
The potential of development of medical and improving tourism in the Pavlodar Region

Altynbek Zhakupov¹, Emin Atasoy²

Abstract

In article, the resource capacity of the Pavlodar region is considered, the factors promoting and limiting development of medical and improving tourism are analyzed. Measures for development of medical and improving tourism in the Pavlodar region are offered. As a prerequisite for the development of tourism using recreational and geographic assessment. The study, conducted by the evaluation method in the same area that is compatible with the use of the territory of the local tourism and recreational tourism and recreational potential for the assessment of Kazakh research methods. State National Park Bayanaul as an example of the exploitation of natural resources in the development of tourism in the way to the signing of a comprehensive study assessment. As an object of research in the field of tourism and recreation, and the current state of tourism involves an integrated study. As well as the identification and evaluation of natural and socio-economic conditions for the development of a comprehensive study. Prospects for further development in the field of recreation is the timely provision of quality services to tourism and recreation, save the environment at the appropriate level, define a new direction for the recreational use of the environment. Shore Zhasybai Sabyndykol, Toraigyr were taken under protection, as they are considered promising for tourism. It is convenient to conduct tours and travel routes. The evaluation identified the necessary resource base for tourists, and the possibility of their use.

Keywords: Resources, tourism, medical and improving tourism, wellness-tourism.

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¹ PhD students of the Eurasian National University named after LN Gumilyov, Astana, Kazakhstan, jakypov-alt@mail.ru

² Uludag University, Faculty of Education, Department of Primary Education and Social Studies, Bursa, Turkey, eatasoy@uludag.edu.tr

1. Introduction

Medical and improving, or wellness-tourism (health tourism, wellness tourism), represents one of the most popular directions of tourism. Feature of wellness-tourism is that a main objective of tourists – to improve or support health (often with emphasis on prevention) while medical (medical) tourism assumes directly receiving highly skilled medical care and treatment of a certain disease.

The special features of health tourism researchers include: high cost (during medical and improving round the wellness-tourist spends on trip abroad for 65% more means, than the tourist traveling with other purposes, and 150% more at internal tourism) (Global Wellness Institute); stay in the resort not less than 21 days (for achievement of medical and improving effect) (Dracheva, Zabaev & Ismayev, 2005); various options of dietary tables; easy excursion program (Zorin, Kaverina & Vaptalnov, 2001); choice of this type of tourism generally people of the senior age

group (Global Wellness Institute; Dracheva, Zabaev & Ismayev, 2005). According to the report presented at the International Congress on Medical Tourism (to Global Wellness Tourism Congress - GWTC), currently the world demand for medical and improving rounds exceeds demand for other tourist services twice; about 14% are the share of wellness-tourism (or nearly 440 bln. dollars of the USA) the cumulative income from tourism and about 6% of all trips.

2. Basic data, research methods.

Medical and improving tourism is based on balneology. The balneology is a science about natural medical factors, their impact on an organism and use methods in the treatment-and-prophylactic purposes. The resort is the district having medical factors and conditions necessary for their use. The main improving resources used in the course medical - improving tourism are presented in the table 1. There are four main methods of treatment in the resort (Fig. 1).

Table 1. Medical and improving resources

Type of the resource	Description
Climatotherapy	Treatment by means of climate, favorable for a concrete organism
Balneoterapiya	Treatment by mineral waters
Peloideterapiya	Treatment by special dirt
Thalassotherapy	Treatment by means of favorable properties of sea water
Ayroterapiya	Improving procedures with use of mountain air
Speleoterapiya	Use at treatment of a microclimate of caves
Herbal medicine	Use during improving procedures of curative properties of plants

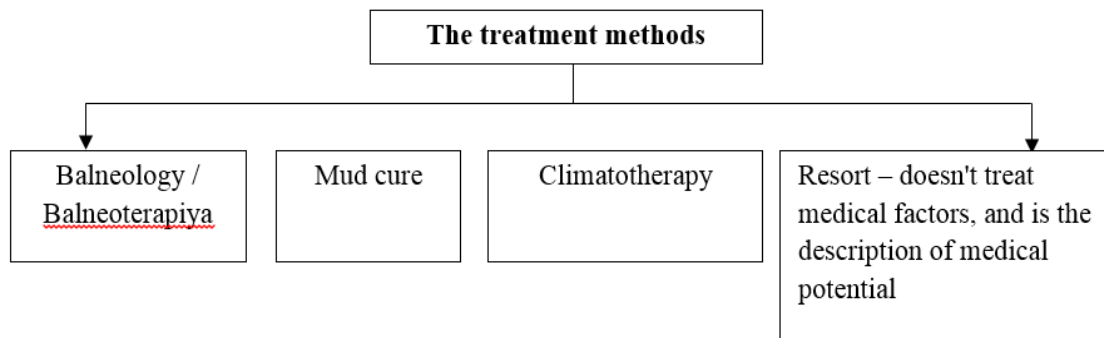
Source: Babkin A. B. (2008).

According to forecasts the share of medical and improving tourism in the worldwide income from tourism will annually increase for 9,1%, having reached in 2017 678,5 billion US dollars. More than a half of the predicted growth of medical and improving trips to 2017 will fall on Asia, Latin America, the Middle East and North Africa (Amster, 2015). In this way in Kazakhstan is especially perspective to develop

this direction of tourism in border regions, in particular, in the Pavlodar region.

The Pavlodar region borders in the north – with Omsk, the northeast – with Novosibirsk, in the east – with Altai edge of the Russian Federation, in the south – with the East Kazakhstan and Karaganda areas, in the West with Akmolinsky and North Kazakhstan areas of the Republic of Kazakhstan.

Fig. 1. The main methods of treatment at the SPA



The Pavlodar region is located in the northeast part of the republic. Relief of the territory is generally flat. The right bank of the Irtysh is occupied with Baraba Steppe and Kulunda Steppe. The left bank is occupied with the Priirtyshsky plain with absolute heights of 100-200 m. The southwest part is occupied by the low hills of Saryarki where Bayanaul's mountains, Akbet (1026 m), Kyzyltau (1055 m), Zheltau (959 m) are allocated. The Pavlodar region is located in zones of the steppe and semi-desert on both banks of the Irtysh River. Across the territory of area from the East to the west there passes the Southern Siberian railway line.

3. Results

The Pavlodar region is located on the bank of the Irtysh, the largest river of Kazakhstan. Sights of the region include natural, archaeological historical and architectural monuments, religious constructions. Existence of natural and cultural and historical resources, convenient geographical position of the Pavlodar region open potential opportunities for development of medical and improving tourism. It is possible to distinguish from the medical and improving resources of the region:

a) Natural resources:

1. *Salty lakes.* The Pavlodar region is unique existence of zones, which have potential to become the international resorts. Moyalda, Maralda, Tuzkal's lakes, Kyzyltuz enjoy special popularity. Maralda – the natural salty lake well-known for the mineralized silt mud and a brine giving the improving and rejuvenating effect. Dirt of the lake is known far outside Kazakhstan and doesn't concede to balneological properties of similar mineral raw materials of the Crimea and the Caucasus, and in some indicators even surpasses them. At the bottom of Maralda's lake water temperature is

10-15 degrees higher, than on a surface. Reserves of the curative dirt curing of rheumatism and joint pains are estimated at 100 thousand cubic meters. At the bottom of the lake there are also deposits of blue cosmetic clay. And density of salty water holds a body on a surface. Pink color to water is given by crustaceans *artemia salina* who are found in the lake. They are used in the perfumery and pharmacological industry. On the salty lake Kalatuz (the village of Yamyshevo of the Lebyazhinsky area) famous for the medicinal properties, recreation areas with conveniences (a shower, a bath, mini-cafe) which are popular with inhabitants of the region and the neighboring areas. The salty lake Kalatuz has unique air-aqueous saline combination. Water and dirt of the lake reduce the muscular tension, an inflammation, pains, calm and strengthen blood circulation, have the rejuvenating effect. There is a lake in 50 km from Pavlodar (towards to the city Semey).

2. *Therapeutic muds.* Moyalda's sanatorium - unique improving complex. Curative properties of the lake of Moyalda it is for the first time mentioned in the well-known book "The Reference Book of Travel across the Russian Empire" published little honeycombs years ago. The long-term and strong glory of the resort of "Moyalda" is known not only in Kazakhstan, but also is far beyond its limits. Exclusive efficiency of treatment is that at sanatorium there is a natural lake of "Moyalda" containing the highly mineralized silt mud and a salty brine giving strong improving effect at diseases of musculoskeletal system (arthritis, polyarthritises, osteochondrosis, etc.), peripheral nervous system (neuritis, radiculitises, etc.), diseases of a female genital (chronic inflammatory processes, infertility, etc.), urological diseases (prostatitises, impotence, uretrita, infertility, etc.) and

many others. By origin dirt belongs to category silt and represents homogeneous weight. The composition of dirt and a brine is identical to sources of the city of Saki of the Southern coast of the Crimea.

The used brine in sanatorium is dumped on regeneration to the lake. The brine prepared for bathtubs is diluted to the concentration shown for medical application by mineral water. Thus, mineral underground waters are too the lake power supply. Periodic artificial flood of the lake promoted maintenance in it the constant cover of a brine necessary for prevention of degradation of a mud deposit. At the same time because of the unsystematic (not dosed) supply of fresh water, in the conditions which came during the last period of years abounding in water the tendency to excessive increase of level of a brine was outlined in the lake and, as a result, to decrease in its mineralization. Changes the brine mineralization in general will well be coordinated with the volume of water weight. Prior to artificial flood a water mineralization in the lake fluctuated from 60-70 g/dm³ in the spring to 320-400 g/dm³ in the middle of July. At increase in a mineralization the lake of the periodic turned in self sedimentary, forming salt a crust of Na₂SO₄ structure. As therapeutic mud in Moyalda's sanatorium are used black and dark gray silt which mix represents homogeneous greasy plastic mass. Therapeutic muds of the lake are highly mineralized sulphidic and low sulphidic continental muds of satisfactory quality of "muyaldinsky" type. Therapeutic mud belongs to highly mineralized (35-150 g/dm³), so-so the sulphidic. Dirt of the studied lake of dark gray color, plastic, with a small sozherzhaniye of hydrogen sulfide. Humidity of dirt makes 43,1%; a contamination – 2,03%; the mineralization fluctuates in limits to 150 g/dm³; specific weight – 1,57; dirt pH – 7,3; oxidation-reduction potential - 222,9; the general H₂S hydrogen sulfide – 0,238%; FeO iron - 0,223%. Iron hydrosulphite, hydrates, oxides of other metals, organic and inorganic acids, including silicon acid, lipids of fitosterid, pigments, bacteriophages, biogenous stimulators is a part of dirt. A dirt formula across Kuralov: Mn¹⁹⁰ (SO₄⁵⁸ CL³⁸ / (Na+K⁸⁸) (Mg¹²)).

The brine on a chemical composition is identical to dirt. Its chemical formula: Mn⁹⁶ (SO₄³⁹ CL⁷⁰ / (Na+K)⁷⁶ [Mg²³]), pH=7,5.

Mineral water belongs to chloride - sulphitic and sodium (Mn^{2,81} (SO₄⁴⁹ CL⁴⁰ / (Na+K)⁸⁶); pH=7,7; T=22⁰ C), alkalinescent it is also identical to water of the resort of "Feodosya" of the Southern coast of the Crime

Gases contain in therapeutic muds, generally in solution. A source of emergence of gases in dirt are, generally biochemical processes (a sulfatreduktion, decomposition of cellulose of plants and organisms) at which in mud rastvorya gases are emitted: CH₄, CO₂, H₂S.

3. *Mineral waters* it is used as drinking medical and dining room's waters. Uniqueness of the "Pavlodar" water – in it iodine. Terapevticheskou effect of water is caused by natural ion-salt structure and a soft mineralization. Chloride sodium, hydro carbonates, sulfates, bromine all this the components participating in activity of an organism also carry out the restoring functions. Application: chronic gastritis with the normal, increased and lowered secretory function of a stomach, an uncomplicated yazvleny stomach disease, chronic diseases of a liver, a metabolism illness, gout, obesity, diabetes benign, diseases of uric system during remission, professional poisonings with heavy metals, prevention of diseases of a thyroid gland.

4. *Climatic resources*, the possessing opportunities for implementation of the following types of treatment: a) a climatotherapy where the major medical factor are favorable climatic conditions. In particular, in the Pavlodar region treat that: b) steppe aero therapy – the picturesque pine woods of GNPP "Bayanaul", the State forest natural wildlife reserve of "Ertys of an ormana" Chaldaysky pine forest can be an example. It is known that fitontside properties of pines have medical effect. d) heliotherapy (treatment by the sun), by amount of shine (Zhakupov & Atasoy, 2014a).

b) *Unique resources*

- *treatment by kumys*. Kumys has very salutary effect on blood: the content of hemoglobin raises, the leukocytic formula improves. Kumys has beneficial influence on nervous system. Kumys rather quickly removes a hungover syndrome at the expense of the high content of vitamins of group B, lactic acid and carbonic acid, but first of all, at the expense of ethyl alcohol. Kumys slows down development of a cancer a little Kumys promotes preservation of youth of skin

and all organism in general. Prospects for a treatment by kumys of the Bayanaul area.

Hippotherapy – medical riding. The main perspective areas of hippo therapy in the Pavlodar region – is in what there are hippodromes, namely – Pavlodar, Bayanaul and May areas, The Pavlodar region (Zhakupov & Atasoy, 2014b).

4. Conclusions

The factors limiting development of medical and improving tourism in the Pavlodar region:

- Imperfection of regulatory legal base;
- Low competitiveness of the improving services rendered in the Pavlodar region;
- Lack of the developed transport and engineering infrastructure allowing to approach availability of improving establishments;
- Shortcomings of preparation of professional, qualified personnel;
- High influence of seasonality on appeal of visit by tourists of resorts in the Pavlodar region;
- Incomplete involvement of natural and resource capacity of the region in tourist activity;
- Absence of information base about a current state of improving and resort base of the Pavlodar region.

The factors favoring to development of medical and improving tourism in the Pavlodar region:

- Existence of considerable "virgin" natural and resource potential in the territory of the Pavlodar region;
- Existence of capacity of educational institutions on preparation of professional shots in the sphere of improving tourism.

Thus, at the present stage development of medical and improving tourism in the region can be focused as on use already existing network of health centers at their active business cooperation with tourist firms in creation and implementation of programs of medical and improving rounds, and on involvement in improving tourism of untapped natural resources with which it is rich the Pavlodar region.

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