

Promotion of SCP practices and establishment of public-private partnerships in the tourism sector in Kazakhstan: Roundtable with Policy Makers and MSMEs

In Kazakhstan, the tourism sector has been defined as an industry of national interest and importance. Moreover, it is considered to be one of the most promising sectors of the economy, the successful development of which will enhance the competitiveness and will help to get rid of raw material dependence of the country. The “State Programme of Development of the Tourism Industry of the Republic of Kazakhstan for 2019- 2025” highlights the need to continue improving the legislation on the development of sustainable tourism and relevant standards based on the best international practices, as well as promoting public-private partnership.

The tourism sector in Kazakhstan is growing faster than the Asian average. In 2019, it received 8.5 million of visitors. Officials and industry leaders believe that Kazakhstan will become a key destination for Asian and Russian travellers. Thus, tourism is seen as a tool for economic diversification and improving quality of life and wellbeing of the people.

The involvement of governmental authorities is crucial to assist and incentivise sustainable behaviours in the country in general and in the tourism sector in particular. To this end, the SUSTOUKA project is organising a roundtable with the participation of policy makers and MSMEs to promote policy solutions and public-private partnerships and make the tourism sector in Kazakhstan more sustainable.

Participants to the event will review and discuss on current and future SCP policies and practices to boost sustainable tourism in Kazakhstan, the key role governmental authorities play in the implementation of SCP practices, ways to promote public-private partnerships, among others. Sustainable consumption and production practices will also be addressed during the event. The roundtable will gather national and European experts to share their knowledge towards achieving a more sustainable tourism in Kazakhstan.