



Philosophy and Content of the Global Program "Seven Summits" in Tourism Education of Kazakhstan

Authors

V.N.Vukolov

Doctor of pedagogical sciences, professor,
Director of the Research Institute of Tourism in "Turan"
University (Almaty, Kazakhstan)

vukolov_vn@mail.ru
Almaty, 050013, Republic of
Kazakhstan

Abstract

Nowadays it can be considered that the initial phase of tourism industry development in the Republic of Kazakhstan is already over. Even permanent skeptics have no doubts about necessary development of this important segment of economy and the social sphere. Therefore, it is time to move from unreasonable attempts to earn (who can) money for arranging travel to the creation of methodologically and theoretically meaningful tourism industry. The main part of this comprehending process is training the specialists in tourism industry at management level, carried out at universities. Under the methodological ground of the process we understand the bearing on philosophical laws and principles which define the positive component of tourist activity. In our opinion, the leading philosophical law of this activity is the law of the unity and struggle of opposites. It is believed that in tourist activity there are three major players (participants): tourist (client); tour operator (author of tourist programs), travel agent (seller of tourist programs). They are all united in tourist activity, but in practical purpose they are opposite. Therefore, the research process of tourist activity (based on the philosophical law of unity and struggle of opposites) should focus on the following issues: a) to identify the contents of the most attractive tourist and social impact of tourism programs, b) to formulate the content of the basic training of tour operators and travel agents so that they can satisfy positive desire of tourists in socially effective way, realize their business goals and eliminate the contradictions between the participants of the tourist activity.

Methodological basis of the content of training the future managers of tourism enterprises should be real (as far as possible complex) tourist programs. Transcontinental tourist multipurpose trip can be used as such a program. During the last seven years the global tourist program "Seven Summits" has been used as a methodological basic in training students on «Tourism» specialty.

Key Words

Philosophy, Global Tourist Programs, Tourism Education.

Nobody can say when a desire to travel as a moving through time and space appeared. Specialists believe that it was about 5-10 thousand years ago. It was the period, when people instead of gathering and hunting turned to productive work, and began travelling with purpose to share works in various parts of the world. As for the immaterial motives of targeted travel, they emerged earlier than material motives, they are more difficult, they play a primary role and have an eternal perspective for a human.

In the nature of the Earth a man is unique as he is both biological and social thing. And he can be happy (or at least satisfied with a certain segment of his life) if he receives positive emotions both in biological and social spheres. Therefore, meetings and joyful communication with nature of new interesting regions and people are important social value of tourism. Different philosophies (Confucius, Thomas More, Tommaso Campanella etc.) have determined that the highest ideal of human society is the production of communication forms of people whose reasonable demands are satisfied.

Organized travel and tourism (particularly sport and active forms) indirectly form the qualities of a person who can create the perfect human society in parameters, which were listed above. However, in different projects of ideal human societies (IHS) the parameters directly related to the rest of man in general and tourism in particular were expressed. For instance, Thomas More, in his famous work "The Golden Book as useful as fun, about the best structure of the state and the new island of Utopia" (which later was named as "Utopia") noted that working time on the island lasts only for six hours (they have a lot of time for leisure and travel). Needs of the residents are kept to a reasonable minimum. More wrote: "... There can be no fear that anyone wishes to take more than he needs ". [1] The same idea of a reasonable consumption of goods was expressed by the Italian philosopher Tommaso Campanella in his famous novel "The City of the Sun" (1602). In this case, the citizens of the city are occupied with social labor only four hours a day, and have more opportunities for recreation and travel. [2] Similar ideas can be found in the major works of Gabriel Mable, Karl Marx, Friedrich Engels and Vladimir Lenin.

The history of humanity in the last 600 years has confirmed the importance of spare time for the development of the international tourism.

The citizens of the countries, where the many people have a relatively long paid holidays, have more time for traveling. It should be noted also the potential of tourism is to generate an optimal system of needs of modern people.

The possibility of obtaining a sufficient number of high-quality goods and services to all members of the ideal human society depends not only (and even not only) on the intensity of their actual production. It is important how reasonable the needs of society formed in material wealth. And it is human involvement in active travelling (depending on conditions of travel) that forms all these reasonable requirements. Using really necessary things in campaigns and travels, the person takes up this habit into his everyday life. In using the conventional, accessible to the vast majority of people the benefits of civilization a man forms in himself a standard norm of long and quality life.

Formation of an ideal human society is connected with great physical and intellectual efforts of its creators. Perseverance in achieving this goal people also educates in active travel, particularly time-consuming, complicated by physical and technical implementation. In such travels a person overcomes not only natural obstacles, but above all his own passivity, compels himself to work in full capacity. During active travelling, human being often solves the complex and diverse problems, that demand high physical and intellectual training. It is not a coincidence that among tourists and mountain climbers, more than in other sports, there are people with high education, science degrees, inventors and researchers.

In the travelling with increased complexity person performs physically and sometimes risky work, when the danger is not artificial, but objective and created by nature. After such trips usual things seem sharper, the hike team spirit projected for the whole life and allows the person to solve the social problems of the global level.

The president of French Association of mountaineering and skiing Lucien Devi wrote about social value of extreme travel in 1960. In the preface of the book "Annapurna-Premier 8000" of Maurice Herzog (recently deceased) French climber and a public figure, he stated: "In the fight with (mountain) peak, in an effort to an immense a man wins, acquires and maintains himself. In a struggle, on the verge of death, the universe disappears ending near us. Space, time, fear, suffering no longer exist. And then everything can become accessible... And then we can confidently realize that we have something indestructible, power, before which nothing can stand".

In spite of the fact that all the previous projects of ideal human society have failed, modern thinkers still have this idea. A talented writer of our times Mukhin Yu.I. in one of his numerous books devoted an entire chapter to the society of the future called "The trip to the state of the Sun." With the title of this chapter the author acknowledged that he was a successor of the ideas listed above. One of the most difficult and eternal questions of philosophy of science in general and in particular is the question about the meaning of human life. The great poet Heine believed that the meaning of life is life itself. But not everyone agrees with that. The mean of the process cannot be the process itself. Nature is arranged so that every process is directed to get something. If nature has started the process of human life, it must be the purpose of why people live [3, p.6-7].

According to Mukhin Y.I. the purpose of a future society is Humanity. Humanity - as a certain world view and a society based on the principles of equality, justice, humanity, relationships. The full meaning of life is providing the nature with the eternal existence. In this case, the person should be able to refuse to meet the animal instincts, if it is contrary to the interests of the family, society and state. There is no need to repeat all the principles of the model of ideal human society formulated by Mukhin Y.I.

However, in two requirements related to tourism activities, Mukhin repeats his predecessors.

Firstly, needs of people of new society are small and in their world view it is stated that their

lives on the earth should not treat the nature very expensively, and it is enough for everybody's life support. Secondly, the working time is limited in all areas of life by 24 hours a week. It should be noted that, in contrast to his predecessors Mukhin specifically stipulates tourism destination in an ideal society. Tourism is thought to be fun, both cognitive - in cities or places of interest, and for climate change - to the sea or the mountains. Tourism is also considered as an effective method of relaxation.

So, vacation is used in different ways, but the medicine requires traveling. The tradition is that people simply sunbathing on the beach looks weird. But travels through the taiga are very popular (for ground improvement). Vacations abroad are unpopular, but big cities daily get 3-4 million tourists. Healthy lifestyle leads to the fact that people get older from the age of 80 and die at the age of 100-105.

If life is long and proper enough, it can satisfy all the interests of different people.

However, as the philosophers would not address the question of the meaning of human life, there is a condition under which this meaning becomes more important. Human life should be the longest and its quality-the highest. And in this case, our task is to determine the methodological basis, under which the improvement of the practice and the development of the theory of man as tourist activities would have impact positively on the length and quality of life. The deeper and longer the phenomenon of tourism is studied, the more surprising facts, trends and processes take place in it. This phenomenon has enormous potential of surprising the explorer, without which the philosophy is not possible. Aristotle said that on the basis of philosophy lies the human surprising [3, p. 90].

A large amount of researches show that the main reason for the reduction in life expectancy and degradation of quality consist of: lack of exercise and poor ecological environment. In addition, the negative influence associated with physical inactive obesity, low social activity, and numerous stresses in modern life.

Researchers at Columbia (Columbia University) and Oxford (Oxford University) universities established that the prevalence of obesity will lead to the following. By 2030, in the USA 51% of men and 52% of women will be with a body mass index above 30, in the UK 48% of men and 43% of women will be obese. According to this outlook there would be an increase in the cost of treating obesity and other related diseases: diabetes, cancer, cardiovascular disease, strokes, in the USA will come to 66 billion euros, and in the UK by 2 billion euros per year [4].

Own tourism activity induces man as a socially active, at first in the organization of own travels, and then in everyday life. Australian researchers through a number of studies have found that social activity is as important for good health, as diet, sports or medicine. Active communication helps to reduce the risk of stroke, myocardial infarction, and even the flu. Participation in communication enhances immunity. Scientists believe that the usual intense conversation increases the activity of the brain, and this is the most positive impact on health. A person, who has an inactive lifestyle will soon lose the charge of vital energy [5]. The optimal

content of the tourist activity is able to exclude effectively these causes.

Finding something new and getting knowledge are the natural inclinations of man, which dulled in the standard living conditions, but are exacerbated in conditions of travel. Phenomenal and contradictory is another aspect of organized travel.

In the ancient period, the desire to travel beyond the horizon was an ordinary curiosity, it was clear. But now, in conditions of modern communication human can see from his own apartment almost every corner of the earth, underground, underwater, air and space. But the need of people in tourism is not decreasing, but increasing in geometric progression. And many people artificially reduce their need even in food and clothing to have an interesting journey.

Tourism is now turned into a major industry service. Demand of tourism came in first place among all types of entertainment. Transition of tourism industry of CIS on the basis of the market economy required a qualitatively different approach to the organization and content of the training of tourism personnel, including higher education in Kazakhstan. There was a need of the organizers (managers) in tourist and excursion companies of different forms working with social benefit.

Nowadays it can be considered that the initial phase of tourism industry development in the Republic of Kazakhstan is already over. Even permanent skeptics have no doubts about necessary development of this important segment of economy and the social sphere. Therefore, it is time to move from unreasonable attempts to earn (who can) money for arranging travel to the creation of methodologically and theoretically meaningful tourism industry. The main part of this comprehending process is training the specialists in tourism industry at management level, carried out at universities.

Under the methodological ground of the process we understand the bearing on philosophical laws and principles which define the positive component of tourist activity. In our opinion, the leading philosophical law of this activity is the law of the unity and struggle of opposites. It is believed that in tourist activity there are three major players (participants): tourist (client); tour operator (author of tourist programs), travel agent (seller of tourist programs). They are all united in tourist activity, but in practical purpose they are opposite.

Any tourist during his journey wants to get the best products and service for minimum payment. The operator wants to create the most interesting tourist program (this is also manifested unity) with minimal costs of its creation and maintenance, then for the maximum high price to sell it to the travel agent. The travel agent wants to buy from operator the most liquid program for the lowest price. As we can see, the goals of all members - operator and agent must focus on the customer for the success of this tourist activity segment, also create programs which can cause a potential tourist interest of client.

Therefore, the research process of tourist activity (based on the philosophical law of unity and struggle of opposites) should focus on the following issues: a) to identify the contents of the most

attractive tourist and social impact of tourism programs, b) to formulate the content of the basic training of tour operators and travel agents so that they can satisfy positive desire of tourists in socially effective way, realize their business goals and eliminate the contradictions between the participants of the tourist activity c) to work out an effective technology transfer of the content of basic training of tour operators and travel agents for the students.

Before discussing the content of these research questions, we turn to another important direction. It should be noted that in addition to the above three players in tourism activity, it involves at least two other players: governments of sovereign states and international tourist organizations. In addition, there are mediators of all participants' relationships in the tourist activity. Their roles are performed by travelers' association, operators, travel agencies, academic and research institutions. The content of their function, role in the global and local tourist activities should be known well to the tour operator and travel agent. So, this is another important area of research.

Philosophical principle "Practice is not only the criterion of truth, but also the starting point of knowledge" in tourist activity is implemented (or can be implemented) multifaceted. There are different problems in the research papers of students from Kazakhsatn. However, the most characteristic, including the specialty "Tourism", are: a) poor connection or lack of connection of the research with theoretical knowledge in university curriculum; b) the weak connection of students research works with the real practice of tourism business. Meanwhile, in our opinion, the scientific work of students should be an organic part of the training and contribute to the solution of actual problems of tourism business.

Methodological basic content in future manager training of tourism enterprises should be real tourist programs. If a manager can implement and realize complex programs, he will be able to realize simple programs (such as a tour of his hometown), easily.

Transcontinental tourist multipurpose trip can be used as such a program. Scientific analysis of real training and conducting such travels give us the opportunity to determine: a) a list of special subjects to be included in the curriculum of educational institutions on "Tourism" specialty, b) the specific content of the curriculum of these subjects (which does not exist now) and sequence of their studying, c) the choice of methods of preparation, skills and habits of the future manager, which are necessary for developing and implementing transcontinental tourist programs into the domestic and international market.

During the last seven years the global tourist program "Seven Summits" has been used as methodological basis in training students on «Tourism» specialty. The program provides climbing to the highest peaks of all continents. With these vertices as key tourist sites, tourists can order any program, traveling almost around the world. At present time, we have climbed four peaks out of seven: 1) Kilimanjaro (5895 m) in 2005, 2) Elbrus (5642 m) in 2009, 3) Aconcagua (6962 m) in 2010, and 4) Kosciuszko (2,228 m) in 2012. The information and photos of the journeys are available on the following site vukolov.com.

During this time the materials of these expeditions were used by the author to prepare a special course of lectures "traveling across countries and continents," as well as in lectures and practical classes on "Management in tourism", "Marketing in tourism". So, before you start to learn the course "Marketing in Tourism" all students of the 3rd courses, (where the subject is studied) were divided into 4 groups – on the number of work segments in the formation of each tourism product: 1) transport, 2) accommodation, 3) power, 4) tourist excursions.

Each student works at his segment, gets its own task, which runs as a course work. So, in preparation for the expedition to Aconcagua (Argentina) in the "Transport" group students study material on the following topics: 1) trans-Atlantic flight by air route Almaty - London - Madrid - Buenos Aires, 2) fly on the route by local airlines Argentina Buenos Aires - Mendoza, 3) moving by car to Mendoza - National Park "Aconcagua", 4) carriage cartage (mules) forwarding goods to the border of the national park to the base camp at an altitude of 4300 m. Four students work in this group. But the peculiarity of first group execution that two students perform transcontinental flights on international routes and flights within the country of residence. In addition, in the subgroup of "Automobile moving" one student develops the organization of transport at departure (entrance) from (to) the airport to (from) the host city (bass shuttle, subway, taxi, rented car), and the using intercity types of public transport (buses, trams, trolley buses, subways, taxis, rented transportation, etc.). Thus, in this group can be 4-7 students.

After receiving tasks, students begin to gather the material on their topic. And at the end of a course of lectures during the practical sessions, each group of students present the prepared part of the business plan. In a final document the results of work of each student are evaluated.

Studying such subjects as marketing, information and advertising of tourists business, the list of students course work must include the following topic "Marketing and advertising the project". The task of this group of students is not only to study the economic feasibility of project on three options: the first - all-included at a maximum, the second - all included at a minimum, and the third - the average. This group develops promotional materials of the expeditions to attract partners and sponsors.

Another group of students must work on the part of the project entitled "Tourist formalities". This includes the following issues: 1) the passport regime of tour, 2) visa, 3) design and luggage transportation 4) finance, services payment, money exchange, 5) the registration system of foreign tourists by the authorities of the host countries.

Another area of work by students on the project can be called "The technology of the transcontinental tour." This section should include such topics as: 1) reservation system of accommodation in the host countries, 2) the system of booking and rental vehicles in the host countries (cars, motorcycles, buses, horse-drawn transport, etc.), 3) the purchase of tours, excursions, special entertainment programs in the host countries (flying over the forest on the rope, trips to the zoo and national parks, diving, kayaking, rafting, horseback riding, camels, elephants, etc.).

When students report about results of their work, all material is reduced into a single document as one part of a business plan for a transcontinental tour. The same work is done by students of other courses in other basic educational disciplines. At the end of the semester or trimester (study period) a methodical conference is organized at which student groups make reports for each academic subject in which they have achieved certain results.

There are two variants of the sequence of actions of students and teachers on the proposed concept of the study of basic disciplines on "Tourism" specialty at universities. The first - to write a business plan for a transcontinental tour, and then to make a team of teachers, students, sponsors and customers (if they appeared as the result of promotional activities). But in this case it will not be practical confirmation of high or low estimates of a student's work. Semester will end before the practical implementation of the project is over. Therefore, we propose the following version of the work of students and teachers: 1) making the business plan of the tour creation, 2) doing computer-based test on the theoretical and situational components of the studied subject, 3) having a tour by a team tour of university, 4) making a comparative analysis of the business plan and its compliance with the realized program, 5) making students' success rating in certain subjects, 6) putting a complex (including the theoretical component and practices of the business plan) mark to each student on all core academic subjects (studied in this period) at the end of the year.

The work of students and teachers on the proposed concept: a) fully complies with the Bologna system; b) provides future students with theoretical knowledge and practical skills not separately, but on a whole range of basic disciplines in their logical relationship, c) allows the most objective assessment of the student's training in high school, d) eliminates the need for a separate scientific conference of students, as the works of the most successful students may be included on a full basis into the collection of student research papers, e) writing the diploma work excludes ordinary copying of other people's texts and becomes a creative process.

After graduation the future manager of tourism with the diploma received electronic versions of the full range of tourism business projects in which he participated, and the employer will have a specialist with a real business development, and the process of adaptation in real tourism business will be minimal.

Developing a transcontinental tour, all students at the same time fulfill the role of the tour operator, travel agent, and if they participate in the tour - and then they play the roles of clients. After that, they begin to understand the conditions under which a tourist operator and agent are the same and different what, in fact, is the best organized tourist activity.

Currently, the staff of the Research Institute of Tourism of "Turan" University (with a group of students) developed an innovative business project. The title of Project is "Climbing to the highest peak in North America McKinley (Denali, 6194m)". This climb is important for improvement of tourism education in Kazakhstan, as a logical extension of our work on the global program "Seven Summits." This summit is very attractive for the tourist business.

The peak McKinley (6194m) - is the highest mountain in North America. It is located above the Arctic Circle in Alaska. The total area of Alaska is one-fifth in continental America. Mountains: including legendary mount McKinley and 17 national highest peaks .

Glaciers: there are about 100 000 glaciers in Alaska, which cover almost 5% of the state. Comparing with other glaciers in the world they are still active. Speaking about climbing, we mean the active form of relaxation, active tourism. Definition of "active tourism" includes all kinds of tourist's travel, which are characterized by active transport route, with the expenditure of their own physical effort. McKinley is caused the great interest at all climbers.

This tour was designed by students, undergraduates and teachers for scientific and sports expedition team in mountain tourism of «Turan» University under the direction of the author. The target audience for this project are mountain climbers of Kazakhstan, CIS and mountain climbers of foreign countries. Social class of climbers- CIS workers, businessmen, teachers of secondary and higher education institutions.

Social status of a potential foreign client is the middle class, military, intelligence. An important part of the target audience is members of the mountain Club of Western Europe, members of the "Seven summits" program. According to the statistics of national Denali Park from 1903 till 2007 32,419 people tried to climb McKinley, 16,770 people, or about 52% of people succeeded. So in 1998 the number had risen till 36% of all applicants. In 1995, 1996, 1999 - 43%, in 2005 - 58%, in 2006 - 50%, 2007-47%.

Similar peaks are conquered by mountain climbers in the world in the frame of "Seven summits". The main competitor of our project is Moscow office of the "Seven Summits", whose leader is Alexander Abramov.

We found a definite advantage over our competitors. The group of climbers from Moscow whose leader is Vadim Alferov climbed the Mount McKinley (Denali) in 1994, in May, 15 – June,3. This peak was conquered by their group of 9 people, in the frame of program "Seven Summits". Moscow office has not got other achievements in this tour. Meanwhile, over the last 5 years 3 groups of Almaty mountain climbers climbed the McKinley whose experience we have used while preparing for this project.

The expedition climbed the peak from May 15 - June 15. The team reached. The peak for 6 days. In August 2012, Professor Vukolov V.N. and PhD D. Woodward made a report «Incorporating the 7 Summits transcontinental project into curricula of higher education institutions in Kazakhstan» for the second International Conference on Monitoring and Management of visitors in recreational and protected areas. This report was approved by experts in eco-tourism. The report informed about plans to the climb Mount McKinley.

Used transport includes cars, aircraft and aeroflot. Before selecting the route students became interested in airlines, which were blacklisted because of the problems with security. Information was taken from published blacklist by the European Community and the United States in

November 23, 2010. This list includes more than 300 airlines from 22 countries of world. Basically it includes the airlines which stopped their activities or did not meet the technical requirements.

There are 10 worst airlines have taken leading position in the ranking of air crashes (material was taken from the article Russell Eaton, www.articlesnatch.com):

1. Cubana Airline, rating 5,74
2. China Airlines, rating 3,57
3. Avianca Colombian Airline, rating 3,15
4. TAM Airline, rating 2,76
5. Korean Air, rating 2,26
6. Egypt Air, rating 2,06
7. Indian Air Lines, rating 1,94
8. Taesa Airlines, rating 1,83
9. China Southwest Airlines, rating 1,74
10. Aeromexico, rating 1,55

Mountain climbers planning to climb to Mount McKinley, or the city Foraker must register in the Ranger Station (Ranger Station) in Talkeetna, at least 60 days before the start of the climbing. National Park and Preserve Denali offer online permission to do the climb and pay the deposit by credit card. To fill in the electronic registration form and to pay the deposit you can follow the link Pay.gov 's online climbing registration form, online form is formed after October 1 to register for a season in 2011. Once the form is completed and paid for, registered receive a confirmation code.

There is also a pdf version of the registration form for groups that do not wish to register online. Expedition leader is responsible for filling out the registration form and pay the deposit for all members of the expedition and mailing or faxing them to the Ranger Station.

Mountaineers who have climbed Mt McKinley or Foraker since 1995 can use the "seven-day rule", instead of the 60 - day period of pre-registration and can register for only 7 days before the climb. These mountain climbers must have previous climbing registration from 1995 in Ranger Station. This rule is only applied to each climber individually, and not for the entire group, or all members of the group must have a previous registration. In this case, each individual member of the group must complete an individual form and make the payment, and then send it by mail or fax to the Ranger Station. The requirements of registration are to be fully followed.

Mountain climbers are responsible for submitting their forms on time, 60 days before the start of the climb. It is recommended to fill the registration form on Pay.gov 's online climbing registration form, so you can get a confirmation code. Special climbing fee is 200 \$ plus entrance fee to the park will be paid for each member of the expedition alone. This board is made in two installments in following order: Deposit non-refundable and non-transferable deposit of U.S. \$ 25 must be paid upon submission of the registration form. In the online payment can be made by credit card Visa, MasterCard, American Express; sending the registration form in the mail, you

can use money orders and bank checks.

Balance: Remain 175\$ plus entrance fee to the park will be used after registering in Ranger Station. Payment for the remaining balance can be made by credit cards Visa, MasterCard, American Express, money order, bank check. Payments by credit cards are preferable.

All registered climbers are required to register in the Ranger Station including participants in the expeditions to the north side of the Alaska Range. This applies to all participants, the ascent of McKinley and g.Foraker. As soon as the expedition leader receives official confirmation letter, he can identify the date of the briefing, online by clicking the given link www.nps.timetrade.com.

Without access to the Internet it is possible to call the Ranger Station and discuss the terms on the phone which must be done so as quickly as possible. Instruction takes place from 8:30 to 16:30, seven days a week. Members of the expedition should arrive 30 minutes before the scheduled time to pay a special fee and entrance fee to the park. Mountain climbers must provide documents proving their identity at registering time.

Group is allowed to add a new member to their expedition. It is necessary to pay a deposit of 25 \$ and sign up for at least 30 days before start of expedition.

5. If you plan to use the services of a guide, make sure that it is permitted by the National Park and Preserve Denali. Illegal provision of guide services is prohibited, otherwise the expedition can be canceled at any time.

6. It is necessary to read publication of the National Park Service (NPS), which contains information on the requirements about searching, rescuing, maintaining the order and cleanliness during the ascent, health problems encountered at high altitude and about the dangers of the glacier, and self-preservation. You must be aware of the possible health problems and mental and physical stress connected with climbing to great peaks.

Now, the plan of the expedition on McKinley is ready. The climb will take place from May,15 to June ,15 in 2013y. When the weather in Alaska will be good and stable. The team of climbers consist of academics, undergraduates and students of "Turan" university (Almaty, Kazakhstan), also tourists and researchers of Ust-Kamenogorsk and Kustanai cities. Thus, introduction of "Seven Summits" materials in Kazakhstan tourist education is to be continued.

A very important factor in the effectiveness of the global program "7 Summits" in tourism education is that the components of its journey in the wild are an organic part of the ecological tourism in Kazakhstan.

Ecological tourism as the component of natural tourism now is one of the most dynamically developing directions in the world tourist industry which by different estimations accounts for the 7-8 % of a world turnover capital in sphere of tourist business. However, in the Republic of Kazakhstan possessing the enormous tourist resources, ecotourism has not yet reached the level of development adequate to its potential opportunities. Effective development of ecotourism in

Kazakhstan is interfered by insufficiency of studying the tourism from the scientific point of view and absence of experts. Present social and economic situation stops the necessity of formation the strategic approach for development of domestic tour industry and, in particular, ecological tourism. The problem of increasing the efficiency of ecological tourism is only possible by the scientifically-proved and systematic preparation of the qualified tourist staff.

Ecological tourism is not a simple travelling, but travelling with the environmental responsibility to the nature. It includes the routes over rather not disordered natural territories with the purpose of studying and enjoying the nature and cultural sights of area. It is ecological tourism which realizes the health-improving social function most effectively. Ecological tourism possesses the greatest potential for increasing the duration and improvement of quality of people's life. Organizing the tourism rationally it is possible to decrease the diseases of a person on 30 %. According to the WHO the reduction of death rate from cardiovascular diseases on 20 % will lead to increase of the life expectancy of men up to 62,5 years (now 60), and women - up to 79,5 years (now 73). Meanwhile the ecological tourism has the potential for preventive maintenance of cardiovascular diseases. Ecological preparation of the future managers of ecological tourism is an actual pedagogical problem in connection with increasing social value of the tourist industry in the Republic of Kazakhstan.

The most popular kinds of activity among ecotourists are (in decreasing order): walking tour, bird watching, shooting and photographing, ecosafari, staying in encampment, visiting mountains and mountaneering, fishing, boating (rafts, kayaks, canoe), botanical excursions, archeological and paleontological tourism, speleotourism, exotic butterflies watching.

The supervisor of the project professor Vukolov V.N. from 2005 with students and teachers of faculty of tourism, and from 2008 with employees of scientific research institute of tourism, carried out the researches on destruction of the environment, pollution of territory of the State Natural Park «Medeo» as the factors complicating the development of tourism.

The research problems comprised: 1. To analyze the present condition of the State Natural Park «Medeo»; 2. To study, whenever possible, the basic problems, preventing the development of tourism; 3. To reveal the main problem and an optimum way of its solving.

The methods of research are: 1 . analysis of special literature; 2 . use of the data provided by the Internet; 3 . supervision; 4 . casual selection on Sunday and during holidays (on December 11 and 17, 2005) of visitors of national natural parks in vicinities of Almaty; 5 . statistical methods of researches.

In Almaty only two places have the status of "especially protected natural territory". They are - the State Natural Park «Medeo» and grove of Baum. However, as the practice shows, such proud ranks do not mean that these places got special attention.

Problems of environmental contamination in general and, in particular, firm industrial and household waste are actual all over the world. And the same problem is named as a priority

during the development of the National plan of actions on preservation of the environment for steady development of the Republic of Kazakhstan.

While solving this problem from the position of the system-complete approach to object of tourist activity we have planned:

1) to reveal the essence of ecological preparation of the future managing tourist structures in system of higher education;

2) to prove scientifically a segment of profессиogram of the tourism manager, intended to form habits and skill of the future experts for effective activity in the sphere of ecological tourism;

3) to develop the sample program for the course « The theory and practice of the organization of ecological tourism » and to include its substantiation in the next variant of the SSES (state standard educational specification) on the specialty "Tourism" as an obligatory subject;

4) to prepare and publish the manual «The theory and practice of ecological tourism in the Republic of Kazakhstan » with the list of the recommended

literature, tests, appendices, structurally-corresponding the typical program of a subject

5) to develop the list of routes in sphere of ecological tourism.

To implement the specified tasks it is planned to use the method of expert evaluations, supervision, introspection, structural and substantial analysis of experts in environmental problems of RK, ecological tourism experts and experts in preparation of tourist personnel at the level of management.

Ecological tourism is a special sector of tourist branch which, by some estimations, covers about 12 % of the tourist market at rates of growth in 2-3 times exceeding rates of growth of all industry of tourism. Annually for ecotourism needs the goods and services for the sum of 55 billion dollars that makes 25 % of international trade in sphere of services and 12 % of a total world products are made.

Three main principles are put into the basis of ecological tourism development. The first is the part of the incomes received from serving the tourists, it remains on places and goes on wildlife management; the second is the obligatory following the nature protection requirements during the travel which are formulated in special laws; the third - the tourist ecological trip is made with the research and cognitive purposes. Thus, one of the major characteristics of ecological tourism is ecological education.

Worldwide the developed and developing countries allocate extensive sites of their territory for natural parks with an aim to involve ecotourists, and the capital with them. For example, in Kenya using the national parks in tourism brings annually into national treasury up to 450 million dollars; it means, that each lion makes a profit of 27 thousand dollars a year, and herd of

elephants more than 600 thousand dollars. Costa Rica has declared that about 30 % of its territory is protected environmental zone and as a result now tourism is the most important source of the income in comparison with trade of bananas and coffee. Ecotourism on Galapagos islands (Ecuador) brings the country more than 180 million dollars a year. The aspiration to reduce to a minimum the changes in the environment is common for ecotourism, moreover, its development makes wildlife management economically profitable.

The development of ecological tourism in the suburban part of Almaty will promote economic, social and cultural development of region. Necessity of development of ecological tourism for region is caused also by the social order, population needs for more complete, systematic approach to problems of health and using the free time, creation of conditions for conducting a free way of life, spiritual and ecological education of the population.

The perspectives of our research include: 1) Development of the four program groups of disciplines that can be used directly to train university students on "Tourism" specialty. Creation and implementation of a competitive tourism product. In addition, each discipline of the four groups has the potential to create four components of the tourism product: 1) transport, 2) accommodation facilities for tourists, 3) diet of tourists, 4) tourist excursions. In addition, the required subjects can provide tourist formalities (visa, passport formalities, sanitary and border control, money, goods and cross-border movement,) and also advertising and informational activities.

Learning time can be found by removing the old curriculum of discipline. 2) In addition, at the level of PhD on the specialty "Tourism" we have developed a training course, the content of which is characteristic of major global tourist programs, except of the "Seven Summits", such as "Seven volcanoes", "Seven of the second peaks of continents", "Fourteen eight thousandth peaks of the world, " and etc.

In the future, all levels of tourism education (training in a tourist class at schools, in college, bachelor's, master's and doctoral PhD programs on "Tourism" specialty) will ensure the continuity (with the increasing complexity and information content) of similar disciplines. And only then we will get a valuable and effective (for a certain period of time) system of tourism education in the Republic of Kazakhstan. In this case, the main components of this system can be successfully replicated in other countries and not only in neighbor countries, members of the Soviet Union, but also in foreign countries.

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Vukolov Vladimir Nikolaevich

Professor, director of scientific research institute of tourism, head of the department "Tourism and Service" at Turan university.

Vukolov Vladimir Nikolaevich was born on April 10, 1950 in the village Sarkand, Sarkand district, Almaty region in a family of the engineer – road builder, the veteran of the Great Patriotic War Vukolov N. A.

In 1972 Vukolov Vladimir graduated from the department of history of the Kazakh teacher training university after Abay. In 1981 V. N. Vukolov got the degree of Candidate of Sciences, and in 2001 he passed PhD defense. Moreover,

he published more than 250 scientific works including the books called "History and Theory of the International Tourism" (2005), "Bases of equipment and tactics of active types of tourism" (2005), teaching guides "Across Northern Tien Shan. Mountain tourist routes across Zailiysky Ala Tau and Kungey Alatau" (2006). In 2012 V. N. Vukolov published for the first time the textbook "Methodology and Theory of Scientific Researches of Tourist Activity" in Kazakhstan and the CIS which is intended for doctoral candidates on the specialty "Tourism". He has author's rights on the program of training courses "Introduction into specialty" (1995), "Tourist guidance" (1995), on "The working curriculum of the tourism faculty for specialty "Management of Tourism" (1995).

In 2006 Vukolov V. N. got the state grant "The best teacher of higher educational institutions". His biography is included into the encyclopedic dictionary "Sporty Kazakhstan". After getting PhD on the subject "The Theory and Practice of Training the Specialists of the Tourist Industry in Higher Educational Institutions" and so far he is the only doctor of pedagogical sciences who specializes on preparation of personnel for tourist sector in Kazakhstan and Central Asia. In 2008 V. N. Vukolov is elected to be the member - correspondent of Academy of pedagogical sciences of Kazakhstan.