



SUSTOUKA

Sustainable Tourism in Kazakhstan

SUSTOUKA Project Newsletter 3 — June 2022

SUMMARY:

SUSTOUKA Project in a Nutshell	1
Implementation process of SCP practices	2
Guide on SCP Practices	2
Publications and Training materials on the website	3
Survey to design an awareness raising campaign	3
Main activities carried out by SUSTOUKA Project	4
KITF participation	4
Project consortium	5
SUSTOUKA Social Media profiles	5

Welcome to the third edition of the SUSTOUKA Newsletter which contains interesting information on the most important progresses and news about the project development.

SUSTOUKA Project in a Nutshell

The main objective is to **accelerate the transformation of Kazakhstan towards a Green Economy by enhancing the sustainability and competitiveness of the Tourism Sector** of Kazakhstan.



Actions for Sustainability

The SUSTOUKA Project aims at improving the Sustainable Consumption and Production (SCP) performance of the Tourism Sector of Kazakhstan by:

- Equipping Micro, Small and Medium Enterprises (MSMEs) of the Tourist Accommodation Sector with the necessary knowledge and tools to embrace opportunities for green business development.
- Promoting green consumption and better informed public and private consumers by elaborating practical guides and developing awareness raising campaigns.
- Providing more efficient SCP policies in order to minimise environmental impacts of the Tourism Sector of Kazakhstan.
- Increasing access to green financing for the tourism MSMEs.

SUSTOUKA project is funded by the European Union through SWITCH-Asia Grants Programme.



Funded by the European Union

Start date	01/03/2020
Duration	36 months

Implementation of SCP practices and Travelife

After providing training on SCP Practices and sustainability schemes to more than 100 MSMEs, SUSTOUKA project has started the implementation phase in which SCP Practices and Travelife will be implemented in 50 MSMEs of the Tourist Accommodation sector and 25 tour operators. Project partners will provide continuous support to MSMEs along the implementation process through technical assistance, monitoring visits, customised documents and personalised coaching.



Guide on SCP practices

SUSTOUKA consortium has developed the first version of the **Guide on SCP Practices for the Tourist Accommodation Sector of Kazakhstan.**



TABLE OF CONTENT	
SUSTOUKA	3
INTRODUCTION TO SCP PRACTICES	4
BENEFITS OF THE IMPLEMENTATION OF SCP PRACTICES	6
ENVIRONMENTAL ASSESSMENT OF THE TOURIST ACCOMMODATION SECTOR	8
GENERAL IMPLEMENTATION PROCEDURE OF SCP PRACTICES	9
CROSS-CUTTING ISSUES	11
PRACTICES TO REDUCE ENERGY CONSUMPTION	13
PRACTICES TO REDUCE WATER CONSUMPTION	23
PRACTICES TO IMPROVE WASTE MANAGEMENT	30
OTHER SUSTAINABLE PRACTICES	37
WEBSITES OF INTEREST	38

This guide provides an overview of a number of SCP Practices for the Tourists Accommodation Sector focused mainly on the three areas with higher impact on accommodations: energy, water and waste, including wastewater and hazardous waste. This practical guide will be of great help for the implementation of the most successful SCP practices so as to overcome the main hotspots that contribute to negative environmental, economic and social impacts. Practices are divided into three categories depending on the effort and investment required for their implementation. The guide also includes specific implementation and monitoring tips and procedures with the objective of helping accommodations from the beginning of the process.

Once the implementation of the SCP Practices in the 50 selected MSMEs in the Tourist Accommodations Sector has been completed, the guide will be enriched with practical information gained from the implementation process to further enhance its usefulness among MSMEs in the sector.

Publications and Training materials on the website

In addition to the guide on SCP practices, SUSTOUKA consortium is continuously updating with new materials the **publications and training tabs** on the project website. This provides stakeholders with useful information produced within the project, as well as publishing on different social media (Facebook, Instagram,...) the latest news and information related to the project events.

In the Publications tab of the website, the reader can find interesting dissemination publications developed by the consortium, such as the project infosheet, brochure, press releases, newsletters and the practical guide on SCP practices described in the previous page.

<https://sustouka.kaztour-association.com/publications/>

In the Training tab, the reader has access to a wide variety of presentations used in previous training courses and events to provide stakeholders with relevant information on different topics covered by the project such as sustainability, SCP Practices, resource efficiency, waste management, Travelife, green financing and environmental regulations, among others.

<https://sustouka.kaztour-association.com/training/>

Survey for the design of an awareness raising campaign

Tourists, as consumers of tourism products and services, can make a significant contribution towards the creation of a sustainable market by making careful decisions when selecting and purchasing different tourism services. Intermediate agents can also play a key role towards the sustainability by promoting sustainable Tourism demand. For this, SUSTOUKA Project has as one of its objectives the sensitisation of tourists and intermediate agents on the importance of choosing sustainable products.

In this sense, a specific survey has been designed to gain deeper understanding of key variables influencing the purchasing patterns of tourists visiting Kazakhstan. This survey will be distributed among a representative sample of tourist travelling to Kazakhstan and will be accessible on-site in a relevant number of hotels and through our social media.

If you have travelled to Kazakhstan in the past years and you want to contribute to the actions of the project, **please complete our survey and help us make the Tourism Sector of Kazakhstan more sustainable. It will take less than 4 minutes!**

Access the survey through the QR code or the link below:

[Link to the survey](#)



Events organised by SUSTOUKA Project

Roundtable on Green Financing for the Tourism Sector

On 7 April 2022, an event entitled “Green Financing Schemes Addressed to Tourism Sector MSMEs” was carried out with the objective of promoting a dialogue on the opportunities of green financing initiatives.

Green Financing is an effective and necessary tool to promote SCP practices and sustainable certification systems among MSMEs. Adapting green financing schemes to their particular requirements and needs can encourage MSMEs to the uptake of sustainable solutions and move towards the sustainability of the Tourism Sector.

During this event, public and private national and international financial institutions shared information and knowledge with MSMEs from the Tourism Sector of Kazakhstan. Representatives of the major Green Financing institutions, such as the European Investment Bank (EIB), Astana International Financial Centre (AIFC) and the Green Economy Financing Facility (GEFF) among others, reviewed national and international current green financing options and available funding programmes.

In the second part of the event, a discussion session was held between green financing bodies and MSMEs with the aim of exchanging information and promoting incentives and opportunities for tourism MSMEs. This event set grounds for future business-to-business meetings between financial institutions and tourism MSMEs within the project.



KITF participation

SUSTOUKA Project, through its local partners KTA and KAGIR, took part in the Kazakhstan International Exhibition TOURISM AND TRAVEL (KITF), held from 20 to 22 April in Almaty with the objective of presenting the project and the main activities being developed in the country, as well as engaging discussions on cooperation for the facilitation of sustainable tourism development in Kazakhstan.

KITF is the main event of the Tourism Sector of Kazakhstan, while it is the largest professional tourism exhibition in Central-Asia. Tourism companies, organisations and industries from more than 60 countries participated this year in KITF’s 20th anniversary.



Main results achieved by the Project until now

- More than 180 employees from MSMEs trained on sustainable hotel management, SCP practices and Travelife certification system.
- More than 480 participants in the project events, the majority of whom (59%) were women. The percentage of participants in the events with a high degree of satisfaction has exceeded 92%.
- Almost 40 dissemination materials and/or presentations accessible through our website with the objective of providing information to tourism MSMEs about sustainability, green financing or environmental regulation, among others.

Project consortium

Coordinator:



Project Coordinator: Juan Antonio Gascón — jagascon@ekotek.es

ECEAT: Naut Kusters — n.kusters@eceat-projects.org

KTA & KAGIR: Rashida Shaikenova — r_shaikenova@mail.ru

SUSTOUKA social media profiles



[Website](#)



[Facebook profile](#)



[Instagram profile](#)



[Youtube channel](#)

Representative of the Tourism Sector:

“Sustainable Tourism considers the economic, social and environmental impacts of the Sector while supporting the local communities, spreading the local culture, fulfilling the needs of tourists and helping the industry”.

ABOUT

switchasia



The overall objective of the EU funded SWITCH-Asia programme is to promote sustainable and inclusive growth, contribute to the economic prosperity and poverty reduction in Asia and Central Asia and to a transition towards a low-carbon, resource-efficient and circular economy.

www.switch-asia.eu/