mention the purpose of visiting the Kingdom. In 2004, statistics indicate issued by the General Authority for Tourism and Antiquities Center for Tourism Information and Research (MAS) Mas to other purposes of 8%, and indicated other statistics for the same year that the length of stay for flights incoming tourism for the purposes of health ranged between (8-28) for the night and arrived in some cases to 90 for the night. The local tourism for the purposes of health in the same year represented 231 thousand trips, by not more than 2% of the total flights inbound tourism While tourism depart outside the Kingdom for the purposes of health amounted to 4% of the total tourism-out. (Diamond, 2004). While in 2006 recorded the purpose of the visit (other) accounted for 10% of total inbound tourism to the Kingdom (Diamond, 2006) and in 2010 recorded tour expatriate according to the purpose of the visit was an increase from previous years to reach purposes (other) including tourism therapeutic ratio (13.6 %) (Mas 2010).

#### Fourth: The field study

Research methodology included a field study relied on the descriptive method, by identifying directed to a simple random sample of patients who received treatment in a hospital or medical institutions Riyadh, whether they are Saudis or of other nationalities, and the sample size was 350 single. Polled about the axes of quality medical services, which they had obtained, and the impact of media publicity and the media to attract them to these medical institutions, as well as to rely on the data of the study conducted by Bank economic information in Riyadh Chamber of Commerce about the medical sector in the city of Riyadh.

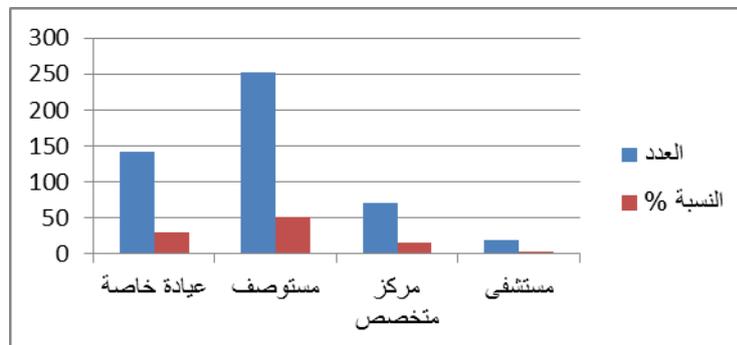
In (2008) conducted a data bank's economic Riyadh Chamber of Commerce about the medical sector in the city of Riyadh, where the qualitative distribution of the medical sector, as follows:

Table.1  
The distribution of categories of medical institutions

Specialization		Number	Percentage%
Private	Clinic	142	29
Dispensary		252	52
Specialized	center	71	15
Hospital		20	4
Total		485	100

(Source: Bank Economic Information, 2008)

Figure.1  
The distribution of categories of medical institutions



Shown in Table (1) and (Figure 1) that most of the medical sector in Riyadh contains private clinics and dispensaries formed in a total of approximately 80% of the total sector.

Table.2  
Geographical distribution of medical institutions in Riyadh

Geographical location	Number	Percentage%
South Riyadh	87	18
East of Riyadh	104	21
North of Riyadh	171	35
West of Riyadh	48	10
Central Riyadh	75	16
Total	485	100

(Source: Bank Economic Information, 2008)

The questionnaire included directed to a sample of patients who received services in medical institutions in Riyadh on three basic elements: (I) the factors that prompted the patients to deal with these medical institutions, (ii) the impact of media advertising and various motivate and attract them to medical institutions specific, (iii) the degree of competition between the types of medical institutions, which is evident in the following analysis

Table (3)  
catalysts patients to deal with medical institutions

Catalysts	Very influential	Average %	Ineffective	I do not know %	Total %
Proximity of Accommodation	60	11	6	8	100
The diversity of disciplines	22	11	7	10	100
Medical staff excellence	13	11	7	10	100
The use of the medical	60	11	6	8	100

establishment of modern technologies	71	12	0	12	100
Hotel rooms provide the services patients	81	18	7	30	100
Suitable waiting period in hospital	69	22	13	33	100
Suitable price	39	23	9	1	100
Nationalities doctors	36	29	12	18	100
The reputation of the medical establishment in a particular specialty	64	28	18	9	100
Medical Insurance	35	25	4	15	100
Visiting Doctors	59	23	12	37	100
	48		21		
	19				

Arrived to search results can be summarized as follows:

Saudi Arabia has the potential and resources of many serving the field of medical tourism branches of the three therapeutic and preventive through natural ingredients with healing properties in many parts of the Kingdom, in addition to the side of Medical Center by medical institutions varied from hospitals and specialized medical centers, clinics and dispensaries and human cadres sophisticated and potential technological advanced in medical fields and branches of many health and Efforts concerned authorities in the Kingdom such as the General Authority for Tourism and Antiquities and the Ministry of Health and the Council of Saudi Chambers of numerous efforts at the level of coordination and cooperation of marketing for medical tourism to the kingdom, but that the assessment of experts and specialists Under Touristic demand limited to medical tourism to the kingdom - taking into consideration that in the growing despite limitations - believes that the marketing efforts still have a long way to go to achieve its intended

Recommended a variety of moves, including:

- Support regulatory efforts, including the tourism programs of integrated medical tourism and marketing at the international level density
- Facilitate the procedures necessary to obtain a visa to the kingdom, including therapeutic support medical tourism.
- Post medical institutions of all categories in the therapeutic strategy of tourism development through the enthusiastic support and intensive marketing efforts in this regard.
- Continue to support quality systems for medical services medical institutions in the Kingdom as is the key to repeat the visit and marketing through a reputable international medical excellence and the spoken word.
- Intensify efforts posts in exhibitions, conferences and seminars, medical tourism and concerned for the marketing of medical tourism to the Kingdom
- Taking the advice of specialists in the medical field to make the UK market for medical tourism is based on specialization through excellence in the fields of medical and therapeutic certain, during which the Kingdom of gaining a global reputation of excellence in this area

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# SUSTAINABLE ENVIRONMENT ASSESSMENT

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## ABSTRACT

**Purpose** – The purpose of this paper to recognize the most important indicators of sustainable environment assessment for not only environmental development but also welfare society that may give knowledge as alert in terms of avoiding the damage in the future.

**Design/methodology/approach** – this study uses meta-analysis as the example approach as finding out the indicators of sustainable environment assessment both environmental development and society welfare that may necessary be approved by development empirical study for the next future research.

**Finding** – The indicators of sustainable environment assessment for both environmental development and society welfare for avoiding environment damage become the alert before the damage can happen, so that the anticipation of the environment damage may be identified during the alert period.

**Originality/value** – The characteristic of each indicator of sustainable environment assessment for both environmental development and society welfare the information awareness that shows the results from that information so that by studying this information at each different kind of situation will affect the different environment management activities based on the knowledge management level.

**Keyword** : *Sustainable environment assessment, environmental development, society welfare, information.*

## INTRODUCTION

Related to the sustainable environment, since then the economy growth shows the information of people welfare, the form of prosperity is firm by seeing the people capability in fulfilled their needs. Because of the reason above, hereby, the sustainability development of economy growth needs to be existed, especially for global economy whereas its intention is to enhance the willingness of secure not only for present but also the future generation. It may involved some activities that may useful for economy cycle such as :

**Monitoring** : when the policy is no longer can be adapted during the crises, the breakdown ruled may chaos the economy system, so that it is necessary to established the most important discipline or the major factor of discipline that influence the economy system.

**Comparable**: strong sustainability position may involve some indicators that support the persistence of economy system so that the comparable of economy growth using variety indicators may give assessment to best percentage of economy growth. (we choose at least 5 indicators other than only social, environmental and economic because of the 3 fundamental indicators are not recognizing the level of prosperity rationality, the benefit that they get is only for current situation to avoid the problem and just trying to find solution only but not having point of view for the benefit in the next future).

**Orientation** : The market situation for the current situation is firm because of the previous market that are taken into action as its historically, whereas, actually, the high power action that can be concerned to create the market may try to do some alternatives that consideration not only for the current market position (short term market) but also can change their market strategy (into long term

market) that involve the level of prosperity rationality so that the crises may not as a sudden death for all the countries.

Assessment: Economy growth means the highest prosperity that can be brought in one nation, so that life expectancy of one nation may be strictly based on the diversity disciplines. (for example, cooperation of the quality values with system values will be recognized as one nation's life expectancy meaning the highest the nation can achieved their aim without intervention from any other countries values (hereby, supposed to be consisted with one nation oriented).

Controllable: The human resource development has the highest value to do the controlling not the machine. The brain development to control the resources may involve the economy system cycle that automatically will perform the balancing of the quality of life in one nation.

We have to recognized that sustainable environment related many disciplines will bring the impact to the risk assessment from time to time and based on information interpretation, sustainable environment may approach different method of evaluation for reaching the most certainty one to do problem solving of sustainable environment. Some previous researchers from The Brundtland Report (1989) defined sustainability as the capacity to meet the needs of the present without compromising those of future generation. On the other hand, the meaning of sustainability implies today debated such as from the question of whether growth and sustainability can ever go together (Daly, 1990); and from the creation of concept that can drive real sustainability (Walsh, 2010), to the urgent of today's crises.

Previous researcher found difficulties in sustainability development projects arising form the conflict among different languages, such as the languages of market economics, technology-science, rural development, and local knowledge, used by different stakeholders in different organizations (Nieusma, 2007) Sustainability consumption is becoming a definable area of international environment politics, especially since the Rio Declaration on Environment and Development, which encourages the reduction and elimination of unsustainable patterns of production and consumption (Cohen 2005).

Previous researcher identified the following procedural elements in sustainability science: analysis of deeper-lying structures of the system, projection in to the future, assessment of sustainable and unsustainable trends, evaluation of the effects of sustainable policy, and the design of possible solution through sustainable strategies (Marten, 2006). The basic components of sustainability science: goal setting, indicator setting, indicator measurement, causal chain analysis, forecasting, back-casting, problem-solution chain analysis (YuyaKajikawa, 2007).

Sustainability indicators have been proposed and published around the world, and there are 894 entries in the database of Compendium of Sustainability Development Indicator Initiates (IISD 2010). Sustainability indicators are developed to represent what is to be sustained, what is to be developed, and for how long (Parris and Kates, 2003).

### I.1. Purpose of Sustainable Environment Assessment

The purpose of this research is to improve the sustainable environment assessment to related regions in terms of environment management activities that involves assessment, planning, implementation and evaluating. These activities will contribute the comfort environment for society for today and next future generation and reducing the uncertainty of measuring the sustainable environment.

### I.2. Context of Sustainable Environment Assessment (SEA)

Countries provides policies, plan and programs (PPPs) that can be compared among countries in based on each sustainable Environment Assessment implementation. Based on assumptions, the need for a more consistent and transparent approach in identifying during the assessment and evaluation process when it goes to consider the environmental benefit and target performance affect assessment results.

## LITERATURE REVIEW

The Brundtland Report noted the increasing number of countries that require EIAs for major projects and recommended that: "A broader environmental assessment should be applied not only to products and projects, but also to policies and programmes, especially major macroeconomic, finance, and sectoral policies that induce significant impacts on the environment" (World Commission on Environment and Development 1987: 222).

The previous researcher suggested the method by which principle could be integrated systematically in environmental planning so that it could be given effect in environmental management practice (Warwick Gullett, 1998). Another researcher suggested that sustainable Environment Assessment (SEA) professional need to consider "democratic effectiveness" as well as environmental effectiveness in both direct and indirect outputs (Gernot Stoeglehner, A.L, Brown, Lone B. Kornov, 2009). Previous researcher studied conducting the the comparison of SEA system from 11 countries with refereeing to 8 SEA definitions from existing literature, and identified decisive factors for SEA definition by additional utilizing the AHO (Analytic Hierarch Process) analysis and concluded that one of the basic decisive factor of SEA definition assumed to be application for policies, plans and programs (Kiichiro Hayashi, 2007). Improvement of Sustainable Environment Assessment system is based on regulation and it is supported by ISO 14000 activities related environment assessment.

### Terminology

In order to support the common understanding of the proposal presented, the content of assessment procedures was developed and will be described step by step for each definition. In the context of sustainable environment assessment taking the information resources based on Holy book (Al Qur'an), Journals, and other natural information related environmental issues.

### Sustainable Environment Assessment (SEA) System and uncertainty

The SEA system makes it possible to reduce the information asymmetry in term of using the information for overall evaluation of assessment. Complexity and extensiveness of the subject, this guidance of proposal has been dedicated to the society welfare and the comfort environment living for public.

### Limitation

This research of sustainable environment assessment is proposed to academic and practices and the interest of others related to environment development that relatively can be implement both theories and application of theories in the fields to reach the goals of entities together with societies as well as the broader knowledge may be involve prediction of health environment for societies and also for the next future based on indicators and system that may help this developing countries to perform their environment assessment and reducing the impact to it.

With all the author limitation, I realize that all critics are appreciated for the development and it is expected also together with the suggestions or better inputs that may reliable and more accurate and can be adopted in the real life and contribute best to public.

## GENERAL ASSUMPTION

These issues of highlighted needs for measurement in terms of enhance the guidance of sustainable environment assessment framework relevant to risks that cannot be counted yet. The issues are as following :

Determination impact to be reasoned using Sustainable Environment Assessment as tools to perform health and comfort society

To predict the risks of environmental damage Using SWOT for sustainable Environment Assessment approach. The previous researcher studied and had result that the avoided impacts of energy recovery can be even greater than direct impacts of green house gas emission from landfills (Viktoria

Voronova, Harri Moora, Enn Loigu, 2011). Another researcher had resulted that there was high significant correlations between environmentalism and the design of management accounting practices as well as between perceived important of environmental related management accounting practices in order to achieve strategic goals and management accounting practice design (Fredrik S. Larsson, Stefan Svensson, 2010).

**Review of current dimension of effectiveness of SEA**

**III.1. Sustainable Environment Assessment and its context**

In addition to direct and direct environmental effectiveness, there is a need to consider an additional model, or dimension of effectiveness: democratic effectiveness (Gernot Stoeglehener, A.L. Brown, Lone B. Kornov, 2009) :

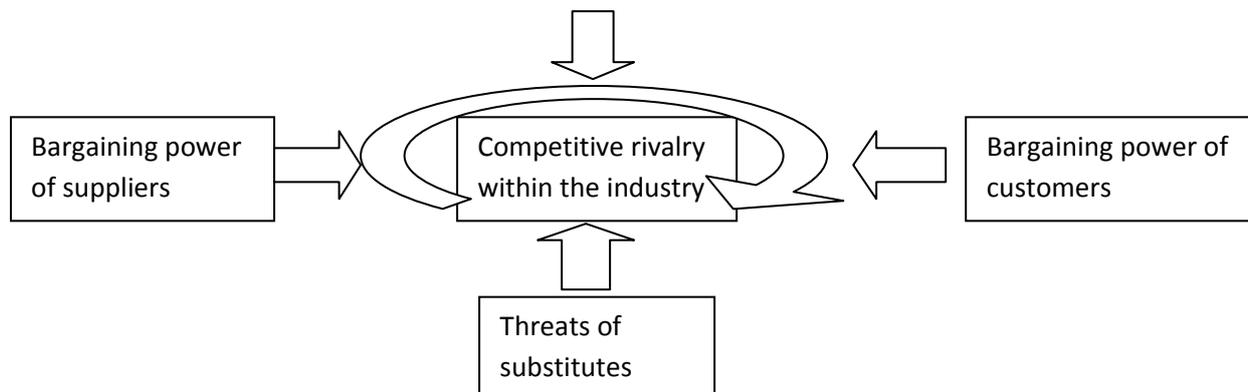
Table 1  
democratic effectiveness

	Democratic effectiveness	Environmental effectiveness
Direct effectiveness	Political choice of means that fulfill environmental objectives	Improving environmental quality
	SEA implemented by the administration as politically decided	Inclusion of environmental knowledge in planning and decision making
		Single and double loop learning
Indirect effectiveness	Change in sense of democracy	Institutional development
	Double loop learning	Double loop learning
		Changes in attitudes

ISO 14000 notes for appropriate evaluation for the standardization of environmental assessment and it is describe the necessity of environment framework. Previous researcher indicated results that SEA plays an important role in mitigating relative to a truly strategic approach to sustainable development (Cecile Herve-Bazin, Nils Klinkenberg, Matt Milam, 2009). Another researcher proposed a two track strategy: find new ways to use the current portfolio of Integrated Sustainable Assessment (ISA) tools as efficiently and effectively as possible, while at the same time developing building blocks to support the next generation of ISA tools (Jan Rotmans, 2006)

Figure 1

A simplify assessment tool for Market Based Instrument (Anshuman Khare, 2005)



### III.2. Sustainable Environment Assessment

Task force of environmental Environment Assessment :

1. To recognized the life cycle of assessment in
  - a. Goal and scope
  - b. Inventory of resource use and emission
  - c. Impact assessment
  - d. Interpretation
2. Improvement of assessment :
  - a. Assessment
  - b. Plan
  - c. Implement
  - d. evaluate

In Poland, Article 5 of the country's Constitution, whilst the definition sustainable development found its way into the Environmental protection Act : such a socio-economic development in which the integration process of political, economic and social actions keeping in balance with nature, and the sustainability of the basic natural processes, in order to guarantee the possibility of satisfying the basic needs of the different communities or citizens both, of the present generation, as well as the future generations.

Previous researcher conclude that analytical chemistry can play a crucial role in guaranteeing inter-generational justice, a fundamental principle of sustainable development (Lucjan J. Pawloswki, 2011). The previous researcher indicated employed method was considered as appropriate for evaluations of sustainability as the agribusiness activity, dealing with indicators as tools in order to identify possible risks for negative impacts : Activity performance Index (Marcio Ricardo Costa dos Santos, Geraldo Stachetti Rodrigues, 2008)

Table 2  
Activity performance Index

Activity performance Index	Indicator Weight	Perform Coefficient
Use agric. Inputs & resources	0.05	0.5
Agric. Inputs & raw material	0.05	-3.0
Use of energy	0.05	-12.0
Atmosphere	0.02	1.0
Soil quality	0.05	7.5
Water quality	0.05	-1.0
Biodiversity	0.05	6.0
Environmental rescue	0.05	10.2
Product Quality	0.5	3.8
Productive ethics	0.05	9.3
Training Program	0.05	10.0
Loc.Qualificationemployment opportunity	0.02	6.7
Offer employem. & work cond.	0.05	6.7
Employment quality	0.05	10.8
Gen. income of the enterprise	0.025	15.0
Divers. Of income generation	0.025	7.5
Property value	0.02	9.8
Environm. & personal health	0.02	1.6
Security & professional health	0.05	-1.5
Fooding security	0.05	9.6
Manager & dedication	0.05	11.3
Business & market conditions	0.05	4.5
Waste & water recycle cond.	0.05	-3.0
Institutional relationships	0.02	7.5
Weighted average 1	Activity performance index 5.04	

*Result obtained with the socio environmental and sustainability assessment for technology innovations at Pectens production in Brazil, for general socio environmental indicators and its performance index for the FIV-lab activities*

### III.3. Sustainability Environment Assessment Project and the context

Existing analysis include 9 (nine) subjects related to consequences on the environment on the factors to be considered by combining description from previous researchers. There are the assessment supposed to be measured as following:

1. Information measurement contained of
  - a. Information quality : the information data approach is reliable, accurate and transparency.
  - b. Financial information : the financial data without manipulation source that can result the miscount measurement supposed to be avoided.
  - c. Strategy of information : any resource of information supposed to be analyzed that are related to environment and surrounding.
  - d. Awareness of information : the selected information carefully to avoid the high gap of information or asymmetry information.
  - e. Green accounting : Accounting concerned at least to society, environment and economic fields
2. Social measurement contained of
  - a. Child labor : the inappropriate used of regulation to perform worked in one entities
  - b. Fair salary : the standard salary of one person has to be right.
  - c. Working hours : the normal working hours based on condition may related to health and safety of human being.
  - d. Health and safety : the environment performance and its surrounding to human being health and safety.
  - e. Indigenous rights : other related damage that may impact to human being.
3. Human behavior measurement contained of
  - a. Ethics : the norm of human being in interaction with other persons and society
  - b. Free chosen employment : the freedom of employee to perform the best work activities with own motivation
  - c. Freedom of association : the freedom of human being to socialize with others
  - d. Occupation over health, safety and environment : The right of human being to have health protection during his/her works.
  - e. Freedom from discrimination : the degree of discrimination among nations based on cultures supposed to be avoided.
4. Ecology environment measurement contained of
  - a. Ecosystem quality : the cleanliness and the health air may consider the long lasting health environment

- b. Integration of environmental : the management of environment may exist from the authorities together with society based on regulation performance
  - c. Internal environmental : The sources that may fulfill the human being for life internally.
  - d. External environmental : the sources that may fulfill the human being for life externally.
  - e. Development of green capabilities : The development of management of management to avoid environment damage.
5. Regulation measurement contained of
- a. Regulation standard : law enforcement may increase the high standard of health environment
  - b. Regulation implementation : when regulation is fully understood and implemented
  - c. Regulation evaluation : the regulation considers mutual benefit to both society and entities.
  - d. Regulation development : the upgrade of rules from time to time that adjusted to environment
  - e. Sustainability regulation : when the regulation is the majority used for the past, current and future implementation.
6. Economic measurement contained of
- a. Weaker business partnership : to express the weakness or strengthen of business activities
  - b. Higher risks : to avoid the risks for reaching the global competition
  - c. Higher interests : to avoid the fluctuation exchange rate in term of measured one's income standard in one nation.
  - d. Lower profit margins : to perform the wanted profit margin with management of earning forecast
  - e. Sustainability business : when the business can do expansion or long lasting core business.
7. Industrial measurement contained of
- a. Market risks : market fluctuation based on stock price
  - b. Balance sheet risks : the accuracy information related to reach entities performances
  - c. Operating risks : to count the cost that may happen during operational time and procedures
  - d. Capital cost risks : the high the investment that cause the high risk of return
  - e. Reducing risks : The possibility to reduces the risk as much as the measurement can reduce the risks, however, it cannot be denied that the risks will always appear.
8. Resource measurement contained of
- a. Climate change : the count of global warning from entities that may cause the dangerous to environment.
  - b. Pollution and its effect on health : the healthy air to reduce the diseases
  - c. Globalization backlash cost of cleaning : the cost of operation that may bring the safer environment
  - d. The energy crunch : The exploration of energy that bring the prosperity and useful for society
  - e. Erosion : to reduce the erosion to avoid environment damage.

9. Technology measurement contained of
  - a. Supporting education : to perform the application theory in fields
  - b. Training : To enhance the skills
  - c. Research and development : to find new innovation
  - d. Improvement broader discipline : to improve the higher education to find out better solution for avoiding environment damage now and then.
  - e. Sustainability technology : to perform the successful of variety discipline in its application

#### III.4. Summary of existing level of generic assessment framework

The existing framework has the specific guidance to approach the sustainable environment assessment contribution and integrated sustainability into strategic decision making, in plan and program planning (Cecile Herve-Bazin, Nils Klinkenberg, Matt Milam, 2009) :

Table 3

Summary of existing level of generic assessment

Level of generic assessment framework	Contribution of SEA to decision making in Plan and Program Planning	Contribution of SEA to integrating sustainability into strategic decision making in plan and program planning
System	How does SEA procedures contribute to defining the type and extent of impacts of a plan or program	How does SEA procedure contribute to defining the type and extent of impact of a plan or program in the context of the global environment and society?
Success	How does SEA procedure contribute to defining the long term success of a plan or program	How does SEA procedure contribute to integrating global sustainability in the long term success definition of a plan or program?
Strategic guidelines	How does SEA procedure include overarching strategic guidelines for helping a plan or program to plan towards success?	How does SEA procedure integrate global sustainability in its strategic guidelines?
Actions	How are effectiveness in SEA procedure carried out in practice in line with strategic guidelines that support plan and program decision making towards success?	
Tools	How are supporting tools and methods used to help inform and justify activities carried out in the SEA procedure?	

## **IV.Sustainability Environment Assessment Approach**

### **IV.1. Principles**

The sustainability environment assessment approach has the advantages as following :

1. To reduce the uncertainty of the measurement in term of achieving goals
2. To reduce the information asymmetry among society
3. To have the unify interpretation of information related all aspect of life to reach the health society and comfort environment for living.
4. To reduce the cost in order to avoid environment damaged
5. To perform the company activities which deals with environment issues for global market competition.

The disadvantages of Sustainable environment assessment as following :

1. When data limitation has to go to non-comprehensive performance can cause the gap of information.
2. Culture, language, human behavior related ethics and misinterpretation may cause different results for the measurement and assessment.

However, the standardization of ISO may help and support the company to perform the credibility of safety and less harmful for both society and environment. The previous researcher showed the result that the total level of land sustainable utilization was at basic sustainable stage from 2001 to 2008, the level of economic viability feasibility and social acceptability were the highest, the ecology and civilization were at second place, and then the productivity level of resource was the lowest and decreasing year by year and according to results, many suggestions such as control population growth and environmental population should put forward strictly in order to safeguard the land ecological environment (Lei Wang, Changquan Wang, Bing Li, Wanqiu Wang, 2011).

### **IV.2. The improvement of approaching sustainability environment assessment**

SEA approach may conclude by combining with other previous researchers as following :

#### **PHASE 1 : PREPARATION**

1. Inception
2. Contextualization of the guide
3. Identification of representation
4. Diagnosis and formulation of the basis for the principles, criteria and indicators

#### **PHASE II : SELECTION**

1. Prioritization validation of principles and criteria
2. Selection of indicators and verification of coherence
3. Data inventory and approval of indicators

#### **PHASE III : VALIDATION**

1. Indicator test and sustainability diagnosis
2. Reflexive evaluation and prospective exploration
3. Synthesis and write up

**PHASE IV : COMPARATIVE**

1. Screening
2. Scoping
3. Economic, Social and commulative
4. Alternative development
5. Review
6. Monitoring

**PHASE V : DECISION MAKING**

1. Choosing best alternative
2. Decision making process

**PHASE VI : IMPLEMENTATION**

1. Monitoring
2. Controlling
3. Evaluation

Previous researcher proposed that Environment Impact Assessment (EIA) trigger of environmental significance' must be broadened; the uncertainties must be assessed and environmental uncertainties must have greater influence in decision-making (Warwick Gullet, 1998). Another researcher concluded that Result based evaluation (RBE) has potential value in the review process for updating the environmental strategies and action plans and for measuring what has been achieved within the managerial process for sustainable development in the region (Rosario Turvey, 2007).

**SUGGESTION**

When the sustainable environment assessment becomes the issued to apply the recognizing of the health and safety standard for environment, it is supported by technology uses, the better the measurement of environment management will automatically that had been implemented in its performance in the terminology of increasing not only the value of entities but also to have better society environment for living and health also comfort environment for living. Other concern that counted as most influence issue is how to perform the sustainability mankind intellectual as the key factor of sustainability environment assessment.

**CONCLUSION**

However, information measurement needs extra effort among culture, language and different standard living cost for every nation among the mankind intellectual. Since then the differences point of view to find the assumption must result to the numbers of accuracy, transparency and also showing the re-engineering of reporting on information performance to achieve better standardization in the world.

Hereby, the mankind intellectual has tasks to perform the best assumption in providing information at all costs as well as they earned including to show the alert of environmental damage through their reporting.

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# AN UNDERSTANDING OF TAIWANESE STUDY TOURS TO THE US AS CROSS-CULTURAL AND EDUCATIONAL EXPERIENCES

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## ABSTRACT

Abstract—This research focused on the analysis of tourism as a cross-cultural phenomenon. The growing market in Taiwanese study tours to the US was used as a case study for discussing the issues of cultural production, imagination, consumption and representation. From a cultural tourism perspective, the study explored the characteristics of study tours and highlighted Taiwanese study tourists' experiences of traveling and living in the US. Using in-depth interviews and narrative analysis, the study developed an understanding of the important role of cultural elements in tour production and tourist consumption experiences. The research addressed the dynamic relationship between culture and tourism, situating tourism within the wider global and cultural processes of trans-national flows of people and services. As a form of cultural product in this globalized world, tourism and study tours can be a powerful mechanism for making contact with “other” cultures, places and people. Study tours require trans-national cooperation and are recognized for their positive economic contributions and outcomes. The study also illustrates how Taiwanese study tours operate as part of a much more complex and wide-ranging cross-cultural phenomena that justifies further research.

**Keywords**—Cross-cultural experiences, Education tourism, Study tour

## I. INTRODUCTION

Apart from traditional tour packages, young people may participate in other forms of youth travel, such as independent travel, work travel, volunteer travel, backpacker trips, study tours, etc. Study tours are short-term, group tour packages for overseas study, and thus include both education (mainly language learning) and travel. In Taiwan, study tours are part of a broader program of studying abroad that is closely connected to national education policy. According to statistical data from the Bureau of International Cultural and Educational Relations (2011), Taiwanese students tend to go to English-speaking countries to pursue further education. As the US is one of the most important Western countries for Taiwan outbound tourism, study tours to the US were selected as a case study for this research.

Taiwan started to hold study abroad examinations in 1950, although the policy was later cancelled due to the issuance of military service obligations. Following the opening up of Taiwan's tourism policy, the examinations were restarted in 1988, when short-term outbound travel and overseas summer school education was becoming very popular. Taiwan's overseas study programs have come to form an informal education system comprising the characteristics of tourism, education and cross-nation mobility. There are two types of overseas study program, one involves independent

participation without group activities during free time, and the other involves a group tour package, including travelling together and participating in group tours after classes. In terms of the above definition, the difference between an overseas study program and study abroad is that the former involves only a short period of study without a degree or diploma. Porth (1997) defines a study tour as “an academic course involving both traditional classroom learning and experiential learning opportunities in an international setting” (pp. 191-192), which highlights the particular feature of cross-cultural education and life experiences offered by overseas study programs. Both study abroad and overseas study programs are forms of cross-national education that allow students to experience foreign life and culture. Therefore, most overseas study programs are intended to expand students’ cultural sensitivity and generate interest in international activities (Porth, 1997). Students are generally motivated by personal interest/development or are seeking to improve their language competency to enhance their future career prospects, or a combination of the two (Kaufman, Melton, Varner, Hoelscher, Schmidt, & Spaulding, 2011).

Robertson (1992) discusses the phenomenon of globalization and considers it a changeable process that is relevant to recent global developments. Tomlinson (1999) argues that as a result of globalization, culture is no longer limited to a certain place, but can be produced or reproduced at any time and in any place. The phenomenon of globalization enhances the communication between countries (Meethan, 2001). The domination of the US has made English the dominant language in both elite and public culture (Oakes, 2001), and it is also successfully marketed to the rest of the world through the media, such as Hollywood movies. According to Scott (2000), the growing importance of the culture industry and the media means that culture has become more globalized and internationalized. In terms of tourism structure, cultural experience and imagination could be one of the most important motivations for tourism activities.

Studying abroad can improve cross-cultural tolerance and empathy, while also building self-confidence and independence (Black & Duhon, 2006). Overseas study programs combine the mobility of tourism with language study, thus allowing students to experience everyday life in a different culture. Activities in such programs emphasize cross-cultural experiences, which are the focus of this study. Overseas study programs in Taiwan are generally part of a group language program, involving at least 2 weeks per session, usually during the winter and summer vacations. Other, more specialized programs tend to cater for independent students seeking short-term overseas education. This study used in-depth interviews and content analysis to examine overseas study programs. Relevant magazines, brochures and flyers were also studied to understand the process of study tour development in Taiwan. Interviews with consultants working in study tour agencies in Taiwan helped to understand the production of study tour programs. Furthermore, as contemporary tourism research seeks to examine tourism from different perspectives, conducting in-depth interviews with study tourists was essential to understand their cultural consumption in foreign countries.

## II. LITERATURE REVIEW

A study tour is a cross-national tourism product involving cross-cultural experiences and education. In line with the aims of the study, the literature review and theoretical structure examine both the mechanism of production and the consumption of tourism products.

### *2.1. Cross-cultural Industry and Tourism*

Culture studies in Taiwan generally focus on local tourism activities and the issues of aboriginals, and rarely discuss issues such as cross-cultural tourism. Culture is important not only to the way

people live, but also represents a link to society. Culture also affects the economy (Throsby, 2001). As contact with a different culture is the primary means of understanding another country, cultural products are an important tool in tourism activities. Likewise, the production and consumption of cultural commodities are connected and have a strong influence on the construction and shaping of a destination's cultural image.

Lash and Urry (2007) discuss the importance of signs and changes of spaces in tourism; where people temporarily switch spaces through financial exchanges. In addition, consumption has become the key point in combining cultural and economic factors. The material culture of tourism is one means of circulating cultural products. Kim and Littrell (2001) suggest that tourists' travel experiences affect their souvenir shopping, and in particular, those with rich travel experiences tend to care less about the symbolic meaning of souvenirs. According to Morgan and Pritchard (2005) souvenirs have two functions: satisfaction through personal acquisition and materialization of culture. They argue that everyone has a different cultural interpretation of objects. The material culture in tourism includes the personal practice of tourism and the presentation of experiences, and the experiences differ by destinations visited. Their opinion is similar to Schouten's (2006) discourse on souvenirs. Schouten believes that only souvenirs and experiences have a core value for a tourist destination, representing authentication of the place for tourists. Souvenirs have an additional cultural value, and also provide a memory of the culture to take home. The commoditization of tourism products is a cross-cultural activity where exchanges and experiences are governed by prices and are communicated through different languages and cultures (Jack & Phipps, 2005). All tourist consumption and shopping behavior in the US has substantial sign value, and is a representation of a specific memory and culture.

## **2.2. Cultural Tourism**

The World Tourism Organization's (1985) definition of cultural tourism emphasizes culture as a motive for tourism activities such as study tours, art performances and cultural tours. However, Silberberg (1995) considers cultural tourism in terms of tourists' interest in a certain place, group, science or lifestyle. Although the original concept of cultural tourism focused on traditional art, culture, relics and legacies (Craik, 2001; Hughes, 1996; Silberberg, 1995), the concept has expanded with the evolution of tourism. Hughes (1996) defines traditional cultural tourism mainly in terms of tourism activities with cultural recourses, with no mention of entertainment. He further argues that in addition to historical tourism, heritage tourism and art tourism, "cultural experience" might be another characteristic of cultural tourism. The cultural meaning of tourism is built on cultural preferences and interests, which expands the focus of the original cultural tourism concept to include contact with other cultures and other forms of cultural entertainment. Tourism also increases tourists' cross-cultural experiences and forms of consumption to enhance their cultural understanding, in addition to language learning (Richards, 1996a; 1996b; 2007).

Cultural awareness and intercultural communication are necessary for everyday encounters both inside and outside the educational setting. Many studies have focused on the perceptions of international students towards the host population (Brown, 2007; Campbell & Li, 2008; Forbes-Mewett & Nyland, 2008; Kennett, 2002; Olsen, 2008; Simpson & Tan, 2009; Van Hoof & Verbeeten, 2005; Zhang & Brunton, 2007), and on measuring both home and international students (Barron & Dasli, 2010). Kennett (2002) concludes that for language learners, travel provides cultural meaning in a cultural exchange environment, and that language learning is influenced by interactions with local people and the environment.

Yeh (2003; 2009; 2010) examines study tours from Taiwan to England from a sociological perspective. She not only considers the probability of accumulating cultural capital and serious learning through study tours, but also regards travel activities as a type of cross-cultural learning and education, and thus classifies study tours as a form of cultural tourism. Moreover, she discusses tourists' shopping experiences and photography as a way of forming images, including study tourists' cultural practices and behavior in England. Her study implies the importance of study tourists' lifestyles and experiences in foreign countries.

The concept of an overseas study program originated from the Grand Tour, which started at the end of the sixteenth century and is regarded as the beginning of cultural and educational tourism (Ritchie, Carr, & Cooper, 2003; Robinson & Smith, 2006; Yeh, 2003). Hence, for travel and education purposes, a study tour may involve either special interest tourism or educational tourism. Special interest tourism includes educational tourism, art and heritage tourism, ethnic tourism, nature tourism, adventure, sport and health tourism (Hall & Weiler, 1992). It may even include wine and culture tourism and other geographic areas that attract special groups. In term of this concept, educational tourism could also take learning an interest as a travel motive (Kalinowski & Weiler, 1992).

### **2.3. Educational Tourism**

As an extension of the concept of the Grand Tour, the definition of a study tour includes the literal meanings of "study" and "tour" (Yu, 2008), thus including both education and entertainment. Therefore, a study tour is also a form of educational tourism. Hall and Weiler (1992, p. 5) refer to the World Trade Organization's definition of special interest tourism, which involves group or individual travel with the aim of visiting certain attractions relevant to a particular specialization or hobby. The concept of educational tourism that has emerged since the Grand Tour facilitated the development of study abroad as a legitimate component of tertiary education in Europe and later in the US (Kalinowski & Weiler, 1992). Ritchie et al. (2003, pp.13) define educational tourism as: "*A person who is away from their home town or country overnight, where education and learning are either the main reason for their trip or where education and learning are secondary reasons but are perceived as an important way of using leisure time.*"

The motivation for educational tourism is usually learning, thus it represents a form of special interest tourism (Kalinowski & Weiler, 1992). Most studies of educational tourism conducted in Western countries focus on tourism education and the cross-cultural experiences of exchange students or students who study abroad for degrees. Kolb (1984, p. 21) characterizes experiential learning as having a holistic, integrative perspective, which combines learners' experiences, perceptions, cognition and behavior, and translates the abstract ideas of the classroom into the concrete realities of everyday life. The language school as an intermediary of education and tourism has been presented from many perspectives. The acquisition of international skills results from educational tourism and many international trips are taken by those attending language school (Ritchie et al., 2003). Attending a language school offers an experience of the local and national culture, which is one of the special features of cross-culture language learning (Richards, 1996b).

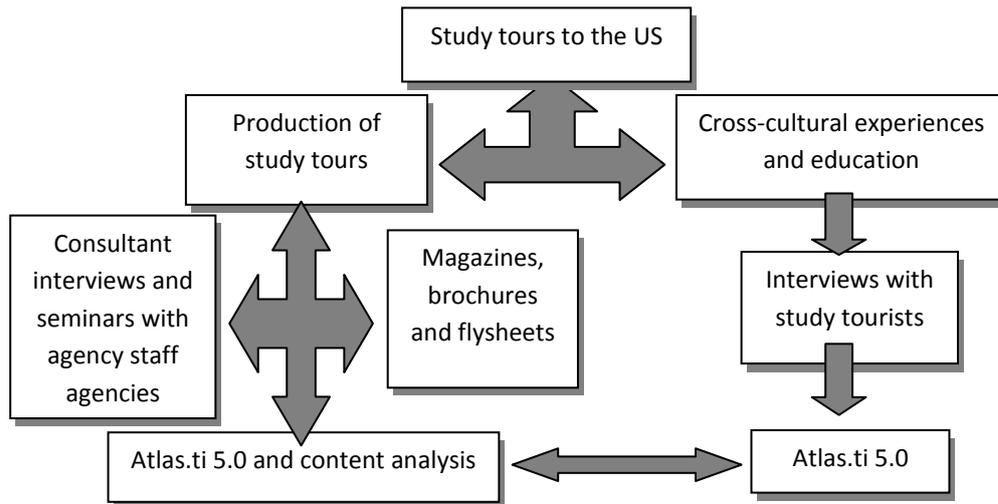
Johnson and Mader (1992) point out that a foreign study tour can help students to increase their knowledge and understanding of traditional course content. Bakalis and Joiner (2004) find that students who participate in exchange programs have a greater level of openness and higher tolerance of ambiguity. Educational tourists put more time into making contact with the local culture than other tourists. Educational tourism combines language learning, lifestyles and tourism activities to offer a

taste of a different culture. Educational tourism students carefully choose the type of foreign study experience they undertake, according to their career objectives and the resources available to them (Kaufman et al., 2011).

### III. METHODOLOGY

This study used qualitative research methods to understand both the production and consumption of study tours. The research structure is shown in Figure 1.

Figure 1.  
Structure of Research



Semi-structured in-depth interviews were conducted with 4 study tour organizers and 16 study tourists, who were participants in a pre-study tour seminar held by one of the famous institutes in Taiwan. Content analysis was used to categorize the photos, text and images used in the marketing materials of relevant magazines, brochures and flyersheets.

#### 3.1. Research Participants

The interviews were conducted between February 2010 and April 2011. Three of the interviewees worked as consultants in study tour agencies in Taipei, and 16 interviewees were study tourists. The formal interviews lasted between 40 and 90 minutes and were recording with the participants' consent. Informal interviews took place later, if further information was required, mostly by email or instant messenger. The interviewees are referred to by pseudonym, chosen either by the interviewees or by the researcher with the interviewees' consent.

The interviews with the agency consultants were intended to provide information about their study tours and how they arranged them (Table 1). The agencies were selected with reference to the standards of the Bureau of International Cultural and Educational Relations in Taiwan (2006), which regulates and evaluates study tour agencies, and all three interviewees were chosen from agencies with good evaluations. The semi-constructed interview questionnaires for the consultants comprised three parts (planning for study tour activities, courses, and related business) to understand their construction of US images.

Table 1  
Background of Study Tour Agencies

Consultants from Study Tour Agencies & Seminar Participants			
Nicknames	Career Position	Work role	Working duration
Ivy	Consultant in a study tour agency	Evaluating language institutes and universities in the US	Since 2003
Ms. L	Consultant in a study tour agency	Study tour leader/guide	Since 2003
Ms. A	Consultant in a study tour agency	Evaluating language institutes or universities in the US	Since 2002
EF study tour	Seminar participant	Introduction of study tour in summer vacation in 2010	

The interviews with study tourists were designed to understand tourists' experiences, lifestyles and consumption in a foreign country. According to the agencies, study tour programs should generally involve at least two weeks in the foreign country, hence this research interviewed study tourists who stayed in the US for at least three weeks (Table 2). The study tourists were chosen using a snowball sampling strategy, and had all participated in a study tour while they were between 15 and 24 years old. Two of the interviewees had participated in the study program alone, one because the study tour program was not long enough (No. 8), and the other because he/she had joined the group activities while not in classes (No 15). Another interviewee had first participated in a group study tour, and then went alone the next year (No. 14). As the tourists' experiences were the focus of this research, these cases were still relevant. The year in which the tourists joined the study tour program was important because the study was interested not only in their experiences of participating, but also in their self-reflections on their cross-cultural travel experiences.

Table 2  
Backgrounds of Study Tourists

No	Gender	Year of Participation	Destination/Institute	Duration	Travel frequency to the US before study tour	Educational Background
1	Female	2005	California/UCLA	4 weeks	1	BA
2	Female	1997	Oregon/EF	4 weeks	0	MA
3	Female	1998	California/Community Church	3 weeks	0	BA
4	Female	1998	Oregon/EF	4 weeks	0	MA

5	Female	2000	Boston/ Brown University	5 weeks	0	PhD student
6	Male	1997	San Diego/Poway Community College	4 weeks	0	MA
7	Female	2003	San Francisco/EF	4 weeks	0	MA
8	Female	2004	San Francisco/EF	8 weeks	0	MA
9	Male	2004	Washington/ Washington University	4 weeks	0	BA
10	Female	2006	Pennsylvania/ Pennsylvania University	4 weeks	0	MA
11	Male	2007	Ohio/ Dayton University	4 weeks	0	MA
12	Male	2008	California/ UCLA	4 weeks	2	BA
13	Female	2005	Oregon/Communi ty Language Institute	4 weeks	0	BA
14	Female	2001; 2002	California/ UC Berkeley	3 weeks 3 weeks	0	MA
15	Male	2009	LA/EF	5 weeks	0	MA
16	Female	2007	Ohio/ Dayton University	3 weeks	2	MA

The interviewees were asked about their past experiences (before, during and after the study tour) to understand their travel and cultural experiences. The interviews were transcribed into Microsoft Word and sent to the interviewees for “Member Checking” (Decrop, 1999) to reduce research bias. To ensure the trustworthiness and accuracy of the research, all of the interviewees received their interview transcripts by email and were free to pose questions or revise their responses.

### **3.2. Data Analysis**

Atlas.ti version 5.0 was used to manage and analyze the interview data from the study tourists. The analysis included 43 open coding, 8 axial coding and 11 networking views. There were less data from the overseas study agencies than from the study tourists, thus it was not analyzed using axial coding and networking views. The open coding was based on the semi-constructed interviews, using the categories of motivation, travel experiences, entertainment, consumption, courses, cultural experiences, lifestyles and self-reflection. The codes were grouped into eight coding families to analyze and reconstruct the connections between themes, and drawing networking views helped to clarify and systematically categorize the data.

Content analysis was used to analyze photo images from six volumes of relevant study magazines published in Taiwan and 26 brochures and marketing literature from popular study tour agencies around Taipei. Data were collected on study tour programs that took place in the summer of 2009 and the winter and summer of 2010, and focused on US study tours only. According to Webster and Mertova (2007), the importance of narrative research is in how it connects the data and the individual and the exploration of the details of every event. Therefore, this study used case studies of study tours to interpret study tourists' intercultural experiences and how the cultural image is constructed and imagined.

## **IV. DISCUSSION**

Scott (2000) and Hesmondhalgh (2002) found that the special feature of cross-nationalism in tourism products extends the communication between different cultures, thus integrating cultural and economic factors in the global tourism market. In the context of cross-cultural tourism products, the study tour has certain features that connect culture and education. Certain tourism products can only be sold within a certain period of time. Time is the most crucial factor in tourism products because it affects both the economics of tourism and cross-cultural communication. As one of the products in the tourism market, the study tour also has time limitations. Study tours target students, and thus are only available during winter or summer vacations.

### **4.1. Cross-cultural Cooperation on Study Tours**

Study tours in Taiwan are mainly organized by agencies or local schools. Agencies can be divided into study abroad agencies and travel agencies, both of which offer products such as study tours, short-term study abroad programs and study abroad programs leading to a degree. The difference is that study abroad agencies often include services such as travel planning, seeking professional study tour leaders and making travel reservations. Hence, many study abroad agencies also include a travel department or travel agency to ensure everything runs smoothly. Two of the agency interviewees, Ivy and Ms. L, explained that their companies have their own travel agency/department responsible for reserving plane tickets and other travel items. Thus, there is little difference between travel agencies and study abroad agencies except for the activity planning provided by study abroad agencies.

Schools can either organize tours themselves or assign the planning to an agency. Schools usually offer study tours only. This is the easiest way for students to join a tour directly, mainly because parents consider it safer to join tours organized by the student's school. Other ways of joining a study include through a personal foundation or private institute, or with assistance from relatives who live abroad. In this research, half of the students joined a study tour organized by a school.

The difference between a study tour and independent short-term study abroad is that a study tour is usually accompanied by a tour guide. Administrators may be reluctant to allow inexperienced faculty members to lead foreign study tours (Johnson & Mader, 1992). According to the interviews with agency staff and seminar participants, they all imposed similar conditions for study tour guides: 1. an international tour guide license obtained in Taiwan; 2. long-term cooperation with agencies; 3.

professional tourism and language knowledge and ability; 4. familiarity with the courses, extra-curricular and other activities. Professional knowledge is the key factor in ensuring a study tour offers a complete traveling and educational experience. Moreover, the tour guide acts as the safety icon for the study tour, and is a representation of Taiwan's protective culture.

#### 4.1.1. Accommodation

A critical issue for study tourists in the process of organizing a study tour is the accommodation in the foreign country. According to the interviews with agency staff, study tours generally offer two types of accommodation: school dormitory and home stay. The cost of a school dormitory depends on whether or not meals are taken at the school cafeteria, whereas the price of home stay accommodation usually includes breakfast and dinner. In addition, a school dormitory is part of a school's public facilities, thus the fee is paid directly to the school. However, a local family needs to apply to the local government to volunteer as a home stay, and will receive a monthly payment for their cooperation with the school or institute. One interviewee, Ivy, discussed how local home stays are evaluated:

*We wouldn't know if there was a problem at a home stay, as they are evaluated by the local school. Schools would check the home stay if a student refused to stay longer. There's always a first time for a local family offering a home stay. In order to help students feel at home, the school would check with the local police to see if the home stay is clean and has no criminal record.*

The system of evaluating home stays involves both cooperation between the local government and the school, and the ongoing relationship and understanding between the students and the home stay families. Apart from the communication with agencies in Taiwan, a study tour also requires cooperation between the local education institute and the government. Agencies in Taiwan cannot control the detailed conditions and quality of local home stays, hence a study tour is a tourism product that needs the cooperation of complicated cross-national political networks and benefit issues in this global market.

#### 4.1.2. Courses and Activities

Language courses may be held in a language center in a college or university, or in a professional language institute. An institute that wished to take part would first contact the study abroad agencies in Taiwan, and the agencies would then send professionals to evaluate the institute's language courses, environment, accommodation and traffic situation to verify whether they were appropriate for a study tour destination. The agencies also ask study tourists to complete questionnaires, make suggestions or offer their opinions as important references. Tchaicha and Davis (2005) point out that organizing a study tour to a foreign country involves a major commitment on behalf of the faculty and the institution. The interviewees from the agencies said that they also carry out their own evaluations of professionals:

*Most of our CEOs and colleagues have had experience of a study tour or study abroad, and the knowledge we have helps us find out which language center or institute is good. We wouldn't decide the students' choices; some of the students will search for themselves first and then ask for advice. As for the study tour, we would evaluate the school by ourselves before or after the study tour if it's the first cooperation.*

The premise for examiners in evaluating a study tour product is to obtain relevant experience and knowledge as the selection criteria. As a seemingly integrated product, a study tour is not a standard tourism activity. The product is flexible to meet consumers' requirements. Study tourists are free to choose the environment they prefer, which offers a good opportunity for them to understand their own requirements and to be independent.

Educational tour agencies tend to constantly refine their program's educational quality (Wood, 2001). According to the collected data, language courses and extra-curricular activities are both important components of a study tour, as expressed by two of the agency interviewees:

*Staying at school every day is boring for students; they tend to feel bored with the tour without other activities. They already spend their time sitting in class while in Taiwan so it is necessary to have other interesting activities. (Ivy)*

*Sometimes it depends on what the students want. If the courses don't include enough extra-curricular activities, we will try to arrange others to make it up. (Ms. L)*

An understanding of the history of travel and the perceptions of previous travellers and their interactions with places can aid and inform the process of organizing a study tour (Wood, 2001). One of the special features of a study tour is that it includes formal education and practical experiences through participation in other activities; hence the balance between these two is important. There should also be some flexibility for students in deciding whether to join the after-course activities with the study tour guide:

*Some of the study tour guides plan the activities for students, and some of the college students arrange activities on their own. Study tourists get to decide whether to join an activity with the study tour guide or not. There's no rule that all of them need to stick together. (Seminar of EF study tour)*

Even though the tour guide accompanies the study tourists during the tour, they do not have to be together every day. The study tour is only for necessary group activities; for example, they need to leave the country and participate in setting up travel activities together. Unlike a traditional group tour product, a study tour offers flexibility in arranging out-of-class activities.

#### 4.1.3. Image Construction of US Culture

Cultural products are an important tool for tourists to understand the culture of a destination, such as the images from travel brochures (Eiffel Tower, London Bridge, Taipei 101). The cultural images presented in newspapers or other products or images representing cultural style are the beginnings of a cultural commodity.

The presentation of media images is an important way to construct cross-cultural images. Among the images collected from magazines, brochures and flysheets, the most frequent images were of international students (Table 3) of different nationalities. Study tours seem to use pictures of international students to construct an image of an international educational environment.

Table 3.

#### Collected Images

Rank	Images	Numbers
1	International students	32
2	Street scenes	26
3	Campus scenes	23
4	Natural landscapes	9
4	Statue of Liberty	9
5	Golden Gate Bridge	7

6	Wharfs	6
6	Shopping malls	6
6	Disneyland	6
7	Universal Studios	3
7	Museums	3

Twelve of the interviewees considered the US to be multicultural and a place that was accepting of different cultures and ethnicities. Apart from travel to a destination, study tours emphasize cross-cultural communication through language learning and meeting foreign students.

One third of the study tourist interviewees said that New York was the primary city to visit in the US, particularly the Statue of Liberty, and more than half of the study tourists considered the US culture as representing freedom. The Statue of Liberty has become an icon of the US, transformed from a normal statue into a symbol of the country. Over half of the study tourists went to Disneyland, no matter whether their study tour destination was in the west or east of the US. Disney culture is one of the most globalized cultural commodities around the world; it is even possible to buy Disney products or watch Disney cartoons in Taiwan. Two of the study tourists explained how they felt about Disney culture:

*It felt like a dream come true. I watched Disney cartoons when I was a little, and it's like making all the characters come alive. I think everyone would like to go to Disney. Although it wasn't my first visit to Disney, there's a big difference in coming here at a different age.*  
(No. 12)

*Disney is like a fantasy. I wouldn't mind going there again. The best thing is that we can experience the fairy tale and wonderland that we used to watch or read about.* (No. 7)

The rapid spread of Disney culture has enhanced people's lives through fairy tales and constructing a romantic image of the US. Disneyland has become a tourist space in which people can imagine a virtual and a real world at the same time.

The branding of the school is also an important consideration. As mentioned above, the study tour in Taiwan developed from the idea of studying abroad; therefore, the reputation or branding of the school is one of the crucial choices that students make. One of the study tourists, who had been to UC Berkeley twice, put this in the following words:

*I always wanted to go to Berkeley, thus I got involved a lot in campus life. I was trying to experience being a Berkeley student because I was thinking about studying abroad. I went to the library, campus and classroom to see what everything looks like inside, and I imagined what it would be like as a Berkeley student.* (No. 14)

The famous schools identified in this research are those that famous people have attended or that are well known by people in Taiwan. From this perspective, a study tour is selling not only the international educational environment, but also the imagination and experience of attending a famous school. For the study tourist above, the experience of being inside Berkeley and imaging herself as a Berkeley student was the main reason for participating in the study tour. Interestingly, even though the course is run by the famous school, it takes place in the school's language center, which is quite separate from its formal education system. The branding of the school represents an experience of sign and space, and also the additional value of participating in a study tour. Being the US education sign and brand at the same time, the brand image of famous schools affects the production value of a

study tour. Being in a famous school creates a special learning environment for students in a place they have dreamed about, thus bringing an additional benefit.

#### **4.2. Cross-cultural Tourist Experiences**

Participating in a study tour involves considerable time and money, thus students could not participate without their parents' support. For the participants in this study, the study tour was the first time they had travelled abroad without their families, which also reflects Taiwan's protective culture, as mentioned above. Both parents and students consider it safer to travel with a group the first time. However, the motivation for participating in a study tour was influenced by many other factors, such as safety, courses and travel activities. Culture influences the way people travel, and even the economic value of cultural products. The mechanism of study tour production emphasizes not only the attractions of a different culture, but also the educational value of the course and the lifestyle.

##### *4.2.1. Education and Cultural Tourism*

There are unlimited opportunities for cross-cultural learning and experiences through participation in courses and daily life on a study tour. The informal style of learning reduces the pressure of learning in class and makes it more interesting. Learning and travel activities are both important elements of a study tour program, and experiencing local life is the most direct way for study tourists to understand a different culture. One of the study tourists explained how the students did their homework:

*We learned through conversation in daily life, and the homework was quite interesting, such as interviewing others for some information, and visiting a restaurant. I didn't think I could learn much in language classes, but I did learn to experience the way local students study.*  
(No. 16)

In this case, language learning became an extended means to understand a different culture. The students learned more about local culture by interacting with local people, thus highlighting the importance of combining language learning and lifestyle. Others explained how to break through the traditional language learning method in Taiwan. Most of the students said their main reason for participating in a study tour was to experience a different culture, rather than language learning; however, they failed to recognize language learning as a way of experiencing a different culture. As Kennett (2002) found, participating in a study tour has a close connection with culture, and even visiting tourist attractions is a way of understanding local culture.

Either from the point of view of educational tourism or cultural tourism, many of the activities in Taiwanese study tours involve learning from both language and culture. Experiencing a different culture is a way for Taiwanese tourists to form their cultural image of and identification toward the US.

##### *4.2.2. The Seduction and Imagining of US Culture*

The cross-national characteristic of study tours makes it possible to produce and construct US culture. The media portrays the attractiveness of US culture. However, this study was interested in how US culture attracted Taiwanese study tourists during the process of participating study tour. The level of imagination can be divided into the imagination of the culture of the US, the imagination of people in the US and the imagination of the US lifestyle.

The findings of this study show that images from movies or dramas influenced over a third of the study tourists' impressions of the US, which implies that the media is an important tool for constructing cultural images. The study tourists developed their first impressions of the destination from the media, and then experienced the real culture they had read about or seen in the media. The image of a culture is usually connected to its people. Over half of the study tourists described their

impression of Americans as “passionate, diverse and free.” Two thirds of them considered the US as having a diverse culture. Whether true or not, this impression of US culture has become a romantic image and thus influenced the tourists’ practical experiences. One of the study tourists described what she thought about the US:

*I like the US, and I'm glad I could participate in this program to see the difference between the reality and my imagination...I'd love to live in the US for 5 years if I get the chance.*  
(No. 3)

According to this study tourist, the trip was an opportunity to test whether the reality lived up to the dream. The experience of being in the US had helped her to understand the culture and strengthen her imagination. The travel experience had made a persistently good impression on her, and helped her imagine how she might integrate into the culture. However, a brief travel experience is insufficient to fully understand the local culture, and even 5 years would not be enough. It is difficult to judge whether the participants truly understood the US culture, but the allure of this culture undoubtedly affected their images of the US. Most importantly, the dream will not disappear at the end of the journey, but a new one may be created.

The other special feature of study tours is the opportunity to experience life in the US. One study tourist shared her experience:

*There was a music festival at the park starting in the afternoon every Wednesday in Philadelphia. We went there twice. The first time was just to check on it, it was fine and we saw there were many Americans having a picnic there. So, the next Wednesday, we went there earlier and brought a pizza and pretended we were Americans, enjoying the music and the picnic. It felt great.* (No. 10)

In this example, being there was part of the process of self-imagination. The Taiwanese tourists thought that acting like an American in the US would help them to look American. They even said they felt great pretending to be one of them. Their way of pretending or imitating was to enjoy being a local, to temporarily become an American. They considered the experience successful because they felt like Americans instead of tourists. The study tour program gives students the opportunity to practice, consume and immerse themselves in US culture. Language and culture both involve persistent practice and learning. This feature of study tours is what makes them different from other types of tourism. The learning process is ongoing and continues through lifelong cultural experiences.

#### 4.2.3 Shopping Matters - Tourists’ Lifestyles and Consumption

Tourism consumption is usually designed to preserve the immediate memory. Jack and Phipps (2005) stated that collecting souvenirs is intended to transform the current tourist experience into a long-term memory. Souvenirs may represent an accumulation of travel experiences and a way of retaining memories (Morgan & Pritchard, 2005; Haldrup & Larsen, 2006). However, a souvenir may represent a constraint or a commoditization of the tourist experience, by presenting only what the tourist wants to see.

Except for special items, purchasing souvenirs is usually unplanned. Tourists’ purchases are often connected to the immediate scenery, including emotion, imagination and culture (Haldrup & Larsen, 2006). Local brands or products are sometimes “must-buy” items for tourists, and people’s shopping behavior is often different when they are abroad. However, tourism requires financial support, and the economic situation often influences shopping behavior. In this study, the study tourists all reported different patterns of consumption and said they valued money quite differently while abroad. Most importantly, they not only bought for themselves, but also for their families and friends. One of the study tourists bought a Mickey Mouse toy for his sister:

*My sister still keeps the Mickey Mouse I bought from Disneyland in her room. She said it is the real Mickey Mouse from Disney, it's the genuine one.* (No. 6)

Even though cross-cultural production has made it easy to buy cultural products without traveling abroad, a product from the original place is still considered more real and genuine. A Mickey Mouse from Disney not only represents the study tourist's travel experience, it also represents another person's dream. As a souvenir, Mickey Mouse has been transformed from its original Disney icon into a mobile cultural symbol of the US that crosses national boundaries. This experience will not be replaced over time, but will persist in the imagination for a long time. Souvenirs may be designed and reproduced by culture, and transformed through history into a modern commodity with symbolic meaning for the public (Haldrup and Larsen, 2006; Kim and Littrell, 2001; Morgan and Pritchard, 2005; Schouten, 2006). Apart from its monetary value, a souvenir preserves a certain feeling in time and space and also allows the experience of traveling and culture to be shared.

Participation in a study tour offers the opportunity to experience a different culture and a variety of educational and travel activities. Different levels of imagination turn out to have different values and identification with the US culture, which differs from the real-life experience. Cross-cultural experiences offer opportunities for students to experience a different country, culture and people, and are the most valuable aspect of participating in a study tour.

## V. CONCLUSION

The characteristics of cross-national tourism products emphasize the importance of cultural experiences in tourism. A study tour offers economic value through cross-national cooperation, and represents the combination of a study tour and tourists' multi-faceted experiences of courses, traveling and lifestyles. This research examined the educational and cross-cultural experiences of students who had participated in study tours, thereby offering a different research perspective on Asian tourism and highlighting future tourism research issues.

The study found that the organization of a study tour involves a complicated cooperation network in the construction of the cultural image of the US. From the perspective of cultural research, participation in US study tours has become a type of travel for Taiwanese students to accumulate cultural experiences. Both paper publications and slogans/brands could be considered a type of image construction in the production of the US cultural image. The different images and themes of a study tour, the variety of travel activities and the "branding" of famous universities are important factors in producing a study tour. Tourism takes place during vacations or leisure time; therefore, under the structure of the global market, tourism is a product that is severely constrained by time. The learning component of overseas study programs is an important consideration given the cost in time and financial resources to institutions and students (Kaufman et al., 2011). Through visiting the US, the Taiwanese students in this study were able to meet people from foreign countries through language learning and gained opportunities for cross-cultural communication with international students. In this case, the cross-cultural tourism product of a study tour is presented as a product that combines both cultural and economic factors. The study tourists' cultural experiences also influenced them to see things differently, not only by changing their image of US culture, but also by extending their imagination for the next travel experience.

Cross-cultural contact turns the study tour into a more meaningful product. Culture has become a consumable experience; a study tour values not only the importance of culture in tourism, but also the experience of learning through contact with a different culture. In the context of producing study tours, the US has been designed as a cultural product in the tourism industry and its cultural image is represented by multiple signs, such as the Golden Gate Bridge, Disney and the Statue of Liberty. The interviews with study tourists also revealed that the educational aspect of study tours involves both language learning and foreign culture learning. In terms of the understanding and integration of

cultural experiences, learning about the language and cultural learning were connected. Cross-national study tours have become a way of nurturing future travel experiences and education.

The construction of a cultural image arises from the cultural imagination, which induces desire through the imagination of a seductive culture. This study found that the cultural image of study tours constructed by the agencies, and the cultural imagination of the study tourists, were connected. The process of producing a study tour involves promoting the experience of US culture. Although the study tour is produced in a typical framework, the actual cultural experience differs according to the type of accommodation and the extra-curricular and travel activities, which is why this research stresses the importance of tourists' experiences. A study tour is designed not only to sell the experience of travel in a foreign country, but more importantly, the experience may be transformed into knowledge of travel or cultural experiences in the future.

Consumption is an important way for tourists to imagine a foreign culture. The concept of a cultural economy expresses the use and symbolic value of culture. Buying souvenirs or gifts as a representation of material culture has become a way of storing memories for tourists, preserving both the travel experience and its symbolic values and meanings. The imagination of culture is an important process in tourism and it does not stop at the end of the journey, but forms the expectation or imagination for the next trip.

Cross-national education for Taiwanese students reveals that tourism is inextricably connected to culture. Travel has become a means to understand different cultures and ways of life. In the context of cross-national tourism and education, the study tour represents an opportunity for Asians to experience life in a Western country and provides a direction for future research.

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# COMPETITIVENESS OF MEDICAL-IMPROVING TOURISM IN THE REPUBLIC OF KAZAKHSTAN

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## ABSTRACT

The research objective, stated in given article is revealing of major factors influencing competitiveness of medical-improving tourism, including a sanatorium segment of the tourist market of Kazakhstan. Substantive provisions of the concept of competitiveness of Porter are used as a methodological basis, where the model of “a national rhombus” of Porter acts as the research tool, every top of which reflects the basic determinants of competitive advantages of a segment of the market. The basic problems of formation of competitiveness of sanatorium branch are revealed and ways of perfection of development of medical-improving tourism of Kazakhstan are offered as a result of research. It will allow to provide competitiveness of medical-improving tourism in the world tourist market and all-year fillability of sanatoria, and also will raise a social role and economic profitability of a resort, its contribution to improvement of the person and a society.

**Keywords:** competitive advantages, medical-improving tourism, sanatorium segment, sanatorium complex, tourism infrastructure.

## INTRODUCTION

In many countries tourism acts as the original stabilizer of social and economic development of the country. Medical-improving tourism is one of especially important branches of tourism for today, but unfortunately in our country, especially in days of market economy formation this sphere did not become same profitable and effective as in other countries though stabilisation of sanatorium branch in republic recovers activity of sphere of tourism as a whole.

Natural-resource factors recreational-geographical position and localization of medical natural-recreational resources remain priority factors of manufacture of a sanatorium tourist product. From the point of view of development of medical-improving tourism the recreational-geographical position of the Republic of Kazakhstan can be characterized as favorable that is defined by high spatial differentiation of medical natural-recreational resources, the neighborhood with the tourist markets of the Commonwealth of independent states and China with certain demand for medical-improving tours, absence of strongly pronounced social-political conflicts and natural disasters in the country and in adjacent territories. Absence of a direct outlet to the sea, rigid boundary formalities for foreign tourists and also backwardness of tourism infrastructure concern negative elements of recreational-geographical position.

## LITERATURE REVIEW

Validity of scientific positions of work is caused by the analysis and generalization of workings out on an investigated problem.

The theoretical-methodological basis of research is made by following aspects: works of foreign and domestic scientists, experts in the field of sociology, economy, management, marketing, innovations connected with the analysis of the problems of a sanatorium segment and balneology; substantive provisions of Laws of the Republic of Kazakhstan and Decrees of the President of republic, the decision of Parliament and the Government of Kazakhstan under corresponding programs; other legislatively-statutory acts, concerning developments of tourism branch.

Also the most valuable are workings out of known scientists in the field of creation of green oases, health and food protection in tourist-excursion, youth sports-improving and sanatorium-preventive structures – S.Bayzakov, T.Sharman, O.Tuktibaev, N.Beklemishev, A.Kazbekov, A.Dernovoy, Zh.Doskaliev, A.Vetitnev, B.Kuralbaev, on release, processing and delivery of products for sanatorium establishments – Zh.Sundetov, A.Moldashev and others, on financial maintenance and management of marketing of a sanatorium segment – G.Rakhimova and N.Sargayeva.

## **RESEARCH METHOD**

Empirical-theoretical, economic-statistical, sociological methods of research, an induction and deduction, and also methods of the system-structural analysis, comparison and generalization of experience, classification of the mass phenomena, visual supervision and others are used for a theoretical substantiation of workings out, which have in aggregate allowed to state an objective estimation of activity of the sanatorium segment, financed of various sources, to draw corresponding conclusions and to give offers on effective formation of medical-improving tourism in the Republic of Kazakhstan.

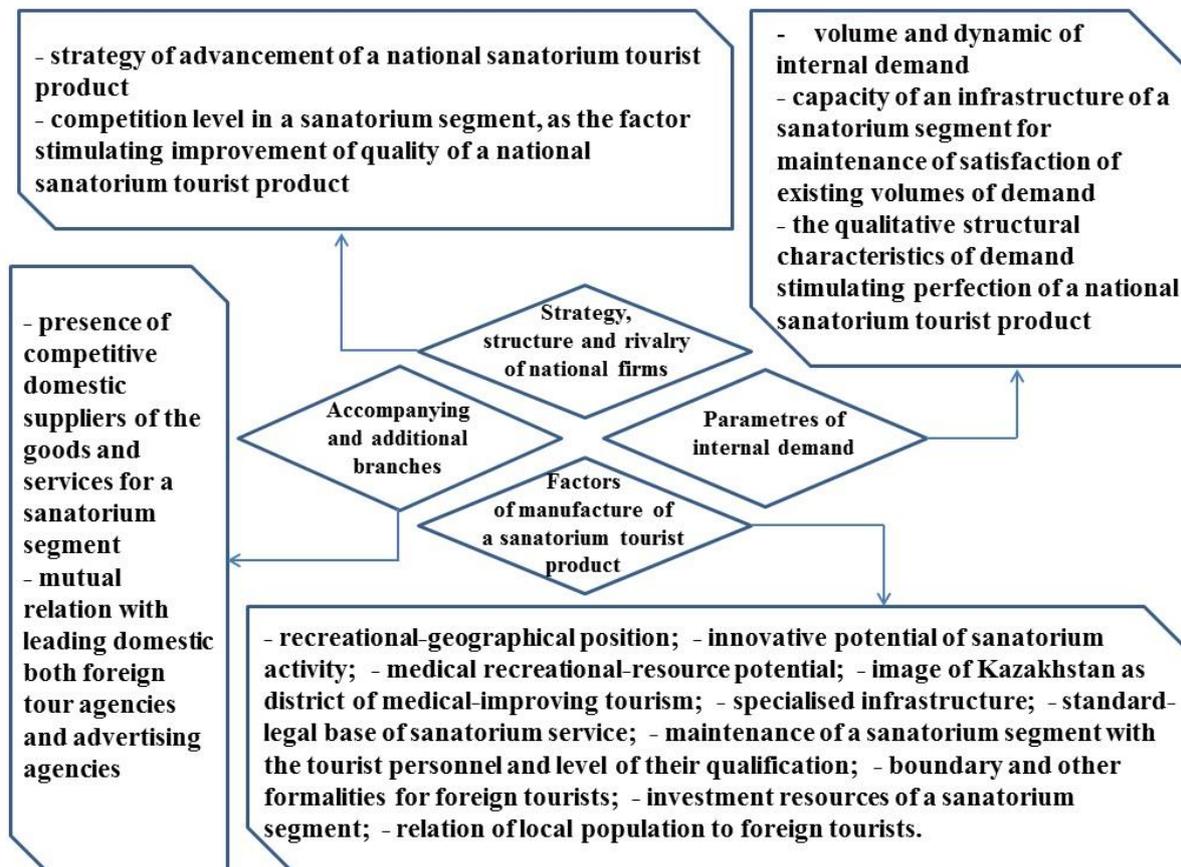
## **RESULTS**

The medical recreational-resource fund of Kazakhstan includes a number of natural factors (a relief, a climate, and elements of a hydrographic network, mineral waters, a medical mud, and phytotherapeutic resources), favorably influencing to physiological condition of the person and promoting treatment of various diseases. The important principle of sanatorium treatment is integrated approach of using natural factors.

The relief as the factor of recreational potential is considered at application of a landscape therapy – resort treatment at which beneficial influence of staying in district with a beautiful landscape is used [1]. The most attractive conditions for the organization of medical rest have the Altay mountains, Borovoe, Zhetysu region, and also valleys of the rivers and coasts of lakes in different parts of the country. Favorable possibilities for the organization of a landscape therapy are the important competitive advantage of a national sanatorium segment. Climatic therapy is a set of methods of the treatment using dosed out influence of climatic factors [1]. Climate and weather combine to form environmental conditions that have a direct bearing on the tourists' perceptions of comfort and their health. Health tourists also place considerable value on the climate in terms of comfort and health. In this type of tourism, the climate acts as the raw material that cures or prevents the appearance of certain illnesses. Thus, while certain atmospheric conditions and elements can help to maintain or improve health, it is also true that the ill-advised use of these elements, owing to a lack of information or lack of care, can be particularly harmful [2]. Kazakhstan has sufficient resources for the organization of various kinds of climatic treatment during the various periods of year. However the annual mode of comfortable weathers is unstable and poorly predicted. The warm period of year is optimum for climatic therapy. According to the theory of competitiveness of Porter, separate lacks of

base natural-resource factors can promote innovations in branch and to formation of stronger competitive advantages [3]. Determinants of competitive advantages of medical-improving tourism of Kazakhstan in Porter's model of "a national rhombus" are shown in the 1<sup>st</sup> figure.

Figure 1  
Determinants of competitive advantages of medical-improving tourism of Kazakhstan in Porter's model of "a national rhombus"



Source: Own elaboration based on the studied materials.

Thus, for foreign tourists from the countries with a temperate climate it is necessary to focus attention on realization of effective medical-improving process of staying in limits of the climatic belt habitual for an organism. Also it is important to provide perfection of an infrastructure and a diversification of services of sanatoria of Kazakhstan that will lead to decrease a role of the factor of seasonal prevalence of tourist demand.

Value of separate territories with unique microclimatic conditions amplifies in the conditions of ambiguity of the factor of climatic resources. For example, the unique microclimate of hydrochloric and potash mines of the South Kazakhstan, Kostanay and Almaty regions is used for the organization of the speleotherapy claimed in the world tourist market. The sanatoria specialising on granting of this kind of treatment (for example, sanatorium on the basis of hydrochloric mines in Velichke, Poland), involve considerable streams of tourists and provide essential profit for a national sanatorium segment. Domestic sanatoria Zhansaya, Dzhaylyau and sanatorium «MIA Kazakhstan», specialise on speleotherapy, however their role in attraction of foreign tourists to Kazakhstan remains insignificant

because of insufficient development of infrastructure and absence active advertising-information work in the target markets [4].

The elements of a hydrographic network possessing considerable aesthetic appeal and recreational value promote a diversification of a sanatorium tourist product at the expense of introduction of ecological, sports tourism services. The basic hydromineral resources of Kazakhstan are mineral waters of various structure and properties which share on conditional zones: southern, western, northern, central, east. About 500 exits of medical mineral waters, 78 mud lakes and 50 climatic districts are revealed in the Republic. So, thermal sulphate-hydrocarbonate sodium (Alma-Arasan) and iodine-bromine, chloride calcic-sodium waters (to the north from Almaty) are revealed on northern slopes of Ile Alatau and thermal radon chloride-sulphate sodium waters containing nitrogen (Zharkent-Arasan, Kapal-Arasan) are located on northern slopes of Dzhungarian Alatau. Sulphate-hydrocarbonate sodium-magnesium (Rakhman Keys) and thermal chloride-sulphate calcic-sodium (Barlyk-Arasan) sources are in the east of the country. Thermal nitric hydrocarbonate sodium waters (Saryagash), radon sulphate-hydrocarbonate-chloride sodium waters (Merke) are found out in the south of Kazakhstan. Medium mineralized sulphate-chloride sodium water of source in the territory of sanatorium «Sosnoviy Bor» in Kostanay region began to be applied widely in the medical purposes last years. There are all kinds of balneal groups of mineral waters in Kazakhstan, except for group of the carbonic. Their majority concerns balneal group of waters without specific components and properties which physiological action on the patient is mainly caused by high concentration of anions and cations [5].

The chemistry of thermal waters has attracted the attention of numerous and varied studies. Major, minor and trace inorganic components, as well as isotope composition are the usual chemical measurements evaluated basically to investigate the water origin, to study the water-rock interaction mechanisms, to discriminate among hydrochemical facies and isotopic groups and to identify the major geochemical processes that affect water composition [6].

Investigating mineral waters of the Republic of Kazakhstan, having local value and applied in departmental sanatoria-dispensaries and medical institutions we reveal its classification that is resulted in the 1<sup>st</sup> table.

Table 1  
Classification of mineral waters of Kazakhstan

№	Groups of mineral waters	Names of mineral waters	The location	Kinds of mineral waters	Classification of mineral waters by mineralization level	
1	A	Without "specific" components and properties	Aksay water	Almaty region	chloride calcic-sodium	medium mineralized
			Eraly water	Mangystau region	chloride-sulphate sodium, high thermal	weakly mineralized
			Ainabulak water	East Kazakhstan region	chloride-sulphate sodium-calcic	low mineralized
			Aral water	Kyzylorda region	chloride-sulphate sodium	medium mineralized
			Karazhal water	Karagandy region	sulphate-chloride sodium-magnesium-calcic	low mineralized
			Mankent water	South Kazakhstan	chloride-sulphate sodium-	low mineralized

				region	magnesium	
			Moyildy water	Pavlodar region	sulphate-chloride sodium	low mineralized
			Pavlodar water	Pavlodar city	Chloride- hydrocarbonate-	
					sulphate sodium	
			Akkol water	Zhambyl region		
			Yanykorgan water	Kyzylorda region		
			Maybalyk water	Akmola region	chloride sodium- magnesium	high mineralized
2	G	<b>Ferriferous (Fe + Fe), arsenious (As) and high in content Mn, Cu, Al, etc.</b>	Zhosaly water	Karagandy region	sulphate calcic- ferriferous- sodium acid waters	weakly mineralized
3	D	<b>bromic (Br), iodous (I) and containing great amount of organic substance</b>	Suburban water	Almaty region	chloride sodium- calcic containing amount of bromine and iodine	medium mineralized
			Shevchenko water	Mangystau region	chloride sodium containing amount of bromine	medium mineralized
			Yermak water	Pavlodar region	alkalescent chloride sodium containing amount of bromine	weakly mineralized
4	E	<b>Radon (radioactive )</b>	Merke water	Zhambyl region	sulphate- hydrocarbonate- chloride sodium containing amount of fluorine and silicic acid	weakly mineralized
			Zerendi water	Akmola region	hydrocarbonate- sulphate calcic- sodium-magnesian	medium mineralized
			Makyn water	Akmola region	hydrocarbonate- sulphate calcic- magnesium	medium mineralized
			Shalgyn water	Karagandy region	sulphate-chloride - hydrocarbonate sodium-calcic	low mineralized
5	Zh	<b>siliceous terms</b>	Aksay water	Almaty region	siliceous	medium mineralized
			Alma-Arasan water	Almaty region	hydrocarbonate- sulphate containing amount of silicic acid	weakly mineralized
			Rakhman water	East Kazakhstan region	sulphate- hydrocarbonate sodium- magnesium containing amount of silicic acid and free nitrogen	medium mineralized

		Barlyk-aran water	East Kazakhstan region	chloride-sulphate calcic-sodium containing amount of silicic acid and fluorine	low mineralized
		Kapal-aran water	Almaty region	sulphate-chloride sodium containing amount of free nitrogen and silicic acid	weakly mineralized
		Turkestan water	South Kazakhstan region	chloride-sulphate sodium containing amount of silicic acid and many organic substance of commixed bitumen-humic class	weakly mineralized
		Mineral water of a deposit "Sosnoviy bor"	Kostanay region	nitrogenous containing great amount of silicic acid	weakly mineralized

Source: Own elaboration based on the studied materials.

The revealed and used sources of mineral waters of Kazakhstan, various on action, possess high medical efficiency and have the big prospect for development of a network of balneal resorts.

For today only insignificant share of the reconnoitered mineral waters are used in more than 80 sanatoria and country dispensaries.

Aksay mineral water is presented by two balneal groups: it is little and medium mineralized chloride calcic-sodium thermal chinks, and also siliceous terms of a medium mineralization. The high maintenance of chlorides, especially calcium ions, was the indication for wide using of this water in sanatoria, sanatoria-dispensaries and in many treatment and prophylactic establishments of the Almaty resort zone and Almaty city for treatment of patients with diseases of cardiovascular, nervous systems, support and movement bodies, with a gynecologic pathology in the form of baths, and also for drinking treatment, lavages, transduodenal detersions, microenemas at variety of diseases of a gastroenteric path, a liver and bilious ways (chronic gastritis, chronic dyskinesia colitis, chronic hepatitis's and cholecystitises). Also Aksay mineral water is effective for treatment of initial displays of an ischemic heart trouble, vegetative infringements of an osteochondrosis, vascular-vegetative infringements of a climacteric syndrome [5].

Thermal, mineral medicinal waters, various climatic zones, mud recreational resources with which the Republic of Kazakhstan is rich, became quite good help for functioning of a considerable quantity of the sanatoria actively using all these riches for treatment and improvement, but despite it there is the important problem of insufficient efficiency using of mineral waters of Kazakhstan. For example, some unique deposits of mineral waters with specific structure and properties are not entered into practical use, investigation of new deposits is insufficiently actively conducted and resources of the mastered chinks are insufficiently intensively used. Examples of an effective utilization of the described method for creation of a unique brand of an advanced tourist product are resorts of Vichy (France), Baden-Baden (Germany), Karlovy Vary (Czechia) and others.

High salinity waters (e.g. Dead Sea) related mainly to muds and thermal spring waters (e.g. Battaglia, Euganean region, Italy) related to thermal muds. In both natural deposits the healing muds are commonly known and used a long time ago, and their application for therapeutic purposes was called

mud therapy. These healing muds can be considered as natural peloids and then included in pelotherapy [7]. Complex research of a medical mud of Kazakhstan has begun in the middle of XX-th century, but the first data about a local medical mud has appeared in XVIII-XIX centuries in Russia. So, in 2007 the Specialized test laboratory of balneology has been created which carries out researches of natural medical factors, mineral waters and a mud, a climate, resort districts, studies their curative properties. In the field of balneology science of Kazakhstan the basic scientific achievements are researches on use of natural medical factors in treatment and secondary preventive maintenance of various diseases of warmly vascular system of the basic-impellent device, gastroenterological, gynecologic, neurologic diseases and illnesses of respiratory organs. Now in Kazakhstan there is a set of deposits of a medical mud, large of them where the peloidotherapy is most actively used: Tuzkol (Almaty region), Segizkyz, Alzhan, Aralsor (West Kazakhstan region), Zhasybay, Alamerger (Pavlodar region), Borsyky, Sorkol, Aksuatsor, Ashchykol (Kostanay region), Karasor (Karagandy region), Karabulakkol (East Kazakhstan region) and others [8].

As well as in a case with mineral waters, the considerable resource potential of a medical mud is used insufficiently effectively that is connected with non-uniform geographical concentration of deposits of a medical mud. The recreational-resource potential of the sanatorium establishments which are in territories, possessing by a favorable geographical combination of sources of mineral waters and deposits of a medical mud considerably rises.

The important component of medical recreational resources are phytotherapeutic resources where the specific structure of wood has the great value: oak, birch and pine woods possess the greatest phytoncide properties. Forest-land percentage of Kazakhstan with the account of haloxylon and bushes makes 3,35 %, and without of them 1,2 %. Republic woods subdivide into birch and aspen splittings of northern areas, island pine forests of the northwest, tape pine forests of a right bank of Irtysh, woods of Altay and Saur, Dzhungarian Alatau and Tyan-Shan, also haloxylon and riparian, inundated and intra-zoned forests [9]. Phytotherapeutic resources are the important competitive advantage of a domestic sanatorium segment, therefore its use for positioning of a national sanatorium tourist product in the market of tourist services is represented to the most expedient.

Horn's treatment is a following major direction of domestic medical-improving tourism, it can define the international specialization of the East Kazakhstan tourism in the long term as only this region possesses it. Now in territory of the East Kazakhstan region three juridical persons carry out the activity in the given direction: "El-Tour-East" limited responsibility partnership, "Katon-Karagay deer park", "Aksu" open joint-stock society. "Aksu" open society has 5 medical-improving complexes in villages Yazovoe, Verh-katun, Beloye, Repnoye, Katon-Karagay, and the service is conducted within all year in three last. Cumulative capacity of tourist objects rendering services horn's treatment makes 178 beds. The support exclusively on a local manpower acts as a positive condition in development of horn's treatment [10].

For today it is observed incomplete and not enough effective utilization of medical recreational-resource potential of Kazakhstan, unique deposits of mineral waters and a medical mud are not placed in operation, not enough attention is given to microclimatic conditions as to a resource of sanatorium service. Despite dispersion and extra resort localization of a network of the sanatorium establishments, the separate territorially-recreational systems possessing a unique combination of medical factors, feel excessive recreational loading that can lead to their degradation. In the course of reforming of national system of sanatorium service it is necessary to keep orientation on complex and

an effective utilization of natural medical recreational potential of the country. Considering conclusive importance of pending natural-resource factor of manufacture of a sanatorium tourist product, it is possible to assume that the potential of its positive influence on formation of competitiveness of a sanatorium segment is promoted by a high variety of medical recreational resources of Kazakhstan, and also high level of their spatial differentiation. However, positive influence of the given factor is levelled owing to absence of accent on medical properties of natural-resource factors at positioning and branding a national sanatorium tourist product.

The complex analysis of modern level of a specialized infrastructure development of sanatorium sector allows revealing a number of qualitative and structural changes. Directions of sanatorium service development in Kazakhstan varies from a mass recreation of the population to better treatment and improvement. Gradual perfection of a specialized infrastructure of sanatorium sector is marked: major overhaul of the placement means, new recreational building, modernization of a medical infrastructure, increase in share double and single rooms, numbers of the raised comfort. At the same time, contemporaneous capacity of sanatorium sector of the Republic of Kazakhstan does not fit to volumes of demand for medical-improving tours, especially during the summer period that causes of attraction of additional placement means (rural manors, camps, etc.) for increase of placement infrastructure capacity in the maximum demand period for medical-improving tours. The insufficient capacity of a specialized infrastructure of sanatorium sector leads to domination of the industrial concept in a sanatorium segment that negatively affects its competitiveness.

The competence of the medical personnel are one more source of formation of competitive advantages of a sanatorium segment. For development of this competitive advantage it is necessary to give particular attention to constant improvement of professional skill of medical workers of a sanatorium segment, financing of research activity on working out of innovative methods of sanatorium treatment and improvement as in structure of employment relative density of experts for the given sphere is lowest. In the country specialized preparation of economists-managers for working at the sanatorium segment enterprises is not conducted yet. Besides it modern lines of the world tourist market development demand transition to an investment-innovative stage of development which develop insufficiently actively in the republic, irrational using of private investments takes place that slow down processes of modernization of an infrastructure and innovative activity of a sanatorium segment, reducing its competitiveness.

Studying of theories of innovations and the international experience of innovative activity in tourism allows to allocate modern lines of innovative potential development in sanatorium sector of Kazakhstan: prevalence of “grocery” innovations (introduction of the newest methods of diagnostics and treatment, medical-improving “spa-” and “wellness-” services, etc.), and also market innovations (perfection of marketing strategy of a tourist product advancement, introduction of innovative marketing communications). Deficiency of organizational innovations in a sanatorium segment of the tourist market of Kazakhstan substantially reduces its competitive positions as the given type of innovations is recognized the most effective for introduction at the tourist industry enterprises and represents as key object of innovative activity of foreign competitors of the domestic sanatorium and improving organizations. Besides it, a whole low intensity of innovative activity in comparison by foreign competitors is characteristic for a sanatorium segment of the tourist market of Kazakhstan. Low enough development of an infrastructure and service, inconsistent price policy of the enterprises of branch, insufficiently active advertising-information work, backwardness of marketing strategy for formation of a recognized brand of a national sanatorium tourist product make certain impact on it.

Thanks to the Kazakhstan mentality, the factor of the relation of local population to tourists has mainly positive influence on formation of a sanatorium segment competitiveness of Kazakhstan tourist market. However necessity of involving of local population is not considered in the course of the organization of medical-improving tourism that defines the minimum multiplicative effect for resort territories from development of this kind of tourism, new workplaces on regional labor markets are not created, production of local manufacturers practically is not used. The departmental accessory of sanatoria leads to leak of incomes of medical-improving tourism development from region, therefore social contacts of tourists with local population can have disputed character. Now growth of internal demand for services of the Kazakhstan sanatoria is observed.

Now there is a gradual transition from distributive realization of the medical-improving tours to market system, causing respective alterations in a social portrait of consumers of a national sanatorium tourist product, strengthening of value of a solvent and exacting segment of internal demand. And, as result, qualitative characteristics of internal demand gradually vary and their stimulating role still remains weak.

One of 4 determinants of a sanatorium segment competitiveness of the tourist services market of the Republic of Kazakhstan is the level of development of additional and accompanying branches, such as: building, furniture, easy, food, chemical-pharmaceutical industry, instrument making, agriculture, transport, system of the higher and average vocational education, show business and others.

Comfort of number fund of sanatorium establishments, individuality and recognition of architectural shape of sanatoria depends on quality of work of a building complex and the furniture industry. Now it is necessary to note aspiration to formation of individual architectural shape of new objects of recreational building and constructions, insufficient maintenance of tourists with subjects of sanitary and hygienic appointment (hard-core bed sheets, bathing robes, etc.), though the country light industry makes necessary production of comprehensible quality and placing of the majority of sanatorium service enterprises far from the leading centers of show business development, bank and other services leads to essential decrease in appeal of a Kazakhstan sanatorium tourist product, especially for the foreign tourists perceiving intensive development of sphere of services on resorts as a necessary condition of the organization of medical-improving tours.

Recently positive tendencies were outlined in development of additional services in the leading resort-recreational centers: drugstores, hairdressers, laundries, bank and post offices open, terminals for service of credit cards are established, an access to the Internet appears. Process of modernization of the medical equipment in Kazakhstan sanatoria occurs mainly at the expense of introduction of the import equipment from Germany, Italy, Switzerland and other countries of Europe, and also from China, Japan, Ukraine and Russia. Active development of import alternate manufactures of the equipment for water- and mud baths, magnet- and physiotherapy offices and other kinds of sanatorium treatment and improvement is obviously important taking into account considerable scientific and technical potential of Kazakhstan. Domestic sanatoria should have possibility of close cooperation with the enterprises of additional and accompanying branches, to represent itself as base objects for testing of new scientific and technical workings out, accelerating introduction of innovations.

In development of cooperation of Kazakhstan sanatoria with tour agencies it is possible to allocate three stages. At the first stage of spontaneous interaction for the purpose of initial integration into the

internal tourist market from all sanatorium establishments with tourist firms co-operated only about 10 %, the offer of tour agencies differed a low variety, and for activation of cooperation of sanatoria with tour agencies state structures took mainly administrative measures. At transition to the second stage of active and mutually advantageous cooperation on advancement of a sanatorium tourist product in home market it is possible to note tendencies of refusal from distributive in favor of market system of sale of permits and transformation of branch into the major segment of the tourist market of Kazakhstan. If it was possible to name earlier real subjects of the tourist market all about 10 % of the Kazakhstan sanatoria now practically all enterprises of sanatorium service participate in formation and advancement of its tourist product. The third stage of cooperation development of the sanatorium service enterprises with tour agencies is characterized by sharp growth of popularity of sanatoria as objects of cooperation with the purpose of organization of foreign tourist's reception, selectivity of sanatorium establishments at a choice of partners, and also occurrence of new orientation to independent advancement of a tourist product.

Medical-improving tours to Kazakhstan sanatoria make about 10 % in a proposal structure of tour agencies on rest in Kazakhstan and the quantity of non-residents makes only 2,7 % from number of the tourists having a rest in sanatorium districts of Kazakhstan with the medical-improving purpose [11]. At the same time, transition to a new stage of development of cooperation with intermediaries in the world tourist market is complicated by backwardness of advancement strategy of a national sanatorium tourist product on a foreign market, absence of scientifically well-founded approach to their formation.

The major characteristic of action the fourth determinant of Porter's rhombus on formation of a sanatorium segment competitiveness of the tourist market of Kazakhstan is absence of a real competition between its subjects which is characteristic for all sanatorium segment during a high season where it is observed inelasticity offers inelasticity of a sanatorium tourist product and domination of the manufacturer market. The most competitive sanatoria have a uniform departmental accessory that defines prevalence of the centralized strategy of created tourist product advancement on the internal and external markets of tourist services. However according to competitiveness theories the centralized strategy have no considerable success at production advancement of service sphere. As the result, stimulating characteristics of considered determinant are shown to a minimum, there is a problem of export of a sanatorium tourist product.

## CONCLUSIONS AND SUGGESTIONS

Apparently from noted factors of manufacture of a sanatorium tourist product in M.Porter's model of "a national rhombus" a positive effect on formation of competitiveness of medical-improving tourism of Kazakhstan is rendered basically by natural-resource factors of a favourable geographical position and sufficient supportability of medical natural-recreational resources. However even this natural-resource factor is used insufficiently rationally therefore as action of social-business factors investment-innovative and organizational character is inconsistent or negative. It means that the sanatorium sector of Kazakhstan still is at a natural-resource stage of development and transition prospect to an investment-innovative stage are limited by domination of the manufacturer market in a sanatorium segment, deficiency of administrative skill, low investment appeal of branch.

As a whole, proceeding from the conducted research, we receive the following major factors determining efficiency of a sanatorium complex activity, they are:

- social and economic (difficulty of social mission realization, low factor of fallibility, seasonal prevalence of work, insufficiency of self-financing and unprofitable activity, uncomfortable infrastructure, low level of service);
- legal (unsettled questions of the enterprises property, departmental dissociation, incomplete building of a sanatorium objects, correction of standard base);
- organizational-administrative (insufficiently professional personnel structure, absence of marketing, investment, innovative programs of a sanatorium segment development, scientific researches with the feedback analysis in sanatorium branch);
- ecological (pollution of natural resources, climate fluctuation under the anthropogenic effect, excessive loading on territory).

In modern conditions to the maximum realization of a sanatorium segment potential will promote:

- working out and realization of conceptual model of revival and development of a sanatorium segment which means creation of the program of its development; correction and formation of the regulatory legal acts package regulating rural relationship in given sphere; formation of the financial and economic mechanism of realization of tasks in view by participation financing from state and commercial structures, at observance of interests of all participants of process; efficient branch control;
- coordination of actions of the various states, and also the state and administrative authorities in management questions; development of interstate and international cooperation in the field of tourism, including by creation of Uniform sanatorium-tourist and social-improving space (on the basis of Uniform economic space);
- perfection of legal bases: correction and formation of standard-legal base of tourist and sanatorium activity's development on the basis of a combination of economic and social efficiency principles;
- equality maintenance of sanatorium complexes of all patterns of ownership in financing questions of sanatorium, improving, rehabilitation and preventive actions, on a competitive basis at the expense of means state and commercial structures;
- creation of the modern competitive resort market with the developed management, innovative and information-advertising activity promoting a favorable investment climate, inflow of financial assets to region;
- formation of territories of priority functioning sanatorium complexes at the expense of working out of corresponding programs of development with attraction of investment resources;
- assistance in development of marketing and advancement of sanatorium services in the internal and international markets according to the international practice, thus is necessary to accentuate advertising of those strengths which are at a resort, distinguishing it from similar domestic and foreign;
- specialization deepening in the medical, marketing, administrative structures of sanatorium complexes, directed on improvement of quality and assortment of offered services, efficiency of service of tourists; development on the basis of sanatorium complexes business, educational and other kinds of tourism;
- carrying out of sociological, economic, ecological and statistical monitoring, the analysis of existing problems, a condition and prospects of sanatorium complexes development by scientific institutes and organizations.

The timely decision of these and other problems and problems of sanatorium sphere will allow providing competitiveness of medical-improving tourism in the world tourist market. In turn, it will provide all-year fallibility of sanatoria and will raise a social role and economic profitability of a resort, its contribution to improvement of the person and a society

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# INFLUENCING OF INFORMATION SHARING TO ORGANIZATION PERFORMANCE IN AVIATION INDUSTRY

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## ABSTRACT

This research investigation, the researcher inquires into the effects of Information Sharing on the Marketing Performance of aviation industry firms. In carrying out this investigation, the researcher applies a conceptual framework derived from various theories of competition. The methodological approach adopted by the researcher blends quantitative and qualitative research methods. As such, the research instruments utilized by the researcher to collect apposite data were twofold, viz., an in-dept interview form and a questionnaire. The data were obtained from 120 aviation industry administrators from different administrative strata for Quantitative and the data from 10 persons for in-dept interview.

The data collected were subsequently analyzed using the structural equation modeling (SEM) technique. Using confirmatory factor analysis (CFA), the researcher validated the items in the questionnaire in terms of accuracy and reliability. In determining the weight of factors derived from testing the construct validity of the factors, the researcher found the following: chi-square ( $X^2$ )=87.99; degrees of freedom (df)= 78; probability-(p)-value=.07;  $\chi^2/df=1.18$ ; root mean square error of approximation (RMSEA)=.01; goodness of fit index (GFI)=0.99; adjusted goodness of fit index (AGFI)=0.99; normed fit index (NFI)=0.96; non-normed fit index (NNFI)= 0.97; incremental fit index (IFI)=0.96; relative fit index (RFI)=0.99; comparative fit index (CFI)=0.98; and Hoelter's critical "N" (CN)=319.46 (n=120).

In addition, analysis revealed that Internal Collaboration, External Collaboration, and Information Sharing were explanatory of variances in Organization Performance at 58.5 percent ( $R^2 = 0.585$ ). Furthermore, Internal Collaboration and External Collaboration were explanatory of variances in Information Sharing at 48.9 percent ( $R^2 = 0.489$ ). When an organization encounters problems, it can adopt the aforementioned three strategies in solving problems. Also, it can bring to bear thirty major factors in solving organizational problems.

## INTRODUCTION

At present, the aviation industry is highly competitive in view of changing economic conditions. An untoward political environment in conjunction with natural disasters has brought business operations to a standstill from time-to-time. Overall profits for entrepreneurs have therefore decreased. The profitability of enterprises vis-à-vis the aspects of operational costs and management expenditures must be directly addressed. In business operations, various techniques and methods have been employed to maintain consumer market share. Consumers have an array of options in using airlines and so airlines must be responsive to their needs by keeping prices low and providing satisfactory services. As such, these business organizations must consider how to conduct business appropriately. If mistakes are made, it will result in lowered returns as well.

Hence, organizations must consider which business practices are conducive to cost reductions and obtaining higher returns. In practice, however, entrepreneurs are often uncertain as to which strategies are the most appropriate in the sense of being most conducive to achieving maximum benefits. There is also uncertainty as to how to rank the importance of strategies in the course of deciding which strategies to use. Hence, in this research investigation, the researcher is concerned to establish which business strategies would be most conducive to maximizing benefits for organizations upon implementation. This research investigation accordingly strives to answer the research question whether supply chain strategy has effects on the marketing competency of aviation industry firms

## THEORIES AND RELEVANT LITERATURE

**Information Sharing (ISH)** The principle of information sharing is strategically important to organizations. Used effectively, this principle will conduce to organizational success. [8,13] Of utmost importance, however, is whether the information conveyed is accurate. As such, information utilized must be constantly validated. In addition, it is imperative to disseminate information to all units with alacrity. The speed with which information is disseminated depends on a number of supportive factors, notably, the use of the Internet. Information sent should be terse, concise, accurate, and entirely germane to the situation. Information sent to all units must be identical and immediately applicable to work performance. The modernity of a management system and having highly qualified employees are of no avail if identical information is not conveyed to all of the employees in each unit. [6,7 8,13]

H1 : Information sharing has a positive effect on organization performance

**Collaboration (COL)** external and internal collaboration in the value chain involves supplier, industry, distributor, retailer and customer. A value chain is operationally successful not only because of speed of execution and sufficient lead-time. Success also depends on responsiveness to customers and planning and controlling costs even at the lowest level. These factors will give an organizational competitive edge and are of course dependent on effective external collaboration. [12,13,1]

In any event, it is paramount to consider work-connected problems in the present connection. Improvement and correction of problems must be continuous and should involve the application of an array of methods of control and solution. Under such circumstances, external collaboration must be grounded in principles governing good collaboration. [5,16] Thus, it is crucial to examine the questions of (1) connections; (2) performance improvement; and (3) explicit sharing in benefits. [5,4]

H2 : Collaboration has a positive effect on organization performance

H3 : Collaboration has a positive effect on information sharing

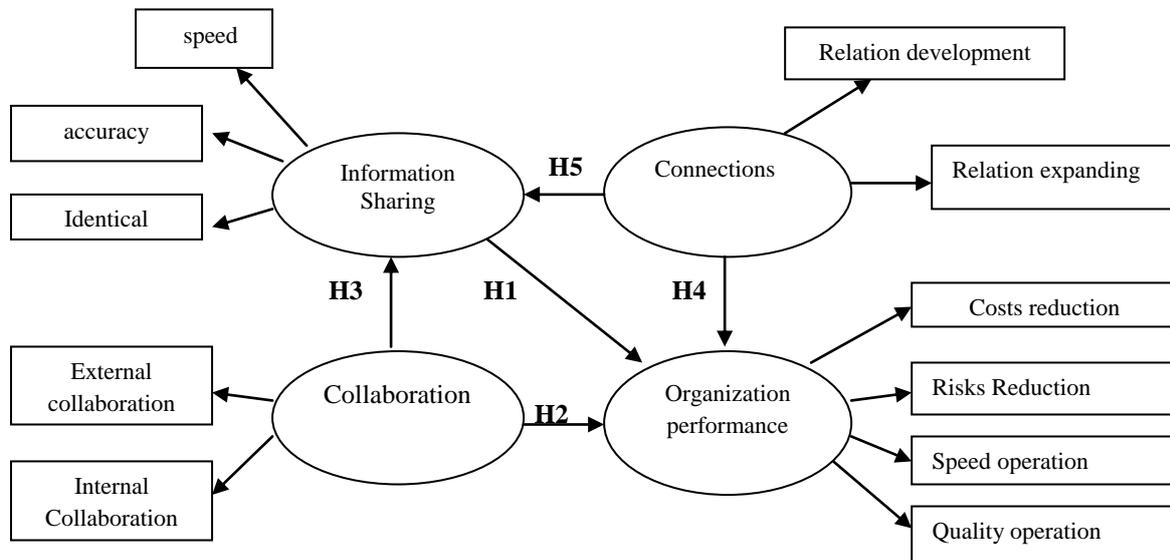
**Connections (CON)** Business organizations must adopt and adapt an array of methods to ensure organizational success. Organizations in China pay attention to personal relationships in conducting business with trade partners. The system of personal connections or *guanxi* facilitates continuous and long-term trade. Attention is paid to cultivating good relationships and closeness with customers over long periods of time. [8,9] Such relationships are developed to facilitate interactions between suppliers and customers, thereby bringing in their wake business benefits for all concerned. All employees are allowed mutual contact without being impeded by the positions they hold. Organizational activities are planned and fostered to the end of enhancing personal relationships. All of this has been well studied and it is clear that factors such as these could be highly beneficial to maintaining long-term trade relationship which could easily become even more encompassing over time. [8,9,10]

H4 : Connections has a positive effect on organization performance

H5 : Connections has a positive effect on information sharing

**Organization Performance (ORP)** Organization Performance There are two aspects measuring organization performance: efficiency and effectiveness. Efficiency focuses on the use of resources or input to the end of the maximization of benefits. Mostly, it involves the measuring and controlling of costs. Effectiveness focuses on achievement as set by performance output. Mostly, it involves measuring matters related to customer service in the aspects of time, quality, and responsiveness as indicated by levels of customer satisfaction. Accordingly, measuring performance engages five important indicators as follows: (1) reductions in organization costs; (2) reductions in risks incurred; (3) responsiveness; (4) agility; and (5) quality. [2,311,14,15]

Figure 1 Conceptual Frameworks



### RESEARCH METHODOLOGY

The researcher used both qualitative and quantitative methods in carrying out this research investigation. Therefore, the research instruments were twofold. The qualitative research instrument involved conducting in-depth interviews in order to obtain relevant facts and elicit information showing what were the precise relationships among variables. Upon collecting this information, the researcher was thereupon able to construct a questionnaire to be used in the quantitative research phase of the investigation.

The quantitative research investigation required using a questionnaire constructed on the basis of a review of relevant literature and conducting in-depth interviews. As such, the research instruments were used to investigate (1) internal collaboration; (2) external collaboration; (3) information sharing; and (4) market performance. The data were obtained from 120 aviation industry administrators from different administrative strata. The data collected were subsequently analyzed using the structural equation modeling (SEM) technique. Using confirmatory factor analysis (CFA), the researcher validated the items in the questionnaire in terms of accuracy and reliability. In determining the weight of factors derived from testing the construct validity of the factors.[5,16]

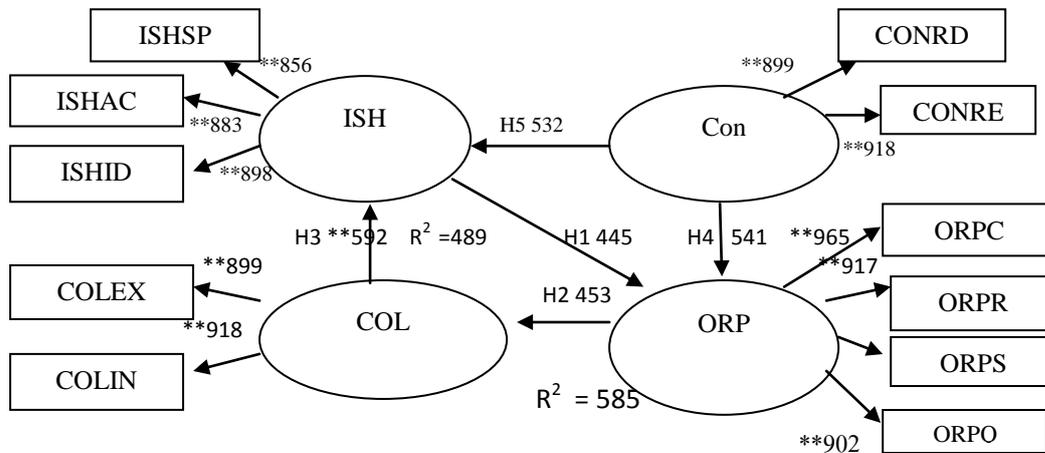
### FINDINGS

Analyzing causal relationships involving organization performance. In analyzing the relationships between apposite variables to determine whether the empirical data were congruent with the theory and in accordance with research hypotheses, the researcher found the following:

Using the structural equation modeling (SEM) technique by reference to the conceptual framework adopted by the researcher, it was found that the results were congruent with the empirical data.

In hypothesis testing, the researcher found that the factors of information sharing, internal and external collaboration, and connections influenced organization performance and were explanatory of variances in marketing competency at 69.5 percent ( $R^2=0.695$ ) at the statistically significant level of 0.000. The factors of international and external collaboration and connections influenced information sharing and were determined to be explanatory of information sharing at 54.2 percent ( $R^2= 0.542$ ) at the statistically significant level of 0.000.

**Figure 2:** The results of data analysis conducted using the structural equation modeling technique



Chi-Square = 87.99, df = 78, p-value = 0.07,  $\chi^2 / df = 1.18$ , RMSEA = 0.01, GFI = 0.99, AGFI = 0.99, NFI = 0.96, NNFI = 0.97, IFI = 0.96, RFI = 0.99, CFI = 0.98, CN = 319.46 (n = 120)

\*means the statistically significant level of .05 (1.960 ≤ t-value < 2.576)

\*\*means the statistically significant level of .01 (t-value ≥ 2.576)

**Hypotheses testing**

$$ORP = \beta_0 + \beta_1 ISH + \beta_2 COL + \beta_3 CON \zeta_1 \dots\dots\dots(1)$$

$$ISH = \beta_4 + \beta_5 COL + \beta_6 CON \zeta_2 \dots\dots\dots(2)$$

**Table 2:** Results of hypotheses testing

Path	Path coefficients	t-stat	p-value	result
H1 : Information sharing has a positive effect on organization performance	0.445	6.297**	0.00	support
H2 : Collaboration has a positive effect on organization performance	0.453	6.532**	0.00	support
H3 : Collaboration has a positive effect on information sharing	0.592	5.892**	0.00	support
H4 : Connections has a positive effect on organization performance	0.541	7.785**	0.00	support
H5 : Connections has a positive effect on information sharing	0.532	6.715**	0.00	support

**Table 3**

Result of testing for path influences

Variable Result	Operation Performance (ORP)			Information Sharing (ISH)		
	DE	IE	TE	DE	IE	TE
Information Sharing : ISH	0.532**	-	0.532	-	-	-
Collaboration : COL	0.443**	0.268**	0.666	0.504**	-	0.304
Connections : CON	0.491**	0.238**	0.721	0.449*	-	0.449
R <sup>2</sup>	0.585			0.489		

**The results of hypotheses testing**

On the basis of inspecting the table, it can be inferred that there is an overall influence on organization performance. As can be shown, depicting the mutual influence between causal variables in each path will provide the means whereby the testing of hypotheses will allow the answering of research questions.

Using analysis involving construct validity, the researcher found the following: The test validating the measurements used in this inquiry suggested that the indicators utilized measured the same construct. The criteria for evaluation used in this connection were that the indicators must have a loading value higher than 0.707 concomitant with a Cronbach's alpha ( $\alpha$ ) greater than 0.700 [5], and an average variance extracted (AVE) greater than 0.50 concomitant with a statistically significant level result found upon testing convergent validity. Findings are as follows:

**Table 4**

The results of an analysis of factorial construct validity

indecator	loading	t-stat	CR	AVE
<b>Information Sharing : ISH</b>				
ISHSP : Speed	0.856	15.083	0.882	0.699
ISHAC : Accuracy	0.883	7.957		
ISHID : Identical	0.898	11.284		
<b>Collaboration : COL</b>				
COLEX : Expanding New Customer Service	0.873	10.934	0.899	0.652
COLIN : Protection In Market share	0.992	13.332		
<b>Connections : CON</b>				
CONRD : Used Low cost	0.899	11.917	0.885	0.832
CONRE : Used Differentiation	0.918	9.975		
<b>Organization Performance : ORP</b>				
ORPC : Market share increases.	0.965	10.336	0.896	0.719
ORPR : Income from higher sales.	0.917	12.511		
ORPS : Increased sales volume.	0.888	12.927		
ORPQ : Sales increases.	0.902	10.863		

The results from conducting an overall analysis of the measurement model showed construct validity for hidden variables, information sharing, collaboration, connections, and organization performance. This was equivalent to the relationship path between observed exogenous variables and hidden exogenous variables ( $\lambda$ -X [LAMDA-X]) and the relationship path between observed endogenous variables and hidden endogenous variables ( $\lambda$ -Y [LAMDA-Y]), while taking into account t-values governing the computation of the weight of the factors of concern. All observed variables were validated as being mutually correlated in accordance with the set hypotheses postulated for this investigation.

## CONCLUSION

It can be concluded that the strategies that aviation industry administrators should pay greatest heed to are in the following descending order: information sharing, connection, and collaboration. The statistical values that were explanatory of organization performance variances were found to hold at 58.5 percent ( $R^2=0.585$ ). Connections and collaboration were determined to be explanatory of variances in information sharing at 48.9 percent ( $R^2=0.489$ ).

In addition, it would be well if administrators considered the most appropriate management: information sharing with the following ranked in importance: speed information; accuracy information; and identical information. Next, in descending order, was the connections with the following ranking in importance: the use of a relations development and a relations expanding. Lastly was the Collaboration with the following ranking in importance: internal collaboration and external collaboration expanding a new relate customer base. Finally, important factors to be used in the industry were altogether thirty five in number.

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# **I – San Cultural Tourism Management in the Mekong Frontier**

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## **ABSTRACT**

Abstract---The northeastern region of Thailand or I-san has its territory connecting to the Mekong River which is an important river within the Greater Mekong Sub-region. I-san is a good strategic point that can promote local and international tourism and also shows its potential growth continuously. This research aims to examine I-san cultural tourism management in the Mekong frontier using a qualitative approach. To collect the data, a structured interview is used to interview the key informants regarding I-san cultural tourism in Loei, Nong Khai, Mukdahan, and Ubon Ratchathani provinces. Data were analyzed by content analysis. It founded that most cultural tourism was dealt primarily with the way of life of the local community which is unique and diversified. Besides, there were some destinations that are difficult to access, some facilities are still inadequate, most of the hotels are small and medium-sized, and there were only some communities that set up tourism activities. As a consequence, I-san cultural tourism in the Mekong frontier should be promoted from relevant parties in order to establish the strength within the community.

Keywords---I-San Cultural Tourism, Mekong River, Way of Life

## **I. INTRODUCTION**

The Greater Mekong Sub-region (GMS) is another important tourist destination of most travelers. At the moment, there are substantial numbers of tourists travelling to this region. With a greater number of tourists, it is a good opportunity to develop tourism in the northeast region as it is an important connecting point that can link tourism with the neighboring countries. Because of the outstanding location and its boundary connected to the Lao People's Democratic Republic, it shows the potential of tourism development in this region.

Moreover, the area has a rather outstanding and diverse culture and possesses unique identity in terms of language, food, architecture, way of life, and other ethnicities which is a cultural heritage from learning, experts' experience and then they become the local wisdom of I-san. But due to lack of promote cultural attractions [Sudthitham, 2003], lacks the leadership to develop the tourism potential of the area to be sustainable. Contribute to cultural tourism in this area is not sustainable.

Culture and cultural heritage is a new type of tourism development where the tourist destinations as well as its activities play a crucial role in attracting the tourists and visitors [Cooper et al., 2008]. In addition, cultural tourism encourages tourists to have a genuine experience and take part in the activities of the local community which is rarely seen in the daily life [Goeldner & Ritchie, 2009].

I-San area on the banks of the Mekong frontier is another important strategic point where tourism can be developed. This area possesses a high potential for cultural tourism; however, it has not yet been well-developed. The study of cultural tourism types of I-San area on the banks of the Mekong frontier will help to better understand the potential of cultural tourism in various aspects. Such information gained from the study will be used to develop cultural tourism in the region in a sustainable manner. In addition, the concept of

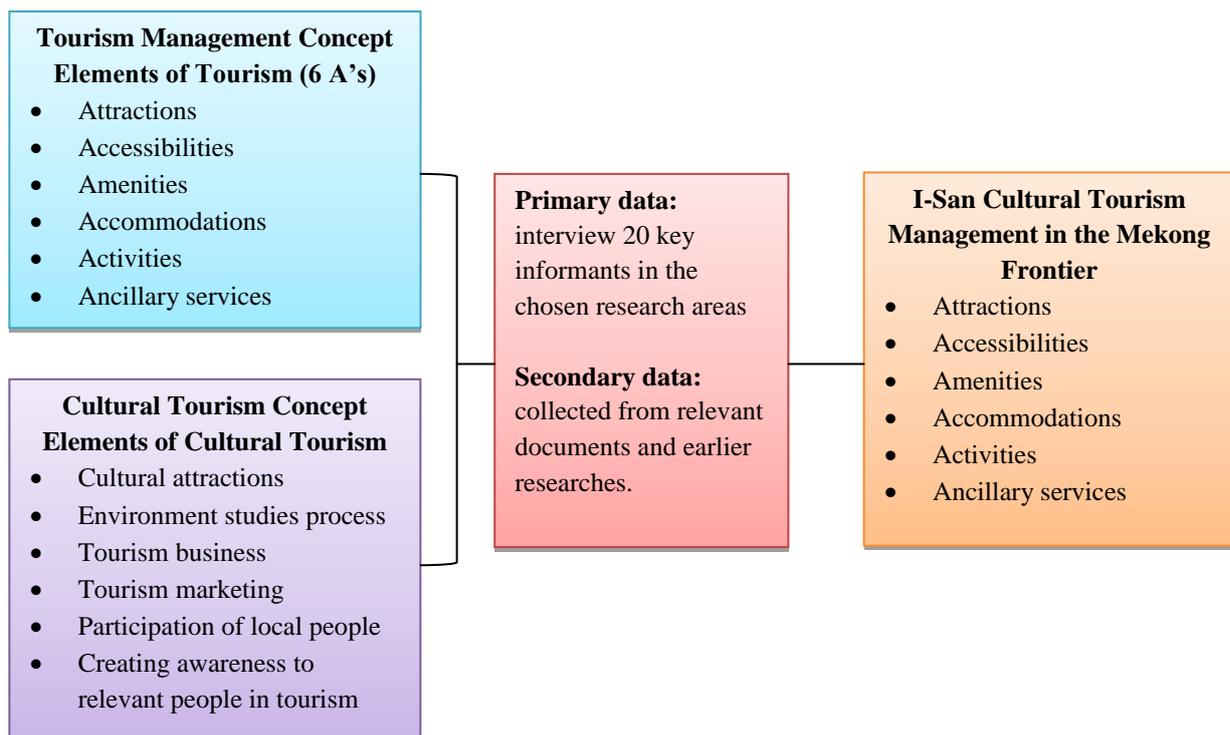
sustainable development is passed on to a whole tourism industry; that is, tourism will be managed according to the carrying capacity of the nature, community, tradition, culture, way of life of the local residents, environment and its tourism resources of the tourist destinations.

Cultural tourism is a form of travel covering all aspects of tourism that a human can learn the way of life as well as the thoughts of others [McIntosh, 1990]. I-San cultural tourism, therefore, is traveling to the tourist destinations in order to observe the way of life and the thoughts of the local community. Such study aims to learn and appreciate its identity as well as its beauty of the local culture, build a friendship, knowledge, understanding, and appreciation towards the cultural identity of the community creating less impact to the people, culture, and environment. At the same time, the local community, the owner of the culture, can benefit from tourism in terms of social, cultural, and economic contexts.

To enable I-San cultural tourism a form of tourism that helps to develop regional tourism sustainably in the mentioned contexts, the development is to be based on the concept of cultural tourism as well as its sustainable development in order to yield the maximum efficiency and effectiveness to the I-San cultural tourism.

This research aims to examine I-san cultural tourism management in the Mekong frontier by elements of tourism [Buhalis, 2000] including attractions, accessibilities, amenities, accommodations, activities and ancillary services which are based on tourism management concept [Sangchey, 2007] and cultural tourism concept [Jittangwattana, 2005; Sitikarn et al., 2006].

**Figure 1 – Conceptual Framework**



## II. METHODS

The present research is qualitative-oriented. The procedure of the research is illustrated as follows:

### 2.1 *Scope of the study*

The researcher limited the scope of the study by selecting only 7 provinces in the Mekong River based on the information from the Ministry of Tourism and Sport, include Loei, Nong Khai, Buengkan, Nakhon Phanom, Mukdaham, Amnat Charoen, and Ubon Ratchathani. Because this area is a large area so our objective was to select the area to be studied and can represent the area well. Two major criteria used to arrive at the chosen

research areas are 1) It is a province in the Mekong River based on the information from the Ministry of Tourism and Sport 2) It is a province that has more than 1 million tourists in 2010 based on the statistics of Thai tourists separated by province in 2010 from the Department of Tourism, the Ministry of Tourism and Sport. To meet the set criteria, therefore, four provinces are chosen as research areas for the present study including Loei, Nong Khai, Mukdahan, and Ubon Ratchathani provinces.

## **2.2 Populations**

The population for the present study is stakeholders are as government and private officials involving in tourism in research areas.

## **2.3 Key Informants**

The researcher determined 20 key informants; that is, government and private officials, academicians, community leaders whose life are involving with I-San cultural tourism. They are having either academic or administrative position concerning tourism development in the chosen research areas, to arrive at the desired key informants by the purposive sampling technique.

## **2.4 Instruments and Data Collection**

A structured individual interview is essentially applied with the key informants by following the guidelines for an interview to collect the data. Such guidelines for an interview are developed based on the concept of cultural tourism and sustainable tourism development.

Data collection is the primary data from the key informants in the chosen research areas while the secondary data were collected from relevant documents and earlier researches.

The researcher analyzed and synthesized the collected data by using content analysis.

# **III. RESULTS**

The results of the research related to I-San cultural tourism is illustrated as follows:

## **3.1 The role of organizations related to I-San cultural tourism in various perspectives**

### **3.1.1 The policy of I-San cultural tourism management**

The organizations related to I-San cultural tourism takes different roles in developing cultural tourism of the areas. With regards to the attractions development, the Province Office of Tourism and Sports is a major organization in developing the attractions, facilities and amenities. In addition, it provides training about tourism management by the community in order to arm the local community effectively with the knowledge about tourism development which will create additional jobs as well as revenue to the community. The Province Office of Tourism and Sports is also a major organization to set up the tourism development strategy of the province. There are some supporting agencies working closely with the major ones in promoting tourism activities. For instance, the Provincial Administrative Organization sets up the budget to develop the attractions in collaboration with the Ministry of Tourism and Sports in order to check its readiness of the tourism products and do marketing with the Tourism Authority of Thailand, promotes the tourist destinations to do more marketing. The Community Development Provincial Office encourages the local community to do a souvenir shop.

In addition to the governmental sectors, the private sector also plays a crucial part in promoting cultural tourism. To develop I-San cultural tourism effectively, it is therefore essential to coordinate with several organizations taking different but important roles in tourism development in terms of economic, social, cultural, as well as environmental perspectives.

## **3.2 Cultural tourism along the Mekong Frontier**

### **3.2.1 Attractions**

Most of attractions along the Mekong frontier are involved community's ways of life, cultural, traditions and religious beliefs such as Kaw Pun Nam Jaw (Thai vermicelli eaten with soup and entrails), Tam Dong Dang (Papaya salad with vermicelli called Dong Dang which are bigger than vermicelli), morning glory and bean sprouts. The attractions and unique culture as follows in Figure 1

### **3.2.2 Accessibilities**

Getting access to some attractions are difficult. Somewhere have good access routes and somewhere have bad routes, any signs are not clear, there are least amount of transportation such as bus and van does not get to the attractions.

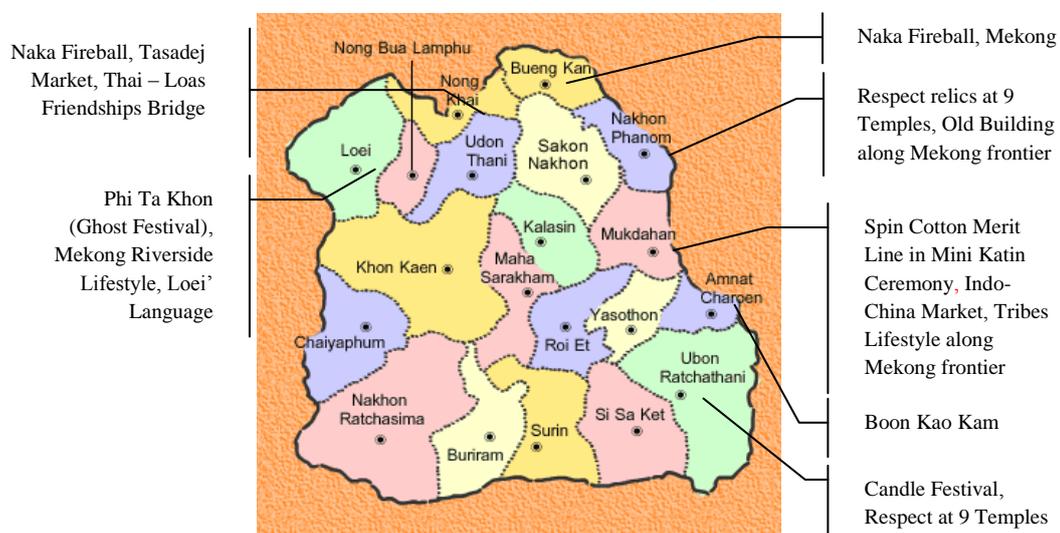
### 3.2.3 Amenities

Facilities are insufficient in some attractions. Lack of good service and clean in restaurants. The organizations that related to develop facilities do not focus on development. Somewhere were developed the facilities were not suitable the attractions that called “disgraceful visual” such as the toilets eclipsed the attractions, parking area unsuitable for tourists, it so far from attractions.

### 3.2.4 Accommodations

There are many and various accommodations in this area. Almost, there are medium and small accommodations which are all types of hotels, apartments, resorts and homestays but the problems was undercut the price of each other therefore the related organizations which are responsible entities will be control their price to the same standards to reduce conflict in the business, and to be fair to all tourists in the target group.

**Figure 1 – Cultural of each area**



### 3.2.5 Activities

There are many and various tourism activities in this area, particularly the cultural and traditional event that held in every season. Such as in the homestay; “Bai Sri Su Kwan” (small welcome party for tourists), traditional cooking, local dancing, made the local souvenir; “Pa Mak Klon” (the cotton ferment with mud), made organic rice, made herbal compress, etc., visitors can participate in the activities, have the knowledge and experience from the cultural tourism activities.

### 3.2.6 Ancillary Services

Each of which will require the availability of a space and understanding about the tourism management. Whereas, currently the community to lack of leader and the group to manage their tourism. However, the organizations are involved have to support with the integration of the community, assist them by sale tour program and bring tourists to travel in the community. Encourage staff to have a better understanding on cultural tourism in the community.

## 3.3 Problems and Limitations of I-San Cultural Tourism Management

In most cases, the problem is about "people" for instance;

- Lack of coordination between organizations in a systematic coordination with other organization, seemed quite irrational conflict between the organizations and communities.
- The local people have not knowledge about tourism, still have a traditional way of life and do not know how to welcome tourists, have not good welcome presentation format and cultural tourism system.

- Cultural tourists are niche market.
- The local authorities lack a budget for supporting tourism and continuity.
- Allocation of the revenue generated from tourism irrational. The community leaders and members do not understand their own roles.

### **3.4 The Promotion and Development of I-San Cultural Tourism in Mekong Frontier**

- More researching about cultural and tradition studies of region.
- Invite the mass media and public relations to tour in this area.
- Encourage community is equipped to handle tourism community.
- Find organization to serve as a mentor to the community. Encouraging people in communities to manage their own cultural tourism.
- Find appropriate activities to promote tourism community with neighboring countries.
- Provide training to educate the local people. Survey the community where attend to manage their tourism and invite community representatives to study in other attractions and monitoring the implementation.
- Exploring religion and way of life area and extract features and at the right time inherit the existing activities and create new activities to attract tourists.
- Training local guides that are fluent in the story of tourism and recreation activities during the trip.

## **IV. DISCUSSION**

Entities related to I-San Cultural Tourism in Mekong frontier, role in the development of different both the development of tourism, marketing and public relations, economic and income, social, environment, arts and culture should be more collaboration between organization more relevant to the management of cultural tourism in Mekong frontier, to achieve objectives and make the society is a cultural heritage conservation [Tran & Nguyen, 2004].

Most types of attractions in Mekong frontier are traditional culture [Hughes, 2002; Sigala & Lessie, 2005; Smith, 2009] such as the arts and crafts, tribe village, cultural festival of indigenous, traditional languages and rural lifestyle In order to get enjoyment gain a better understanding of the local culture. On the basis of responsibility and consciousness to preserve the heritage and values of the environment. Local community participation in tourism management cultural sights, each with a unique culture and diverse lends out cultural tourism is creating a career and income to the community consistent with the findings of Pimsen et. al. (2002) studied cultural tourism potential of the community to produce a product for tourism.

The result of Bamrungjitt et. al. (2006) offers to potential and concurrently communities in cultural tourism can extract features to sell to tourists. But there are some that should have been improved, such as the accessibilities, facilities in tourist attractions. While Pinsri et. al. (2007) suggests to developed and improve potential of cultural tourism attractions and can be used as a selling point for tourism-oriented culture. Furthermore, development of cultural tourism in Mekong frontier need to achieve in this area, more tourists every year, communities and related organization have receive benefit from tourism whereof the community must be strengthened to be creator and benefit the most and consistent with the study by George (2010) found that community-owned sites have been disparities in the benefits from tourism, so tourism development of the local community is both the creator and the real owner should get benefit.

## **V. CONCLUSION**

The six components of I-San cultural tourism in Mekong frontier (6 A's) are included;

The attractions in Mekong frontier are almost traditional culture.

The accessibilities should improve every vehicle to be able to travel more easily accessible sites.

The amenities in the attractions should improve to secure the tourists, signs for warning the tourists, tourist service center and developed potential of local guide and a sufficient number of tourists.

The accommodations should have a sufficient number and variety. The operator should improve service and price standards and do not take advantage from tourists.

The activities should have variety. Tourists can do and have more knowledge, experience and impression.

The ancillary service should be managed by the community to be strengthened. Ready to be welcomed into the community, to recognize the importance of tourism, to preserve the cultural traditions of the community and develop community to progress more.

## VI. FUTURE WORK

### 6.1 Recommendation from this research

6.1.1 Relevant agencies should be aware of their role in relation to tourism development in the area for tourism development in the area with the highest performance and cause enduring.

6.1.2 People in the area should be more collaboration in the community. To strengthen community and to manage their own travel.

6.1.3 I-San cultural tourism development in Mekong frontier should be developed vigorously and continuously, to achieve a lasting and positive impact on the local economy, society and culture.

### 6.2 Recommendation for research in future work

In the future, we should study cultural tourism along the Mekong frontier between Thailand and neighboring countries. To create tourism products linked to international tourism. Tourism creates opportunities to support the tourist economy in ASEAN and tourists from around the world in the future.

## VII. ACKNOWLEDGMENTS

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# THE DEVELOPMENT OF TOURISM IN TRANSFORMING ECONOMIES: A CASE STUDY OF KAZAKHSTAN

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## ABSTRACT

The study examines the development of tourism in the Republic of Kazakhstan (Kazakhstan). It outlines the key changes of the 21st century, identifies the main characteristics of tourism and identifies and comments on potential strengths and weaknesses of tourism in Kazakhstan as it seeks to re-establish its links with the global tourism markets. The study uses an evaluation of various statistical figures with a comparative analysis in order to help conducting a study on the following indicators of Kazakhstan's tourism industry between 2008 and 2012. It suggests that the transformation of tourism still has a long way to go but that quality of the attractions and the development of the services provide a basis for optimism. Finally, the study manages to bring forth a series of recommendations for the development of Kazakh tourism industry in terms of expanding inbound tourist sources, featuring different inbound tourism products, optimizing tourism supply structure and enhancing tourism policy support.

**Keywords** – domestic tourism, international tourism, Kazakh tourism, tourism development, transforming economies.

## INTRODUCTION

Central Asia, being on a joint of world value ways between Europe and Asia, between the West and the East, can play an invaluable role in the development of profitable relations of these parties. According to Kantarci [1], tourism sector of Central Asian countries has great investment potential. Although the tourism is untamed and underdeveloped, some authors consider that the region has been gaining popularity as new destination in international tourism market. [2, 3, 4, 5]. Kazakhstan stands out as the largest country in the region with low population. [6]. Possessing the generous natural resources, rich national culture and huge potential for development, today Kazakhstan draws world attention of the public. Carrying out of such significant international events as 18-th General Assembly of World Tourism Organization (WTO), the International Spiritual Forum, the summit of OSCE, 7-th Asian Winter games, Astana Economic Forum, EXPO-2017, proves an increasing role of Kazakhstan in a world scene and the growing trust, rendered to us by the international public. Kazakhstan still has a huge non-realized potential for development of tourism in the international and regional markets. Presence of a wide spectrum of recreational resources and historical and cultural heritage allows Kazakhstan to be integrated harmoniously into the international market of tourism and to reach intensive tourism development in the country. It will provide steady growth of employment and incomes of the population, stimulation of development of adjacent branches with tourism and increase in inflow of investments into national economy. The industry of tourism in Kazakhstan at the state level is recognized as the one of priority branches of economy. The analysis of statistical and empirical data testifies the increasing interest to the Kazakhstan tourist product and favorable tendencies of growth of quantity of tourists, expansions of commodity markets. The purpose of this study is to indicate how the development of tourism in Kazakhstan has progressed in terms of various indicators such as tourist arrivals, tourism income and quality of infrastructure over the last five years.

## II Analysis of the tourism industry in Kazakhstan

Today, after almost ten years of chaotic development of tourism and lack of attention from the authorities, the government of Kazakhstan just recently started to pay attention to tourism development. Since achieving its independence, country has been actively participating in international market and focusing on attraction of foreign investments. [7]. One of the main steps taken by the government was a standard-and-legal basis. This basis contains all the fundamentals of tourism required for successful development - legal, economic, social and organizational. [1].

Considering the importance of tourism cluster creation, government of the Republic of Kazakhstan had been allocated financial assets of 422 105,33US\$ for carrying out of marketing researches of tourist potential in regions of Kazakhstan with a view of definition of the further strategy in development of the tourism industry. For the realization of the given research the company «International consulting group on tourism IPK» taking the lead positions in development of strategy and promotion of tourist products on the world market of tourist services, has been involved.

With the results of the given research were created special recommendations for the strategy of development of the tourism industry in the country in a view of competitive advantages of Kazakhstan and cluster initiatives for the long-term period. During 1998 the appropriate agencies of the Republic of Kazakhstan registered 98, 729 foreigners who arrived in Kazakhstan on government business, private business and as tourists. During 1999, 106,739 visitors were registered. Based on the assumption that tourism from abroad can substantially solve employment problems and increase inflow of hard currency, Kazakhstan intends to concentrate on development of international tourism. According to the Statistical Agency of the Republic of Kazakhstan, in 1999 each foreign tourist brought an average of US\$700 into the state budget.

In 2000-2001, there was a reduction in the number of incoming tourists compared with previous years, and as a result the state budget received less income. This trend was caused not only by increased competition, but also due to the perception that Kazakhstan is not a safe place for tourism. At the same time, existing tourism infrastructure reached a critical condition because of the dilapidated state of many hotels, restaurants and other tourist attractions, which were built 50-60 years ago.

For this reason, a special attention was paid to tourism image formation of the country and promotion of the national tourism product on the world market of tourist services, since 2001 Kazakhstan participates in the most popular tourism exhibitions and fairs such as “ITB” in Berlin (Germany), “Emitt Istanbul 2013” in Istanbul (Turkey), “World Travel Market” in London (The Great Britain), “FITURMADRID” in Madrid (Spain), “MITT” in Moscow (Russia). [8]. From year to year exhibition areas are being extended as well as an increase of representative tourism companies of Kazakhstan abroad, and also improving of advertisement products (brochures). The first tourism office of Kazakhstan was established in London, November 2004.

For the period of realization of the Program of tourism industry development for 2003-2005, the Republic of Kazakhstan approved by the governmental order from December, 29th, 2002 No. 1445, the international tourist communications considerably have extended, the legislative and normative legal base of tourist branch has been advanced. Thus the main attention was given realization of measures on development of tourist branch in view of key parameters of a plan of measures for 2003-2005 on realization of Strategy of industrially-innovative development of Republic Kazakhstan for 2003-2015, approved by the governmental order of Republic Kazakhstan from July, 17th, 2003 No.712-1.

At present time the number of active legal documents includes s 27 Agreements on cooperation in tourism sphere and 17 drafts of Agreements. The cooperation between Kazakhstan and the World Tourism Organization and other national tourism administrations of member-states of this organization is growing and consolidate.

*Tourist arrivals:* Realization of the taken measures for development of the tourism sphere allowed improving the dynamics of branch development. Economic influence of tourism on national economy is shown through

indicators of the cash flows directed from the country and to the country which are generated by tourist export and import. The biggest part of the income from export of tourist services arrives from foreign tourists, and also from tickets sale for public transport and other services in the country of residence. Tourism import of the country is made by the money spent by citizens during foreign trips, payment of transportation costs and other services in countries of residence, and also payment of dividends to foreign investors of the tourism industry. The difference between the income of the country from export of tourist services and the cost of import of tourist services submits the tourist balance of payments which can be positive and negative. Let's look at the dynamics of number of the served tourists by types of tourism in 2008 - 2012 (Table 1).

Table 1 - The number of the served tourists by types of tourism in 2008 – 2012

<b>Year</b>	<b>Domestic tourism, plp</b>	<b>Outbound tourism, plp.</b>	<b>Inbound tourism, plp.</b>
<b>2008</b>	174 940	261 070	37 937
<b>2009</b>	122 216	193 951	31 246
<b>2010</b>	157 988	261 709	39 640
<b>2011</b>	189 502	375 923	36 096
<b>2012</b>	186 351	388 108	30 240

Source: *Agency of Statistics of the Republic of Kazakhstan*, 2012. [Electronic resource] – Access mode: <http://www.stat.kz/digital/turizm/Pages/default.aspx>

It is observed from the data given in Table 1 that the number of inbound foreign tourists in 2012 decreased by 7 697 in comparison with 2008. Also during the considered period, there was an increase in the volume of outbound tourists. Compared to 2008, there is an increase of 127 038 persons with a percentage of 33 in 2012. In a tendency of indicators of volume of domestic tourism we can observe a insignificant growth, so in comparison with 2008 the number of inbound tourists increased by 11 411 people in 2012. According to the data [9], outbound tourism is the most popular in Kazakhstan and in 2012 it had a proportion of 64% whereas inbound tourism was represented by only 5%. The proportion of domestic tourism appeared to be 31%.

Tourists in a greater degree travelled with the business purposes (56,5 %) and with the purpose of rest (38,0 % from the general number of tourists). The quantity of visitors in comparison with January-September 2008 has decreased by 0,2%. The general volume of the rendered services in tourist branch has decreased for 6,7% and has made 298 940,19US\$.

Annual *growth of outbound tourism flow* can be observed as well. The number of outbound tourists, operated by tourist agencies aboard made – 270,554 tourists in 2008 and 409,121 tourists in 2012. Dynamics of the visitors served by tourist companies in 2008-2012 is shown in Figure 2.

The most popular faraway foreign countries among Kazakhstan residents is Turkey (63,1 thousand – 30%), China (48,6 thousand - 23,1%), the United Arab Emirates (23,8 thousand – 11,3%). Creation of appropriate conditions for high-performance and competitive tourist complex in order to supply with facilities to satisfy wants of residents and non-residents in various tourism services, standard preparations for quality assurance of national tourist product. Conditions for investments attraction into material and technical basis of tourism in Kazakhstan are specified. Tourism development is closely connected with transport development. Foreign tourists prefer airline transport when visiting our country. Growth of almost 4% in outbound tourism in 2012 was due to growing disposable incomes which led to many Kazakhs taking overseas trips for vacations. According to Table 2, outbound tourism in Kazakhstan shows great dynamics from 2008 till 2012, and even in time of crisis people of our republic keep travelling abroad. The only change caused by instable economical situation is falling of quantity of Kazakhstan's residents travelling far distances to other continents.

Table 2 - Incoming and outgoing tourists in Kazakhstan, 2005-2009

<b>Incoming and outgoing tourists in Kazakhstan (without quantity of people who had changed their place of living)</b>	<b>2008</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>	<b>2012</b>
<b>Quantity of tourists – residents of the Republic of Kazakhstan travelling abroad</b>	5 242 643	6 413 943	7 412 300	8 020 400	9 065 579
<b>to:</b>					
<b>CIS</b>	4 557 146	5 797 478	6 649 642	7 031 721	7 834 651
<b>out of CIS</b>	685 497	616 465	762 658	988 679	1 230 928
<b>Quantity of tourists – nonresidents who entered the Republic of Kazakhstan</b>	9 388 207	8 689 571	4 712 657	5 685 132	6 163 204
<b>from:</b>					
<b>CIS</b>	8 772 259	8 141 977	4 183 259	5 195 043	5 542 447
<b>out of CIS</b>	615 948	547 594	529 398	490 089	620 757

CIS – Commonwealth of Independent States.

Source: Smailov, 2012.

Growth in outbound tourism hinges on the development of regional airports. With an expanding economy for business travel, the country's travel and tourism market will be driven by the large number of business travelers travelling regionally. Rail and car are not viable options for travel due to the erratic nature of the former's schedules and the undeveloped country's road network.

*Inbound tourist flows:* The number of arrivals into Kazakhstan grew by almost 5% in 2008 reflecting a healthy travel industry in the country. As Kazakhstan gains prominence in the tourism community, it is slowly being considered a convenient stopover for Asian and North American tourists venturing into Russia. Kazakhstan authorities have actively pursued the establishment of foreign embassies in Japan, the UK and China. This move is a bid to boost bilateral ties while improving tourist trade. In September 2008, Kazakhstan opened a consulate in Jakarta, Indonesia, a country with a large population of Muslims. Both nations' foreign affairs ministries are planning to establish a Joint Commission for Bilateral Co-operation to foster better bilateral ties and business dealings, to encourage business travelers to Kazakhstan. [11].

Kazakhstan is positioned as Central Asia's economic powerhouse and will continually attract foreign investors due to its rich natural resources of oil and minerals. Inbound tourism expenditure is expected to grow at 9% annually over the forecast period to reach US\$7 305 669,2 by 2013. The main factors of *inbound tourists flow* growth is the development of transport network and geographical extension of all passenger transport. All this considered, the national transporter – joint - stock company "National Company "Kazakhstan Temir Zholy" and joint - stock company "Passenger transportation", under the aegis of authoritative body of tourism sphere, the first stage of project on special train "Silk Way Perl" on rout "Almaty-Taraz-Shymkent-Tashkent-Samarkand-Urgench-Byshkek-Rybachie-Almaty" is being realized since 2002.

Nevertheless, the tourist branch is characterized by a forward and steady tendency of development and the quantitative indices of growth of the tourist industry prove that. Still, domestic tourism of Kazakhstan, which potential, by estimates of many experts, is extremely great, shows the lowest rates of development. The share of tourism in gross domestic product of the country makes about 1,7% which is much lower than indicators of other countries.

In Kazakhstan, economic indicators of the tourism industry show a positive trend: today there are about 1 720 small and medium size business enterprises in the tourist sector in Kazakhstan. In 2011 total revenue from tourism grew by 17% and made up 9 435 677,64US\$. Each year more than 4,5 million foreigners visit Kazakhstan. Along with the abovementioned, about 37 tourism organizations realize their activity in cooperation with foreign companies and representatives.

Rates of growth of the tourist arrivals both domestic tourism and creation of system of state regulation of tourist activity testify forward and steady development of tourism. Main suppliers of tourist services are tourism organizations which are presented by tourist firms and individual entrepreneurs having licenses for tourism activity. In Figure 1, the data on number of tourist firms and individual entrepreneurs of Kazakhstan is submitted:

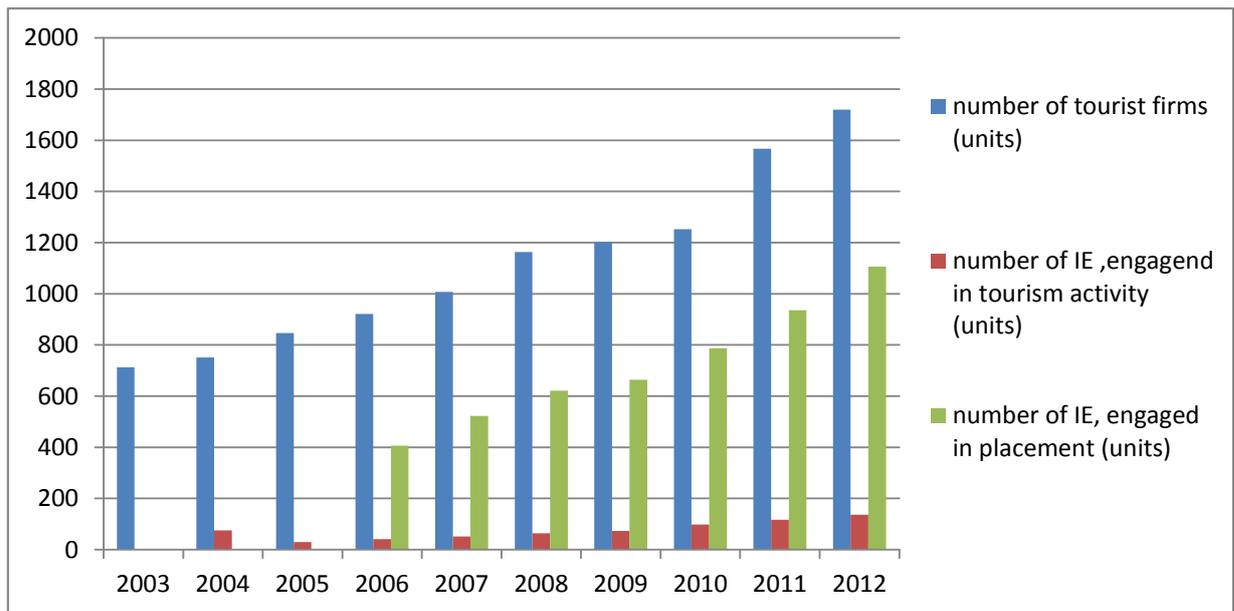


Figure 1 - Number of tourist firms and IE which are engaged in tourism activity and placement of tourists  
Source: Smailov, 2012.

The existence of small firms specializing on direct delivery of various services to tourists and vacationers, or engaged in intermediary activities for the organization of rounds between their consumers and suppliers is normal for the market of recreational and tourist services . [12]. The greatest quantity of operating tourist firms in a of Almaty (954), in a to Astana (270), in Karaganda (157), Pavlodar (65), South Kazakhstan (89) and Almaty (49) areas. [13]. The total amount of the rendered services in the tourism sphere in comparison with the similar period of 2009 increased by 17,2% and made about 90 914 994,48US\$. According to the data presented in Figure 2 it is possible to draw conclusions of rather forward and steady tendency of increase in the amount of completed work and rendered tourist services in the Republic of Kazakhstan from 2008 to 2012.

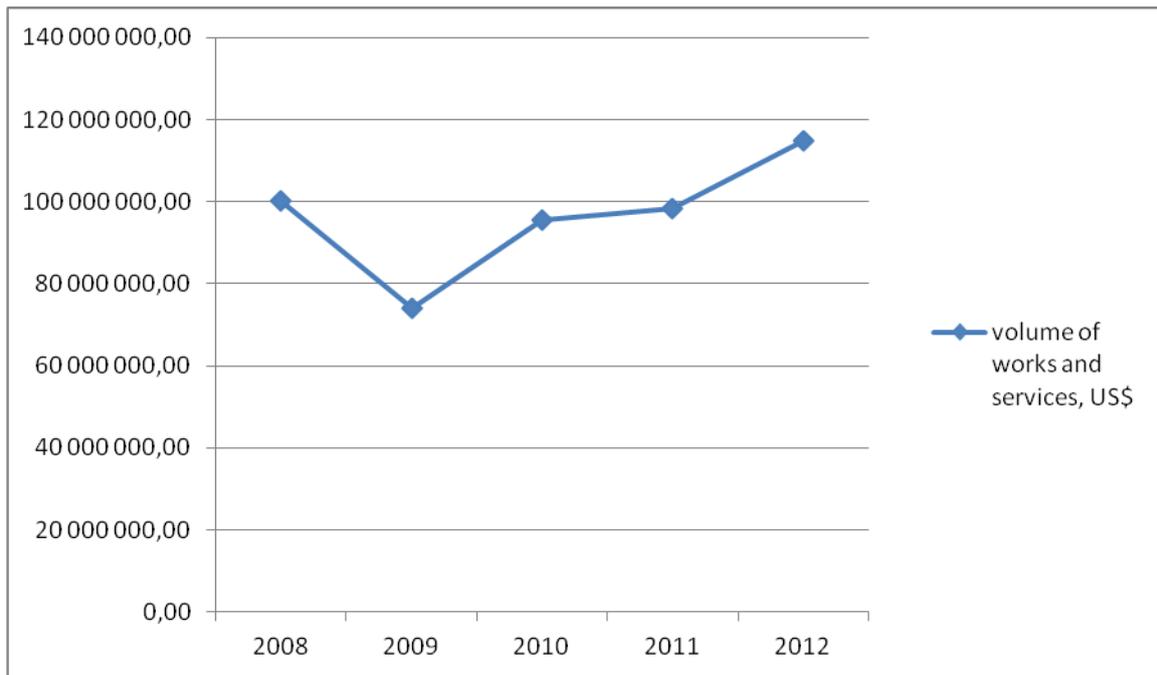


Figure 2 - Amount of tourism incomes (US\$)

Source: Smailov, 2012.

Data given in Figure 2 testifies the positive dynamics of amounts of tourism incomes in the tourism branch of the republic. So, as for 2008 the amount of completed work made 100 260 185,73US\$, in 2009 small recession – 74 189 518,8US\$ were observed, and in 2010 the indicator made 95 660 224US\$ and there is a further increase, so in 2012 the amount of completed work already made 114 778 219,36US\$. Thus, if to compare indicators of the tourism industry of the 2012th and previous years, positive dynamics is obvious. The tourism branch develops, and figures prove that.

Table 3 - Dynamics of tourism industry development during 2008 – 2012

Indicators	2008	2009	2010	2011	2012
Number of the served visitors in objects of placement, persons	1 801 087	1 544 506	2 548 868	2 845 832	3 026 227
Number of the served visitors by tourist firms, persons	473 947	347 413	459 337	601 521	604 699
Tourism income, US\$	100 260 185,73	74 189 518,8	95 660 224	98 331 657	114 778 219,36
Quantity of objects of placement, units	528	562	677	692	598

Source: Smailov, 2012.

According to Table 3, for the end of 2012 there were 598 objects of placement, whereas in 2010 there were 677, and in 2008 – only 528 worked. In 2012, 1 252 domestic travel agencies served tourists, 604 699 persons in comparison with 2011 where the number of the served visitors made 601 521 persons. The tourism income in 2012 made 114 778 219,36. Therefore, analyzing Table 3, it is possible to get a conclusion that stable growth of the development of tourist branch of Kazakhstan in 2008-2012 is observed, and that favorably affects the development of tourist enterprises activity.

The new impulse to the development of the tourism industry was given by recognition of tourism branch as one of priority sectors of economy among seven cluster initiatives. The priority directions of tourism development, such as business, ecological, cultural and informative, and also extreme types of tourism were allocated within development of a tourism cluster in the republic. Favorable tendencies in domestic economy, and also the state support of branch connected with implementation of the cluster development program, allow assuming that the tendency of tourists' number growth will remain.

*Transportation:* One of the basic factors that influence on international tourism promotion is passengers' air transportation. At present the regular flights to Kazakhstan are making by six foreign air companies, such as "KLM", "Lufthansa", "British Airlines", "Astana Air Arabia", "China south Airlines", "Turkish Airlines". The national air carrier – "Air Astana"- makes its regular flights to Turkey, Germany, China, South Korea, Thailand, The Great Britain, India, UAE and Netherlands. Nowadays there are 13 airports in Kazakhstan with transportation traffic access. The growth rate in 2012 slowed to 7% from over 13% in 2009. This slowdown was attributed to a lower than expected number of international tourist arrivals which was affected by fuel surcharges imposed on travel consumers. Despite smaller growth compared to previous years, the transportation sector continues to perform well with it picking up in the latter half of the year. Transportation is slated to grow at a rate of 9% annually to reach 714 332 099,49US\$ by 2014. This growth is in line with the growth of domestic and outbound tourism that is expected to increase strongly with further improvement in domestic transportation infrastructure. Growth in airlines will further boost the transportation sector with Air Astana's expansion strategy and international airlines making greater efforts to further improve their presence in Kazakhstan.

*Car rental:* Sales of 1 571 530 618,87US\$ were achieved in the car rental sector in 2012, marking 13% growth on the previous year. The car rental sector remains a relatively small niche in the country with mainly business tourists driving the industry forwards. These business personnel mainly work for international companies and have business dealings in the nation's two busiest cities, Almaty and Astana. The construction of a transcontinental road system linking Western Europe to Western China began in 2009. The practical realization of this large-scale road system will encourage road travelers and raise interest in rental cars. The road corridor passes through Shymkent and Almaty and would see 2800 kilometers of roadway established linking Almaty to Uzbekistan's capital, Tashkent.

*Accommodation.* Travel accommodation sales grew by 20% in 2008 to reach over 220 793 558,02US\$ with a rising demand for quality hotels during peak periods in the key cities of Almaty and Astana. Due to the influx of business travelers, high standards are expected given the high prices that top hotels in Kazakhstan are charging. To continually meet these standards, hotels such as the Hyatt Regency Almaty are being renovated to give its rooms a more updated look. The travel accommodation sector is expected to grow on average by 24% annually to reach 584 453 535,94US\$ in 2013. The focus on high-end hotel accommodation is designed to generate high-yield tourist expenditure. With the opening up of air services and the government's support for foreign investors, this strategy will benefit the travel and tourism industry, making Kazakhstan a key tourist destination in Central Asia. The farther development of hotel network in Kazakhstan depends on business tourism. Because when visiting Astana and Almaty foreign tourists prefer to stay in comfortable hotels, such as "The President Hotel "RIXOS", "Radisson SAS", "OKAN Intercontinental Astana", "The Intercontinental Almaty", "Hyatt Regency" and other. Moreover, in the framework of preparation to the 7<sup>th</sup> Winter Asian Games of 2011 in the cities of Astana and Almaty well-known sports complexes ("Medeo" and "Chimbulak") were renovated; a number of modern sports and tourism facilities were constructed in order to host delegations from Asian and Pacific regions.

*Travel retail:* Travel retail sector sales in Kazakhstan saw an increase of 22% in 2008. This was mainly attributed to the rising number of consumers with higher disposable income who are willing to spend on non-essential activities such as travel. Additionally, the government's sponsorship of young adults to go overseas for further education purposes and to experience other cultures has helped boost travel retail sales. Travel retail agents will continue to close in the short term, with a drop of 3% in the total number of travel retail outlets likely

over 2008-2013. Competition is slowly intensifying with large travel agencies targeting Russian and international tourists.

### **III Recommendations to advance the Kazakh tourism industry**

Tourism is one of the most rapidly and dynamically developing industries in the world. Today a tourist seeks new ideas and travel destinations, he is interested in original culture and history of nomad civilizations, ecological and active tourism. Kazakhstan has a special advantage due to its strategic geographical placement - at the crossroads of Europe and Asia -, and rich cultural and natural potential. Kazakhstan has had the privilege of hosting the 18<sup>th</sup> session of General Assembly of the World Tourism Organization.

The President of the Republic of Kazakhstan Nursultan Nazarbayev considers tourism as a priority of sustainable development for diversification of the economy of the country and its competitiveness. Tourism is one of the most profitable industries in the world, after oil producing and automobile industry; and every dollar pays three times back. That is why a strategy on the development of national tourism industry has been adopted by the Government. Competitive advantages of Kazakhstan and cluster initiatives for a long-term period were considered. Commencing from 2007, we have started the realization of a 5-year Government program for tourism development that was approved by the Edict of the President of the Republic of Kazakhstan.

Mass tourism (70% of market share today) grew rapidly in the 60's and 70's mainly as a result of improvements in technology and transports and of increased disposable incomes. It was centered in North American and Western European destinations, and some island destinations such as the Caribbean. Mass tourism was –and still is – dominated by Tour Operators offering low cost, standardized package tours, mainly to destinations ideal for 3S «Sea, Sun, Sand» vacations. A study for tourists in Crete has shown that 85% of the tourists went there for the 3S's [14].

Now we can say that tourist preferences change and it leads to tourism sphere's transformation. Instead of old rule «Sea-Sun-Sand», what describes passive kind of the human rest, the role of new principle increases. It is the principle of 3L – «Lore-Landscape-Leisure».

Nearly half of all international tourist arrivals are motivated by leisure, recreation and holidays (51%). Business travel accounted for some 15%, and 27% represented travel for other purposes, such as visiting friends and relatives, religious reasons/pilgrimages, health treatment, etc. The rebound of tourism activities will reveal the trend of increased specialization among travelers, which will be seeking personalized, unique experiences, in terms of adventure, culture, history, archaeology, bird watching, diving and interaction with local people which represent a shift from escapism to enrichment. Let's look at potential development of international tourism in Kazakhstan in according to this new 3L-rule.

*Lore:* as an interest opens a wide area of activity. Kazakhstan has its own ancient and unique history. Such great monuments as Sacks' hills, the Golden Man of Issyk and many others prove that. In spite of great damage inflicted on urban life by invasion of the Mongols, the cultural life of Central Asia and Kazakhstan did not disappear. Unique among them is the mausoleum complex of Hodja Ahmed Yasevi that was erected at the end of the 14th century in the town of Turkestan. The majority of archaeological and historical monuments, with the exceptions of the mausoleum of Khodzha Akhmed Yasevi and Sophiya Orthodox cathedral in Almaty, are not adequately prepared for tourist visits or are located far away from big cities and good roads.

The Kazakhstan's part of the Great Silk way is a unique complex of historical monuments, archeology, and architecture, town-planning and monumental art. Silk Route, the trade route between China and Europe, since the Roman times has played an important role in the history of the South Kazakhstan. [15, 16]. The Great Silk Road, or Zhibek Zholy in the Kazakh language, emerged as a major trade route as early as the 3rd century BC. A significant part of this road now belongs to the territory of Kazakhstan. Cities such as Turkestan (Yasi), Taraz

(Talas) and Otrar are located along this ancient route, and in the past they used to be major settlements along the path of the caravans. These cities were not only the centers of trade, but also the centers of a science and culture.

In ancient times, Taraz was called the 'town of merchants'. Narrow streets, like streams, ran towards the center - the noisy bazaar. The bazaar of Taraz was the focus of the city's life. It was thanks to the bazaar that the town came into being, with a citadel, mosques, caravanserais, mud-walled cottages, walled courtyards and craftsman's workshops. It seemed that people from all over the world were coming to the bazaar in order to sell, buy or exchange something. One could sell and buy practically anything. The ancients were right to say: «Taraz bazaar is the mirror of the world».

All this should promote the effectiveness of development of cultural-cognitive tourism, but considering that the given sector depends on many factors, such as absence of the promotional material-information, weak infrastructure, including small number of places of accommodation close to objects of tourism, poor quality of roads, this kind of tourism in Kazakhstan has low level of competitiveness.

Kazakhstan starts to use the great treasure of historical development of Kazakh people to improve cultural tourism within the boards of our land. There are rich hunting grounds in Kazakhstan which are used by national organizations to provide the old traditional kind of hunting for tourists – hunting with golden eagles. In addition to these natural sites, there is much about the traditional lifestyles in this environment that would be of interest to visitors and is not site-specific. *Yurt*, the traditional nomadic homes are a unique feature of this part of the world, and provide the opportunity to be the focus for the distinctive experience visitors increasingly demand.

Traditional Kazakh dishes and drinks can provide a further distinctive experience for visitors, although cultural sensitivities relating to the types of meat used and parts of an animal served must be taken into account. In addition to these features there are the sports, music, dance and decorations which made up life in the past and now offer potential for entertainment through demonstrations and festivals, and in relation to locally-made souvenirs for sale. It is a need and profit of development of cultural tourism in according to rule «Lore». Such projects are shown in Table 4.

Table 4 - Lore - tourism projects in Kazakhstan

<b>The Project/ Realization period/ Total project cost (US\$)</b>	<b>The purpose and the idea of the project</b>	<b>Expected result</b>
« <b>The Ancient Otrar</b> » 2011-2014 28 917 462,17	Ensure Kazakhstan's entry into the 50 most popular tourist centers of the world through the creation of competitive industry of tourism based on the interaction of regional tourist clusters	Development of tourist industry in the centre of the Kazakhstan Silk Road of the South Kazakhstan region, turning the region into a developed and attractive centre of pilgrimage along the Silk Route with a rich history and culture, revival of ancient crafts and trades
« <b>The Ancient Turkestan</b> » 2011-2014 69 426 586,14	Ensure Kazakhstan's entry into the 50 most popular tourist centers of the world through the creation of competitive industry of tourism based on the interaction of regional tourist clusters	Development of tourist industry in the centre of the Kazakhstan Silk Road of the South Kazakhstan region, turning the region into a developed and attractive centre of pilgrimage along the Silk Route with a rich history and culture, revival of ancient crafts and trades
« <b>Korkyt Ata</b> » 2011-2020	Increasing the flow of domestic and inbound tourism, the competitiveness of tourism	Increase in the number of visitors and tourists, formation of economic

<b>189 181 115,66</b>	industry of Kazakhstan It is planned to create the territories with spacious areas, convertible spaces, functional opportunities for holding different actions, festivals, celebrations and other cultural programs	potential of the region, creation of educational and training facilities for the study of the traditions of the Kazakh culture and music Tourist area with trends: the educational-cognitive tourism, eco-tourism, water park Korkyt Ata
<b>«Caravanserai Irgyz» 2010-2015 194 817,85</b>	Ensure Kazakhstan's entry into the 50 most popular tourist centers of the world through the creation of competitive industry of tourism based on the interaction of regional tourist clusters	Realization of the project is essential for the economy of the region, development of domestic and inbound tourism

Source: Program of development of perspective directions of the tourism industry of the Republic of Kazakhstan for 2010 – 2014 [Electronic resource] – Access mode: <http://adilet.zan.kz/rus/docs/P100001048>

*Landscape:* The starting point for a theory of tourism is the notion of seeing or reading the landscape and interpreting its meaning. Tourism should generally be understood as a discourse among three sets of actors: 1) tourists; 2) locals; and 3) intermediaries, including government ministries, travel agents, and tourism promotion boards. This suggests that if tourism is spectacle, then surely there are multiple parties involved in the creation of this spectacle.

We can look at the insider and outsider gazes by focusing on the area of Tamgaly in Kazakhstan, a tourism site known for its Neolithic petro glyphs. The landscape of Tamgaly, with its Neolithic petro glyphs, is a common site of heritage tourism for the country of Kazakhstan. Within Kazakhstan there are 17 petro glyph sites, situated mostly in the southern, eastern, and central regions. Tamgaly, however, covers a larger area and contains a denser concentration of different types of petro glyphs than the other sites. Besides the petro glyphs, the landscape of Tamgaly as a whole is symbolic for Kazakh culture. Set within a canyon, Tamgaly contains high rock faces, springs, and grassy valleys, as well as other sacred landscape features, including burial mounds and religious altars. For the nomadic ancestral Kazakhs, this was a prized location that connected the important aspects of life from subsistence practices to spirituality. However, to most outsiders, Tamgaly represents the long ancestry of art-making in human existence, of the life of earlier sojourners in the land, and of the land itself. [17]

And this is not the one example. Natural and cultural resources give us great opportunity to attract new tourists in according to 3L Landscape-rule. Development of natural complexes and recreational resorts (projects are shown in Table 5) will satisfy all the needs of international tourists in Kazakhstan. The potential for development of ecological tourism in Kazakhstan as which basis just the landscape and a biological variety also act, can be realized in several directions.

Ecotourism – is not a new phenomenon in world tourism activities anymore because of the superfast growth of the industry. Today we can find a lot of new kinds of tourism close connected to ecology and saving nature. These kinds are:

*Community-based tourism:* means tourism that involves and benefits local communities. Community tourism is not necessarily nature based. Communities may offer cultural tours or simply run local guesthouses. In general, community tourism puts the emphasis including contact with local people, and it has been argued that their knowledge of the local environment makes their involvement as crucial in meeting conservation goals as social goals.

*Nature tourism:* like ecotourism, focuses on the natural world but in this case the reason for travel is for studying and observation, rather than enjoyment alone.

*Adventure tourism:* is tourism that involves a physically challenging or exhilarating activity. It takes place mostly in natural areas as it requires some of nature's features (e.g. vertical rock faces for climbing or abseiling, fast flowing rivers for rafting) but, unlike ecotourism, the nature is generally the setting for the activity rather than the focus.

Table 5 - Landscape – tourism projects in Kazakhstan

<b>The Project/ Realization period/ Total project cost (US\$)</b>	<b>The purpose and the idea of the project</b>	<b>Expected result</b>
« <b>Burabai</b> » <b>2009-2021</b> <b>2 922 267 679,72</b>	The complex development of the modern tourism infrastructure	Provision of high level of recreation services, development of domestic and inbound tourism
« <b>Kenderli</b> » <b>2007-2015</b> <b>2 240 405 221,12</b>	Ensuring the sustainable development of tourism, development of services sector, creation of competitive tourist industry	Becoming the centre of the Caspian and a large part of Eurasian region with consideration of the advantageous geographic location of Mangistau region and closeness to the countries, generating the major flows
« <b>Talhiz</b> » <b>2010-2013</b> <b>199 655 821,81</b>	Development, marketing and operation of tourist, entertainment, residential and recreational complex of special character and high standards in accordance with the pattern of tourism development of alpine areas of international focus	Development of domestic and inbound tourism

Source: Program of development of perspective directions of the tourism industry of the Republic of Kazakhstan for 2010 – 2014 [Electronic resource] – Access mode: <http://adilet.zan.kz/rus/docs/P100001048>

*Leisure:* The third new 3L rule. There is list of tourism projects in Kazakhstan which were made for the creation and development of entertainment complexes, hotels and centers to satisfy all the needs of modern international tourist. One of the most global projects is the construction of city of a new millennium «Aktau-city». The list of the projects corresponding to the applied rule 3L - Leisure is presented in Table 6.

Table 6 - Leisure – tourism projects in Kazakhstan

<b>The Project/ Realization period/ Total project cost (US\$)</b>	<b>The purpose and the idea of the project</b>	<b>Expected result</b>
« <b>Zhana Ilye</b> » <b>2010-2020</b> <b>19 481 784</b> <b>531,46</b>	Ensuring the sustainable development of tourism, development of services sector, creation of competitive tourist industry, tourist business centre, sports and entertainment centre for large-scale international sports tournaments, gambling industry, centre for transportation and logistics and commerce business, a city to service a tourist centre, centre for training and retraining of specialists in tourism, gaming and hotel business	Development of domestic and inbound tourism
« <b>Kambash</b> » <b>2011-2018</b>	Increase in demand for domestic tourism, intensification of hotel industry of the region,	Increase in the number of visitors more than 20 times

74 699 655,82	improving the competitiveness of tourism industry of Kyzylorda region The construction of resort recreation zone for region`s citizens, rise in demand of domestic tourism, also liven up the hotel business of the region. Upcoming object is situated on shore of Kambash lake; the total area of the object is about 95 hectare. At the territory of recreation zone will be built luxury hotels, yurt town and camping, the objects of water recreation as a sea club with restaurants and bar.	compared with 2008, with prospects for an increased flow of up to 20% per year development of natural eco-tourism, local tourism and revival of domestic tourism
«Baikonur» 2011-2020 319 949 347,36	Development of tourism based on unique tourism of the world`s first spaceport “Baikonur”, tourist services, creation of competitiveness of tourist industry, introduction of new technologies	Possibility - establishing a brand of Kazakhstan as the first space port land, small and medium businesses in the related spheres of tourism industry, sovereign production, hotel industry, scientific potential in the space branch area

Source: Program of development of perspective directions of the tourism industry of the Republic of Kazakhstan for 2010 – 2014 [Electronic resource] – Access mode: <http://adilet.zan.kz/rus/docs/P100001048>

In the given conditions it can be profitable to attract the educated young people with knowledge of foreign languages to promotion of a national product of tourism. For this purpose some projects can be created:

First, carrying out of national competition on creation of web-portals, sites about tourism of Kazakhstan where it would be possible to find all necessary information on sights, geography, history, means of accommodation and other. Unfortunately, right now given information is more often separated - it can be found on different sites, but only after significant expenses of time and efforts. Sites should be translated on some languages for more convenient using by foreign users.

Second, competition of the best video about Kazakhstan separately on each orientation of national products, namely *Lore*, *Landscape* and *Leisure*. Having enabled inhabitants of Kazakhstan to be overcome for a prize, it is possible to:

- raise a level of knowledge among the population about own tourist product,
- draw the attention of the public to creation of an image of the Kazakhstan product, that cultivating patriotic feelings among youth (organizing contests),
- raise a level of speaking about Kazakhstan tour product in the Internet, on national and foreign portals,
- have been chosen and awarded the best to start all worthy rollers on channels YouTube.

Third, creating youth online of magazines, newspapers, blogs which would in due time be updated. The creative approach to creation and promotion of such product that it has been readable not only local population, but also abroad is necessary. Support of such resource could be carried out by means of world social networks - Twitter, Facebook, etc. Owing to distribution iPhone, iPod, iPad and other means online of access more and more the mass-media use the Internet-resources. To miss such opportunity while this segment of the market it is not opened completely, is inadmissible.

## CONCLUSION

The modern tourism industry is one of the largest highly profitable and dynamically developing segments of service international trade. In view of the rapid and constant growth of tourism, its powerful impact on

environment, on all economy sectors and on society welfare, the Government of Kazakhstan has defined the tourism branch priority in the long-term development program.

Tourism in the Republic of Kazakhstan is the priority direction. The main objective of tourism development in Kazakhstan is the creation of a modern highly effective and competitive tourism complex, on the basis of which conditions for branch development as economy sector, integration into the world tourist market system and development of further international cooperation in the field of tourism will be provided. As the tourism international experts note, the condition of development of tourist branch in Kazakhstan in recent years is being characterized by its forward and sustainable development. In the next years our country has the opportunity to become one of the largest economies of travel and tourism. Kazakhstan is starting to be considered as one of the most stable countries with unique tourism opportunities. Besides, the same foreign experts believe that it will be promoted by such pluses of the republic in the world tourist market as hospitality and goodwill of Kazakh citizens, natural sights of the country, its history and richness of a cultural and ethnic diversity, and also tourist infrastructure.

In accordance with the analysis of the development of tourism in Kazakhstan at the present stage, it can be stated that the tourism industry in Kazakhstan has yet to pass many stages before becoming one of the leading sectors of the economy of Kazakhstan. It is hoped that information generated from this study could be of further help for investors, tourism developers and government officials.

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