

COORDINATOR



EKOTEK, Ingeniería y Consultoría Medioambiental, S.L.
www.ekotek.es
 Mr. Juan Antonio Gascon jagascon@ekotek.es

PARTNERS



European Centre for Eco and Agro Tourism
www.travelife.eceat.org
 Mr. Naut Kusters n.kusters@eceat-projects.org



Kazakhstan Tourist Association
www.kaztour-association.com
 Ms. Rashida Shaikenova r_shaikenova@mail.ru
 Ms. Klara Mamutova kta@kaztour-association.com



Kazakhstan Association of Hotels and Restaurants
www.kagir.kz
 Ms. Rashida Shaikenova r_shaikenova@mail.ru
 Ms. Tatyana Khodorovskaya info@kagir.kz



Implementation of SCP Practices and sustainability schemes in the MSMEs of the Tourism Sector in Kazakhstan

Boosting Kazakhstan's transformation towards an inclusive green economy



CHALLENGES

The tourism sector in Kazakhstan is growing faster than global and Asian average, showing 8.79 million of visitors in 2018, 186,200 employees (2.2 % of the total employment in Kazakhstan), and contributing with 2,998 million US\$ to the national GDP (1.8 % of GDP).

The World Economic Forum's Travel and Tourism Competitiveness Report for 2019 reported that Kazakhstan is ranked 80th against 140 countries, however, in terms of environmental sustainability, Kazakhstan is ranked 118th, risking to undermine natural resources, the main asset for attracting tourists in the country.

The Tourism Sector in Kazakhstan suffers from the absence of quality and sustainability standards, poorly planned facilities, climate change devastating consequences on natural resources, low-skilled human resources, limited understanding of Tourism Sector by financial institutions, and insufficient destination marketing and promotion. This demonstrates that urgent actions are needed to make Kazakhstan's Tourism Sector more sustainable and prosperous.

INTEGRATED APPROACH



OBJECTIVES

SUSTOUKA Project is an EU-funded project which aims to boost the transformation of Kazakhstan towards a green economy by enhancing the sustainability and competitiveness of the Tourism Sector. To this end, the project will:

- Better equip MSMEs to seize opportunities for green business development.
- Promote green consumption and better informed public and private consumers.
- Advocate for clearer and more efficient Sustainable Consumption and Productions (SCP) policies.
- Make green financing more accessible to MSMEs.

In addition, SUSTOUKA Project will help Kazakhstan to achieve the following Sustainable Development Goals (SDG) :



EXPECTED RESULTS

- Improved sustainability and resource efficiency in 50 MSMEs of the Tourist Accommodation Sector in Kazakhstan.
- Promote green commercialisation and consumption by implementing Travelife sustainability certification system in the MSMEs of the Tourism Sector (Accommodations and Tour Operators) of Kazakhstan.
- Increased awareness and commitment of governmental institutions and financing bodies in SCP practices and Sustainable Tourism benefits.
- Creation of a panel of experts to foster the continuation of these practices once the action is finished.

