

PROCEEDINGS OF ESRUC

1st Winter Summit
at the Anatolian Summit
(WISAS):

“Collaborative Projects on Tourism,
Sports, Bio-Diversity and Global
Changes”





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Prof. Dr. Hikmet KOAK
President of Atatürk University & ESRUC Consortium



Foreword

Atatürk University was honoured to host the 1st Winter Summit at the Anatolian Summit themed “Collaborative Projects on Tourism, Sports, Bio-Diversity and Global Changes” held on 23-26 February 2012, Erzurum-Turkey,

I also would like to express my sincere gratitude for the valuable inputs of the participants during the exchanges and discussions at the Summit.

The International Summit provided the opportunity for over 200 participants representing 70 higher education institutions in all regions of the world to come together and take stock of progress made so far in developing the Silk Road Education Area, as well as to discuss the challenges that lie ahead. With the series of ESRUC Conferences, Atatürk University and its partners have opened a sustainable platform for exchange between regions and institutions.

This first international winter summit gave recognition to the importance of educational and scientific cooperation and networking among leaders of higher education institutions throughout Silk Road Universities. It is a vital platform within the framework of the ESRUC Consortium bridging with utmost efforts to contribute to the global knowledge society.

Enriched activities during the 3-day summit provided a venue for discussions, knowledge transfer and research collaboration on bio-diversity, sports and global changes. Through exchange of thoughts and experiences of participants, the summit productively concluded with the collective recommendations consolidating the Silk Road Higher Education Partnership.

The importance of international academic co-operation in the efforts of the ESRUC Consortium to build up a modern, high-quality system of higher education was brought to the fore by all speakers in the Summit. Furthermore, I want to add immediately that this summit is a clear token of academic solidarity and of partnership. An expression of academic solidarity should always be followed by its implementation through action.

During the Summit, the Executive Committee Meeting of ESRUC Consortium was held with great satisfaction of the steady growth of this inter-university network. The establishment of ESRUC Consortium is also a crucial stage in the development of higher education. A viable, efficient and high-quality system of higher education, tuned to the realities and needs of Silk Road society and competitive on the regional and international scene, is among the highest prerequisites for the sustainable development of the Silk Road Universities.

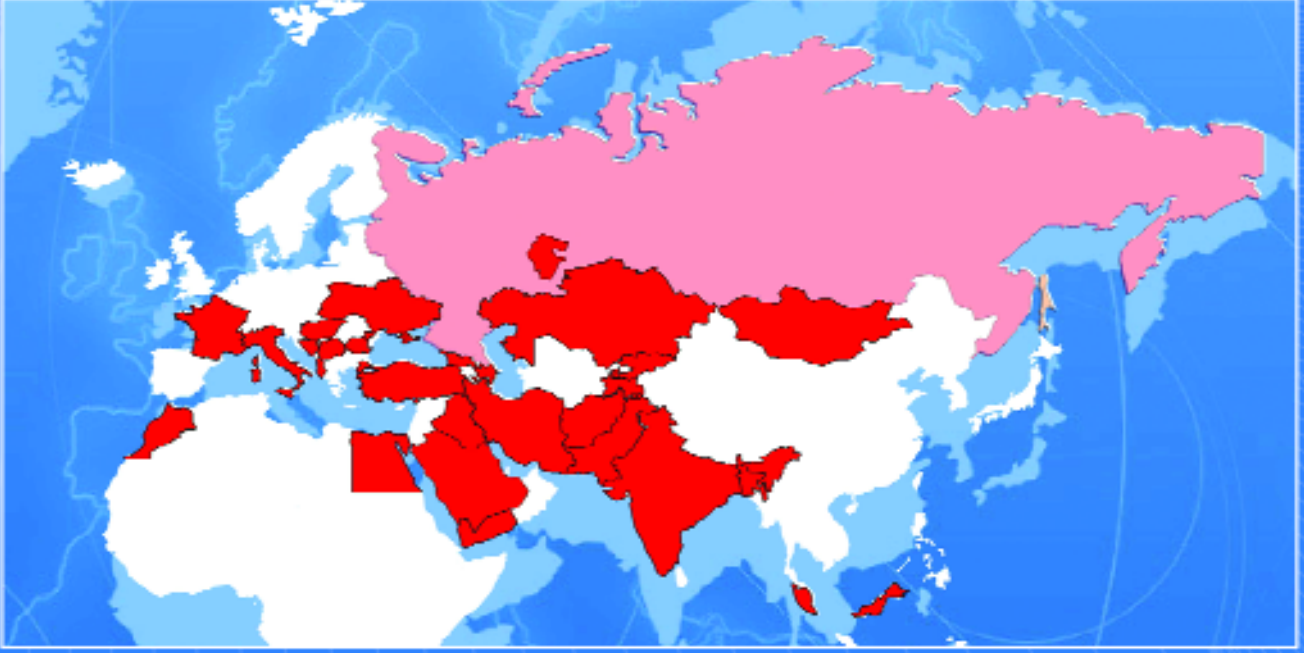
We are aware that it depends, above all, on our efforts, on our knowledge and abilities to achieve that goal. At the same time, we rely very much on the solidarity and co-operation of the Silk Road Universities.

The purpose of this publication, which comprises the major contributions presented to the 1st Winter Summit is to make better known the current needs and concerns of Silk Road Higher Education and research in the relevant subjects. The emphasis is on the role that international academic co-operation can bring to raising the quality and relevance of teaching and research at Silk Road Universities. It is also an invitation to higher education institutions and to academics everywhere to join us in the efforts to translate the recommendations and concrete proposals made at the Summit into life.

Finally, I would like to thank all those who participated in the Summit and contributed to its success: first and foremost our own members, the leaders of higher education institutions, but also representatives of higher education institutions, colleagues from other higher education institutions, international guests and other partners.

The ESRUC Consortium looks forward to the future collaborations built on shared values among the Silk Road Universities.

Prof. Dr. Hikmet KOÇAK
President of Atatürk University & ESRUC Consortium



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PROCEEDINGS



FEBRUARY 23, 2012 THURSDAY

Prof.Dr. Orhan GÜVENEN¹

*Invited Professor of University Paris Dauphine
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“INTERACTIONS OF WORLD REGIONAL DYNAMICS AND THE ROLE OF UNIVERSITIES AS A CATALYST”

I. THE STRUCTURE OF SOCIETY AND WORLD DYNAMICS IN COMPLEX SYSTEMS

Socio-economic phenomena by its structure is mathematically complex, mathematically chaotic and of low predictability. Given these factors and constraints, the analysis, research, decision making concerning the socio economic phenomena requires great attention, because its \mathcal{E} (unknowns) are not comparable to physical sciences.²

Error margins in general are of percentage level in some cases they can exceed 10%, even sometimes the given orientation can be misleading. In physical sciences the error margins are of the order 1 to ten thousand, 1 to one hundred thousand, to 1 million etc.

What is analyzed in social sciences is at the end apply to the society and human being; we need to take into consideration this \mathcal{E} factor.

The analysis of world dynamics and complex socio-economic structures requires an intensive understanding of this biasness.

In dealing with the socio-economic phenomena, we don't know what “absolute reality” is. We can only talk of probabilistic, relative, observable reality. When we observe the world dynamics in terms of information flow, international relations, economic interactions, what remains pertinent is dominantly a dynamics driven by power and power of money systems. The existing world dynamics cannot lead to sustainability in terms of environment, human well-being and world peace.

In a world of 7 billion human beings with \$69 trillion GDP (World Bank, 2011) over 200 nations states, where 193 are United Nations members, 3 billion human beings are living with less than 2 dollars per day.

¹Director of the Institute Of World Systems, Economies And Strategic Research (DSEE), Chairman of the Accounting Information Systems Department, Member of the Executive Board and Chairman of the Advisory Committee on Strategy, Economy and Industry of “National Nanotechnology Research Center – UNAM”, Invited Professor of the University of Paris-Pantheon, World Academy of Art and Science Fellow (WAAS), President of “Applied Econometrics Association”.

²Güvenen, O., (2011), “World Dynamics and Science Methodology, Technologies, Innovation, Production Structures, Information Systems, Ethics and Strategic Decision Making”, Graduate Lecture Notes, Institute of World Systems, Economies and Strategic Research (DSEE), Bilkent University, Ankara, p.18

Globalization that we experience for the last 3 decades does not have any strategy or philosophy behind. It is the product of microchips with the enhancing use of computers and internet. The financial markets started to use these remarkable tools to buy and sell in real time.

Today on the average \$3 trillion are circulated in a day in financial markets. It moved later on to real economy. This was called globalization, and it does not have any strategy or philosophy behind as mentioned above. And there is no any legal or economic framework or institutions to regulate the system. The world economic crisis of 2008 is a natural result of the above mentioned structure where the most important explanatory variable is the lack of “ethics”.

In 2008, the world GDP was \$60 trillion. The same year, the financial markets and investment banks operations exceeded \$600 trillion, more than 10 times the world GDP.

The operations concerning this over \$600 trillion were not under any economic or legal regulatory framework. In 2012, the situation is the same and it didn't change.

In a world that dominantly driven by power and power of money, for the last 3 decades, the world is getting richer in accumulated sense. The same world is worsening in terms of income distribution at the world level when we observe Gini coefficients and Lorenze curves.

As it was mentioned, out of 7 billion world population, 3 billion human beings are living with less than 2 dollars a day. In this context, you cannot create a sustainable world dynamics, stop conflicts, wars, avoid drug traffic, human traffic and to realize the well-being of humanity and peace.

The humanity, nation states, institutions, corporations, non-governmental organizations, individuals need to move from this system 2 to system 1 which should be driven by science, technology, ethics, value systems, culture, global consciousness driven decision systems for humanity well-being and peace.³

When we observe the information flow at the level of our planet, concerning especially socio-economic phenomena, we observe non negligible error margins and information distortions. In such a structure you cannot talk in mathematical terms of world optimal or humanity well-being.

The initial source of this biasness in Gadamer's hermeneutics sense is that the initial signals of the world dynamics are dominantly power and power of money driven structures.⁴

In such a highly biased structure, analytically you cannot elaborate optimal decision systems at the global, regional, nation state regions level and decision making converging to humanity well-being and peace. (Figure 1)

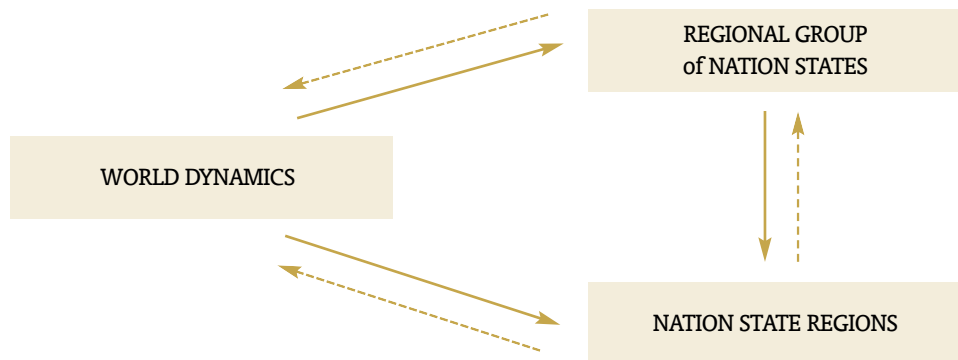


Figure 1 : Interactions of World Dynamics with Regional Group of Nation States and Nation State Regions

³ Güvenen, O., (2008), “Economic Prosperity, Interaction with Science, Knowledge and Value Systems” in Statistics, Science and Public Policy XII, ed. A.M. Herzberg, Kingston: Queen's University, p. 49, ISBN: 978-1-55339-152-4

⁴ Gadamer, Hans-Georg (1976), “Philosophical Hermeneutics” Berkeley: University of California Press

II. REGIONAL DYNAMICS AND ITS INTERACTIONS WITH WORLD DYNAMICS AND NATION STATE

2.1. INTERACTIONS OF WORLD DYNAMICS WITH A GROUP OF NATION STATES DYNAMICS AND ITS DIRECT IMPACT ON NATION STATE REGIONS

Regional development requires to analyze intensively world dynamics and nations state dynamics. We need to evaluate the feasibility, the degree of freedom for the realization of projects, its value added for the region optimal.

In this context the following factors can be considered as important explanatory variables:

- “Leadership
- Scientific and technological knowledge
- Social capital and its linkage to multi-factor, multi-sector productivity growth and regional, nation state development
- Regional innovative system
- Knowledge based regional development”⁵

In regional analysis and strategy evaluation, the geographical foundations of economic growth and societal development need to be endogenized to the system.

The locational interdependencies, the persistence of efficiency and innovation enhancing clusters of labor in economic and social development are intensively linked to the geographical factors.⁶ The probability of having severe social costs and many kinds of technical diseconomies is relative high.

Globalization tends in general to create agglomerative tendencies in many areas of the world, for example, 40% US employment is currently located in areas constituting in only 1.5 % of its total land area. Rapidly rising cost of urban concentration due to congestion, pollution, escalating land prices, crime, family breakdown etc, needs to be taken in consideration in nation state and regional, societal development strategies.

“Regional economic and societal development involves a mixture of exogenous constraints, the reorganization of local asset systems and political mobilization focused on institutions, socialization and social capital.”⁷

Regional innovation system theory indicates the importance of the following areas:

- “Evolutionary economics,
- The economics of innovation
- Theories of interactive learning
- Institutional economics
- Regional competencies”⁸

2.2. KNOWLEDGE DYNAMICS AND REGIONAL POLICIES

Regional policies requires intensively the knowledge dynamics. The following factors can be considered as determinant ones:

- “The importance of combining different types of knowledge, for instance scientific, organizational and cultural
- The relationship between local and global knowledge interactions
- The interaction of private and public knowledge resources
- The role of sectors, regions and national institutions in shaping economic and social development
- The importance cross-sectoral knowledge interactions for driving innovation”⁹

⁵ Scott, A.J, M.Storper, “Regions, Globalization, Development”, Regional Studies, Vol. 37. 6 & 7, pp. 579-593, p.192

⁶ Scott, A.J, M.Storper, “Regions, Globalization, Development”, Regional Studies, Vol. 37. 6 & 7, pp. 579-593, p.193

⁷ Scott, A.J, M.Storper, “Regions, Globalization, Development”, Regional Studies, Vol. 37. 6 & 7, pp. 579-593, p.198

⁸ Uyerra, E, (2010), What is Evolutionary about ‘Regional Systems of Innovation?’ Implications for Regional Policy. Journal of Evolutionary Economics, 20, 115, 337

⁹ Halkier, H., M., Dahlström, L. James, J. Manniche, L. S. Olsen, “Knowledge Dynamics, Regional Development and Public Policy”, Eurodite, p.4

III. THE ROLE OF UNIVERSITIES AS A CATALYST IN ENHANCING REGIONAL, NATION STATE AND INTERNATIONAL SOCIETAL DEVELOPMENT AND HUMANITY OPTIMAL

3.1. WORLD DYNAMICS AND UNIVERSITIES

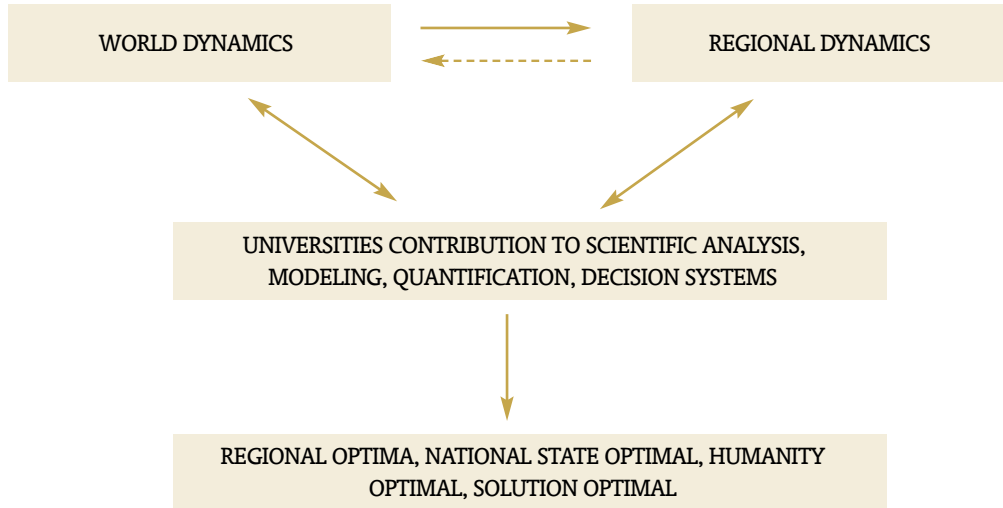


Figure 2 : World Dynamics, Scientific Analysis, Decision Systems and Humanity Optimal

We observe an exponentially increasing impact of knowledge and Information and Communication Technologies on education, science, technology and decision systems. These factors were driven dominantly by the western world. In the beginning of 21st century they tend to move equally to Asia, Latin America and other parts of the world.

The creation of high value added requires efficient use of knowledge, innovation, and organization, entrepreneurial and decisional skills.

The practice of transdisciplinary science methodology to deal with mathematically complex, mathematically chaotic, low predictability systems, and minimizing the error margins, information distortions do have a very positive impact on decision systems in creating higher value added products and services.

Universities through education, research and enhanced interactions with industry and business can play a very important catalyst role at the level of region, nation state, international development, human well being and peace.

In the endogenization of regional, nation state, international strategies, the impact and contribution of universities is a necessary condition. They provide science, technology, knowledge, strategic planning, decision support systems through research, education and enhanced cooperation with industries and businesses.¹⁰

3.2. EDUCATION, RESEARCH, INDUSTRY AND BUSINESS INTERACTIONS IN A SET STRUCTURE SYSTEM : THIRD GENERATION UNIVERSITIES

Third generation universities combine in a fully complementary approach, education, research, industry and business.

In that context, industry and business become directly an active component of the university. Through its inputs to education and research contributes to its dynamics, it creates a higher education, research and financial value added to the output of the university.¹¹

Halkier, H., M., Dahlström, L. James, J. Manniche, L. S. Olsen, “Knowledge Dynamics, Regional Development and Public Policy”, Eurodite, p.4
Wissema, J. G.,(2009), Üçüncü Kuşak Üniversitelere Doğru, Özyeğin Üniversitesi Yayınları, İstanbul, p. XIV, ISBN: 978-605-5625-00-9

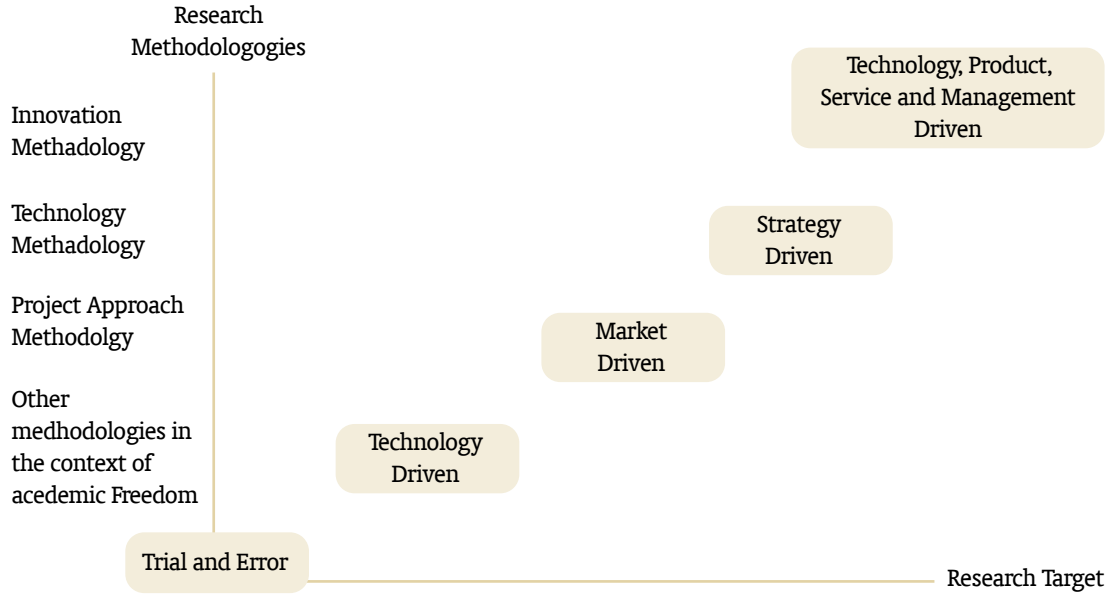


Figure 3 : Research Methodology Strata and its evolution¹²

The impact of transdisciplinary methodology in enhancing the catalyst role of universities in societal and human development is a substantial contribution. Equally the use of efficient information systems and decision support systems with above mentioned factors are necessary conditions in the “Third Generation Universities” applications converging to nature, peace and humanity well being.

This approach will enhance the role of universities as a catalyst in regional and nation state societal development in the context of complex world dynamics.

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Wissema, J. G.,(2009), Üçüncü Kuşak Üniversitelere Doğru, Özyeğin Üniversitesi Yayınları, İstanbul, p. XIV and 106, ISBN: 978-605-5625-00-9

¹² Wissema, J. G.,(2009), Üçüncü Kuşak Üniversitelere Doğru, Özyeğin Üniversitesi Yayınları, İstanbul, sayfa 106, ISBN: 978-605-5625-00-9

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THE CONVENTION ON BIOLOGICAL DIVERSITY, THE GLOBAL TAXONOMY INITIATIVE AND MANAGING LOCAL BIODIVERSITY

The development of tourism activities inevitably has an effect on biodiversity, and care must be taken that introducing one tourist activity, such as winter sports, does not damage the potential for another, such as ecotourism. In order to understand and manage such impacts, the nature of the biodiversity potentially affected needs to be studied and monitored. The Convention on Biological Diversity has given guidelines, including the need for taxonomic information. Although the Convention on Biological Diversity (CBD) has been in existence for nearly 20 years, being ratified by Turkey, for example, in 1997, its operations and significance seem to be widely unappreciated. It is an internationally-agreed legal framework with the role to develop internationally-agreed policy on three core objectives: conservation of biodiversity, sustainable use of biodiversity, and fair and equitable sharing of benefits from utilization of genetic resources. Through those policies it both initiates and facilitates action in support of its objectives. Before considering the ways in which both international and national policy relate to managing biodiversity in Anatolia, it is appropriate to outline briefly how the CBD operates.

The operations of the CBD

The CBD, negotiated in 1992, has 42 binding articles (<http://www.cbd.int/convention/text/>) setting out the basic agreements between Parties on how to progress the three objectives, and how to manage the Convention itself. Whilst critically important, and providing a framework for action, the Convention has found it necessary to develop much more detailed understanding and guidance on how the articles might be implemented. It has done this through decisions of the Conference of the Parties (“COP”) – a major meeting that has so far taken place ten times, and delivered 296 decisions (although some now retired following development to implement them). All decisions can be accessed on the CBD web site at <http://www.cbd.int/cop/>. These decisions, insofar as they relate to scientific information necessary to meet the objectives, are developed from information and recommendations provided by SBSTTA, the Subsidiary Body on Scientific, Technical and Technological Advice. Like COP, SBSTTA takes the form of an international forum attended by participants from all Parties to the Convention. Also like COP, all of the recommendations from SBSTTA, as well as the documents and evidence on which they were based, can be seen on the CBD website (<http://www.cbd.int/sbstta/>). The CBD process is managed by the Executive Secretary in Montreal, assisted by a Secretariat. Each Party appoints national Focal Points, who act as a link between the CBD Secretariat and national governments and other stakeholders. While all Parties have a CBD Focal Point, some have also appointed others to take a lead on different aspects of the Convention. Turkey, for example, has National Focal Points for the CBD, Protected Areas and the Global Taxonomy Initiative (Cross-cutting Issues – see below) and the Cartagena Protocol on Biosafety, a protocol under the CBD. The contact details for these Focal Points can be found under the relevant Party on the CBD database (<http://www.cbd.int/convention/parties/list/>).

Decisions taken by the COP, and recommendations from SBSTTA, are generally aligned with different aspects of the Convention. The major aspects that have been identified are the seven ‘Thematic Areas’ (Agricultural biological diversity; Dry and sub-humid lands biodiversity; Forest biological diversity; Inland waters biological diversity; Island biodiversity; Marine and coastal biological diversity; Mountain biological diversity) (<http://www.cbd.int/programmes/>), for each of which there is a Programme of Work developed by the COP. In addition, broadly corresponding to the Convention’s substantive provisions in Articles 6-20, and bridging across the Thematic Areas, are the 19 ‘Cross-Cutting Issues’ (Aichi Biodiversity Targets; Access and benefit sharing; Biodiversity for development; Climate change and biodiversity; Communication, Education and Public Awareness; Economics, trade and incentives; Ecosystem approach; Gender and Biodiversity; Global Strategy for Plant Conservation; Global Taxonomy Initiative; Impact Assessment; Identification, Monitoring, Indicators and Assessment; Invasive Alien Species; Liability and redress; Protected Areas; Sustainable use; Tourism and Biodiversity; Technology transfer & cooperation; Traditional knowledge) (<http://www.cbd.int/programmes/>). Many of these also have Programmes of Work, and in the case of Access and Benefit-sharing has recently given rise to the Nagoya Protocol on Access and Benefit-sharing, currently being considered for signature and ratification by the Parties (<http://www.cbd.int/abs/>).

Although the Programmes of Work for many of the Thematic Areas and Cross-cutting Issues are relevant to issues discussed in the context of Anatolian tourism, sport, biodiversity and global changes there is insufficient space to discuss all of them in detail. It is appropriate, however, to consider two of the Cross-cutting Issues, Tourism and Biodiversity and the Global Taxonomy Initiative (GTI). Before doing so, however, the relationships between the Convention and national policies and implementation need to be outlined.

National policies and implementation, and their relationships to the CBD

As noted, the CBD develops policy. Implementation of these policies is essentially a national responsibility, Article 3 of the Convention making it clear that “States have, in accordance with the Charter of the United Nations and the principles of international law, the sovereign right to exploit their own resources pursuant to their own environmental policies, and the responsibility to ensure that activities within their jurisdiction or control do not cause damage to the environment of other States or of areas beyond the limits of national jurisdiction.” Thus, although the Articles of the Convention are binding, the decisions of the Conference of the Parties are not, and are there as guidance for national activities. An important instrument in transforming the global agreements and obligations of COP decisions into nationally-appropriate policy is the National Biodiversity Strategy and Action Plan (NBSAP). NBSAPs have been developed by most Parties to the CBD and, like so much else, many of these NBSAPs can be accessed through the CBD website (<http://www.cbd.int/convention/parties/list/>). In turn the NBSAP provides the national basis for additional policies, legislation and other actions, including by non-governmental bodies. The NBSAP is generally set out to inform all biodiversity-related activities in a country, but often it is challenging for all stakeholders to become aware of the NBSAP and its priorities or, indeed, obtain sufficient financial backing to carry out priorities that are identified in the NBSAP. Parties report their progress in implementing the Convention through National Reports, also visible on the CBD website. The overall pattern of relationships between the CBD and national actions is set out in Fig. 1.

CBD recommendations on tourism

In 2004 the CBD Conference of the Parties agreed decision VII/14 “Biological Diversity and tourism”, with an annex “Guidelines on Biodiversity and Tourism Development” (<http://www.cbd.int/doc/decisions/cop-07/cop-07-dec-14-en.doc>). These international guidelines are voluntary, but present in significant detail options for all stakeholders to manage tourism in an ecological, economic and socially sustainable manner (SCBD, 2004). Further information on using the Guidelines was published by SCBD (2005). These guidelines and the additional material are very extensive and cannot be quoted in full here. However, there are some key points to consider in the context of developing both winter sports and other tourist facilities in Anatolia. The first points reference communication, particularly between institutions, and ensuring that conservation of biodiversity is considered as tourism plans are developed and implemented. Thus the Guidelines state (para 7) “There is a need to improve awareness and exchange of knowledge between those responsible for and affected by tourism and nature conservation at a national, subnational and local level. In addition, national biodiversity strategies and action plans should include consideration of tourism issues, and tourism plans should likewise include full consideration of biodiversity issues. Existing documents, strategies and plans should be coherent or revised and amended to that effect as applicable.” In the context of the current meeting the connections possible

between parties involved in different aspects of tourism development and those who have understanding of the potential impacts on biodiversity will facilitate the types of information exchange referred to. Currently Turkey's National Biodiversity and Action Plan does include a number of references to tourism, and refers to the Ninth Development Plan, which identified tourism as a possible threat to Turkey's biodiversity.

There are a number of areas where the academic communities are asked to become involved, and which will particularly relevant to universities and other institutes of higher education. For example, Paragraph 91 states “It is ... important to raise awareness within the academic sector responsible for training and research on issues regarding the interaction between biological diversity and sustainable tourism, of the role that they can play concerning public education, capacity-building and awareness-raising on these issues.” There is also an extensive discussion of capacity building needs associated with biodiversity and tourism, including “strengthening human resources and institutional capacities, the transfer of know-how, the development of appropriate facilities, and training in relation to biological diversity and sustainable tourism issues, and in impact assessment and impact management techniques” (paragraph 93).

The Guidelines include the requirement for baseline studies of biodiversity and subsequent monitoring (Paragraph 68: “Prior to the commencement of any new tourism development or activities, an inclusive monitoring and reporting system should be put in place, with indicators to track how tourism actions are mitigating threats to biodiversity, along with agreed upon quantifiable standards indicating thresholds of acceptable change. These should be developed in conjunction with all key stakeholders including indigenous and local communities.”) They also propose an impact assessment (with necessarily relies on particular baseline studies having taken place). For impact assessment the Guidelines refer to another COP decision which has developed methodologies and recommendations in far more detail. This is “Guidelines for incorporating biodiversity related issues into environmental impact assessment legislation and/or processes and in strategic environmental assessment” developed by the Convention on Biological Diversity and contained in the annex to decision VI/7 A (paras. 1-24). Again, this is a very extensive document, but the suggestions set out here in Table 1 (from Annex 4 of VI/7) indicate the range of activities and information requirements suggested.

The Global Taxonomy Initiative

Much of the type of information indicated in Table 1 relies on an ability to name the species found within the study area, and through that identification access additional information. Without identifications the task may be impossible, or at least imperfect to an unknown degree. The problem is compounded because the most numerous organisms, such as insects, mites and fungi, are generally the most difficult to identify, and because large numbers of just these groups are still undescribed by taxonomy (Figs 2,3). The phenomenon of undescribed species is by no means limited to the tropics; Anatolia is likely to have many thousands of undescribed species.

The problems caused by identification issues to implementation of the CBD led, in 1998, to the ‘Darwin Declaration’: “The governments of the world that recognize the Convention on Biological Diversity have affirmed the existence of a taxonomic impediment” the impediment referring to the lack of availability of sufficient taxonomic information and expertise for effective implementation. Following this the Parties to the CBD put into place a Cross-cutting Issue, the Global Taxonomy Initiative (GTI). There are a number of relevant COP decisions on the GTI, which can be accessed from the appropriate page on the CBD web site (<http://www.cbd.int/gti/>). The most overarching of these is the Programme of work (COP decision VI/8), which to a great extent summarises earlier decisions and provides a framework for activities, including “outcome-oriented deliverables” listed in the subsequent decision COP IX/22.

The GTI Programme of Work is broken down into five ‘operational objectives’:

- Taxonomic needs assessments
- Capacity-building
- Improving access to information
- Support for Thematic areas
- Support for Cross-cutting issues

Each of these includes one or more Planned Activities, to ensure that the objectives can be attained. These activities and a greater explanation of how the GTI should operate are discussed extensively in SCBD (2008).

The first of these elements, the taxonomic needs assessments, is intended to discover what taxonomic information is needed by non taxonomists. Thus for the management of a protected area, for example, the relevant authorities might need to know:

- what species are present in the area,
- what their population density is,
- how are the species distributed both within the Protected Area and across the Country and region as a whole,
- whether there are any genetic outliers present, which might have a special conservation priority,
- whether there are any exotic invasive species that might require special management, and
- how the species, or a selection of them, might be monitored over time.

These requirements are similar to those in table 1, which can be viewed as a set of needs. The needs listed above can be translated into a set of taxonomic outputs, including:

- Inventories
- Identifications
- Identification tools for non-taxonomists
- Observational and specimen data
- Distribution information
- Standardised monitoring systems

These in turn dictate the taxonomic capacity required to meet the original needs:

- Taxonomic expertise that can be accessed in a timely and effective way;
- Access to specimen data from local and other collections;
- Creation of identification tools;
- Creation of distribution information;
- Ability to manage standardised monitoring systems.

This capacity being built to ensure that taxonomic information can be created and delivered where it is needed, when it is needed, and in a form and language appropriate for the non-taxonomist user. Thus the originally identified needs have identified the necessary taxonomic capacity that is required, the information that needs to be made available, and led to support for the relevant (in this case) cross-cutting issue, Protected Areas.

Taxonomic needs and the Turkish National Biodiversity Strategy and Action Plan.

The Turkish National Biodiversity Strategy and Action Plan contains a variety of requirements for taxonomic action. The first goal of the NBSAP is “To identify, protect and monitor biological diversity components which have importance for Turkey”, and identification and monitoring also feature in other goals (which are broadly aligned with the Thematic Areas of the CBD as listed above). The first objective of Goal 1 (Objective 1.1) has eight Strategic Actions which rely on or demand taxonomic work:

1.1.1. The preparing and putting into practice a plan to compile inventory, data and collection of invertebrates (especially insects), micro organisms and fungi

1.1.2. The preparing and putting into practice a macro-level inventory plan for biological diversity in order to have an interrelated and coordinated works

1.1.3. The identification of reliable and economic biological diversity inventory methods and technologies

1.1.4. Correlation between biological diversity inventory studies and the researches on soil, climate and other issues

1.1.5. The development and use of biological diversity indicators which are expressive, scientifically justifiable, practical and ecosystem-based

1.1.6. The development and implementation of programmes for the monitoring of the ecosystems, species and populations which are under pressure and of the functional relations within ecosystems

1.1.7. In order to identify, classify and store the collected samples scientifically, the strengthening of academic institutions' capacity and the achievement of an effective sharing of the data and information obtained by those institutions

1.1.8. The periodical update of red lists relating to Turkey's species which are either endangered or under threat.

Considering 1.1.7. in particular, sharing information between academic institutions might be most effectively done through development of appropriate databases. In the UK, the National Biodiversity Network (NBN -

<http://www.nbn.org.uk/>) provides a single gateway to biodiversity data held by many different institutions and shared through common standards. These data make it possible to obtain very accurate information about UK wildlife, both for human access and as web services. For example, distribution maps as shown in Fig. 4 can be assembled from multiple datasets. On a wider basis, data from NBN and many other sources are made available to an international enterprise, the Global Biodiversity information facility, GBIF (<http://www.gbif.org/>), which currently (13/03/2011) is making 323,899,142 specimen and observational records available. Currently 157,564 of these records are of animals, plants and microorganisms from within Turkey. 44,010 of the records are georeferenced, allowing clear placement on a map. Figure 5 shows the distribution of *Avena* species (Poaceae) in Turkey, based on records from a single provider. Having such data enables further analysis, such as an environmental niche model for the organism, predicting probable distribution and with the potential to be modified to present possible distributions under different predictions of environmental change (see Fig. 6 for potential distribution of *Avena* spp.).

Interestingly, none of the data points available through GBIF come from collections held within Turkey, suggesting that tools that might be of value to planning in the country are not being used as fully as they might be.

The NBSAP has called for an inventory of invertebrates in the Country but, although there have been catalogues for a few taxonomic groups, there is still a great deal of work to be done. This is apparent in consideration of the number of invertebrate species known from within the Country. The NBSAP states “The number of insect (probably the largest group of invertebrates) species identified in Turkey so far is about 30,000, although the estimated number is between 60,000 and 80,000.” In contrast, other sources give a very different figure, of 19,000 invertebrates (apparently including insects) (Arslan et al, 2010, who may be quoting the Turkey’s 4th National Report (Anon, 2009) which includes the same information as well as the larger number as given in the NBSAP). The NBSAP identifies the “Plant Conservation Museum of the Research Institute for Agricultural Combat in Ankara” as engaged in the work of demonstrating Turkey’s species diversity. Perhaps critically, the web site of the Museum states that it holds “2000 genera belonging to 225 families in 14 insect orders and more than 25,000 specimens of more than 3000 species”, noting its inability to employ the required number of taxonomists (<http://www.zmmae.gov.tr/www/EN/Icerik.ASP?ID=705> accessed 13/03/2012). There is undoubtedly considerable work to be done in increasing national capacity to inventory and manage the invertebrate fauna.

There are a number of taxonomic tools that can be produced to meet the requirements of the NBSAP, including items such as field guides and identification cards for tourists and others. Each one of the NBSAP Strategic Actions listed above, as well as some of the others, rest on taxonomic input. However, the capacity for that input at present seems far too low. The NBSAP recognises this, as does the later National Capacity Assessment (Anon, 2011), and calls for action to be taken to train more people specialised in taxonomy, identifying universities and research institutions as key actors.

Conclusions

Anatolia stands on the brink of what may be a major expansion of tourism. While winter sports tourism will be an important part of this, outside the winter sports season there are major possibilities for increasing the ecotourist component quite dramatically. The Eastern Anatolia Regional Ecotourism Development Project including the Çoruh Valley is an indication of the potential (see <http://www.datur.com/>). However, in order to manage the impact of both winter tourism and ecotourism at other times considerable work needs to be done to develop the baseline biodiversity information that will inform planning and enable impact assessment and monitoring of projects as they are employed. Currently the taxonomic capacity of Turkey is insufficient for this task, and the challenge will be to produce that necessary human and infrastructural capacity before the opportunity has passed.

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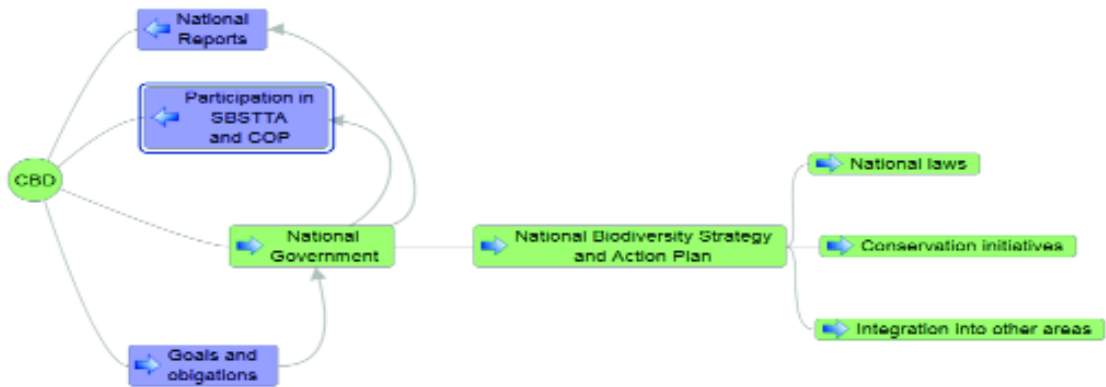


Fig. 1. Relationships between CBD and national implementation (after CBD for Botanists)

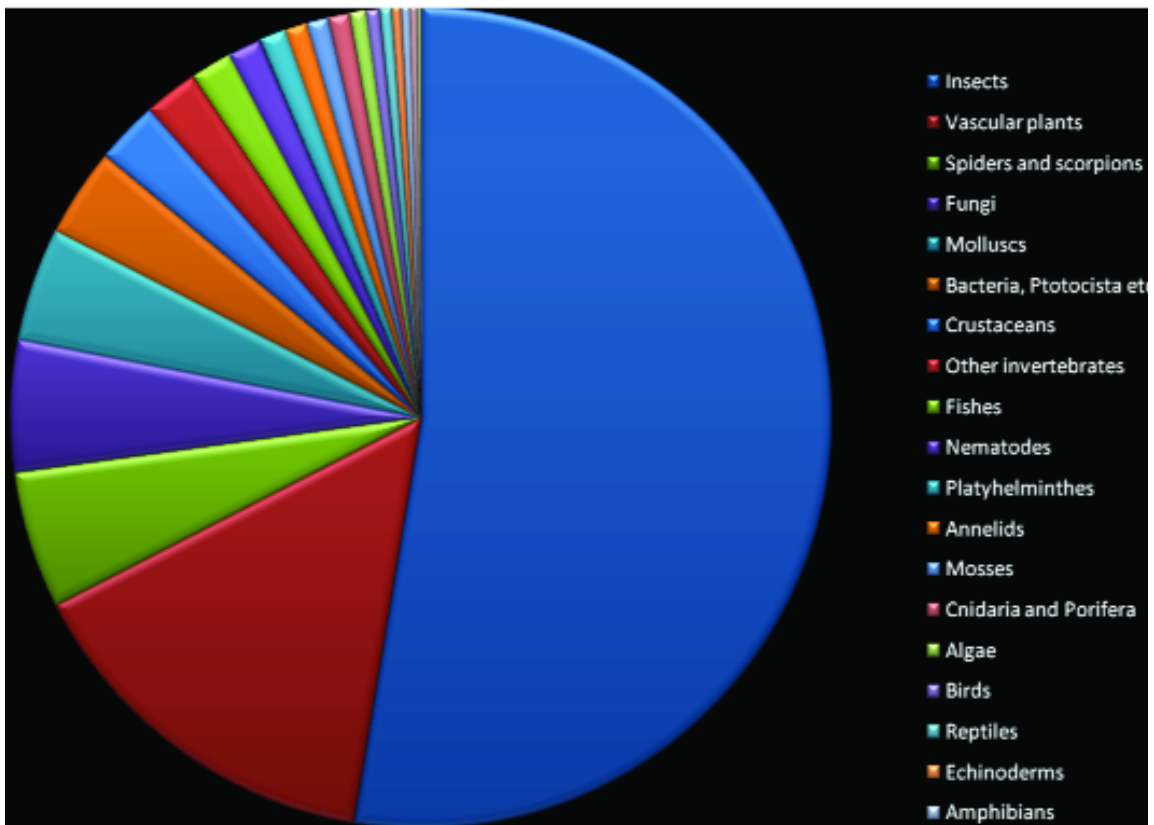


Fig. 2. Relative numbers of animals and plants (taxa depicted clockwise in order around chart with Insects as the largest segment). Numbers from Chapman, 2009.

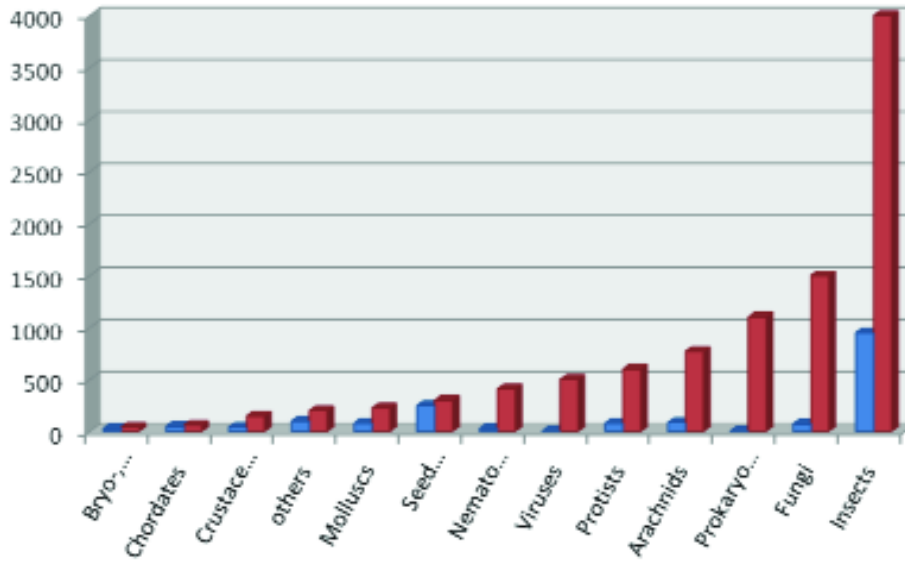


Fig. 3. Numbers of described species (blue bars) and estimated total numbers of species (red bars) (numbers in thousands). The total numbers of insect and micro-organism species are probably underestimates. (after Lyal, 2005)

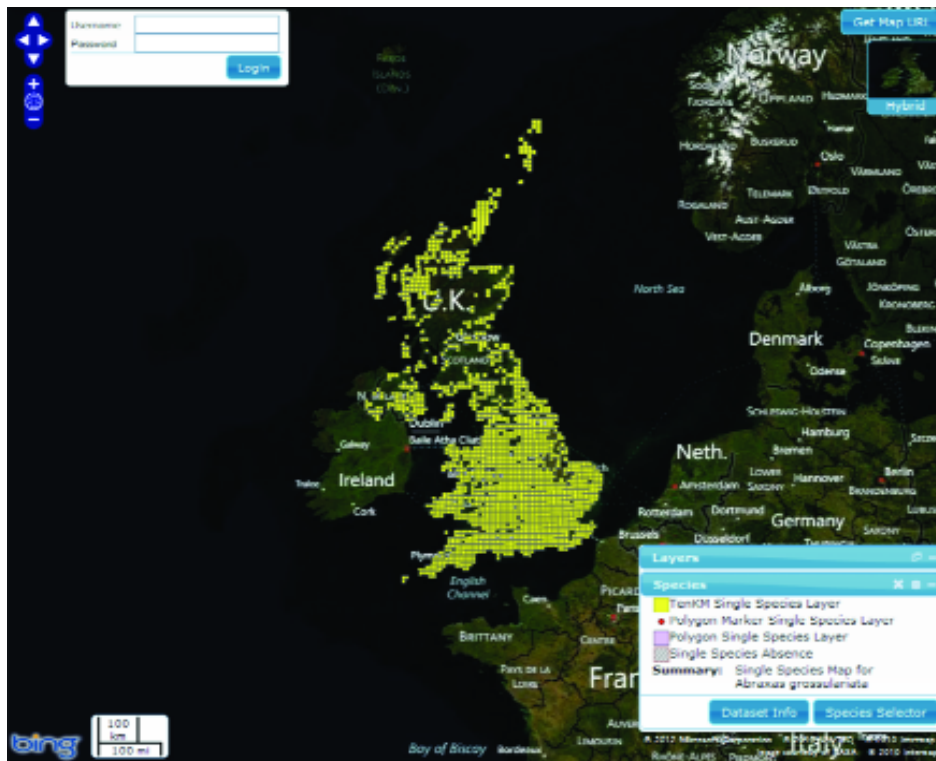


Fig. 4. Interactive map of the species *Abraxas grossulariata* from the UK National Biodiversity Network, the data being provided by 40 different organisations (accessed 13/03/2012) .

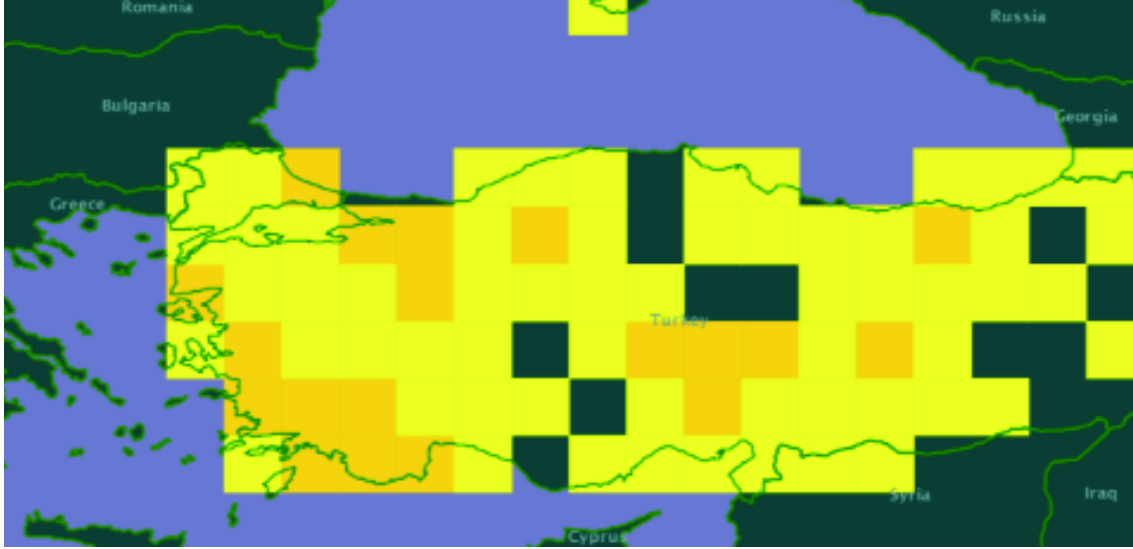


Fig. 5. Biodiversity occurrence data of *Avena* species in Turkey published by EURISCO, the European Genetic resources Search Catalogue (Biodiversity international) (Accessed through GBIF Data Portal, data.gbif.org, 2012-03-13). Pale yellow: 1-9 occurrences, dark yellow: 10-99 occurrences.

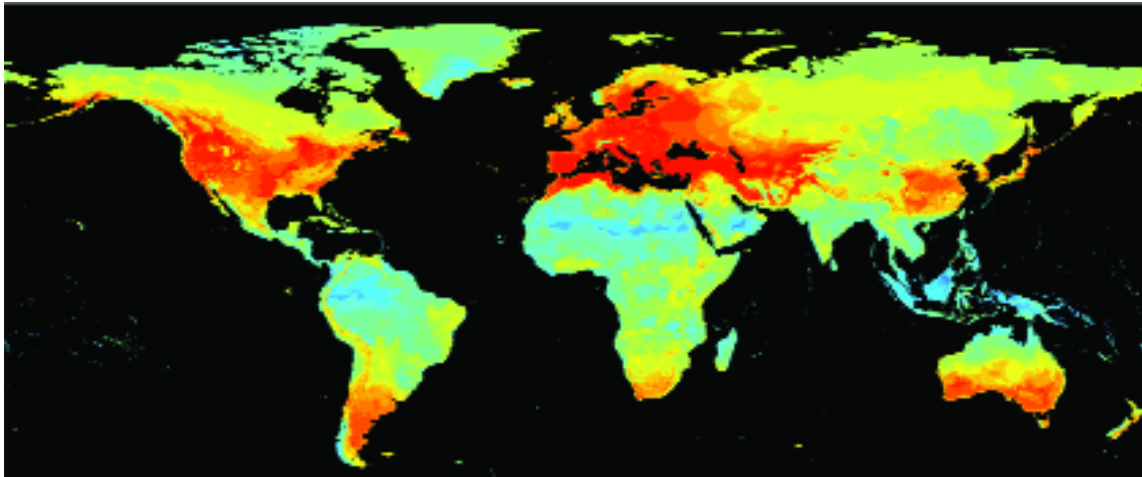


Fig. 6. Potential distribution for *Avena* species using Open Modeller based on records from Turkey (Accessed through GBIF Data Portal, data.gbif.org, 2012-03-13).

Levels of Biological Diversity	Composition	Structure (temporal)	Structure (spatial: horizontal and vertical)	Key processes
Genetic diversity	<ul style="list-style-type: none"> Minimal viable population (avoid destruction by inbreeding / gene erosion). Local cultivars. Living modified organisms. 	<ul style="list-style-type: none"> Cycles with high and low genetic diversity within a population. 	<ul style="list-style-type: none"> Dispersal of natural genetic variability. Dispersal of agricultural cultivars. 	<ul style="list-style-type: none"> Exchange of genetic material between populations (gene flow). Mutagenic influences. Intraspecific competition.
Species diversity	<ul style="list-style-type: none"> Species composition, genera, families etc, rarity / abundance, endemism / exotics. Population size and trends Known key species (essential role). Conservation status. 	<ul style="list-style-type: none"> Seasonal, lunar, tidal, diurnal rhythms (migration, breeding, flowering, leaf development, etc.). Reproductive rate, fertility, mortality, growth rate. Reproductive strategy. 	<ul style="list-style-type: none"> Minimal areas for species to survive. Essential areas (stepping stones) for migrating species. Niche requirements within ecosystem (substrate preference, layer within ecosystem). Relative or absolute isolation. 	<ul style="list-style-type: none"> Regulation mechanisms such as predation, herbivory, parasitism. Interactions between species. Ecological function of a species.
Ecosystem diversity	<ul style="list-style-type: none"> Types and surface area of ecosystems. Uniqueness / abundance. Succession stage, existing disturbances and trends (autonomous development). 	<ul style="list-style-type: none"> Adaptations to / dependency on regular rhythms: seasonal. Adaptations to / dependency of on irregular events: droughts, floods, frost, fire, wind. Succession (rate). 	<ul style="list-style-type: none"> Spatial relations between landscape elements (local and remote). Spatial distribution (continuous or discontinuous / patchy). Minimal area for ecosystem to survive. Vertical structure (layered, horizons, stratified). 	<ul style="list-style-type: none"> Structuring process(es) of key importance for the maintenance of the ecosystem itself or for other ecosystems.

Table 1. Biodiversity checklist on scoping for the identification of the impacts of proposed projects on components of biodiversity (not exhaustive) components of biological diversity. Adapted from Annex 4 of COP Decision VI/7 on Identification, monitoring, indicators and assessments.



FEBRUARY 24, 2012 FRIDAY

Prof.Dr. Tumur-Ochir SANJBEGZ
National University of Mongolia



SILK ROAD AND MONGALIA - TOURISM

Abstract

Historical and cultural relations between the Central Asian and most of the Asian countries are inextricably related to the “Silk Road.” Thus, it is inappropriate to talk about Eurasian history and culture without considering the “Silk Road” and its effects on the contiguous nations in the region. Today, the directors and authorities of colleges and universities of the nations along the Silk Road have gathered here to review the ancient traditions of their inter-related history and culture, and to develop cooperative relationships for the future.

This new prestigious organization will contribute to the development of future cooperation between the universities & colleges as well as the nations along the Silk Road. Active participation from these universities and colleges is a must, and they need to define their scholarly contribution for the effective cooperation and success of the organization.

Developing tourism activities along the Silk Road countries, informed by scholars who study this topic, is a key interest area of the National University of Mongolia. We look forward to implementing cooperative projects related to “Research on Silk Road History and Culture,” especially with regard to Mongolia’s contributions.

Silk Road and Mongolia – Tourism

0. Introduction

1. “Silk Road” and Mongolia
2. Silk Road - Historical & Cultural Researches
3. Silk Road and Mongolian Tourism

0.Introduction

Historical and cultural relations between the Central Asian and most of Asian countries are inexplicitly related to the “Silk Road”. Thus, it is inappropriate to talk about history and culture without mentioning “Silk Road” for the nations in the region. Today, the directors and authorities of colleges and universities of the nations along the Silk Road have gathered here to review the ancient traditions of inter-related history and culture, and to develop the traditional relationships in the future.

Definitely, this new prestigious organization will contribute to the development of future cooperation between the universities & colleges as well as the nations along the Silk Road.

Active participation from the universities and colleges is must, and they need to define their contribution to the cooperation of the organization.

Developing tourism along the Silk Road countries, in particular, involving Mongolia in the shared travel route of Silk Road, implementing cooperative projects on “Researches of Silk Road, its History and Culture” are the key interest of National University of Mongolia.

1. Silk Road and Mongolia

“Silk Road and Mongolia” is a complex concept in which more issues related to society, economy, politics, culture, common features and components of ethnography can be included. In addition, our foreign relations, cooperation and future perspectives of regional countries are all directly related to the policy of the nations along the “Silk Road”.

On the other hand, it is impossible to envision the entire history of Central Asian nomads, in particular Mongolians, without Silk Road. An emphasis should also be given that this historical and ancient relations between the countries is not only retaining under the name “Silk Road” but it is developing more into cooperation between the nations in the region and is contributing to the prosperity of trade, politics, economy and society among the countries. Thus, the traditional concept “Silk Road and Mongolia” is still preserving a particular significance in our society, politics, and science.

The cooperation between the colleges and universities of the countries along the Silk Road is completely meeting the Mongolians’ traditional understanding of Silk Road concept and our

foreign policy, trade and economic cooperation with the nations in the region. Thus we are heartily supporting our cooperation and will endeavor to develop it in the future.

2. Silk Road - Historical & Cultural researches

Silk Road is unique road which contributed profoundly to the history and culture of the Central Asian and Asian countries. The Silk Road, only road that once connected Eastern and Western world, can be referred as a great road of cultural exchanges and globalization rather than “trade and commercial road”. In other words, it can be regarded as road of cultural exchanges because of its cultural conveyance from Eastern world to Western world & vice versa. It was also a road of globalization as Westerners and Easterners created the inter-related cultural settlement along the Silk Road.

It is impractical to picture the history of Mongolians and Central Asian nomads without the Silk Road. Historical resources and facts provide evidence of how the various states in power in Central Asia struggled to take control of the Silk Road. Thus, it is essential for the colleges and universities to establish an institution to conduct researches on “History and Culture of Silk Road” and to implement co-founded projects. Having integrated policy and programs for the researches is significant to solve many issues.

It is impossible to do a complete research work on “History and Culture of Silk Road” by digging and studying only a few burials and ruins in a country. Hence it is of a great consequence to make a shared registration of the cultural heritages along the Silk Road countries and to make an atlas in order to implement more successful collaborative projects for the colleges and universities.

If the colleges and universities of the Silk Road countries implement collaborative projects, first of all, our achievement will be more successful.

Secondly, the accumulation of rare and unique data and facts will enable the scholars to write a new page on the history and culture of the “Silk Road”. Furthermore, it will bring the political, social and economic relations of the countries in the region to a new stage.

Thus, I am appealing to all of you to implement collaborative projects on “Silk Road and its Historical and Cultural Researches”.

3. The Silk Road and the tourism

The advantage side of the countries along The Silk Road is the tourism.

Tourism landmarks along The Silk Road offer a tour on unique civilization, historical attractions, as well as natural wonders of Eastern and Western countries where a traveler is given an opportunity to visit several countries at a time.

In other words, not only discover the history and natural wonders of one country but also feel fascinating and exotic local customs of several Eastern and Western countries.

We assume that our country can be one part of The Silk Road tourism. To achieve this Mongolia must be included in tourism route of the countries along The Silk Road.

We don't know exactly. If there is a fixed tourism route of the countries along The Silk Road our country will undoubtedly join it.

If there is no fixed route of tourism we can make a new route “Tourism along The Silk Road” and we do have resources and reserves to develop this brand new field together.

We are assuming the tourism along The Silk Road can include 2 regions of Mongolia; Central and Western.

The Western region includes some provinces such as, Bayan-Ulgii, Khovd, Uvs, Zavkhan, Govi- Altai while Central region includes Tuv, Arkhangai, Ovorkhangai, Bulgan, Bayankhongor where historical and cultural heritages, natural wonders, local people's life and customs can be experienced.

Under the route, we hope that organizing some tours involved some students of the universities along The Silk Road and letting them do internship will become essential in further cooperation.

This can strengthen cooperation between universities but also will be great benefit to introducing the importance and the value of “The Silk Road” to our future generation.

We invite you to experience the holy nature, historical and cultural heritage of Mongolia. Good luck for all of you. Thank you for your attention.

Prof.Dr. Mumtaz AHMAD

President

International Islamic University, Pakistan



POLITICAL AND MORAL ECONOMY OF TOURISM AND SPORTS AND THE ROLE OF UNIVERSITIES

Introduction

The late Albert Hourani traces the travels of the famous traveler Ibn Battuta (1304-1377) to illustrate the links between major centers of Islamic civilization and learning and the lands of Islam spread over almost half of the then known world. Ibn Battuta leaves his native Tangier in Morocco at the age of 21, reaches Mecca – staying in Syria for a while - then goes to Baghdad and Southwestern Iran; continues his travels to Yemen, East Africa, Oman and the Gulf; from there he proceeds to Asia Minor, the Caucasus and Southern Russia; he continues his travels to India, Maldives Island and China; and then, finally, to his native Maghreb from where once again he continues his globe-trotting to Andulus and the Sahara. Travelling alone or with trade caravans, Ibn Battuta is received as an honored guest wherever he arrives. In places as far from home as Delhi and the Maldives, he is appointed as Qadi by the local courts. His two passions that drove him to undertake such a life-long arduous journey to places in three continents were to meet with, and learn from, famous Islamic scholars, and to visit the shrines of saints.

This religious and educational tourism is not confined to the one case of Ibn Battuta; history records the travels of thousands of such itinerant scholars from one end of the Islamic realm to the other who left their native cities and travelled thousands of miles to seek knowledge from famous scholars, jurists, Sufis, mufassirs, and muhadiseen. This tradition of religious and academic tourism became much more strengthened after the consolidation of the Ottoman Empire that ensured the safety of long-distance travel, institutionalized the common administrative structures throughout the realm, facilitated the transmission of Islamic scholarship through frequent “exchange programs” of Islamic scholars, and, in its peak, made Istanbul a thriving center of Islamic education that attracted seekers of Islamic knowledge from all over the Muslim World. What really facilitated the educational tourism in the pre-modern Muslim World was the “common culture expressed in the Arabic language” and the development of a shared pedagogical tradition in major cities of the Islamic realm (Albert Hourani, *A History of the Arab People*, New York, Warner Books, 1991, pp. 129, 201). This tradition continues well into the early modern period of the Ottoman Empire. As Susan Nance has noted in a recent study (“A Facilitated Access Model and Ottoman Empire Tourism,” *Annals of Tourism*, vol. 34, no. 4, 2007), “the Ottoman Empire was one of the most talked about tourism destinations in the world” in the 19th century. The realm became the most hospitable home to diverse communities consisting of Arabs, Turks, ethnic-Greeks, Sudanese, and European expatriates. Nance shows that “people from all these communities had been earning a living by providing transportation and hospitality related to family visits, intercity trade, and the seasonal political and leisure tourism of the Ottoman and Arab elites” for centuries. What made Istanbul and other major cities of Ottoman Empire attractive to these diverse communities was, among other factors, the “demand for pilgrimage experiences to Mecca, Medina, and Jerusalem by offering hospitality and religious services to Jewish, Christian, and Muslim pilgrims from Asia, Africa,

and Europe.” The integral relationships between trade, commerce, religion and education in individual and group tourism continued well into the modern period in Ottoman Turkey, Moghul India, and Safvid Iran. Hospitality services thrived in Istanbul in the form of inns, serayes, dorms affiliated with madrasas, tour guides, interpreters, transportation, and food marts catering to all tastes.

The fundamental qualitative change in tourism comes about with the advent of European colonialism when the dynamics of trade, commerce, Christian missions, orientalist scholarship, political incursions and occupation, and the exploitations of captive Asian, Middle Eastern and African markets join hands to launch an era of “new” tourism defined by the imperatives of power and craving for pleasure. The nexus between the enduring force of colonialism and the modern tourist industry has been explored in detail in the literature. The imagery and rationale of colonialism is deeply ingrained in the tourism experience of both the tourist, as the modern-day colonizer, the local subject (the colonized) and the environment.

Tourism today employs about 200 million people worldwide and accounts for about 11% of world GDP. It also represents 34% of world service exports (UNESCO Courier, 1997). Furthermore, given that there are about 700 million international travelers per year, tourism and travel related sectors have become dynamic sources of income. Nevertheless, travel related services are still strongly dominated by northern countries. This is due to the fact that the core requirements such as air, travel, hotel and internet are mostly found in the North.

The Neo-colonial take on tourism in the South, however, throws into questions the conventionally accepted economic benefits of tourism to the local economy and unlocks the myth of economic development spurred by the tourism industry. The narrative of trickle-down effect to the locals of a particular tourist destination has been unquestioningly accepted for too long, and there is a real need to assess the social, political, cultural, environmental, and even economic adverse effects of tourism on the local populace. The North-South divide in terms of the tourism industry is not merely a theoretical claim; rather, it is a ground reality, which I shall be exploring when discussing some case studies.

An important question to address is that because most of the ongoing tourism takes place in the South, questions exist as to the future and limitations of tourism as a tool for development in the southern hemisphere. As Chachage (1999), Munt (1994) and Naipaul (1978) have noted, early nineteenth century tourism focused on exploration, hunting and trading in colonial territories. The colonial conquest was linked to the issues of the alienation from land and natural resources with underlying ethnic, racial, class and gender dynamics. This form of tourism and its gains were controlled by the colonial powers, tour operators and owners of steamships and domestic railroads within the countries. Thus tourism, in this phase, was primarily extractive and not only depleted natural resources of the colonies such as skins, ivory and fauna, but also transferred a large number of local archeological finds and cultural artifacts of colonies to the museums of colonial powers. Even the new forms of tourism continue to carry this trend: exploring the exotic and exploiting the nature.

Developing countries still have relatively weak infrastructure and even weaker bargaining power vis-à-vis international tour operators. Ultimately, these countries are finding it difficult to survive in an increasingly competitive global tourism sector in which natural competitive advantage is becoming less and less significant. Tourism is an information sensitive industry which tends to widen the divide even further between developed and developing countries. In addition, many travel companies in developing countries do not have access to the investment capital to participate effectively with foreign tourism suppliers. It is not surprising, therefore, that most of the potential gains of tourism are reaped by developed countries.

In its most basic form tourism builds on nature, adventure and culture (New Frontier, 2000). Tourism is expected to generate revenue in the form of foreign exchange earnings, increased income, employment, and development of infrastructure—all this is expected to arise from the net benefit of tourism receipts. It can certainly facilitate development when it engenders a strong inflow of foreign exchange, and positive inter-sectoral linkages. However, it can also lead to stunting the growth if the output of non-traded goods and services the tourism sector requires does not increase. Thus the conventional wisdom that tourism is always good for economic growth is problematic for several reasons:

- o First, it does not recognize the drain of resources and loss of revenues to foreign firms.

- Second, it often ignores distributional and other key factors associated with the goods and services used by the tourists
- Third, it ignores the social, economic and gender equity and environment impacts of tourism.

As an industry, tourism injects billions of dollars in the economies of periphery states, many of which rely largely on its revenues as a large component of their GDP. The use of tourism as a mechanism for development is thus a strategy that is prominent in the recommendations of international institutions such as the International Monetary Fund (IMF) and the World Bank now famous or rather infamous for their staunch neo-liberal and open-market policies. Although it provides for several employment opportunities, critical scholarship has sought to understand the deeper implications of the tourism industry on the development of economies. Some have hypothesized that the weakness does not lie in the tourism industry itself but rather the fault “should be sought in the historical evolution of capitalism itself”. (Brown 1998: 62-63) Brown presents an ideal type situation in which the local government owns shares in the airlines that bring tourists to its shores, it sends its local population abroad for management training, hotels are encouraged to hire from the local population, tourists are fed local produce and the government embarks on the construction of the tourism infrastructure.

It has also been pointed out that since tourism is a seasonal industry, whole economies shut down for months throughout the year as though hibernating and preparing for the bounty of the following peak season. This economic reliance on the holiday seasons of more developed states smacks clearly of colonial dependence and re-incarnates the international power dynamics of plantation economies. Thus, tourism in such cases has come to be seen as a site of wasted resources that will only last in the host country as long as the interest is maintained by the tourists of the rich countries.

European colonialism was one of the most influential forces to shape the world in the last several centuries. Although formal colonialism largely came to an end in the decades after World War II and is now historicized as something that happened in the past, “post-colonialism” stands for more than simply “after colonialism.” One important aspect of this era is “neocolonialism,” a pejorative term for contemporary exploitative regimes of accumulation that dispossess the poor and the marginalized under the veil of “development” in ways that directly and indirectly replicate the hierarchical power relations of historical colonialism. In other words, postcolonial theory contends that colonialism is not merely the subject of history books, but is alive and well.

As has been shown in several studies, it is not only in the spheres of economics and politics that neocolonialism expresses itself; cultural products also play their part in reinforcing neocolonial perspective. Even non-fiction works, such as travel guide books, can also reinforce colonial tropes. Guidebooks are selective and deliberate in what they represent, choosing images and themes that reinforce their audience’s ingrained perceptions[1] because “sensory capabilities are less strained when [one] gazes at the world through reassuring stereotypes” (Hottola2005, 17). In the case of India, for example, (and many other former colonies), the myths and stereotypes to which Elsrud refers to are heavily tinged with the discourse of orientalism. Edward Said’s (1978) seminal argument was that the political project of colonialism was accompanied - - and justified - - by the discursive products of European novelists, scientists, artists, travelers, and scholars whose texts defined the Orient as mysterious, exotic, sensual, cruel, despotic, and sly. While these texts often depicted the oriental subject in seemingly benign contexts such as romantic, fascinating, magical and picturesque, the subtext was always geared toward the notion that the orient’s mystique needs to be deciphered, explained, and interpreted by the Western scholarly apparatus. One of the repercussions of tourism’s reliance on orientalist imagery is that the “natives” in tourist places too tend to “orientalize” themselves. For example, an ethnic dance troupe might accentuate the “exotic” characteristics in its performance because that is what tourists have come to expect—the colonial project thus becomes a self-fulfilling prophecy. Similarly, a tourism brochure produced by the government of Punjab in the 1970s about the Lahore Museum faithfully reproduces the images of the past of the city as narrated by the late 19th century British colonial officials and travelers.

As a powerful trope in the Western consciousness since colonial times, orientalism has enjoyed a remarkable staying power. Even to this day, it is difficult to find references to, or images, of Asia in the Western media that are not in some way informed by orientalist themes. As such, it is an extremely powerful mediator in the production of knowledge for

tourists who travel to Asia. These perceptions, collectively constituting the geographical imagination, are strongly shaped by signs and symbols circulated in popular media, which are themselves shaped by the orientalist narrative (Ross 1994, 44).

Some proponents of tourism-as-neocolonialism cite evidence from beyond the realm of discourse: Munt (1994, 534) claims that tourism maintains and reinforces “deeply embedded racial and class-bound institutionalized discriminatory processes which...have proved so successful in promoting Caribbean states from a condition of colonial dependence into highly stratified reflections of their former colonial masters.” This is because tourism service jobs, while economically necessary, are demeaning and blur the lines “between service and servitude” (ibid). Just as global capitalism exploits cheap sweatshop labor around the world, the global tourism industry exploits differences in global wealth and labor value.

While the motives of colonialism and tourism are different, the effects may be similar. Tourists who seek “untouched” and “virgin” places that have not become “too touristy” and where the local culture is “authentic” are in fact demanding something extraordinary. They hope to be the first tourists ever to “discover” and interact with a given native group of people. These eagerly sought-after “natives,” however, once “discovered” by and exposed to the tourists, are rendered, by the tourist's own standards, useless, and are subsequently discarded – the tourists going to visit next year another exotic people, another “virgin” place.

The moral and cultural impacts created by the marketing of exaggerated or false images as they relate to peripheral states have also been well documented. Tourists arrive at their destinations looking for their own pre-conceived imaginaries often at the cost of the integrity of local culture and the dignity of its people. For example, there are cases in which many secular monuments and artifacts come to be reinterpreted and presented as having been inspired by religious motifs only to satisfy the preconceived notions of Western tourists that all “Eastern” cultural forms have religious-spiritual wellsprings. This cultural distortion, to please the Western tourists in search of exotic orient, and the local agent reaffirming the romantic notions of the former, has become an ingenious method of attracting Western tourists. India is a prime example of the game played quite skillfully by the local tourist industry in collaboration with the foreign tour operators.

Both scholarly literature and anecdotal evidence suggest that tourism provides a secluded environment where the hedonistic desires of travelers are set free, that is, safely away from the moral monitoring of their own societies, and often times with little respect for the cultural sensitivities (and at times human rights) of the local population, both business and leisure tourists behave in ways that However, striking the differences that tourists may have for traveling, the effects are often very similar regardless of the location. Studies on the effects of tourism on local economies, politics and culture have shown that the detrimental effects of tourism often outweigh its benefits.

The negative effects of the global tourism industry are perhaps most clearly visible in Bali, Indonesia. Within the imaginations of people in the West, Bali has come to be seen as the ideal type location for an “exotic” getaway. The mention of Bali conjures up in the minds of people images of secluded white sand beaches, exotic flavorful foods and open and welcoming bare-breasted locals. This colonially-rooted romanticized image of Bali and its people has been shown to be one of the driving forces behind tourist visits to the island. Unfortunately, as is shown in ‘The Bali Syndrome’ by Minca, Bali is far from such a perfect and isolated island in the sun. It is a place where migrant workers travel to in the hopes of collecting some of the scraps of the tourism revenue, often times only creating a problem of over-employment and overpopulation on the island. “Bali may indeed be paradise for over 1 million holidaymakers who travel there every year. But for the ordinary Balinese, and the economic migrants from other poorer parts of predominantly Muslim Indonesia, life is far less benign” (Nowicka2006). The cultural impact of tourism has been tremendous, not only on the locals but also on the larger Indonesian population whose migrant workers are exposed to its effects and whose country's image abroad is intertwined with the Bali experience. Islamic movements in Indonesia that have a long history and a constant presence in the political arena, have also voiced disapproval of the behavior of tourists. Amrozi, one of the accused bombers in the Bali bombing of tourists from Australia and other Western countries, was apparently “quite open during his trial about what motivated him to carry out the attacks: he claimed that he had heard about “the decadent behavior of white people” from Australia in Kuta (Hitchcock and Putra 2007: 141). Attacks

on the tourism industry carried out in Indonesia (and in Egypt and Algeria in the recent past) as a consequence of economic factors as well as of moral and cultural concerns expressed by some local groups highlight the connection that is made by Islamic political movements between the presence of foreigners (as tourists) on their land and larger domestic and geo-political issues. To them, the presence and behavior of tourists are simply an extension of Western “imperial/colonial motivations.”

Notwithstanding the arguments that link orientalism and neocolonialism with modern tourism, Matthew A. Hartzell in his study “From Colonialism to Neo-Colonialism: Geographies of Tourism in the Indian Himalaya,” however, maintains that the evidence on which scholars rely to validate the claim that tourism is a form of neocolonialism is inadequate. This claim, according to Hartzell, is largely theoretical, probably enough to convince readers who are already sympathetic to critical theory. Many people, even among tourism’s critics, might understandably be uncomfortable labeling all tourism as a form of neocolonialism, not willing to categorically condemn tourists who, in their view, are innocent of such a problematic phenomenon. If pressed, they might acknowledge that tropical resort tourism can at times may look like neocolonialism, with its labor and capital structures resembling colonial plantation economies. But independent tourists, they argue, in the main, avoid the top-down, exploitative dimensions of package-and- escort tourism because they support local livelihoods, exercise sustainable practices, demonstrate cultural sensitivity, and, furthermore, tend to identify with progressive politics that is critical of economic globalization and neocolonialism. Hartzell definitely has a point here. Our main argument linking tourism, orientalism and neocolonialism notwithstanding, there are cases of “native”-and-eco-friendly tourism that have emerged as a direct outcome of the green movements in the West and the civil society activism in host countries.

The argument advanced above in regard to tourism may also apply to sports as for as commercialization is concerned, although the sports industry’s relationship with neocolonialism is at best tenuous. Sports today have become billions of dollars industry, especially in the US and some European countries. Star sportsmen’s contracts, especially in American Football, Basketball and Baseball, come to hundreds of millions dollars, in addition to their income from sponsorships and advertisements for brand name products, from drinking water to hemorrhoid pills. Sportsmen are bought and sold by franchises like commodities in open seasons. TV coverage contracts and commercials during an important game bring billions of dollars more to the owners of the teams. Fans of particular teams not only pay hefty amount for tickets to watch the games but are hooked up for life to purchase a variety of products issued by the team management. Children are especially targeted for their life long loyalty to particular teams. This phenomenal commercialization today has transformed sports from educational to entertainment, and then to a pure and simple capitalist enterprise, thus depreciating its original moral (a la Plato) and civic purposes. The emergence of privately owned premier leagues in cricket – a gentleman’s sport par excellence – for example, in India and Bangladesh where well-known cricketers are auctioned shows that even the third world countries have caught up with the West in commercialization of sports. The literature I have reviewed and the evidence that I have shown thus far paint a pessimistic picture of tourism and sports and their transformation into capitalist enterprises and, in the case of tourism at least, its linkages with orientalism and neocolonialism. The reader may, however, rest assured that there is ample scholarship to indicate that tourism and sports need not always be malevolent. Oakes (1998, 69) reminds us that “Tourism is not just an outside force impacting local culture, but a dynamic component of that culture itself.” The point is how to decommercialize and deorientalize tourism and sports.

It is here that the role of universities becomes most critical. Universities and colleges can take important independent initiatives to detach tourism and sports from the money making machines and restore their roles as cites of moral, cultural and civic education and sources of joy and entertainment. Both in terms of integrating tourism and sports in their curricula as well as in their extra-curriculum activities, universities have the required resources, capabilities and constituencies to reorient them toward their original status and roles. The presence of a large number of international students at their campuses, the frequent students and faculty exchange programs, holding of international conferences, debate contests, and organizing model United Nations can promote a new kind of tourism that is culturally sensitive and educationally productive. Similarly, organizing intra-regional and international sports festivals – Atatürk University of Erzurum’s initiative in this regard is one fine example -- can go a long way in establishing a new culture of sports that has higher purposes of inter-cultural understanding and bonding than making money for the organizers and agents.

Universities have an additional advantage over other societal institutions in that they are the sites of philosophical inquiry and discourse which is currently the missing link between entertainment, market and moral purpose. It is a matter of great satisfaction that the universities in the Eurasian region are conscious of their new role in this regard and are taking bold collaborative steps for reorienting both tourism and sports toward developing a culture of intercultural harmony and a new global ethics of cooperation for a just world order.

[1] One poignant example of how tourist guide books reinforce the stereotypes of “oriental” societies can be seen in Berlitz’s list of most frequently needed phrases of the Hindi language that a tourist must memorize to survive in India. The first phrase in the booklet is this: “Stop that man; he has stolen my valet.” Another guide book tells the prospective tourists to the Middle East be careful what they say to the people there because “people in that part of the world do not tolerate insults” – as if people in other parts of the world would be so happy to be insulted by foreigners or, for that matter, by anyone.

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TOURISM, SPORTS, BIODIVERSITY AND GLOBAL CHANGES: ON REGIONAL AND NATIONAL FACTORS

INTRODUCTION

Tourism in general represents travelling for recreational or a leisure or business purpose. By contrast, biodiversity is the degree of variation of life forms within a given ecosystem. Interlinking tourism and biodiversity is not just theoretically recognized, it is now practically accredited through the theme of World Tourism Day, 2010: Tourism and Biodiversity (UNWTO, 2011b). Global changes influence the growth of tourism and biodiversity, and also they develop based on regional and national factors. The Islamic World in particular the Middle East is rich in Muslim culture, heritage and Islamic establishments of thousand years. This paper aims to identify (a) key regional and local trends, developments and potential changes that might influence the development of tourism and biodiversity in the region; (b) socio-political, economic, environment, security and legislative factors; and (c) global consumer and industry attitudes and behaviours towards the region.

This paper reviews extensively published documents and reports. It is based on in-depth desk research providing critical insights on the future of tourism and biodiversity in the Islamic World. This paper conceptualizes and interlinks the concepts of tourism, sports, biodiversity, and global changes. Then, regional and national factors leading to the development of tourism and biodiversity for the Middle East are explained. Finally, this paper ends with concluding remarks.

CONCEPTUALIZATION AND INTERLINKING

The concept of tourism is as old as civilization itself. It is now one of the world's largest economic sectors. Sustainable tourism is a strong contributor to sustainable development and poverty alleviation. Sustainable tourism attempts to minimize its impact on the environment and local culture. It offers an alternative for local and indigenous populations to receive income from natural resources by protecting them. Also, it is a source of employment for local communities. It generates income for ecosystem conservation (APEC, 2010). On the other hand, tourism is a significant component of international relations and diplomatic activity, with the ease of access between countries often being an indirect measure of the degree of positive relations between them (ibid).

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Sports and tourism are no more globally detached; rather the former has been one of the major dimensions of the latter. Gammon and Robinson (2003) disclose conceptual framework of sports and tourism. Sports or more correctly sports tourism refers to travel which involves either viewing or participating in a sporting event staying apart from their usual environment. Sports tourism is the fastest growing sector in the global travel industry and equates to \$600 billion a year. There are several classifications on sports tourism. Gammon and Robinson (2003) suggest that sports tourism are defined as hard sports tourism and soft sports tourism, while Gibson et al (2003) suggests that there are three types of sports tourism includes sports event tourism, celebrity and nostalgia sports tourism and active sports tourism.

Hard sports tourism refers to the quantity of people participating at competitive sporting events. Normally these kinds of events are the motivation that attracts visitors visits the events. Olympic Games, FIFA world cup, F1 grand prix and regional events e.g. NASCAR sprint cup series are defined as hard sports tourism. Soft definition is relatively the tourists travel for participating on recreational sporting, or signing up for a leisure interests. Hiking, skiing, or canoeing can be described as the soft sports tourism. Sports event tourism refers to the visitors who visit the city with the purpose of watching the events. A good example of this would be during the Olympics. Each Olympic host city receives an immense amount of tourism. Celebrity and nostalgia sports tourism involves in two areas including visits to the sports halls of fame and venue and meeting famous sports personalities in a vacation basis. Active sports tourism refers to those who participate in the sports or events.

Tourism can be a key vehicle in raising environmental awareness and fostering positive behaviour change for biodiversity conservation. Biodiversity is vital for tourism. Coasts, mountains, rivers and forests are major attractions for tourists around the world. Biodiversity plays different roles in different types of tourism. All tourism – even in city centres – relies on natural resources for supplies of food, clean water and other 'ecosystem services' that ultimately depend on biodiversity. For most other types of tourism, biodiversity contributes significantly to the attractiveness and quality of destinations, and therefore to their competitiveness. For example, coastal water quality and natural vegetation are both ecosystem services that contribute to destination attractiveness (UNWTO, 2010).

Biodiversity is a direct attraction at the heart of nature-based tourism products – such as wildlife watching, scuba diving or tourism in protected areas (UNWTO, 2010). Tourism has turned biodiversity into one of its most marketable assets. Images of the natural environment, unspoiled rainforests, crystal clear waters, wild life in their natural habitat are a standard fare in the myriad tourism advertising programmes, drawing visitors to all parts of the world (ECOT, 2010). Tourism, sports, and biodiversity are influenced with global changes. Global changes are of political and economic in nature. On political meaning of global changes, Shaw (1999) states that it is in the interactions of elites in the mess of national, European, transatlantic and global institutions, and their erratic responses to both globalist, democratic movements and the threats of nationalist, genocidist violence, that some can identify the framework of global politics today. As Reinecke (1998) suggests, the development of global public policy and institutions – one should add democracy - has not matched the market flows or the spurts of corporate interventions across boundaries in the first decade after 1989. In this limited sense, politics is 'following' economics (Shaw, 1999).

But in a broader historical sense all must see the centrality of the political transformation to globality. These are revolutionary changes, with much momentum from below, which are larger than the technical-economic 'global shifts'. Globalization, in the latter sense, is both conditional on political change and a condition for it. But the unfinished, contested global revolution is the larger framework for which globalization is at most necessary, not sufficient (Shaw, 1999). In this sense above all, the debate needs to move beyond the terms of the present literature.

Economic globalisation and the growing interdependence between countries are highly beneficial to the tourism industry, and are changing patterns of production and consumption, leading to greater competition and emergence of new destinations, new marketing methods and the development of quality standards in line with a global market. The growing liberalisation of economies and of trade in goods and services, the development of rapid, safe and affordable modes of transport and the emergence of information technologies have been major factors in tourism and leisure development.

Interlinking tourism, biodiversity, and global changes

A joint press release on 4th April 2009 between the UNWTO and the Convention on Biological Diversity (CBD), broadly

describing in its guidelines ‘an international treaty to sustain the diversity of life on Earth’, announces the signing of a memorandum of cooperation by which ‘both parties work towards maximizing tourism’s positive contribution to conserving biodiversity and enhancing the quality of life of local people’ (ECOT, 2010). The press release states that ‘because tourism and biodiversity are natural allies, the sustainable planning and management of tourism can play a critical role in the conservation of biodiversity’.

Because ecosystem services and biodiversity are vital for tourism, it makes sense for destinations and the tourism sector to protect them as valuable assets that contribute to the long-term success of tourism (UNWTO, 2010). Tourism can provide a positive stimulus for conservation when biodiversity is an important attraction. While this is recognized by many in the tourism sector and in public bodies with responsibilities for tourism, protection of biodiversity and ecosystem services is a shared responsibility that requires coordinated action within the tourism sector and between tourism and other sectors – including government, civil society and NGOs (UNWTO, 2010). In particular, this needs to be based on clear frameworks for action, such as national sustainable tourism plans and national biodiversity strategies. Many popular tourism attractions such as beaches, coral reefs and wildlife viewing are strongly linked with, and dependent on, biodiversity and this is therefore a key to the sustained growth of tourism (UNWTO, 2011b). Undeniably, healthy ecosystems attract millions of tourists, which in turn bring income and employment to locals. In tackling poverty alleviation and development, biodiversity-based tourism represents an important source of income for the world’s poorer countries, around 70% of whom live in rural areas and depend directly on biodiversity for their survival and wellbeing (UNWTO, 2011b). Biodiversity also provides developing countries with a competitive advantage in regard to tourism, as they possess the largest proportion of global biodiversity.

There is a direct link between biodiversity and tourism (UNWTO, 2011a). It is widely acknowledged by the World Tourism Day 2010 is celebrated around the theme Tourism and Biodiversity and highlights the important linkages between tourism and biodiversity. In fact, biodiversity is one of tourism’s greatest assets and fundamental to its long-term sustained growth (ECOT, 2010). While biodiversity is the basis for essential environmental services upon which life on earth depends, sustainable tourism is the key to maximizing tourism’s positive contribution to biodiversity at the local, national and global level.

Linking biodiversity and tourism with global changes sometimes refers only or primarily to global climate change, though the economic and political meaning of global change is historical. While service trade is one of the by-products of global economic change, democratization is the key to global political shift. Identifying the factors out of globalism is not straightforward. Therefore, global governance in regards to tourism, sports and biodiversity is interlined with global changes. The leading instance is World Tourism Organization (UNWTO). The UNWTO identifies that sustainable tourism demands optimal use of environmental resources that constitute a key element in tourism development, maintaining essential ecological processes, and helping to conserve natural heritage and biodiversity (USAID, 2005).

REGIONAL AND NATIONAL FACTORS LEADING TO THE DEVELOPMENT OF TOURISM AND BIODIVERSITY

National and regional factors lay the foundation for tourism and biodiversity development. Both factors establish the policies, physical and institutional structures and standards for development to proceed in a logical manner. Planning and marketing methodologies are important in both the factors. Therefore, emphasis is placed on the integrated approach, balancing economic, environmental and socio-cultural factors, and achieving sustainable development. Importance is also given to techniques that need to be used in implementing plans. Within the framework of national and regional planning, more detailed plans for attractions, resorts, urban, rural and other forms of tourism and biodiversity development are prepared. Even though, international tourist arrivals and receipts show a different scenario for different regions.

Table: An accounting of arrivals and receipts for 2010

	Arrivals	Receipts
Asia and the Pacific	204 mn, (22%)	249 \$ bn, (27%)
Americans	150 mn, (16%)	182 \$ bn, (20%)
Africa	49 mn, (5%)	32 \$ bn, (3%)
Europe	477 mn, (51%)	406 \$ bn, (44%)
Middle East	60 mn, (6%)	50 \$ bn, (6%)

Source: UNWTO, 2011b

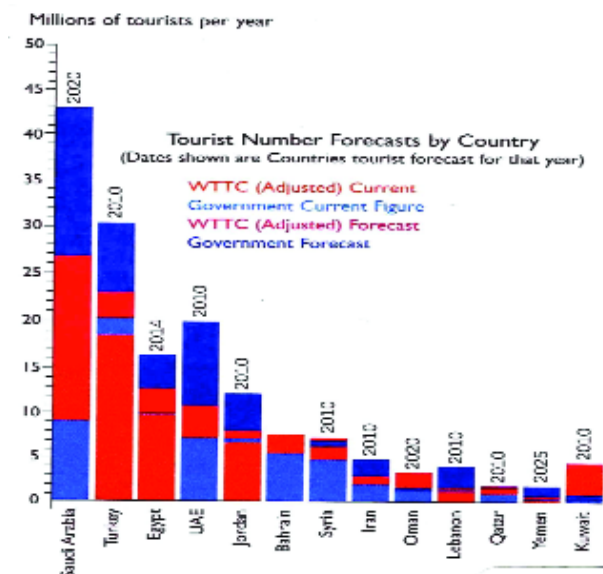
Statistics show that the Middle East region is far behind in both ends, although tourism sector contributes almost around 10 percent of the region’s GDP. Therefore, the region is enthusiastic to examine potential divers, to consider the critical political, economic, social, environmental, security and legislative trends and issues, and finally to explore the global consumer and industry attitudes and behavioural changes which could influence the development of tourism and biodiversity for the Middle East.

Key regional and local trends, developments and potential changes that might influence the development of tourism and biodiversity in the Middle East

The Middle East is rich in tourism and biodiversity. Every country and city in the region has its distinctiveness with a range of valuable natural and manmade resources. Among other things, Arabic calligraphy, marine environment, local textiles, magnificent landscape, the sultanate’s historic leadership in trade and pioneering role in exploration, and of course frankincense, have been at the core of culture and economy for generations. A number of biodiversity has been categorized as protected species such as the northern bald ibis, slender-billed curlew, hawksbill, leatherback turtle, Arabian leopard, Dhofar white-toothed shrew, two species of sawfish and three species of plants, the sperm and humpback whales.

Turkey has close relations with the ME on cultural, economic and social viewpoints. Throughout its long history spanning over ten thousand years Anatolia, the land that is now Turkey has been the birthplace of many great civilizations and empires. From the Neolithic site of Çatal Höyük, to well-preserved ancient Greek and Roman ruins, to Byzantine churches and Ottoman mosques, the layers of history in Turkey have left behind a stunning architectural, archaeological and religious legacy. Modern Turkey with its stable polity since 2002 and large economy diversifying towards globalized services sector such as tourism encompasses bustling cosmopolitan centres, pastoral farming villages, barren wastelands, peaceful Aegean coastlines, and steep mountain regions. Life in Turkey is a rich variety of cultures and traditions, some dating back centuries and others more modern, an intriguing mix of east and west, past and present, exotic and avant-garde; a vibrant cultural mosaic waiting to be explored. Turkey is a vast and varied country boasting incredible landscapes and natural wonders bordered by different seas. Turkey has 9 registered locations on UNESCO’s World Heritage dotted all around the country. Well known as a great destination for relaxing beach holidays, it offers many sporting activities, some of the world’s most important ancient monuments, welcoming Turkish hospitality and a delicious and varied national cuisine.

Figure 1: Millions of tourists per year and tourist number forecasts by country



Source: UNWTO, 2011a

With the forecasts shown in Figure 1, the Middle East has started an ambitious agenda to research its valuable resources in biodiversity and how to foster sustainable development more broadly. A high-end tourism strategy is also well under way. Current estimates suggest that over the next 20 years across the region, countries, states and cities are embarking on an unparalleled program of investment and development to increase capacity, improve infrastructure and grow tourist numbers and revenues (UNWTO, 2011b). The development of infrastructure includes increasing airport capacity and the size of its aircraft fleet, building new hotels, etc. The personal and business travel sectors are both set to double in size. At the same time, capital investment of over \$3 trillion will fund a massive growth in infrastructure and accommodation (ibid). Also the region's airlines plan to buy 870 aircraft by 2027 (GFF, 2007). The developments induce the region to think about the betterment of tourism and biodiversity.

The development of tourism and biodiversity is very much linked with the empowerment of local communities. Communities are the first to be affected when tourism demand falls. Efforts to ensure the benefits of tourism spill down to the community level are now one of the important initiatives of the Middle East region (UNWTO, 2011a). Countries in the region were facing what many others had previously experienced and benefited from – the process of transition into a democratic state. The on-going changes in the Middle East bring enormous opportunities. Rule of law and democracy will empower local communities, opening the door for these to be better engaged in the process of tourism and biodiversity development. There will surely be a more transparent business environment, increased support for smaller businesses, as well as stronger regional integration and cooperation.

On regional collaboration, the Middle East is looking to position its culture, history and people at the centre of tourism and biodiversity development and promotion. Although misperception is highlighted as one of the most pressing challenges that the Middle East should not be seen as one block but rather as different countries with different realities and challenges, the Arab world is committed to tourism and biodiversity development as a sector united which contributes a sizable amount of national GDP (WWF, 2007). Close cooperation between the public and private sectors is pointed out as one of the keys for success in the destinations of the Emirates and one of the ways to reinforce the growth of tourism and biodiversity in the region.

Socio-economic, political, environment, security and legislative factors

The Middle East is home to some of the world's most celebrated cultural heritage and a leading tourism destination. The ME is world famous for its rich history and vibrant culture which draws millions of tourists to the region each year. Needless to mention the importance of biodiversity to the region's very existence because biodiversity complements tourism and is a key asset for the growth of the sector. Tourism is an invaluable source of revenue generation and job creation such that if well harnessed, it has the capacity to support efforts to protect the environment in the region. The future of the tourism sector is dependent on how well the region harnesses its biodiversity so that the environment retains its natural beauty. Tourism has such potential for the regions and particularly the country's economy as it contributes to the gross domestic product.

Most of the Middle Eastern governments on their parts in the region have taken steps to improve tourism and biodiversity. From the socio-economic points, opening of tourist spots with more liberal norms (once many norms were tied with fundamentalism), improving major roads leading to tourist destinations, attracting more tourists from the European countries, assessing the existing tourists and the potential countries from where tourists could come, and marketing the Middle East abroad are important. Marketing policy are being developed and implemented in many ways: developing image with regard to stability and security, upholding image for tourism investors, improving service and access to entertainment, restaurants, shopping and tours. From the environmental point of view, the region is trying to showcase its arrangements to the world community that they are developing tourism and biodiversity in sustainable manner.

With political unrest occurring in many regions, travellers often face threats to personal health and safety. Therefore, politics and security are the points that require immense attention to the development of tourism and biodiversity. Once the Western world seemed the Arabs are just fundamentalists. However, the youth has changed the scenario through the electronic media; new enthusiasm has come out. Global politics now concentrate to the Middle East region with a new hope (Rahman, 2011). By the web of Arab spring, the ME region is now thought to the Western world more

open for rule of law and democracy (Rahman, 2011). Therefore, concerns on security and policy are expected to facilitate tourism and biodiversity development. Also, new policies at the national and the regional levels are called for that can assure freedom from crime, sickness and accidents.

The next remains legislative factors. There is a significant institutional framework for tourism policy and planning at the international level consisting of international organizations with direct and indirect interests in tourism, and a range of international laws related to cognate (same origin) areas, including the environment, heritage, trade, labour relations and transport. In addition, there has been substantial development of international arrangements for tourism, that is, arrangements which, though not often global in scope, create a series of arrangements between a numbers of countries, often within a regional context.

The Middle East is loyal to the international framework in regards to the development of tourism and biodiversity (UNWTO, 2011b). Not only the countries but the region also has taken steps to protect species, heritage, and environmental degradation. On transportation, at the national level, governments and the private sectors are maintaining close monitoring and support of transportation systems for travellers. International air, highway linkages and railway connections have taken immense attention. Costs, ease of access, reliability and security are of increasing importance in the legislative factors (UNWTO, 2010). Also, regional planning is to consider locations with favourable natural and man-made factors for tourism development and to provide links between such favourable destinations within a region where possible.

Global consumer and industry attitudes and behaviours towards the region

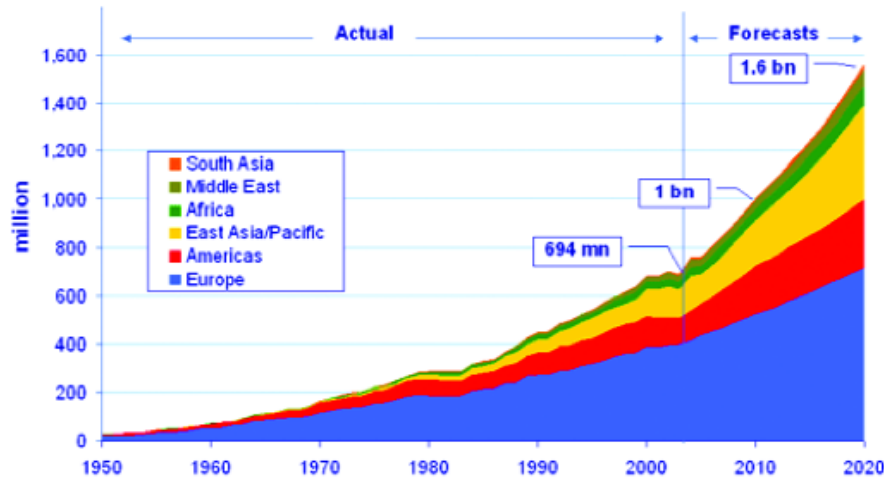
It is important to highlight the interest on sustainable tourism that countries in the Middle East have shown during the last two years and particularly in 2010 with several events taking place. The 34th meeting of the World Tourism Organization's Committee for the Middle East was celebrated in Sana'a (Yemen) in June 22-23, which included in its agenda green economy, tourism, and biodiversity. In 2010, the first ST-EP project in the Middle East began in Yemen, one MDG-F project was instigated in Egypt and three technical cooperation projects were implemented in the region. On 10-12 October 2010, in terms of promoting sustainable tourism, the UNWTO arranged an International Conference on Responsible Tourism in Destinations, in Muscat, in cooperation with the Ministry of Tourism of the Sultanate of Oman and the International Centre for Responsible Tourism. The World Green Tourism Conference held on 22-24 November 2010 in Abu Dhabi (United Arab Emirates) interlinked environment and sustainable tourism (UNWTO, 2011b). On the other hand, a regional workshop took place in Tripoli, Libya, in December 2010, to address enhancing the competitiveness of tourism in Arab countries, organized in the framework of the increased cooperation between the UNWTO and the League of Arab States and the Arab Tourism Organization (ibid).

It is precisely this interaction between the peoples and cultures of the world, driven by tourism that was at the heart of the World Tourism Day 2011 theme: Tourism – Linking Cultures. Egypt was honoured to be hosting the official celebrations of World Tourism Day 2011. World Tourism Day is an excellent opportunity to raise awareness around the world of this vital economic sector and its contribution to social, economic and environmental well-being worldwide and in Egypt in particular. WTD activities in Aswan included a High-Level Think Tank on the 2011 theme, at which leading public and private tourism stakeholders, academia and the media addressed the role of tourism in building understanding, respect and tolerance worldwide (UNWTO, 2011b).

On the other hand, the UNWTO/ATM debate on the Future of Tourism in the Middle East and North Africa set the scene for a new UNWTO/ATM Forum to be held on 30 April 2012 in Dubai in the framework of the Arabian Travel Market (30 April-2 May). Experts expect that the UNWTO and ATM forum will have a significant and positive effect on regional collaboration to sustain growth in the travel and tourism sector here.

The programmes already concluded and the plans due to be finished make the global consumer and industry attitudes and behaviours public towards the region in regards to tourism and biodiversity. The enthusiasm is also shown in Figure 2.

Figure 2: International Tourism Arrivals to 2020



Source: UNWTO, 2011b

The future is not a single destination. As one looks ahead to 2020, there are a number of different possible outcomes and some key factors that will have the greatest influence on which path one takes and where one ends up in 2020. The future of travel and tourism in the Middle East will be influenced by the critical global drivers of change. Political and economic power shifts, social and demographic changes, technological and environmental factors will definitely influence everything from social attitudes and consumer demand to resource availability; they will shape confidence in the sector and drive government policy and regulation around the world. Also, the development of areas, accommodation, transport, product development policy, and the actions of the NGOs working on tourism and biodiversity in the Middle East region are very crucial to global consumer and industry attitudes and behaviours towards the region.

CONCLUDING REMARKS

This paper concludes that the Middle East region should immediately initiate addressing the threats that tourism development poses to biodiversity conservation and the well being of destination communities. Also, working with governments, local communities and private sectors at the national and regional level is important to have a positive effect on regional collaboration for sustaining growth in tourism, biodiversity and cultural events in the region. In fact, identifying the demand side and supply side factors on tourism and biodiversity is must. National and regional level workshops and international conferences are essential to categorise the factors.

A major planning is crucial at the national and regional level to identify and assist destinations that have greatest developmental potentials. Sustainable tourism development at local levels requires a consistent approach at national levels in order to implement the necessary partnerships between regions, the central government and private actors. Regional tourism development objectives and national strategic objectives must also complement each other.

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PROMOTING YOUTH SPORT THROUGH EARLY YEARS PHYSICAL LITERACY

***Lack of activity destroys the good condition of every human being,
while movement and methodical physical exercise save it and preserve it.***

Plato

Picture This.....

A group of young children spill out into the playground running and squealing with the joy of being outside. Two little girls hold hands and start skipping around the playground together while a couple of boys start throwing stones toward a tree. Two overweight children are sitting off to the side watching the other children play. It seems like a typical day on the playground. We often assume that young children naturally learn how to run, jump and throw, but this is not true for these critical motor skills of childhood. Not all children look alike in the patterns of movement they demonstrate. If we look carefully at this picture we might see one girl skipping with an easy, rhythmical pattern with her arms swinging in opposition to her legs. Meanwhile her friend keeps up by showing a one-sided step-hop pattern with the right knee and right arm coming up together and the left side just stepping, never hopping (she cannot skip). If we look across to the boys, one boy can throw his stones a considerable distance showing a sideways stance, arm-leg opposition, and arm wind-up and follow through. In contrast, the other boy performs an unbalanced “chop throw” by standing facing forward with both feet planted wide, and making a chopping motion with his dominant arm; his stone only goes a few feet in front of him. It is clear from this closer analysis that these children vary considerably in their motor development and movement competence. So how do young children learn motor skills? What factors influence their emerging motor development? And what impact do these important fundamental motor skills of early childhood have on youth sport engagement and lifelong physical activity and health?

Worldwide Obesity Epidemic Drives our Interest in Physical Activity

There is a world-wide concern about the obesity levels of adult and children alike. Worldwide obesity has more than doubled since 1980. In 2008, 1.5 billion adults, 20 and older, were overweight and of these over 200 million men and nearly 300 million women were obese (World Health Organization [WHO], 2011a). The WHO (2011a) reports that 65% of the world's population live in countries where overweight and obesity kills more people than underweight, thus obesity is considered a major global health problem. This problem is not limited to adults and nearly 43 million children across the globe under the age of five were overweight in 2010. As a result, the world's attention has turned to the importance of promoting physical activity in an attempt to reduce obesity and chronic disease. Despite this, physical inactivity is now identified as the fourth leading risk factor for global mortality (WHO, 2011b). Physical inactivity levels are rising in many countries around the world with significant implications for the health of the world's population.

The WHO has developed The Global Recommendations on Physical Activity for Health (2011b) with the primary goal the prevention of chronic disease through physical activity at a population level. The main target audience for these recommendations is policy-makers at the national level, particularly in low- and middle-income countries that don't have such recommendations.

It is clear we need to take a developmental look at physical activity and motor skill development and how these factors influence youth sport engagement, the primary place where youth are active. There is a significant body of evidence that childhood and adolescent physical activity levels across the globe are down and this generation of children are less active and more overweight than other generations of children (WHO, 2011a; 2011b, 2011c). What is often not considered is the long term impact of such trends. In the USA it is anticipated that due to high levels of physical inactivity and childhood obesity, the current generation of children will be the first generation of children ever to have a lesser life expectancy than their parents.

One might assume that young children are not obese and highly active. However, even among preschoolers, obesity rates within the USA have doubled over the past few decades to a point where more than 10% of children ages 2-5 years are considered obese (Ogden & Carroll, 2010). Concurrently physical activity levels have decreased in these young children (Pate, McIver, Dowda, Brown & Addy, 2008; Reilly, 2010). Recent evidence suggests young children spend much of their daytime (often as much as 80%) in sedentary behaviors and very little (as little as 3%) of their day in health-enhancing moderate to vigorous physical activity (MVPA) (Pate et al, 2008; Reilly, 2010). Although boys tend to have higher physical activity levels than girls, both levels are low (Finn, Johannsen, & Specker, 2002; Pate, et al., 2008). Additionally, as children get older their MVPA declines (Jackson, et al., 2003).

“Screen time” has been identified as a major culprit of the decrease in physical activity. “Screen times” consists of children watching television & DVDs, playing videogames, being on computers and the internet, and texting and interacting with their phones. It makes sense that children who have more screen time also have less physical activity (Durant, Thompson, Johnson, & Baranowski, 1996; Pate, et al., 2008). It also is noteworthy that physical activity levels of children are influenced by the policies of the child care centers where they spend most of their time within westernized countries (Dowda, Pate, Trost, Almeida, & Sirard, 2004; Kaphingst & Story, 2009).

It is important to note that disparities exist among children from different income levels, and obesity and physical inactivity are disproportionately higher among our low-income preschool children. According to the Pediatric Nutrition Surveillance System (PedNSS, 2009), nearly one third of 3.7 million low-income children within the USA (ages 2-4 years) were obese or overweight (CDC, 2011). Also, the lower the family income, the more likely it is that these children will be physically inactive (USDHHS, 1996, 2004). This is particularly true for African American and Hispanic children within the USA (USDHHS, 1996, 2004). I will speak more of these issues later in this paper.

These trends in childhood obesity and physical inactivity are of great concern from a public health and humanity standpoint as they place children at greater risk for additional health problems such as diabetes and hypertension, as well as serving as a catalyst for social and behavioral issues that can be detrimental during the important early developmental years (Ward, 2010). As Plato recognized so many years ago, lack of physical activity destroys the human condition while some kind of physical engagement develops it. More than this, the children of our world have a right to engage in physical activity, active play, and sport as a natural part of their childhood. Ultimately they have a right to be physically literate. As a result of all of these data, national groups within the USA and other countries, as well as global groups like the WHO have highlighted the importance of systematic strategies to increase physical activity as a means to reduce childhood obesity and decrease chronic disease. The WHO recommends that “All sectors and all levels within governments, international partners, civil society, non-governmental organizations and the private sector have vital roles to play in shaping healthy environments and contributing to the promotion of physical activity” (WHO, 2011b). Across the world we have worked hard to promote reading literacy in children and adults but what of physical literacy? How can we promote physical activity in childhood and what factors affect this? And what kinds of evidence-based programs will promote physical literacy, physical activity and motor competence within our younger children? In order to examine this we must look more closely at the emerging motor skills of children and the influence of fundamental motor skill development (FMS) on sport and physical activity. Before we do this we will briefly look at the global and national recommendations for physical activity for children.

Global and National Physical Activity Guidelines

Many Westernized countries provide national physical activity guidelines for children. However, I have chosen to list the WHO (2011b) guidelines as they reflect much of what is written around the world. The WHO (2011b) identifies “All children and youth should be physically active daily as part of play, games, sports, transportation, recreation, physical education, or planned exercise, in the context of family, school, and community activities. (page 18). Like the majority of other countries, 60 minutes of moderate-to-vigorous physical activity (MVPA) per day are recommended to help children and youth maintain a healthy cardiorespiratory and metabolic risk profile. (WHO, 2011b, page 19). Additionally children should engage in muscle-strengthening activities 2 or 3 times per week to significantly improve muscular strength. This should be unstructured and part of play, such as playing on the playground equipment, or climbing trees etc.

The USA is the only place I know where national physical activity guidelines have been developed for children aged 0-5 years. These “Active Start” guidelines recommend that “All children birth to age 5 should engage in daily physical activity that promotes movement skillfulness and foundations of health-related fitness (NASPE, 2009). The guidelines are split into three age groups: infants (birth to onset of walking), toddlers (1-3 years), and preschoolers (3-5 years). For each age group there are five guidelines tied to promoting structured and unstructured physical activity, motor skill development, safe movement environments, and caregiver knowledge and engagement. I have summarized the preschool guidelines below but all of the guidelines, along with supporting documentation and movement suggestions, are very valuable and available from the National Association of Sport and Physical Education (2009):

Preschoolers should:

- accumulate at least 60 minutes of structured physical activity each day (guideline 1).
- engage in at least 60 minutes -- and up to several hours -- of unstructured physical activity each day, and should not be sedentary for more than 60 minutes at a time, except when sleeping (guideline 2).
- be encouraged to develop competence in fundamental motor skills that will serve as the building blocks for future motor skillfulness and physical activity (guideline 3).
- have access to indoor and outdoor areas that meet or exceed recommended safety standards for performing large-muscle activities (guideline 4).
- Caregivers and parents in charge of preschoolers’ health and well-being are responsible for understanding the importance of physical activity and for promoting movement skills by providing opportunities for structured and unstructured physical activity (guideline 5).

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Developing the Physically Literate Child

Physical literacy can be described as the “motivation, confidence, physical competence, understanding & knowledge to maintain physical activity at an individually appropriate level, throughout life” (Whitehead, 2010). Developing movement competence during the early years is paramount and if children have insufficient opportunities to develop their physical literacy it can lead to devastating life consequences (Whitehead, 2010). Like the WHO, I believe all children should be provided with the necessary support and resources they need to develop physical literacy early in life. The development of motor competence, and opportunities to be physically active are an important part of being physically literate. However, physical literacy is a much more than this and I refer you to Whitehead (2010) for an extensive discussion of the concept. In terms of this paper we will first look at the importance of fundamental motor skills (FMS) in the engagement of physical activity and sport. As part of this section we will look at gender differences in FMS development and also the developmental delays that exist in FMS development of our most vulnerable and poor children. We will then look to kinds of motor skill programs that have had impact on FMS competence and physical activity.

The Importance of Fundamental Motor Skills

One of the most critical skill sets children need to begin to acquire in early childhood is competence in FMS (Gallahue, Ozmun & Goodway, 2012). FMS are the building blocks to future physical activities and sport and are the movement equivalent to the ABCs in reading literacy. FMS consist of two groups of skills including locomotor and manipulation skills. Locomotor skills are skills such as running, jumping, hopping, leaping, sliding, galloping and skipping, in other words a child moves his/her body from one point to another. Manipulation skills (also called object control skills) are

skills such as throwing, catching, kicking, punting, striking, rolling, and bouncing, they involve the manipulation of an object like a ball or bat (Gallahue et al., 2012). Motor development scholars often use a mountain as a metaphor for the acquisition of motor skills, that is children need to scale the mountain of motor development. A number of prominent models of motor development suggest that FMS are critical and the foundation (Gallahue, et al., 2012; Seefeldt, 1982) or basecamp (Clark & Metcalfe, 2003) to the mountain of motor development.

Sequential Model of Motor Development.

Seefeldt (1980) proposed one of the earliest models in motor development shaped like a mountain or pyramid. In this four phase sequential approach, the “Reflexes and Reactions” of infancy are at the bottom of the pyramid and serve as the foundation for all future movement skills. Built upon this foundation the young child begins to develop FMS including locomotor and manipulation skills such as running and throwing. The unique part to this model is the notion of a “Proficiency Barrier” after FMS. Seefeldt suggested that the development of basic competence in FMS is a prerequisite for future sports and games and FMS are the movement equivalent of the ABCs. That is, a child who cannot run and throw and catch with basic competency is unlikely to engage successfully in sports where these skills are needed. Seefeldt believed the development of basic FMS competence in early childhood years was necessary if the child were to move to higher levels of the mountain and engage in sports, games, and dances with competency. Acquiring competency in FMS allows children to move through to the last two phases of the model, “Transitional Skills” (e.g. lead up sports such as small-sided soccer, t-ball) and “Specific Sports Skills and Dances” often conducted during middle childhood and adolescence. Thus, this model highlights the importance of the early childhood years in developing the FMS movement competency necessary for lifelong participation in sports and other physical activities. In other words, if children do not develop competence in FMS, they will have little success in engaging in youth sports.

Mountain of Motor Development Model

Clark and Metcalfe (2002) developed a six-phase “Mountain of Motor Development” model as a metaphorical way to understand the development of motor skills across the lifespan. Their model is based on the dynamical systems framework of multiply-developing systems that self-organize in non-linear ways. Clark and Metcalfe proposed that progression up the mountain was specific to an individual’s experiences and the constraints they experienced along the route. Similar to Seefeldt, the first two phases of this model consisted of the “Reflexive” period and the “Preadapted” period, that is reflexes and reactions shift to voluntary movements ending in the onset of independent walking and self-feeding behaviors. The third phase is the “fundamental movement” phase of the model. Like the other model, these FMS are considered key building blocks to later movement. Clark & Metcalfe referred to FMS as the “base camp” of the mountain and provides the basis for later “motor skillfulness” (p. 17). Further up the mountain children begin to apply FMS to “Context Specific” environments such as throwing can be applied in cricket or rugby and ultimately with appropriate experiences, children may develop “Skillfulness” (the top of the mountain). Unlike other models, Clark & Metcalfe recognize that no individual becomes skillful across a broad variety of activities. For example a highly proficient gymnast may not be a good volleyball player. Thus, the mountain has different “peaks” (different sports or activities) with each peak being of a different height, reflecting the notion that individuals will have varying levels of skillfulness across different activities. Clark and Metcalfe also highlight the importance of early childhood in developing a broad base of FMS by about age seven years. If these skills are developed, children are well positioned from their “base camp” on the mountain of motor development to navigate many different mountain peaks (sports and physical activities) given sufficient and appropriate experiences. That is, FMS are critical for the engagement in later youth sport and lifetime physical activity.

Hour Glass Model of Motor Development

Gallahue, Ozmun & Goodway (2012) used an “hour glass” to describe the processes of motor development. The falling sands into the hour glass represent the development of motor skills as they are influenced by both heredity (genetics) and environment. As the sands land in the bottom of the hour glass, they build the phases and stages of motor development across the lifespan similar to the two models above. Like the other models above, the reflexive movement phase comes first and is followed by the rudimentary movement phase, where the infant develops a variety of basic movement patterns such as control of the head, and trunk, controlled grasping, and proficiency in creeping and crawling. Children then shift to the fundamental movement phase during the early childhood/primary school years. This is the period of time where children experiment and explore their movement potential in a variety of FMS that form the building blocks for the fifth and final phase. In the final phase, specialized movement skill phase, more complex

movement skills such as those in sports and games are refined and mastered. Variability in the rate and extent of skill acquisition is determined by a wide variety of environmental as well as biological factors.

Spiral of Engagement-Disengagement Model

Recently David Stodden and I along with other colleagues developed a spiral model of engagement-disengagement in physical activity (Stodden et al., 2008; Stodden & Goodway, 2007). This model suggests that there is dynamic and reciprocal relationship between FMS competence and physical activity behaviors across the lifespan. In the early years opportunities to be physical active may drive the development of motor skill competence in the form of FMS acquisition. Differences in initial levels of FMS development are due to many factors including immediate environment, structured physical education, socioeconomic status, parental influences, climate, etc. Thus, we hypothesize that young children will demonstrate variable levels of physical activity and FMS.

As children transition to middle childhood and adolescence, we believe the relationship between physical activity and motor skill competence becomes more important and will strengthen. During middle childhood and adolescence, higher levels of motor skill competence will offer greater options to engage in various physical activities, sports, and games. We expect more highly skilled motor competent children will self-select higher levels of physical activity. Across time their perceived motor competence will be strong (as they are good at sport and know it) and their fitness levels will also be good. The interaction of all of these factors results in a positive spiral of engagement in sport and physical activity with these children being highly engaged in sport and activity.

The opposite is true for our less skillful (not motor competent) children. These less skillful children will engage in lower levels of physical activity. Across time they look around at their peers and know they are not motor competent and thus their perceived motor competence is low (they are not good at sport and know it) and because they are less active, their fitness levels will also be low. The interaction of all of these factors results in a negative spiral of engagement in sport and physical activity. Given a choice, these children will be sedentary and not elect to engage in sport or physical activity. As children move from primary school into the adolescent years the result of the positive and negative spirals of (dis)engagement is a marked difference in the activity levels and sport engagement of children. Those children who are in the positive spiral of engagement are active, engaged regularly in sport, see themselves as “movers” and hopefully on the path to a healthy adulthood. However, those children who are in the negative spiral of engagement are sedentary, not engaged in sport, and most likely overweight or obese. These children have a greater likelihood they will be unhealthy as adults with higher rates of diabetes and heart disease.

In conclusion, these four models highlight the importance of FMS development during the early childhood years and how FMS competence is critical to lifelong physical activity and participation in youth sport. But how do these FMS develop? And what can we do to promote motor competence in FMS? In the next part of the paper I hope to answer some of these questions.

Sequential Development of Fundamental Motor Skills

As we look out at the playground and watch young children play it may seem that children run, throw and jump in the same manner. But a closer observation of their skills will reveal that even children of the same age look very different in the way they perform motor skills (Gallahue, et al., 2012). A small child might show a stationary “chop throw”, while a girl steps and throws with the same hand and foot, and another boy throws forcefully with wind-up of the arm, and arm-leg opposition. We know from the motor development literature that children don't just naturally perform FMS with proficiency; they typically progress through a common sequence of movements that start with inefficient and unstable patterns of performance. With sufficient practice and feedback children will develop more proficient patterns of performance and greater abilities to consistently apply these skills to sports and games (Gallahue, et al., 2012; Stodden, et al., 2008; Stodden & Goodway, 2007). Research in motor development has identified developmental sequences for ten FMS (Seefeldt & Haubenstricker, 1982) with anywhere between 3 and 5 stages of development per skill. Table 1 and 2 describe these developmental sequences (for a more detailed description see Gallahue, et al., 2012). Knowledge of these developmental sequences is valuable as it can inform the teacher about the kinds of physical activities that are developmentally appropriate for a given child. These stages can also serve as an assessment of a child's emerging FMS competence.

Gender Differences in FMS

Both girls and boys pass through the same sequence of motor skill development. However, gender differences can be found in FMS performance starting as young as the preschool years (Seefeldt & Haubenstricker, 1982; Thomas & French, 1985). Both boys and girls have similarities in locomotor skills such as running and jumping; however, boys regularly outperform girls in manipulation skills (Seefeldt & Haubenstricker, 1982; Goodway, Robinson, & Crowe, 2010). It is not clear from the developmental literature why this might be but some scholars have pointed to biological factors such as strength or sociocultural factors such as unequal opportunities to be active, modeling, and feedback (Thomas & French, 1985). Williams et al. (1996) suggested that gender differences are present because boys practice these skills more than girls, which leads boys to be more proficient movers. Gender differences in manipulation skills raise concerns that girls will not have the necessary skills to engage in youth sport.

These gender differences are found in children as young as four years of age and specifically in our most poor children. Recent data on the FMS of low income preschool children found differential gender effects between locomotor and manipulative skills across ethnicity (African American/Hispanic) and region within the USA (Goodway, Robinson, & Crowe, 2010). My colleagues and I have consistently found there were no gender differences in locomotor skills but boys had significantly better manipulation skills than girls (Goodway & Branta, 2003; Goodway, Crowe, & Ward, 2003; Goodway, et al., 2010; Robinson & Goodway, 2009). It is not clear from the research literature why this is so, but for the past decade these findings have remained consistent across geographic region and ethnicity. Locomotor skills are considered to be more phylogenetic (based upon neurological/genetic factors) than manipulative skills. The opportunity to practice locomotor skills requires available space to run, gallop and jump but does not require equipment. Thus, it may be that girls and boys had equal opportunities to engage in locomotor skills within their respective communities. In contrast, potential explanations as to gender differences in manipulation skills may be differential access to equipment, role models, and motivation to engage in motor skills. Anecdotal comments from my research with preschoolers suggest that boys typically come to the testing environment with a greater familiarity of the vocabulary and equipment associated with manipulation skill performance than girls, perhaps suggesting prior experience plays a role in these findings (Goodway et al., 2010). Other alternative explanations for gender differences in FMS may be that girls tend to be driven by more social factors (e.g. pleasing the teacher, receiving verbal encouragement, and smiles) in the learning environment; while boys are more motivated by competition and the product of the performance (Garcia, 1994; Garcia & Garcia, 2002).

Disadvantaged Preschoolers Demonstrate Developmental Delays in FMS

Establishing habits that foster forming proficient levels of FMS and healthy levels of physical fitness are critical events that take place during the early childhood years. However, there are disparities in the opportunity to do this. A growing body of research shows that young children who come from disadvantaged and poor environments show significant developmental delays in their FMS, including locomotor (10th-17th percentile) and manipulation (16th percentile) skills (Goodway & Branta, 2003; Goodway, Crowe, & Ward, 2003; Goodway, et al., 2010; Hamilton et al., 1999; Robinson & Goodway, 2009). This has been found true for African American and Hispanic children, across geographic region, and urban and rural environments (Goodway & Branta, 2003; Goodway et al., 2003; Goodway, et al., 2010; Hamilton et al., 1999; Robinson & Goodway, 2009).

In a recent large-scale study of the FMS (N=275) children from Head Start, 85% to 92% of all children tested were developmentally delayed (Goodway, et al., 2010). Like the findings above, locomotor skills of the girls and boys were the same (delayed), but the girls had significantly worse manipulation skills than boys. This is of particular concern considering the boys' skills were delayed but the girls were even more delayed (Goodway, et al., 2010). It is no wonder that by adolescence, girls from these populations have some of the lowest physical activity rates of all children and youth (USDHHS, 1996; 2004). It is clear from the research evidence that a sizeable number of disadvantaged preschool children are delayed in their FMS and require motor skill intervention to remediate the developmental delays reported. Little evidence is available to explain why such delays exist in the motor skills of disadvantaged children. However, some qualitative work I have conducted with a colleague (Goodway & Smith, 2005) has shown that in “In disadvantaged urban communities fundamental barriers exist which obstruct a child’s ability to engage in physical activity & develop motor competence and physical literacy.” Factors that have been identified are: the outside environment; inside environment; influence of poverty; cultural values & beliefs, and; the nature of family dynamics. Children in at risk communities have no-where safe to play. The parks and streets are full of gangs, drugs and guns and few children have

back yards in which to play. The inside housing environment typically has large numbers of children and adults in a small space, thus the primary strategy is to turn on the television or video game and encourage sedentary behaviors of children as a means to control the chaos in the house. Poverty is an overriding factor that influences all aspects of the child's upbringing from a Mother who is never around as she working several minimum pay jobs to provide for her children to the fact there is no money available to sign children up for youth sports. Lack of transportation is often another barrier in accessing sport and activity experiences for children. Many of the parents of our disadvantaged children know that physical activity is important, value it as an important part of their children's upbringing, but are incapable of accessing sport and physical activity due to the many barriers in their environments. Thus, policy makers need to look at ways in which we can provide physical activity experiences to our young underserved children and enact local, regional, and national policies that will give all disadvantaged families access to sport and physical activity in their lives.

Effects of Motor Skill Instruction on the FMS of Disadvantaged Children

A growing number of scholars, of which I am one, have begun to examine the influence of motor skill intervention on the FMS of disadvantaged preschool children. These studies show that when motorically delayed preschool children received well designed structured motor skill instruction, significant improvements in their FMS resulted which to remediated these delays (Goodway & Branta, 2003; Goodway et al., 2003; Hamilton et al., 1999; Martin, Rudisill, & Hastie, 2009; Robinson & Goodway, 2009). The timeframe of these programs has typically been somewhere between 8 to 12 weeks (16 to 24 lessons) with 30-45 minutes per session. The majority of these programs have focused on manipulation skills although some have also included locomotor skills. A variety of instructional approaches have been utilized to deliver the motor skill interventions including: 1) direct instruction (Connor-Kuntz & Dummer, 1996; Goodway & Branta, 2003; Goodway, et al., 2003); 2) mastery motivational climate (Martin, et al., 2009; Robinson & Goodway, 2009; Valentini & Rudisill, 2004; and 3) parents as teachers (Hamilton, et al., 1999).

“Direct instruction” involves a teacher-led approach where the teacher instructs each element of the lesson, clearly describes and demonstrates the task to be performed, and the children respond accordingly. “Mastery motivational climate” (MMC) involves a more student-centered approach in which the teacher plans the lesson elements, but the children are allowed to choose the tasks and activities based upon their preferences (Valentini & Rudisill, 2004; Robinson & Goodway, 2009). MMC lessons are planned around manipulating six “TARGET” structures within the lesson where the acronym TARGET stands for: Task, Authority, Reward, Grouping, Evaluation, Time (see Valentini, Rudisill & Goodway, 1999 for a detailed explanation). The rationale behind the MMC approach is that the instructional climate promotes students' motivation to engage in tasks and regulate their own pace of learning. “Parents as teachers” trains parents to instruct their child on FMS while a lead teacher develops the lesson plans and acts as the facilitator during lesson implementation (Hamilton, et al. 1999).

All the motor skill intervention approaches identified above have been successful in significantly impacting the FMS competence of disadvantaged preschoolers. Many of these program shave been provided at the state-funded preschool programs in which the children are enrolled. In all of these interventions high quality instruction was provided along with maximum opportunities for practice. Sufficient equipment was available and tasks were individualized to the child's own developmental needs. In many cases, the developmental changes were substantial going from the 10th-15th percentile to the 60th-80th(Goodway & Branta, 2003; Goodway, et al., 2003; Goodway, et al., 2010; Hamilton et al., 1999; Robinson & Goodway, 2009).

Some general conclusions may be drawn from the studies identified above: 1) disadvantaged preschool children are delayed in their motor skills and in need of intervention; 2) when provided with structured, developmentally appropriate motor instruction children can make significant and often large gains in their FMS remediating their prior delays, and 3) the children in the control groups who received the typical preschool curricula where physical activity opportunities were often non-facilitated and play-based, resulted in no improvements to FMS development. In other words, current educational practice in these programs is not meeting the needs of these children. This is of major long term concern as the children will not have the requisite skills to be physically active as adolescents and adults, and it is this very demographic (poor, African American and Hispanic) that goes on to demonstrate the lowest levels of physical activity and the highest levels of obesity as adolescents and adults (USDHHS, 1996;2004).

Youth Sport and Physical Activity

Youth sport is a huge part of the lives of many children around the globe and is the primary place in childhood where children engage in physical activity. Youth sport takes many forms from squealing four year olds chasing a soccer ball around a field, to the serious 10 year old gymnast who trains 40 hours per week and has already spent 6 years mastering her sport, to the 250lb linebacker on a high school football team, to the martial artist performing a kata. Historically one of the main philosophical approaches to youth sport was the elite competitive sport approach. However, as a result of the increase in childhood obesity and physical inactivity I believe a second approach needs much greater consideration and emphasis, the public health and youth development approach.

The goal of the elite competitive sports model is to produce elite level, competitive athletes. In this approach the idea is to recruit large masses of children into the sport in order to be able to identify and nurture the most talented young athletes. The focus of this approach is high level skill development and focusing on those children who are most skilled. Often, a single sport approach is necessitated and youth sport athletes engage in only one sport with intense training to yield maximal sport performance. Those who get to compete and play on a team are the children with most skill and the less skilled child is either cut from the team or benched. One of the ultimate goals of this approach is national team membership and competing in world championships or the Olympics. Many countries around the world have strong policies in place within their governing sport organizations to identify, train and nurture the elite young athlete. But what of our less skilled children? What happens to them?

I believe the more important approach to youth sport is a public health and youth development approach. With the dramatic increase in the incidence of childhood obesity and physical inactivity to epidemic proportions, those, responsible for the nation's health have begun to turn toward youth sport as a way to promote regular physical activity. In this capacity, the goal of youth sport is to provide children with the skills, knowledge and attitudes that will result in a desire to engage in regular sports participation and physical activity across childhood and into adulthood. In conjunction with this approach those in the youth development area utilize sport as medium to focus on the development of positive character traits in the child such as honesty, effort, sportspersonship, and task persistence. Additionally, this approach promotes life-skills such as communication, teamwork and conflict resolution through positive sports experiences. With this approach the goal would be to enroll children early in a variety of sports, provide them positive experiences where they develop motor and social/affective skills, and try to keep them engaged in sport as they transition across childhood into adolescence and adulthood. That is, use sport as a tool or medium to meet other goals. Mass participation is key, and engagement in sport by all children, even those from our poorest communities is paramount. I would suggest that few countries have good systems and policies in place in order to promote youth sport from this capacity. Within the USA, our poorest families have little access to sport as the majority of youth sports participation comes with a significant price tag. Let us look at the different sport systems within the USA and the potential for these systems to be used to promote physical activity for all children.

The youth sport systems within the USA can be broken down into five main groups. The largest percent of children (45%) engage in agency-based sport like Little League Baseball. Although club sport produces many of the country's elite athletes for certain sports like gymnastics and track and field, it is only response for 5% of youth sport engagement. Participation in both agency and club sport are expensive within the USA and our poorest children often cannot access these sports. Recreational sport in its many forms makes up 30% of youth sport participation, and consists of sports programs offered by cities and YMCAs. This sport is cheaper than the other two but as city budgets have been cut, so have these subsidized sport programs. Intramural sport occurs in schools during the school day and accounts for 10% of participation. Finally, 12% of children participate in inter-scholastic sports where sports teams from different schools compete against each other. These sports teams often cut the less skilled player and only the better athletes compete. There is much potential in each of these different approaches to youth sport to develop and enhance local and national policies in order to get more children and youth involved in youth sport and physically active.

Conclusions

There are many challenges facing the children of the world, but overweight/obesity and physical inactivity are two of the major challenges. More than half (65%) of the world's population live in countries where overweight and obesity kills more people than underweight and physical inactivity is now identified as the fourth leading risk factor for global mortality (WHO, 2011a, 2011b). The development of fundamental motor skill competence is critical if children are to be

physically active and to engage in youth sports. Yet many of our poorest children start the early childhood years with developmental delays in motor skills. Access to safe places to play, be physically active, and engage in youth sports is a common problem in our cities. It is clear global action is needed and countries need to develop policies and environments that promote physical activity and youth sports engagement for all children.

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MANAGING BIODIVERSITY OF TOURISM AND WINTER SPORTS RESORTS IN AN ERA OF GLOBAL CHANGE

Managing biodiversity and environment of tourism and winter sport resorts poses a major challenge, not only in terms of climate change but also in terms of adaptation to climate change and infrastructural developments. It is important to be able to develop comprehensive, interdisciplinary knowledge on the impacts of global change on tourism in the Alps and vice versa and to transfer it to other newly emerging ski resorts in the Middle East and Asia. Simultaneously, the experiences from emerging ski resorts under present pressures should be taken into account in the traditional resorts. In the Alps, regulations and management strategies are still overly dominated by the ski industry, politics and stream-lined experts, leaving little room for scientists and the implementation and control of European directives. Surprisingly, there is little awareness on the extend of impacts of tourism on biodiversity or the need for its management. Similarly, the economical costs and limits of management are not sufficiently taken into account. The higher the degree of mechanisation in winter sports and tourism, the stronger the environmental impacts and the higher the costs of remediation. It should be the task of scientists to help paving the way to break this vicious cycle.

1. Challenges of global change and tourism

1.1 The Alps

Winter tourism developed in the Alps as a sports activity for the richer upper class around 1900 and became a popular mass sport from the 1960s onwards. In France there was a special “train de neige” (or snow train) at the turn of the century that brought the tourists directly from Paris to Lyon and on to the different alpine destinations. Chamonix (Mont Blanc) was very popular. The development of tourism there is particularly interesting, since Chamonix was advertised with 3 months of winter (December to February) and 8 months of summer tourism (March to October) (Fig. 1). The journey from Paris to Chamonix took no less than 12 hours in 1905. In Switzerland, St. Moritz was a similarly elite ski resort. Paintings from 1918 depict it as a haven of “soft tourism” including cross-country skiing and riding in wooden, horse drawn sleighs.

When ski tourism developed, snowfall was a reliable element of the winter season and snow depths were abundant. However, few long term meteorological measurement sites are available at ski resorts to compare the past with the present. One such measuring station exists since 1800 at the Kitzbühel ski resort in Austria both at 1760 m altitude at the famous Hahnenkamm and at 790m altitude in Kitzbühel Valley (Fig. 2a). The lower station is very appropriate for analysing precipitation evolution with its changing rain-to-snow ratios (liquid and solid). From the earliest records in 1800 up to 2003, snow depths have decreased steadily and particularly strongly since the mid-1980s. Snow is being gradually replaced by increasing amounts of rainfall, changing the proportions from 66% snow and 34% rain to 50% snow and 50% rain between 1800 and present under fluctuating but constant overall precipitation since 1920 (Fig. 2 a). The main cause for this change are increasing temperatures that replace snow by rain around the 0°C threshold.

Even at high altitudes, a considerable decrease in the percentage of solid precipitation (snow) is observed since the 1960s at the Sonnblick observatory (3105 m altitude) in Austria and since the 1980s at the Weissfluhjoch observatory (2540 m altitude) in Switzerland (Fig. 2 b, and Marty and Meister 2012). The authors demonstrate a highly significant decrease of about 1.25% per decade of the solid precipitation (snow) ratio. At the Sonnblick, the proportions have changed from approximately 90% snow and 10% rain to 84% snow and 16% rain, whilst at Weissfluhjoch they have changed from approximately 79% snow and 21% rain to 72% snow and 28% rain. In the Swiss Alps a relatively sharp decrease in the ratio between snowfall and rainfall days during the winter months was observed across all altitudinal zones between 200 – 2700 m over the last 30 years (Serquet et al 2011). Data was analysed from 1908 to 2008. Similar results were obtained for data from 1932-1999 (Laternser and Schneebeli 2003). Even more pronounced decreases have been noted in the spring (March to April) due to warmer baseline temperatures and stronger overall temperature increases close to the melting point (Serquet et al 2011).



Figure 1 Skiing in Chamonix, France 1905 (Image by Abel Faivre from de Gex 2006)

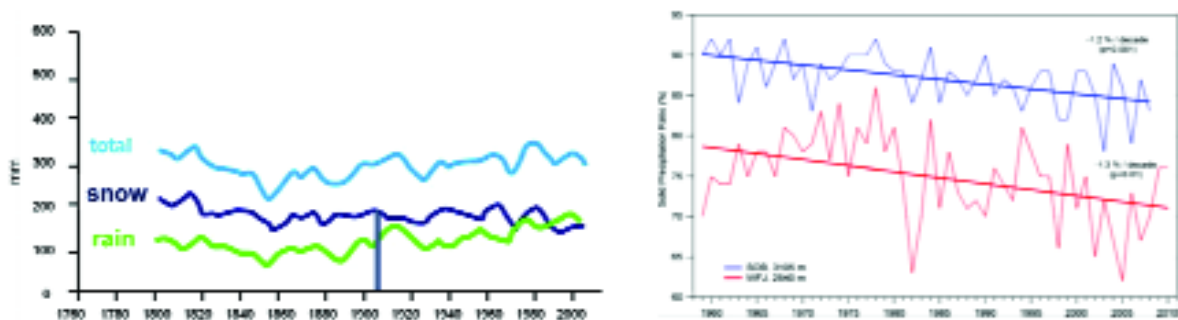


Figure 2a) Decrease in snow depth (dark blue line) with relation to rainfall (green line) and total precipitation (light blue line) at Kitzbühel valley ski resort (790 m altitude), Austria (adapted from Boehm et al 2008). The time period of the photo (1905) is marked as a grey bar and b) Decrease in percentage of solid precipitation, (blue line) at the Sonnblick (SOB), Austria and (red line) at Weissfluhjoch (WFJ), Switzerland (Marty and Meister 2012).

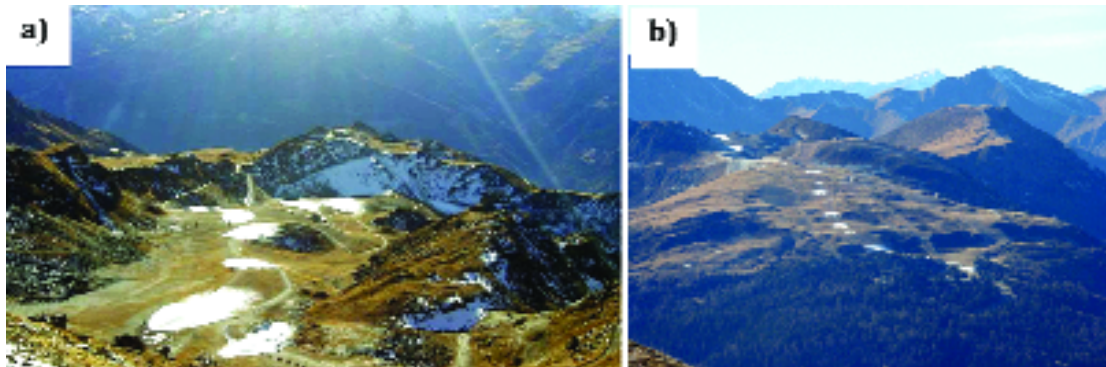
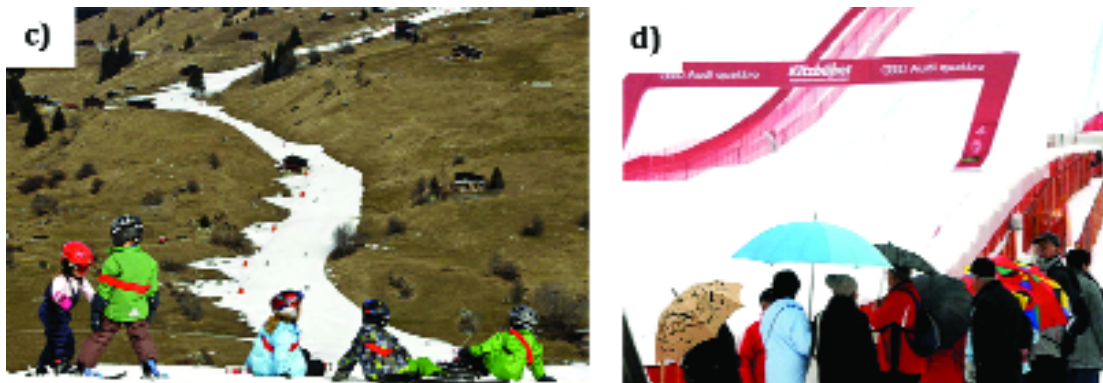


Figure 3 Attempts to adapt to climate change by artificial snow production. In both cases the conditions were too warm to produce snow and the opening of the ski season had to be postponed by 2 weeks a) Attelas to Ruinettes Pistes (2300 m altitude), Verbier (Switzerland, 28th November 2011 and b) La Plagne (France), (2100 m altitude), 23rd November 2011.



c) Ski run covered entirely by artificial snow, Brigels, Grisons, Switzerland in January 2011. Photo: Keystone
d) The Men's World Cup Super-G in Kitzbühel (Austria) had to be cancelled on the 20th January 2012 after rain and wet snow damaged the course. Photo: Sporting Life.

The lower and medium altitude ski resorts (up to 2500 m) in the Alps are experiencing this threshold more frequently and over longer time periods. Already from 2000 onwards, most of the lower altitude ski resorts in the Alps had moved into a rain-dominated regime. If warming is to continue, a further decrease in the snowfall fraction is to be expected. Those regions where snowfall is currently the norm will increasingly experience rain and the snow on the ground will melt faster (Marty 2011).

This shift from snowfall to rainfall has major economic implications for the ski industry and winter sports events in the Alps, which depends heavily on minimum snow cover over the ski runs. Despite the shortening of the winter season and increasing uncertainty of snowfall, 100 years later the tendency is to artificially increase the winter season to 7 months winter (October to April) and only 5 months summer (May to September). The winter season is prolonged through the production of artificial snow at the beginning and at the end of the season (de Jong 2011). Thus the ratio of winter to summer has been artificially increased from 0.38 to 1.4.

It is questionable whether this ratio can be maintained in the future, since over the past 10 years snow security has been increasingly menaced throughout the winter season, both at the onset, in middle and towards the end. Fig. 3 a) – b) shows attempts to produce artificial snow in the total absence of natural snow in late November 2011 and in the middle of winter in January 2011 (Fig. 3 c). Since the 0 °C isotherm lay around 2200m, it was impossible to

produce and maintain snow below 2400 m. The beginning of the ski season had to be postponed by two weeks in several of the larger ski resorts in France, Switzerland, Austria and Italy that were used to opening at the end of November. Several winter games had to be cancelled, for example the Alpine World Ski Championship in Val d'Isere (France) planned for the 10th and 11th December 2011. At the end of January 2012 the Men's World Cup Super-G and some of the training sessions in Kitzbühel (Austria) had to be cancelled after rain and wet snow damaged the course (Kitzbühel 2012) Fig. 3 d). Due to high spring temperatures and associated snow melt, the ski season already had to be terminated several weeks earlier in most alpine ski resorts in 2011.

1.2 The Rockies

Similar decreases in the ratios between snow and rain have been observed in other mountain chains such as the Rockies (Lapp et al 2005, Knowles et al 2006). Observations over the last half-century have demonstrated that, across a broad region of mountainous western North America, spring snow accumulation has declined and snowmelt has come earlier in the year (Knowles et al 2006). Most significant changes occur from November to March. Warming from December to March would have the largest impact on snow deposition, while warming from April to June would accelerate snowpack melting. The initiation of seasonal snow cover occurs later and snow melt-out earlier (Nayak et al 2010). At high elevations, there is a shift from freeze-thaw to above freezing in the summer and a shift from below freezing to daily freeze-thaw in winter. As a result, the snow season is at least one month shorter than it was in the mid-1960s. As for the Alps, this has serious consequences on the ski industry, since it translates into a later onset of the winter season, a decrease in snowfall during the winter months and earlier snowmelt on ski runs in spring.

For the Sierra Nevada, in watersheds with approximately 600 m difference in altitude, each 1°C increase in long-term average temperature could represent an earlier spring runoff of 7 to 10 days (Hunsaker et al 2012). According to the authors, a climate warming by 2° C could result in a decrease in annual runoff ratio of as much as 0.1. A longer growing season and more vegetation in the mixed rain-snow-dominated versus higher-elevation snow-dominated catchments result in more evapotranspiration and canopy interception and thus lower water yield at the lower elevations.

1.3 Anatolia

In eastern Anatolia, as for the Alps and Rockies, snow depths have decreased considerably. An analysis of snow depths between December to February with the 5 year running mean for the meteorological station located in Erzurum (Turkey) near the Palandoeken ski resort shows a 45% decrease in snow depth in 36 years despite strong fluctuations (Fig. 4). This can be explained by the presence or absence of precipitation rather than by temperature fluctuations alone. Since temperatures remain well below freezing during most of the winter, fluctuations around the 0°C threshold capable of transforming existing snowfall into rainfall are rare. However, the absolute amount of snowfall has decreased due to a shortening of the winter season (in autumn as well as spring) in response to temperature warming. The year 2011 was marked by low snow depths again. The snow dominance has a strong impact on river flow, which is fed mainly from snowmelt in spring or early summer. In the Upper Euphrates Basin, 65-70 % of the annual runoff volume of the Euphrates is due to snow melt and rain on snow between March to July (Sorman et al 2009). In this basin, climate change is already impacting streamflow due to earlier snowmelt (Yılmaz et al 2012). It is expected that climate change will lead to a 5% decrease in winter precipitation but in general, climate change will have less impact on the Upper than on the Lower to Middle parts of the Euphrates basin (Yılmaz and Imteaz 2011).

Compared with other meteorological stations in the Middle East and Asia, Erzurum has the highest overall amounts of snowfall (170 mm snow water equivalent) relative to its altitude (Fig. 5). It receives seven months of snowfall, most of it between November to March. The months of January and February are marked entirely by snowfall, with no rainfall or mixed precipitation due to the extremely cold temperatures. The only other site with a comparable absence of winter rainfall during those two months is Harbin. The rainfall distribution in Erzurum is bi-seasonal (282 mm in total), with pronounced spring rainfall, especially in the month of May and a secondary rainfall peak in autumn (Kotlyakov 1997). Of the stations presented, the highest rainfall is measured in Harbin (China), as this regime is dominated by summer precipitation. The annual snow-to-rain ratio is 0.18 for Ankara, 0.33 for Erzurum, 0.1 for Tehran, 0.23 for Kabul and 0.1 for Harbin. For comparison, Chamonix (Alps, Switzerland) has a ratio of 0.36. In Erzurum, the ratio ranges between 0.79 to 1 for the winter months from December to March. The only other site on

the profile with a comparably high snow-to-rain ratio is Harbin, however its absolute snowfall amounts are 4 times lower than Erzurum for this period.

In summary, snow that falls in Erzurum is more secure than in other regions since it is not prone to melting in the middle of the winter by elevated temperatures or rain on snow events. However, since the overall amount of snow and the length of the winter season has decreased in the last 40 years, the skiing season is expected to shorten.

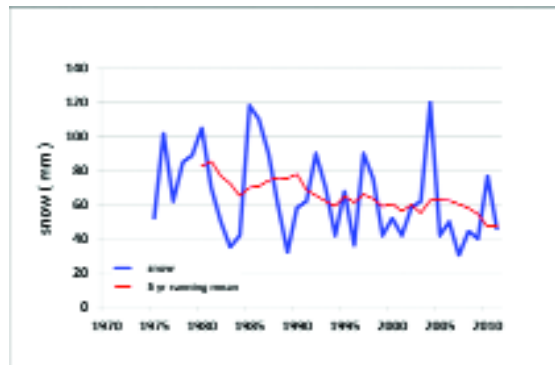


Figure 4 Decrease in snow depths at Erzurum meteorological station, 1758 m altitude (Eastern Anatolia, Turkey) for December to February between 1975 and 2011. The five year running mean shows that snow depths have decreased more strongly since 2005 (modified by de Jong after Yılmaz et al 2011 and Sorman per comm. 2012).

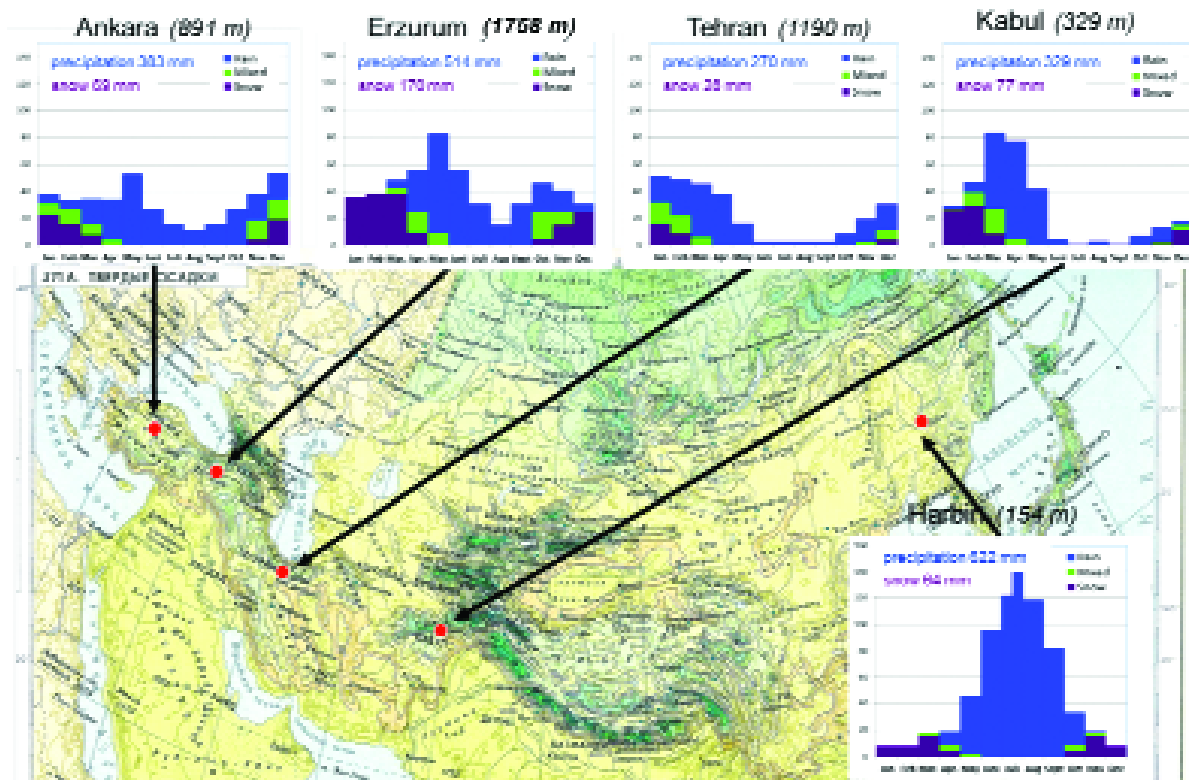
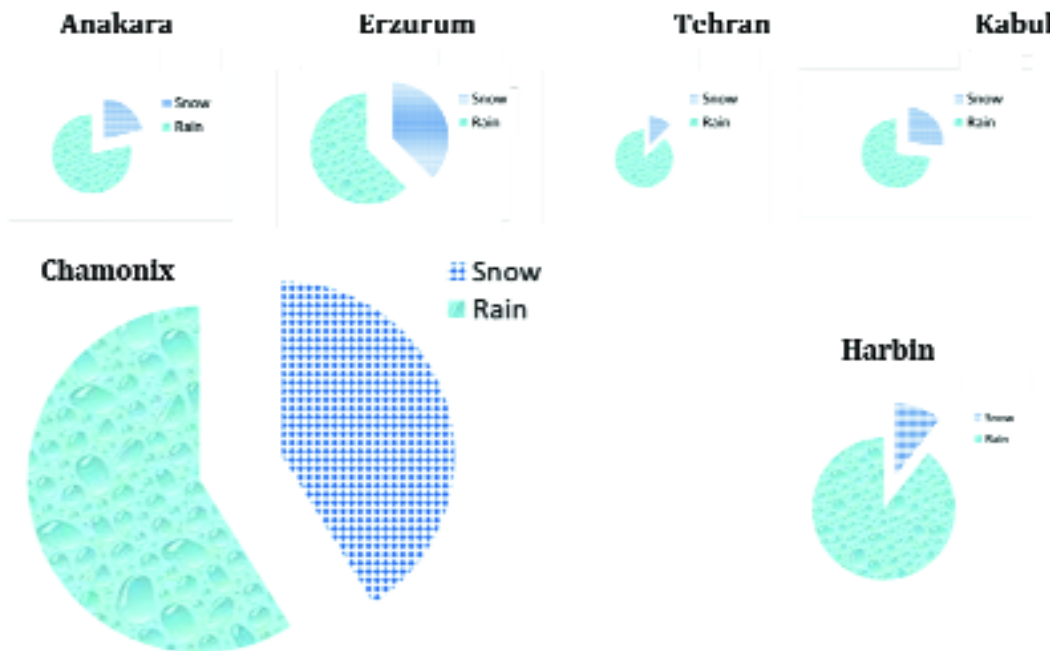


Figure 5 a) Snow climatology of the Middle East and Asia, including Ankara and Erzurum (Turkey), Tehran (Iran), Kabul (Afghanistan) and Harbin (China). Each graph presents the monthly rainfall (blue), snow (purple) and mixed precipitation (green) (modified after Kotlyakov 1997).



b) Pie-charts with ratios between snow and rain for the sites located in a). Chamonix (Switzerland) has been plotted for comparison. The size of the pie-charts correspond to the relative amounts of precipitation.

2. Impacts of tourism on biodiversity and the environment

Tourism in the Alps is most commonly associated with winter tourism and ski resorts (de Jong 2009 b). These have multiple impacts on biodiversity and the environment due to the high level of technical and infrastructural developments, such as housing, swimming pools, access roads, parking spaces, ski lift, ski runs, artificial snow production infrastructure and related water reservoirs at high altitudes and in vulnerable environments. In addition, highly dense tourist populations (between 30 – 50,000 tourists for large resorts) concentrated over short time periods can cause local water overconsumption and shortcomings in the capacity of sewage treatment. Although these emerging problems had already been recognised and published in 1998 by Weiss et al, little scientific literature is available on this topic since. Interviews carried out by Weiss et al in Austrian ski resorts showed that the perception of environmental problems associated with flora, fauna and snow canons was much higher amongst Austrian and Belgian tourists than amongst the local stakeholders dependant on the ski industry. Despite the exponential increase in infrastructure and technical adaptation to climate change as well as increasingly irreversible environmental impacts (de Jong 2010), there has been nearly no awareness raising to influence the expectations or consumer patterns amongst tourists and local stakeholders in the Alps. Many stakeholders are only just beginning to get involved in the environmental culture and procedures (Arcuset 2009).

Tourists, tour operators and winter sports events expect a high level of snow security during the whole duration of their holidays or during winter games. However, as explained in the previous section, global warming has reduced both the winter season, snow depth and snow duration on the ground and increased the number of low snow or no snow days. Tourist resorts are compensating the lack of snow with the production of artificial snow over increased length of ski runs and longer time periods (de Jong 2011). The most common method of snow production is via snow guns or snow lances, but in Zermatt (Switzerland) and in Pitztal glacier (Austria), an IDE snow factory has been installed with the capacity of producing snow at +20°C to enable glacier skiing in the summer and late winter. Although the compensation by artificial snow production has been defined as an adaptation strategy to climate change by the ski industry, many experts and expert groups (EEA, CIPRA, OECD, Alpine Convention) recognise it as maladaptation. This is because of the economical, environmental (mainly hydrological), climatological (mainly temperature), textural (not fluffy) and quality (health) limitations of artificial snow.

The nomenclature of artificial snow differs considerably across the Alps and worldwide and has gone through a series of re-naming to enhance its marketing value and avoid any susceptible links with environmental problems. Whilst initially called “artificial snow”, it is more frequently referred to as “technical snow”, “mechanical snow”, “man-made snow” or “synthetic snow” and “mechanical snow production” instead of “artificial snow production” in Switzerland and Austria. In France it is has been re-named to “cultural snow” (neige de culture) or even “snow culture” (culture de neige).

In the Alps, the surface of ski runs covered by artificial snow has doubled between 2005 and 2011 (Table 1). The production of artificial snow is water intensive. As the area covered by artificial snow has increased exponentially in the Alps, so has the volume of water. This puts major pressure on local water resources. In several alpine countries (such as France and Austria), the surface covered by artificial snow now exceeds the irrigated surface for agriculture. However, the amount of water required to produce artificial snow (4000 m³ / ha) is more than double that for irrigation of maize (1700 m³ / ha) (Fig. 7a). Artificial snow is produced at altitudes up to 3000 m and even on glaciers to enable summer skiing.

Year	2005	2011
Surface covered by Artificial Snow (ha)	25 000	50 000
Water Consumption (m ³)	95 million	190 million

Table 1 Approximate changes in area covered by artificial snow (after Abegg 2011) and volume of water consumed in the Alps between 2005 and 2011 (author’s estimation).



Figure 6 Construction of the new Ariondaz reservoir (125 000 m³ in size at 2500 m a.s.l) to store water for artificial snow production for ski runs in Courchevel, French Alps in 2007.

a) Excavation of soils and rock (up to 20 m depth), b) Parking and transport of heavy weight lorries and machinery on the high altitude building site, c) Excavation of reservoir and d) Insertion of impermeable membranes to seal the reservoir (All photos: Damelet 2007).

Since water is not abundant at high altitudes and during the winter, the abstraction of water for large-scale artificial snow production in the sub-catchments of ski areas can become difficult (de Jong 2009 a). Local water shortages due to insufficient winter stream-flow have led to a second adaptation strategy – the building of water storage reservoirs for temporary water storage for snowmaking (Fig. 6). Most reservoirs are located between 1000 – 2500 m altitude but some recent ones have been constructed at 3000 m altitude next to glaciers. Their size varies between 10 000 to 400 000 m³. Some ski areas have up to 5 such reservoirs. Whilst the large reservoirs are filled once to twice a year, the smaller one may require 5 – 6 annual fillings. The logic is to fill the water reservoirs during the summer months when precipitation and stream flow is highest, and to use them at the onset of the winter season for artificial snow production. However, the exponential increase in the construction of snow-water storage reservoirs has caused many new environmental problems and can perturb the water cycle even more than before. Both local water scarcity and local flooding are the result.

Firstly, few suitable topographic locations large enough to accommodate a water reservoir (covering surface areas of up to 14 ha and depths up to 20 m) are available in high altitude mountain environments (Evette et al .2011). Therefore existing topographic depressions are preferred. These are mostly occupied by lakes or wetlands since they concentrate water. The destruction of wetlands through the construction of reservoirs is widespread and has major consequences since it destroys highly vulnerable biodiversity hotspots, disconnects the surface from the subsurface flow, destroys the natural flood buffering role, destroys the filtering function, destroys the CO₂ storage function and spontaneously emits the equivalent of approximately 4200 tons of CO₂ each time a wetland the size of a large reservoir is eliminated. The Adret les Tuffes reservoir near Arcs 2000 (Fig. 7 b) is an example of a reservoir implanted in a former wetland with serious consequences on biodiversity since it harboured the endangered frog species *Rana temporaria* and the European alpine primrose *Primula pedemontana* (Gaucherand 2009).

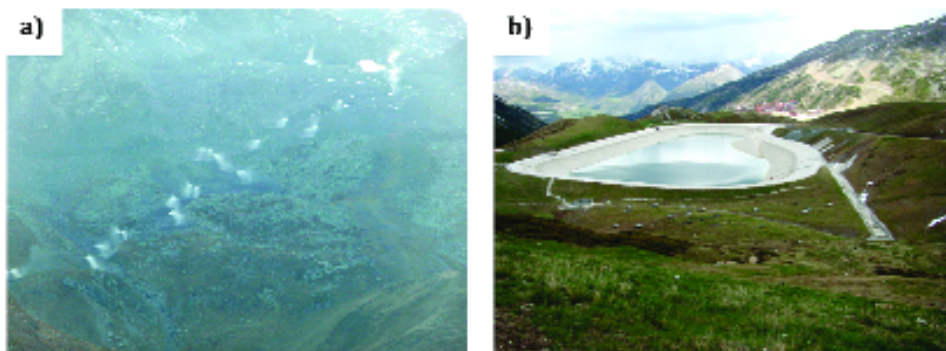


Figure 7 a) Artificial snow production along ski run in October 2007, Les Menuires (France) (Photo: Wolthoorn 2007). Note the intensity of water use across large altitudinal gradients. b) Water storage reservoir for snowmaking (Adret les Tuffes at 2300 m a.s.l. at Arcs 2000 ski resort, near Bourg. St Maurice, French Alps) in early May 2011 during a prolonged spring drought. Note that the reservoir, which has a capacity of 400 000 m³, is only filled to about 25% of its capacity.

Water reservoirs for snow production have multiple impacts on the surface and sub-surface hydrology. When small streams are entirely diverted into reservoirs they dry up further downstream. In some regions the drying of streams and soils below reservoirs has caused a loss in fertility of agricultural soils. If streams are connected to wetlands or wetlands are located below the reservoirs, the wetlands can also dry. This has been observed in several ski areas. In Val Thorens (Fig. 8), for example, up to 70% of the surface of wetlands has been lost due to the development of the ski resort (Gaucherand and Isselin-Nondedeu 2011). Some of the wetlands have even been entirely destroyed. The disconnection of surface from the sub-surface flow due to the impermeable character of the membranes sealing the water reservoirs causes groundwater lowering and flow separation.

Many of these developments are in contradiction to the European Water Framework Directive that requires all European water bodies to be brought into a good ecological and geomorphological state by the year 2015.

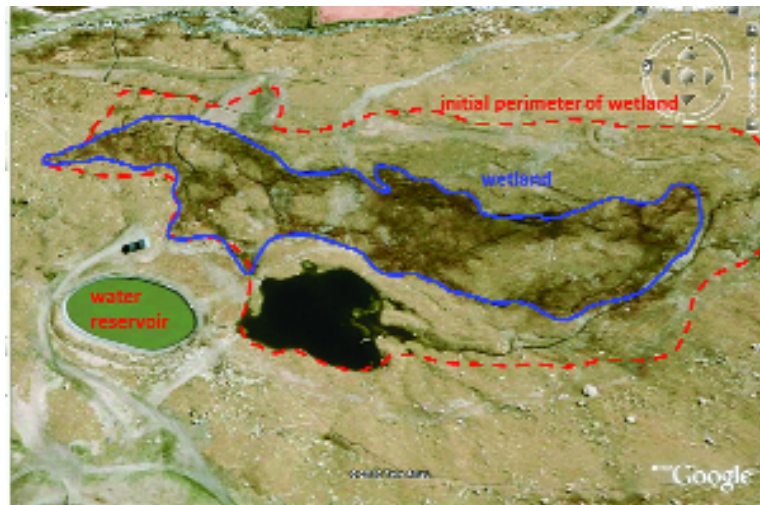


Figure 8 Impacts of construction of water storage reservoir for artificial snow production on wetland (2380 m a.s.l.) in Val Thorens (French Alps). The water reservoir in the foreground is gradually draining the wetland below which has already lost 45% of its volume in 2011. Google Earth Image 2006.

Secondly, the classical argument from the ski industry is that the local catchment provides sufficient water input from rainfall and snowmelt to fill the reservoirs with water and that most of the water is abstracted from surface water bodies during the rainfall-rich summer months. From a hydrological stand-point this argument rarely holds, since reservoirs are placed at high elevations in sub-catchments often less than 5 km² in size. Available snowmelt provided is rarely sufficient to provide more than one filling and rainfall often provides less than 5% of the input. As a result, water often has to be diverted from a different catchment, or pumped up from the valley floor, thereby only transferring the problem to a different catchment or to the lower part of the catchment. The main source of water for reservoirs is drinking water, hydropower reservoirs, streams and groundwater. Vertical water diversions of between 500 – 1400 m and inter-basin transfers of up to 15 km distance are not uncommon any longer. The problem of the timing of reservoir filling and re-filling is that it coincides with the demand for artificial snowmaking during the winter and spring season and that only approximately 10% of the reservoir can be filled in advance during the more abundant summer season. Once the first artificial snow layer has been produced in the late autumn, reservoirs have to be re-filled in preparation for the on-going winter season. It is precisely during the winter period that the reservoirs are therefore filled most frequently, and often higher volumes of water are abstracted than before (without reservoirs). The two most vulnerable months in terms winter low flow, January and February are not alleviated from abstraction (Direction Departementale des Territoires de la Savoie 2011). Although less water is diverted from streams to fill reservoirs during the winter, the quest for limited water has tripled the amount of water abstracted from drinking water networks in many winter resorts. The increased demand on drinking water supply has already led to drinking water conflicts in the past and it is likely increase conflicts in the future, including impacts on stream flow. Thus the building of reservoirs puts false expectations on the timing and origin of water, in particular with relation to climate change.

Thirdly, climate change has multiple impacts on the hydrological cycle and therefore water supply which have to be considered when managing ski resorts and in particular artificial snow production. Hydrological changes such as decreased precipitation, earlier snowmelt, increased spring droughts and higher evapotranspiration have decreased winter and spring stream flow in the southern and western Alps, in particular over the last decade. Since this period coincides with the highest water demand for the ski industry, water management problems have to be tackled on a daily basis. This is rather difficult since water management non-existent or only emergent for mountain catchments

or sub-catchments with ski resorts. When water demand exceeds local availability it is no longer possible to respect “reserved flow” or “environmental flow” in a stream i.e. the minimum amount of discharge required for a healthy riverine ecosystem to be maintained. According to Poff et al (2010) hydrologic alteration has impaired riverine ecosystems globally, and the pace and intensity of human development greatly exceeds the ability of scientists to assess the effects on a river-by-river basis. During the spring drought of 2011, insufficient water was available at the catchment level to replenish most water reservoirs in the Swiss, French and Italian Alps. Many streams had reached their lowest levels in 50 years and numerous springs ran dry (de Jong and Biedler 2012). In the French Alps, several water reservoirs were nearly empty from February 2011 onwards due to the lack in precipitation and discharge input. Figure 7 b) shows the Adret de Tuffes reservoir in May 2011 during the prolonged spring drought. In many regions it was not possible to produce artificial snow because of the lack of water, or because temperatures had exceeded the -3°C threshold. As a result, representatives of the ski industry in France asked and received prefectural permission in several departments to abstract water above the authorised quantities and thus above the reserved flow limit.

Several ski resorts across the Alps have been confronted with water overconsumption in the past decade due to water demand being higher than local water availability, both for artificial snow production, hotels, swimming pools and wellness areas (de Jong 2009 a). In some resorts, the ratio of water demand to water availability within the same catchment ranges between 110 – 150 %. This has led to increased inter-basin transfers and water competition between hydropower and the ski industry (e.g. Crans Montana, Switzerland). In other catchments such as Morel (French Alps), the new Club Med ski resort of Val Morel that opened in 2011 has met such local water shortage that it requires water abstraction from two different neighbouring catchments to meet the needs and water quality standards for drinking water on the one hand and for artificial snow production use on the other. In Verbier, Switzerland, water demand for snow production exceeds local availability to such an extent that two new reservoirs are being constructed in 2012 on the opposite valley slope to store water. It will be transferred over a vertical and horizontal distance of 1200 and 4000 m respectively.

Fourthly, the water quality of snowmaking reservoirs can considerably decrease when water stagnates and is stored over longer time periods. In addition, the long distance transport of water from donor catchments with different bacterial and mineral composition can contaminate the reservoirs and recipient catchments. Biofilms can develop along the interior walls of tubes and pipelines of the artificial snowmaking system, in particular when unused over longer time periods or when water stagnates. Since the associated micro-organisms can survive for long time periods at very low temperatures they can pose a health risk to skiers as well as professionals (Lagriffoul et al 2010).

A more immediate source of pollution is the untreated fraction of sewage from ski resorts themselves entering the stream network and valley rivers in the winter. When water is pumped along inverse gradients from lower lying rivers and streams back up the mountain into the reservoirs, it can be contaminated both with these sewage remains and other impurities. The water stored then no longer attains the drinking water quality usually derived from those altitudes. Lagriffoul et al (2010) highlighted in their study the presence of group-2 norovirus, total coliforms, *E. coli*, enterococci and anaerobic bacterial spores in reservoirs and pointed out the need to carry out regular health monitoring. Since water is not filtered before being used for artificial snow production, contaminants can be introduced into the snow production system and spread over a large altitudinal range (several 100 to 1000s vertical metres) in the upper mountain catchments. During spring, when artificial snow melts from the ski runs, potentially pathogenic micro-organisms can contaminate numerous catchments providing drinking water. In one mountain commune near Bourg St. Maurice in Savoy (France), impure water from the snowmaking reservoir short-circuited with the drinking water supply and caused gastric disorders amongst the local population. Although the contamination took place 8 years ago, drinking water to this date is consumed only from bottles and not from tap water any longer (Vaysierre pers comm).

The mixing of additives (such as Snomax, a sterilized *Pseudomonas syringae* bacteria) into the water for snowmaking to ensure snow production at temperatures above -3°C is controversial since it can pose a health risk (Lagriffoul et al 2010). Even though the bacteria are sterilized before use, the mixture is favourable to the proliferation of other potentially pathogenic bacteria nourishing themselves on these dead cells. Because of Snomax's strong cryogenic ability, it can provoke substantial damage to plants sensible to freezing (Harrison, 1988). All alpine countries apart from Germany (thus Switzerland, Liechtenstein, Italy, France, Austria and Slovenia) allow the utilisation of Snomax.

In France its production is prohibited but it is not banned from importation. According to the FIS, almost all winter games in the Alps use additives to enhance snow production and inject substances into the snow in order to harden and preserve the snow on the ground for longer.

3. Managing tourism biodiversity – good and bad practice examples

3.1 Bad practice examples

One of the major problems associated with managing biodiversity in ski resorts is the degradation of ski runs and roads through erosion and mass movements and their influence on catchment hydrology and erosion. Degradation becomes particularly severe when ski runs have been intensively groomed and/or are subject to artificial snow for more than 10 years. Another severe impact is ski run levelling to facilitate artificial snow distribution and increase ski run width as a response to increased skier density and artificial snow production costs. Erosion results in an increased concentration of sediments and also increases the risk of pollutants in streams (Ristic et al 2009 and 2012). Over the long term it can cause a loss in the functionality of the environment and even a disturbance in the economic activities of local stakeholders, especially farmers. The degradation of the visual and aesthetic characteristics of the landscape is another serious impact that can limit the potential for summer tourism.

In the French Alps, the creation and subsequent development of ski resorts in the Tarantaise has strongly accentuated the problems of flooding and debris flows in several small catchments. Hydrological characteristics have been changed by deforestation, removal of vegetation and levelling of ski runs to optimise snow grooming, minimize the amount of artificial snow and maximize its conservation. Urbanisation has also increased impermeable surfaces. These combined effects have caused a considerable increase in surface flow and in consequence intensification in the number of medium-scale floods in torrents downstream of ski resorts (Tarantaise Avenir 2009). Artificial snow melt in late spring and early summer can also increase flood peaks by up to 30% in small catchments when superimposed on rainfall-triggered floods (de Jong and Barth 2007). This is due to the introduction of substantial amounts of water from neighbouring basins via large-scale water transfers for artificial snow production. Even smaller torrents that were not known to be particularly erosive before the development of the resorts in the 1960s, such as Les Arcs near Bourg St. Maurice, have in the past few years developed large debris flows as a result of strong increases in peak discharge. In addition, torrent channels have been destabilised downstream of the ski resorts due to increased flow concentration and erosion.

Prolonged artificial snow cover and levelling of ski runs to facilitate artificial snow redistribution and minimize the amounts of snow production can lead to strong slope and torrent erosion, as shown by the example in Val Thorens (France) (Figure 9 a). The prolonged duration of snow on the ski runs shortens the vegetation period and ski run levelling directly initiates erosion by destroying the soil and vegetation cover. Attempts are made to green the eroded slopes, but with limited success, since only the most level areas are stabilized. Since the vegetation utilized for greening is not indigenous, an invasive species problem is created. Erosion can also be triggered from un-metalled roads and lift infrastructure, especially in the vicinity of lift pillars and lift stations (Figure 9 b). Soil erosion is particularly irreversible since mountain soils can take thousands of years to develop and are removed in only a few decades of winter sport development. As flow is concentrated along new pathways, caused by altered slope angles and surface roughness, erosion creates new torrents and/or is strongly enhanced in existing torrents. In many areas above an altitude of 1200 m, the natural vegetation is completely replaced by gravelly landscapes (Figure 10a) permanently exposed to erosion. Such metamorphosis has also occurred on ski runs in Garmisch Partenkirchen where mountain pasture and top soil was removed in preparation for the Winter Olympics 2014 bid. On ski runs, there is a tendency for the natural biodiversity to be lost and the more erosion resistant mountain shrubs are replaced by grass that is highly vulnerable to erosion and stagnating water (Figure 10b).

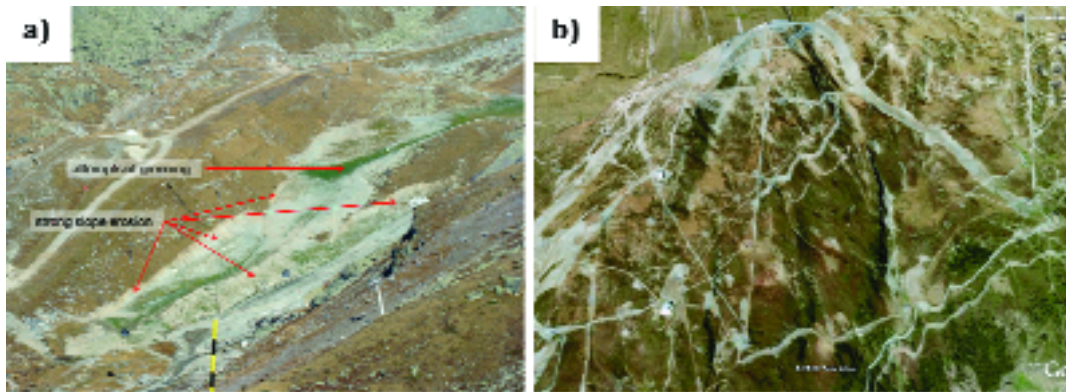


Figure 9 a) Excessive slope and torrent erosion on ski run subject to prolonged artificial snow cover at Val Thorens, France (2400 m a.s.l.) Dark green zones indicate attempts of greening. Photo: de Jong October 2011 and b) High density of erosive roads, ski runs, snow parks, lift tracks, lift pillars and lift stations. Note new ski run on the top right hand of the photo. All grey areas are anthropogenically modified zones. Aerial view from La Rossière near Bourg St. Maurice, France (between 2000 – 2200 m a.s.l.). Google Earth Image 2006.



Figure 10 a) Highly eroded ski run at the Summit of Isola Ski Resort (2400 m a.s.l.), Hautes Alpes (France). Note person for scale in foreground. Photo: Mountain Wilderness, b) stark contrast in biodiversity on ski run and surrounding mountain shrubs at La Plagne (2200 m a.s.l.). Photo: de Jong November 2011.

1200 m, the natural vegetation is completely replaced by gravelly landscapes (Figure 10a) permanently exposed to erosion. Such metamorphosis has also occurred on ski runs in Garmisch Partenkirchen where mountain pasture and top soil was removed in preparation for the Winter Olympics 2014 bid. On ski runs, there is a tendency for the natural biodiversity to be lost and the more erosion resistant mountain shrubs are replaced by grass that is highly vulnerable to erosion and stagnating water (Figure 10b).

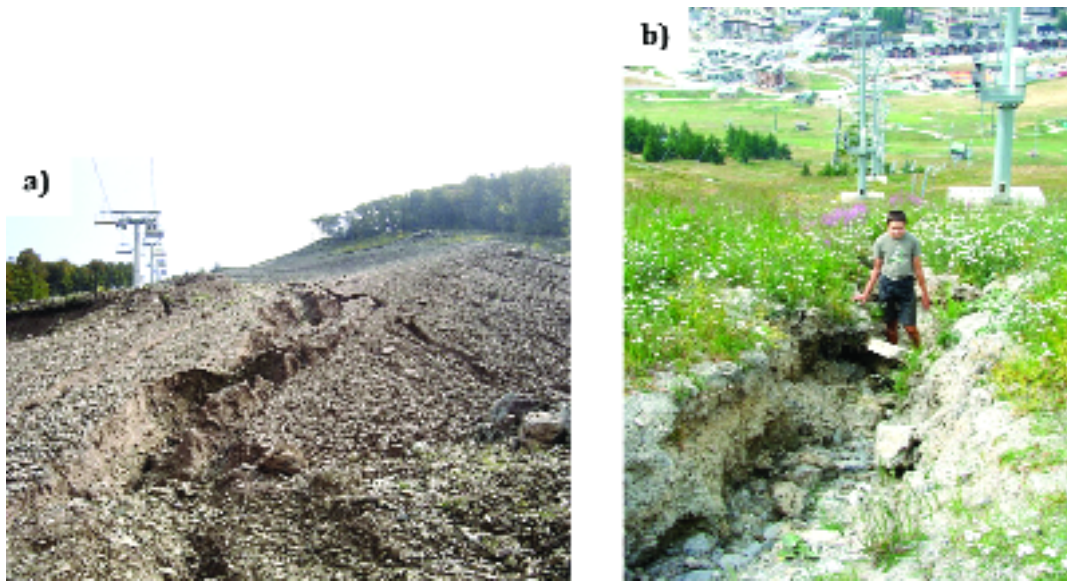


Figure 11 a) Deep gully erosion (maximum 4 m) on ski runs at Konjarnik 2, Stara Planina, (1500 m a.s.l.), Serbia. Photo: Ristic 2007 and b) gully erosion (maximum 2 m) at the 2006 Winter Olympics main site in Sestriere, Italy (2200 m a.s.l.). Photo: de Jong 2009.

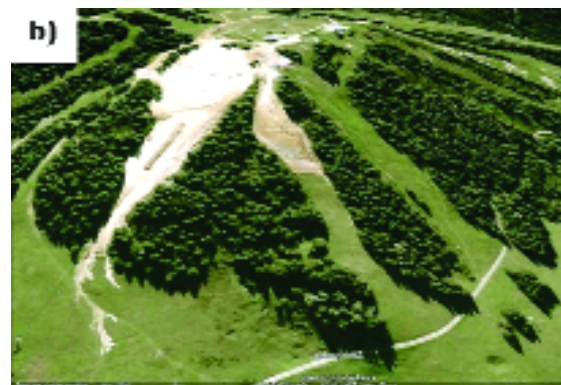


Figure 12 a) Several deep-seated landslides between 1900 – 2100 m. a.s.l. on steep slalom ski runs triggered by ski run levelling at Les Menuires (France). The zone is highly prone to natural landslides. Photo: Wolthoorn October 2007 and b) Debris flow triggered during construction phase of water reservoir for artificial snow production on hill top at Mont Lachat near Crest Voland, 1500 m a.s.l. (France). The sediment was deposited in typical end-lobes. Google Earth image 2006.

Once the top soil has been removed and erosion is initiated, depending on the soil type, it is perpetuated vertically to the stage of development of gullies and gully erosion (Figure 11). Such processes are accentuated by the characteristics of mountain environments, such as steep slopes, intense summer precipitation, intense snowmelt and rapid surface runoff. Gullies of up to 4 m deep and 7 m wide were monitored on ski runs at Stara Planina, Serbia (Ristic et al 2009 and 2012 and Fig. 11a). With more than 5000 m³/km²/year, sediment yield is approximately 10 times higher from ski runs than in undisturbed sites. In Sestriere, Italy, gully erosion reaches approximately 2 m in depth (Fig. 11 b).

Other ski runs are subject to mass movements, mainly landslides. Such landslides are triggered primarily by mechanical levelling actions to flatten or enlarge the ski runs. As the slopes are excavated, loose material is

accumulated that is prone to erosion, given certain meteorological triggering events such as intense summer rainfall. Once mobilised, the sediment can create landslides or even debris flows travelling several hundreds of metres at the comparable velocity and extend as natural events (Fig. 12 a). Several thousands of m³ of sediment can be transported. Similar events can be triggered during the construction phase of water reservoirs (Fig. 12b). In this example, several hundreds of m³ of sediment were excavated to construct a water reservoir on a hill top. The material was then mobilised over a height difference of approximately 100m as a debris-flow. As on all ski runs, the sediment was rapidly mechanically removed by human intervention so that nearly all traces were obliterated.

Several decades of studies have been carried out in the field of bio-engineering to re-vegetate, drain and restore eroded ski runs in the Alps and world-wide (Krautzer and Wittmann 2006). Greening is one of the most important measures of restoration, however it is subject to several limits according to Florineth (2011). Firstly it is very difficult on porous limestone. Secondly, greening is not advisable within the drinking water perimeters of catchment, due to the contamination risk of manuring. Thirdly, the upper limit of greening lies around 2700 m in the Alps and effective restoration is not possible above 2400 m. Fourthly, it is only effective after 25 – 30 years, in some cases it requires nearly 50 years to re-establish. Sixthly, the restoration of biodiversity is mostly restricted to less than 40 species on ski runs. Seventhly, the re-establishment of biodiversity has only been successful in those zones outside ski runs. Experiments on ski runs have yet to be validated.

3.2 Good practice examples

Good practice examples of managing biodiversity include the creation of labels and competitive measures. One such label is the Alpine Wellness Label (2012), (Figure 13 a). It is attributed to alpine hotel and restaurants according to alpine specific criteria and limited to Austria, Switzerland and Germany at present. The criteria include availability of alpine-specific knowledge including regional specialities, alpine-specific healing products, knowledge of regional myths and sagas, customs and tradition, alpine excursion destinations, alpine food, peaceful alpine atmosphere, wellness area, country specific wellness criteria, alpine wellness nutrition, alpine materials and furnishing, gentle alpine exercise and relaxation (meditative walking, “contemplative” summit meditation, mountain running, gentle cycle tour and gentle snow-shoe hikes). Other labels include Alpine Pearls, which are attributed to tourist resorts for particularly environmentally respectful tourism throughout all alpine countries (Fig. 13b). The aim is to sustain nature and protect the environment and climate. This includes minimizing CO₂ emissions, e.g. by using electric cars and enhancing soft tourism. At the moment Alpine Pearls only include smaller tourism resorts. Other measures include competitions to increase biodiversity, such as the Flowering Meadow Competitions (2012) in the summer to recompense those alpine meadows with the highest biodiversity. Another good practice example for preserving biodiversity on alpine meadows are mountain flower festivals, such as the White Narcissus Festival (2012) in Austria, emphasizing nature and culture (Fig. 14 a).

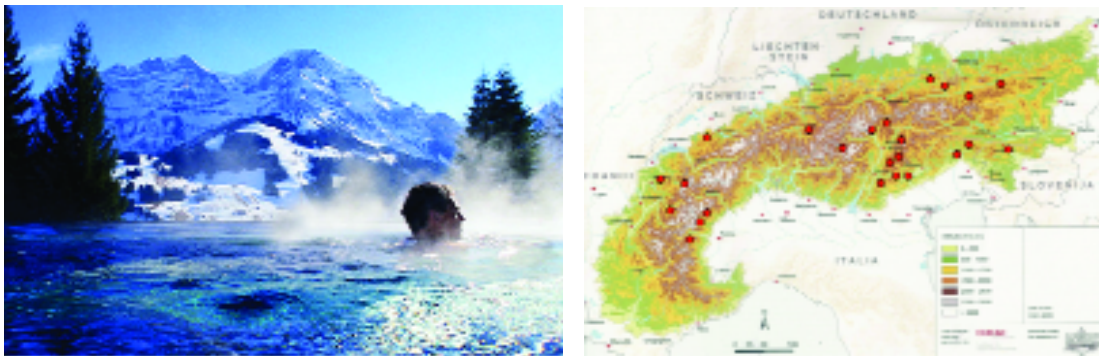


Figure 13 a) Alpine Wellness label criteria include swimming pools and relaxation areas and b) Map indicating distribution of Alpine Pearls (red dots) in the Alps.

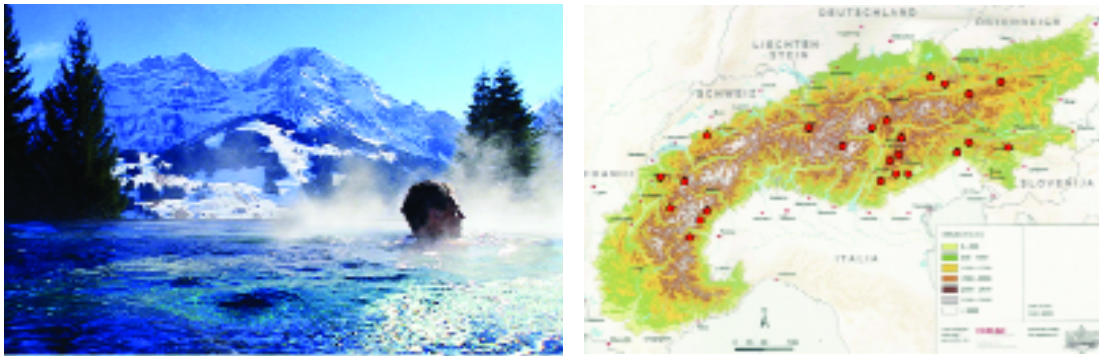


Figure 13 a) Alpine Wellness label criteria include swimming pools and relaxation areas and b) Map indicating distribution of Alpine Pearls (red dots) in the Alps.

4. Conclusions

Although winters are shrinking, alpine ski resorts are continuing to maintain, invest in, develop and extend winter sports resorts. Biodiversity loss is irreparable on steep ski runs, above the tree-line or where ski runs have been in use for more than 10 years, in particular under intensive use of artificial snow. Despite these constraints, environmental degradation and biodiversity loss due to winter tourism is not being recognized. Therefore scientists should be more proactive in awareness raising, advancing agendas and avoiding manipulation of data. It is important to assure independence of environmental and tourism research from political and industrial pressures. As a rule of thumb, construction of new ski runs, reservoirs, roads and buildings should be prevented at high altitudes (above 1200m). Strict regulations, control and evaluation of control is necessary, possibly with the participation of local stakeholders where data is lacking.

5. Perspectives for Anatolia

In touristically attractive regions such as Anatolia, it is important to promote tourism that preserves biodiversity, the environment and climate. A balance of summer and winter tourism is essential. Summer and alternative tourism, such as cultural, educational, bird-watching and wellness should be given at least the same weight as winter sports. Thus it could be useful to develop the concept of “Anatolian Pearls” for different tourist sites, including both seasonal and all-seasonal tourism. Most of Anatolia is covered by the Irano-Anatolian Biodiversity Hotspot is one of the most important world-wide. It is nearly 900 000 km² in size, ranges from 300 – 5000 m a.s.l. and has 2900 endemic plant species. In the light of global and climate change, it would be an immense advantage to put this into value when considering future tourism.

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ENVIRONMENTAL AWARENESS, EDUCATION AND LIFELONG LEARNING

1. Introduction

In matters of conservation of bio-diversity and also in the issues of global changes, the major player is man himself. Human actions can disturb the balance of the environment, and again human actions can restore the balance. But this restoration may not be always complete. Some of the changes are irreversible while some are reversible. If big ozone holes are created, the changes would be somewhat irreversible, whereas if there is a strong buildup of carbon-di-oxide in our environment, we can reverse it by planting a lot of trees and setting up the right energy use patterns. In order to understand what we are doing wrong to our environment causing a loss of bio-diversity and undesirable global changes, a complete awareness of the working of the environment is an absolute necessity.

The major factors which should govern our actions and have to be highlighted in the awareness programme are

- a. Matters of life styles
- b. Energy use patterns
- c. Waste-disposal systems

Talking of lifestyle, one notices continuous changes in lifestyles more accentuated these days by the process of globalization. The process of consumerism and the manner of media advertisement are making men and women all over the world crave for more things than they actually need, in terms of eating, drinking, clothing and habitation. In this connection, one could be reminded of a verse of the Holy Quran (7: 31) that says: “O Children of Adam! Wear your beautiful apparel every time and place of prayer; eat and drink; But waste not by excess, For Allah loves not the wasters” This verse also reminds us of the existing irony that while there are many people who are eating more than necessary, there are innumerable others who do not have the minimum amount of food for their existence. Those who are consuming more, are creating a second catastrophe, namely, that they are creating more wastes to be disposed into nature. And it is this waste disposal system that is, in turn, creating more hazards for the environment. In the processing of more food and more energy, we are putting unusual pressures on the natural reserves of the earth. Hence comes the concept of “sustainable development”. The essential message of ‘doing more with less’ has often been neglected especially by the citizens of the developed countries. Thus, the present state-of-affairs in so far as its impact on the environmental aspects are concerned, must be changed. The question is, how?

A country may enact a number of legal measures for doing the right thing at the right time, but the best measure is, of course, the creation of environmental awareness. And the players who can be involved in this game of awareness, are schools, science clubs, scientific societies and Academies, and the print and electronic media. Communicating with the

members of the public can indeed be a very useful idea, and I am glad to notice, that the Near East university, besides imparting formal education, is trying to establish close relations with the wider community, and has already set up a life-long education centre to provide a wide variety of adult education courses. Environmental awareness could certainly be one of these courses. However, the point that one must remember is that it is very difficult to reform an adult. Thus, the amount of time and energy spent on well-moulded adults could better be spent on young children with better prospects of success. I, personally, feel that the schools are the best places for creating environmental awareness and education.

2. Program for environmental awareness and education in schools

In the context of the present day environmental crisis and the frequent disasters experienced in different countries, namely, floods, cyclones, draughts, earthquakes, tsunami etc. the school children could better be informed not only of the possible causes of these disasters, but also of the risk reduction methodology. Recognizing that the degradation and protection of environment and the mitigation of disasters are multi-faceted phenomena requiring inputs and co-operations from different sectors, and one may ask: why should school children be involved in this? The answer is: children should not merely be regarded as children, but they should be considered as human beings. Kindness, love and affection, patriotism, concern for man, plants and animals etc. exist in children in the same way as they exist in adults. In connection with the responsiveness of the young kids to come to the services of humanity, I would like to narrate a true story.

Some years back, a ten-year-old village boy in Bangladesh noticed, while playing near a railway line, that the nuts and bolts of a joint in the railway line were missing. The boy understood immediately that this could cause a train accident resulting in loss of lives of many. He knew that a line man can stop a train waving a red flag. The idea then dawned immediately on the boy’s mind to find something red. He went to his home nearby, and hurriedly brought his mother’s red petticoat, tied it to a long stick and was waving it to the approaching train. The driver of the train sensed something wrong, and stopped the train. He was indeed, very impressed with the boy’s responsibility for avoiding a catastrophic accident. In fact, a local television channel ATN produced a documentary film based on this event, and won the famous EMMY award. If a child can understand the effects of a man-made disaster, why can he not be made to understand natural disasters and their causes and effects if put in simple parlance.

Consider, for example, the cause of floods. There are many causes of flood. One major cause is the rise of the river bed due to siltation. And as a result, the slope of the river is diminished. One may think of dredging as a corrective measure, but if dredging is done only for the sake of dredging, and if the slope in the river bed is still absent, then the problem remains the same as before. It is through dredging that we have to create a slope. Now, the students can be made to understand the phenomenon very well if they know only a simple but important property of water, namely, that water flows downwards till it meets a level. That water finds its own level could be made apparent by an experiment that can be performed using local pottery rather than imported glassware, and students can have fun when they pour water into the following pitchers having openings at different heights.

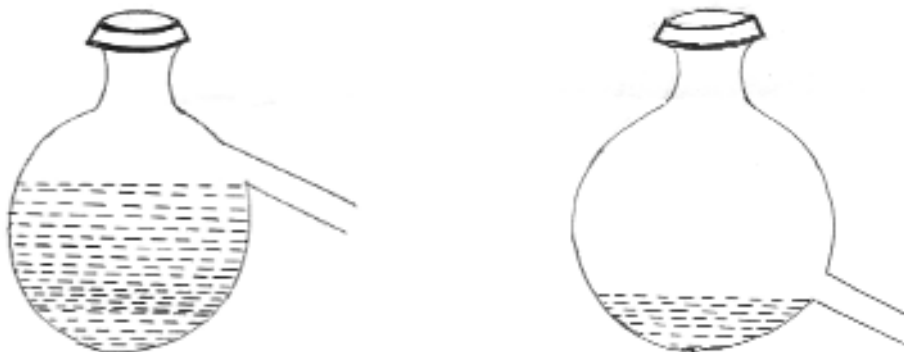


Figure: Two pitchers having openings at different heights.

The abovementioned simple principle namely ‘water finds its own level’ has profound applications in the dredging of rivers as already mentioned. Dredging a river is of no use unless a slope can be created in the river bed.

Now, talking about cyclones, it is often heard that in countries with coastal belts, fishermen sailing deep into the sea often miss the warning signals issued on the eve of approaching cyclones. But if schools are provided with radios and if there is a ‘radio listening hour’, then boys and girls can receive the warning messages and can prevail on their parents not to go out into the sea during the stormy weather, but to keep their vessels near the shores. In this way, a number of calamities could be avoided.

Again, if along the coastal belts, trees, especially the coconut trees, are planted, then these can reduce the degree of calamities in a number of ways. Coconut trees can lessen the speed of the whirlwind and can pacify water-surges. Actually, a belt of trees work as an effective form of natural dam. But the advantage of this natural dam over any artificial one is that in case of the natural dam, even if water finds its way through the trees, it can go down afterwards. But in the case of normal dams, if the surging sea water overtakes the dam and is therefore trapped, it causes salinity to soil, leaving the latter unusable for cultivation and for hatchery.

Another advantage of a natural dam made of coconut trees is that since every part of the tree is useful for man, they can obtain economic benefits from coconut trees. The point of discussing these issues is to insist on the fact that education for protection of environment as well as for disaster management should start from the school children. These children, when grown up, could adopt the measures outlined even if adults have ignored those.

About air pollution, a number of observations can be made to determine its effects. For example, if exhausts from cars is collected and analyzed in the chemistry laboratory, students could easily find out the harmful carbon compounds, which being breathed into the lungs, can cause serious problems. Similarly, if a puff of a cigarette is exhaled onto a tissue paper and if again, this is analyzed in the laboratory, a single puff could be seen as carrying thousands of chemicals that pose a serious threat to our bodies.

The necessity of preserving the water bodies in the cities and the villages of the country could also be explained to the students by pointing out that the algae in the water bodies do contribute a lot in reducing the carbon-di-oxide component in the air.

One of the greatest challenges of mankind has been the management of industrial and domestic waste management, let alone nuclear wastes. Since industrial waste matter contains ingredients that may be toxic, the disposal and treatment of such wastes must be done in such a manner, that the flora and fauna on soil or in the water are not threatened. Again, every country should have adequate bodies in order to identify the stock of flora and fauna lest knowledge of these should be lost mainly in view of the fact that the so called process of urbanization is posing a serious threat to many of the life forms that are of immense value in preserving the ecological balance of nature. School children should be made aware of non-biodegradable wastes (e.g. polythene bags) and could be discouraged to use those materials.

In Bangladesh, a readily available solution to the problem of using non biodegradable polythene bags is the use of jute bags.

A number of disadvantages are mentioned when it comes to using jute. For example, jute is not water resistant and fire resistant, and jute products shred. But the Almighty has endowed jute with one great advantage, namely, its quality of bio-degradability. Jute agrees with nature harmoniously. Jute is free from the disadvantages that other artificial materials have. Therefore, students can be encouraged to use jute in every possible ways, in the form of school bags to carry their books into and also in planting saplings. Net bags made of jute can be very effectively used for shopping instead of polythene bags. This is where international cooperation in the production and marketing of jute bags would be of paramount importance.

As regards other environmental disasters, namely tsunami and earthquakes, the students could be made conversant with the causative mechanisms of these disasters with the use of very simple models. As far as earthquake is concerned,

the damage of a considerable amount of life and property can be avoided if a correct building code is followed while erecting houses in earthquake prone areas. If students are taught the effectiveness of the building code, then they themselves could influence their parents to follow this code while constructing houses.

3. Life long education

In the case of environment protection, life long education is a must. Some five or six decades ago, people in many developing countries were not very familiar with the use of tube-wells. Rain water, rivers and irrigation canals were used as sources of surface water. The use of ground water, through the employment of shallow and deep tube-wells brought about a significant change in agricultural production, but not, however, without cost for our environment. With repeated uses of underground water, the water level goes down, leaving a significant apprehension of the erosion of soil. Furthermore, through frequent uses of ground water, a number of minerals is deposited in the agricultural fields, and sometimes, soil, to some extent, behaves like cement. Now, the old-timers who had later adapted themselves to this ground water agriculture, must also be conversant with the methods of detecting trace element analysis in soil, air and water. Such trace element analyses were not strictly in vogue some sixty years ago. Methods of analysis of the trace elements involve different techniques involving PIXE (Particle Induced X-ray emission) and Atomic Mass Absorption Spectrophotometry, and have opened new vistas of detecting what is there in our environment. Members of the public should therefore be made aware of the allowable limits of different trace elements like Lead, Mercury, Cadmium etc. in our food chain, and in our environment.

Thus, for exporting fish and agricultural products to other countries, a businessman should know the level of trace elements of various chemicals present in the exported items. And this calls for a life long learning of environmental issues.

4. The other players

Besides schools and community education centres, the Academies of sciences and the media can play a very vital role in the dissemination of information about the different aspect of environmental degradation. The “green house” effects, global warming, depletion of ozone layer, the rise of sea level and effects arising from the explosion of the Atomic bomb including the causation of the so called Nuclear Winter are phenomena that science Academies and printed and electronic media should continuously project to the members of the public. Documentary films on physical and biological effects of Atomic radiation and shock, should be shown to the members of the public to convey the message that such actions should never be repeated in future. The Academies of Sciences and Science Clubs can hold occasional public lectures to highlight the ways in which our environment is being polluted. The ‘pollution of poverty’ which is at the root of many of the environmental ills should also be highlighted in an adequate manner. The consequences of the denudation of forests and the need for the preservation of bio-diversity must also be stressed.

5. Conclusion

We have only one planet to live in, and in order that we live properly on this planet, our environment must be protected at all cost. It is not within the powers and responsibility of one nation to do it. All nations must play a vital role in preserving the right balance of the environment including the preservation of biodiversity. And again, within each nation, there is not just one agency that should be held responsible for this. Realizing the fact that our very existence would be at stake if environment is polluted beyond redemption, all concerned agencies including educational institutions, printed and electronic media and the responsible citizens of the civil society must be constantly on the guard for ensuring that we live on a green planet free from pollution and hunger.

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PERSPECTIVES IN THE DEVELOPMENT OF TOURISM IN THE MOUNTAIN REGION

In XXI c internationalization and globalization, relationship between countries became an axiom of political-economical development of the modern world.

The world practice shows that integration processes first go in the neighboring countries. So, “neighbor’s factor “ has a particular importance in the economical development of the country.

Georgia borders with four countries: Turkey, Russia, Azerbaijan, and Armenia. That’s why foreign economical relationships of the country are connected firstly with these neighboring countries. Above mentioned is confirmed with the circumstance that 34,9%, of circulation .of foreign trade of Georgia comes to them. Turkey is the first trade partner. 16,5% of circulation .of foreign trade of the country comes to Turkey , Azerbaijan is the second partner - 10,6%. Turkey and Georgia play a great role in neighborhood politics Tourism development in above mentioned countries is one of the greatest and fastest increasing perspective sphere of economics. It is able to bring foreign currency to the country in a short period. It is an integrated social-economical system which has a great influence on material and spiritual life of the society. Besides it is one of the stimulated factors of gaining the people’s benevolence, between the countries and in the countries. The reimburse of invested capital in tourism in the well organized conditions occurs more often during 5-10 years In heavy industry it needs some decades.

Travelling industry in the world tourism economics is becoming recognized and has a strategic importance from the point of diversification of export market, making new working places and reducing regional disproportion.

According to the evaluation of world tourist organization (UNWTO) the number of travelers on the earth in recent 10 years will increase annually with 3,5 % and will reach 1,6 billion people For today more than 250. 000.000 man work in tourism sphere for world scale thus every tenth is employed. 7% of total amount of investment.11 % of world consumer expenditure, 5% of income taxation and one third of service international trade come on them.

Like in touristic regions of the world the number of tourists in Georgia is increasing every year. According to the data of the national tourism agency in 201, 486 506 tourists have visited our country only in three months. It is 41% more than it was previous year. Turkey is on the first place according to international arrivals (149 145 visitors). Accordingly, the number of Turkish visitors in the territorial market of Georgia has increased by 47%, Azerbaijan is on the second place -139 706 visitors, Armenia is on the third place. It is interesting to mention that the tourists from Russia mainly to the Georgian winter resorts has increased by 35%.

As tourism is a modern social-economical phenomenon, very important is the place of tourism in the development of mountainous regions. Not only ecological but recreational potential should be envisaged as well. From this point of view very important is the development of mountainous –skiing tourism. This is a unique potential.

The main problem of mountainous –skiing resorts is its seasonal character. They work and get income only for 100 days in a year when they are obliged to spend money during the whole year. Georgia has a great opportunity in this direction as the slopes of the mountains are covered with snow from November till April. Mountainous resorts, Gudauri and Bakuriani satisfy the requirements of international tourists. It should be mentioned that today skiing routes in mountainous regions of Ajara and Svaneti are being built in a high speed. It is interesting that in Georgia out of tourists interested in the winter tourism, 60% are foreigners (Ukraine- 30%, Russia- 15%, Latvia - 12, Azerbaijan- 10% ,Armenia –10%, Great Britain- 6% ,Germany – 5%, Israel- 6%), but 40 % are Georgians .

Successfully developing tourism finds its reflection in the development of main spheres of the country or of separate regions. To transform the structure of economics it is necessary to establish the broad network of tourism industry. It is a well known fact that the mountainous regions are treasure of cultural heritage of Mankind, be architectural monuments or models of public life, unique samples of folklore or others. That's why mountainous regions generally and Georgia among them may be considered to be a sphere of stable development of special kinds of tourism such as: cultural tourism, ecotourism, agro tourism, youth and adventure tourism, treatment tourism and others. Agro tourism has an exceptional importance in Samtskhe-Javakheti and south-west of Turkey. Great attention is paid to the above mentioned direction as it helps to stop migration, to employ village residents, to preserve and popularize cultural traditions, to develop village infrastructure. Besides it will support:

- development of tourism infrastructure in rural regions;
- development of all year tourism as agro tourism is functioning all the year round.
- Attracting tourists to the villages;
- to establish new working places in the villages;
- to raise the level of living of villagers;
- to protect the environment;
- to establish new diversified touristic segment ;
- to bring foreign currency to the country;
- diversification of local economics , especially in the villages where residents of the villages are employed according to the seasons and sometimes has an accidental character;
- to provide the investment in local economics.

It is clear that very often tourist product goes to the international market unprepared . What does "unprepared" mean ? It means the incomplete knowledge of tourists' demands. For this the product doesn't include expected service. It is conditioned with the fact that there are no informational centers in the mountainous regions to give the information they require either to foreign or local tourists.

Though tourism and hospitality industry in our country is increasing rapidly and the majority of universities are preparing specialists in tourism, it is desirable to establish a professional school which will be oriented on preparing qualified specialists. Such as: tourist guides, tour operators and so on.

Agro tourism is comparatively newly developed branch of tourism. Mountainous regions are lack of experience in this direction and that's why it is very difficult to make a special program which will envisage almost everything interesting for them. Such as: hunting, fishing , horse riding, mowing; etc for men and knitting, cooking embroidering for women with the hosts and hostesses . The tourists in the villages are mainly foreign families with 2-4 members and if a family comes with a child in this case it's better to put them up in the family who have children of the same age. The host family should know the foreign language to communicate.

We consider that planning and developing agro tourism in mountainous regions should envisage three main principles of stable development:

1. ecological stability which will support joint development of basic ecological processes, and biodiversity and biological resources;
2. social and cultural stability which will provide the protection of people's life, culture and values when the cultural self-consciousness improves;
3. economical stability which provides the economic affectivity of development when selected method of using resources gives us the guarantee to reserve the resources for future generation.

To solve the above mentioned problems to my mind it's better to inform the residents of the village regularly about the events in tourism sphere (conferences, trainings, briefings, presentations, meetings, news..). Great role in this is given to students and future young personnel. They should hold the informational work about the role of tourism in the villages chosen for agro tourism. Teams of residents of villages and administration should be prepared on the place to receive tourists.

It is desirable to prepare informational and advertisement materials in accordance of foreign analog (Cyprus, Bulgaria, and so on). As a rule, advert materials about village tourism are richly illustrated with coloured photos describing peasants' houses and yard, and vast information about the district receiving tourists, especially about traditions and customs.

Tourist firms should mainly carry out agro tourism product to the touristic market as the villagers don't have any opportunities of direct marketing, can't finance adverts in foreign countries or sell their product by internet. The most important thing is that agro touristic product should be cheap.

The main motivation of village tourism is to rest cheaply with less comfort but in ecologically clean and pleasant environment.

We think it is advisable:

- to collaborate with conservation and development projects financed by international or local donors;
- to identify ecotourism development national priority regions and their definitions;
- to employ local residents and identify income mechanism in agro tourism sector.

Thus, mountainous regions have a good chance to develop almost all directions of tourism exceptionally profitable is the development of mountainous- skiing and agro tourism in such regions as Samtskhe-Javakheti and south-west Turkey.

A good perspective is establishing a joint touristic net by the youth of the Union of Caucasus universities of Big Silk Road Countries. They will exchange information of their regions about tourist potential.

I think it will be good if we make short term professional courses (manager's, guide's, tour operator's) envisaging international demands alongside with curricular subjects at the university.

On the whole this will support:

- future generation to be close to each other;
- neighbouring countries to introduce their culture and traditions to each other;
- improve residents' (living in mountainous regions) social-economical conditions.

At last it is their recent aim.

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THE PLACE AND IMPORTANCE OF NATIONAL SPORTS IN PATRIOTIC EDUCATION

The role of the national sport in the patriotic education is, first of all, it has some general features of tradition as repeatability, transferability, stability and skills. National sport plays the same role in the patriotic education as any progressive national tradition. Secondly, national sport has many specific traditions and ceremonies (rituals) with some social and psychological features. An introduction to the national sport means initiation and development in a person group of people some psychology features and that means implies strengthening in their consciousness that they are the part of a concrete nation that their roots come from this country their Motherland.

One of the basic attributes of the Kazakh national sport is the repeatability from generation to generation. All material and spirit phenomenon have recurrence. Everything, where development occurs, transition from one qualitative condition to the other, from old to new, has recurrence not only as endless duplication of the past and not moving on the ring but also including of moments inherent for the previous stages.

The Kazakh national sport has been existing one thousand years having the features of social and moral experience of Kazakh people and strengthening the features of national psychology of a person. It is a value of the national sport for the patriotic education. Recurrence in the national sport as a tradition means tendency to preservation, saving of procured and conquered. The national sport repeats the folk past experience. In the same time it is clear that every epoch and new generation contribute their own innovations. Over recent times striving to preservation of the national past understood as reactionary tendency that had great injury for national policy.

The national sport, as a tradition, is accumulation of recurrence. It has some secondary and basic elements (traditions). Over the time secondary elements are disappeared but basis is remained with modernization with every time.

The second essential feature of the national sport in patriotic education is transferable or its capacity and need to transfer from human to human, from community to community, from generation to generation. So it is transferred the whole complex of national which national sport has. Transfer of national is the patriotic education.

The national sport as a tradition in its development is obeyed to dialectic continuity and law of negation which does not mean negation of the national past like reactionary (such interpretation was in literature) but means negation like careful relation to the past values.

The significance of the national sport in the patriotic education in this case is the dialectic continuity means preservation of national. On the basis of “old complex” is raised “new complex” of the same national. According to Hegel, the first is also protected and preserved in the other. To keep the positive in its negative, content of premise is in its result that it is very important in rational knowledge.

Thus the role of national sport in patriotic education is important so as it is combined old and new, past and present. The national sport as a carrier of national and features of national psychology, first of all, is the form of preservation of folk legacy. All forms of public consciousness, culture and life have legacy.

Recurrence and transition in the national sport as a tradition implies the relative duration of existence, the chronological sequence of skills, norms, rituals, ideas, etc. In the same time this recurrence must be long-term for strong fixing in human consciousness and feelings these skills and norms. In the other words, they must be stable.

The third significant feature of the national sport in the patriotic education is stability [1]. The national sport fixes stably for people some particularities of national psychology, norms, rituals of public behavior and public relations.

First of all, stability of national sport traditions is in public relations. Different norms, skills, and ideas must be repeated before becoming as stable but their recurrence is possible with requirement of relative duration of existence (in this case – a lot of centuries) and relative identical of duplication of these relationships. If the form was active for long time, it is placed as a ceremony, tradition, and, at last, is authorized as a positive law.

Secondly, stability of national sport traditions is defined by support of public opinion. Besides, there is some immediate interrelation between tradition and public opinion that tradition helps to create just such public opinion. People discuss about events and facts of public life, activity, human acts and communities not only from present days. Their evaluation of modernity may happen from the national past (tradition). Even some elements of public opinion (forms of social and individual experience, gossip, etc) have mostly influence of traditional.

The fourth important feature of the national sport in the patriotic education is mass character. The national sport as a tradition has large spreading among masses and uses their support. It implies that a lot of people join to national, to national psychology peculiarities, which national sport has.

Importance of national traditions with national sport in patriotic education is explained with that every new human generation is educated not only in well-known social conditions but also in definite national environment. Every generation from its childhood is subjected by influence as well dominated economic and social relations and ideological institutions as specific and national phenomenon and conditions. It can be especial features of life style, national culture and life, national traditions and ceremonies, familiarizing to national language riches, shaping attachment to spirit values of own nation, national habits, preferences, and behavioral norms.

National traditions including national sport assist to build patriotic feelings so as they join a person to national values and features of national psychology. In this case relationship between individual mentality and national one is the relationship between individual and public life.

National traditions including national sport help for patriotic education because they develop and consolidate concrete national awareness for people. According to “Explanatory Vocabulary of the Russian Language”, awareness is “complete understanding of self, own significance and role in the life and in the society” [2]. It is written in “Philosophical Encyclopedic Vocabulary”: human awareness is realization and evaluation by a person of “own knowledge, moral shape, and interests, ideals, and behavioral motives, complete self-evaluation as the sensed and clever person and as the actor” [3].

Joining to national sport a person not only studies specific forms, methods, rules of nation physical education passed from generation to generation, but also he joins to national awareness as realization its past and present destiny, place

among other nations, and own national interests. Through national awareness a person distinguishes his “own” national and specific from “other” ones.

The national awareness appears mostly in the culture and has elements of national culture. So the “mechanism” action of building and development of patriotism through joining to national traditions including national sport is that national awareness of a person is developed due to those and his joining to spirit values of concrete nation.

It is important to note, that important place for national pride has the pride for military feats, mass heroism, and bravery of patriots who defense their Motherland. The knowledge of military feats history plays very important role for people. For example, a lot of ancient documents confirm about Kazakh heroism in education. According to Ibn Razbikhan (XVI century), who described the way of defense by Kazakhs, there was the custom in Kazakh ulus that in the case of enemy attack all tribes of the ulus gathered with weapons to protect their families and property and were at war with all their ardency and courage using sharp sabers. Every clan consisted of some families-yurts headed of its families and properties. Ibn Razbikhan wrote: “If Kazakh army is joined and gathered in one place to defense from enemies, then it would be hard to win them” [4].

The Kazakh heroism was building with sport and physical training. From the ancient times the Kazakh ancestors practiced joining to the rank “husband-warrior” through sport trainings. The historical documents confirmed that every young man could be as “husband-warrior” on the law of birth who had full age and had got “male (heroic, military) name” (Yer Aty). Obtaining of the “male name” was tied with custom of initiation (dedication). Before this initiation a young man must be done some hunting or military feat. It is told about it in the Oguz epos “My Grandfather Qorqut’s Book” [5].

In the present times it is necessary to continue the traditions of grandfathers and fathers with honor, to revive love to Kazakhstan as own Motherland and consolidate the nations in the Republic. “Every nation not depending from its quantity or some ethnic peculiarities is great because after the back of nation every time is great history and great culture, which rich people and all human civilization. Only such understanding gives feeling of original national advantage and healthy national proud” [6].

Thus the principal understanding of national traditions role including national sport in patriotic education is concluded, first of all, that national sport accumulates social experience of nation. Secondly, this experience is transferred from generation to generation. The functions of accumulation and transferring are close tied with each other and caused each other. Accumulation of social experience, cultural and moral values, and rules of physical education occur in the process of generation transfer. As well forms and ways of transferring are perfect as content of national traditions are rich. Breaking of transfer mechanism leads to losing of traditions, century experience, and national values.

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TOURISM AS A TOOL FOR SUSTAINABLE DEVELOPMENT IN ECONOMICS

**Aslam-O-Alycum,
Ladies & Gentlemen**

Topic – Tourism as a tool for sustainable Development in Economics

I am grateful to Prof. Dr. Hikmet Kocak President of Ataturk University, Erzurum, Turkey & Chief Organizer of the Conference for providing us an opportunity to participate in the important & dignified Conference.

I feel it a matter of great honor to be among high caliber dignitaries, men of letters and eminent scholars participating in the said dignified Eurasian Silk Road Universities Consortium to enlightened and elucidate on the topic of Tourism Sports.

Introduction:

The tourism industry represents one of the major sectors in the global economy, frequently referred to as the world's largest single industry. Tie together the opportunities and dealing with the challenges of the largest ongoing migration of people in history is of utmost importance, and is particularly significant for developing countries.

The Secretariat's tourism activities provide links between various programs to ultimately facilitate the implementation of the Convention. These programs, such as island Bio-Diversity, marine and coastal Bio-Diversity, forests, and invasive species, are crucial to a complementary approach to tourism issues. "The powerful forces that shape the essence of tourism, including the human urge to see and experience the natural world, must continue to be harnessed to support the achievement of the goals of the Convention".

Islamic Traditions towards traveling are indeed well illustrated as it is said that (AS-SAFRU-WASEELA-TUZ-ZUFR) means that "Traveling is the core key of success" that shows the positive impact on the Tourism. Moreover, Tourism Sports helps to develop multifarious advantages & benefits like cross cultural diversity, cordial and friendly relationship among nations and also develop understanding, familiarity, customs, traditions, history, moral principles, values, way of living style, real life study and perspective, earning, etiquettes, in fact confer all sorts of information of the visiting country, inclusively elaborate the worth of call spots of its wonders and also its exploration. It also enables to learn about international affairs as how geo politics and economics factors influence effects the world where we live in. It constructs & creates a sense of innovation to learn inventiveness and reveal the hidden secrets of the world that represent the grace, decorum and classiness of the Almighty Allah.

Yearly assembly of Muslim ummah (congregation) about 3 million in Makah / Madina from all corners of the world on the auspicious occasion of Hajj & Umrah shows positive impact on the economy of Saudi Arabia like wise yearly gathering of people from different parts of the world approximately 1.5 million at Rai-Wind Pakistan help to boost-up its economy that improves not only financial benefit but also spiritual advantage for the welfare of all mankind.

Classification of Sport Tourism

Sport Tourism characterizes travel which involves either viewing or participating in a sporting event staying apart from their usual environment. Sport Tourism is the fastest growing sector in the global travel industry and equates to \$600 Billion a year.

There are several classifications on sport tourism. Gammon and Robinson suggested that the sports tourism are defined as Hard Sports Tourism and Soft Sports Tourism, while Gibson suggested that there are three types of sports tourism included Sports Event Tourism, Celebrity and Nostalgia Sport Tourism and Active Sport Tourism.

Hard Sport Tourism

Hard definition of sport tourism refers to the quantity of people participating at competitive sport events. Normally these kinds of events are the motivation that attracts visitors visits the events. Olympic Games, FIFA World Cup, F1 Grand Prix and regional events such as NASCAR Sprint Cup Series could be described as Hard Sports Tourism.

Soft Sport Tourism

Soft definitions are relatively the tourists travel for participating on recreational sporting, or signing up for a leisure interests. Hiking, Skiing and Canoeing can be described as the Soft Sports Tourism.

Sport Events Tourism

Sport event tourism refers to the visitors who visit the city with the purpose of watching the events. A good example of this would be during the Olympics. Each Olympic host city receives an immense amount of tourism.

Celebrity and Nostalgia Sport Tourism

Celebrity and Nostalgia Sport Tourism involves in two areas including visits to the sports hall of fame and venue and meeting famous sports personalities in a vacation basis.

Active Sport Tourism

Active Sport Tourism refers to those who participate in the sports or events.

Tourism is travel for recreational, leisure or business purposes. The organization defines tourists as people “traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes”.

Economic Factors of Tourism

One of the most significant economic, social and cultural phenomena of the past fifty years has been the strong and sustained rise of tourism. Domestic tourism growth rates have been greater. Developing countries received US \$ 177 billion in tourism receipts in 2004, which was the primary source of foreign exchange earnings in 46 of the 49 least developed countries. Fifty of the world’s poorest countries tourism is ranked first, second or third in terms of their economies, and tourism is the only service industry to show a positive balance of trade.

At the World Summit on Sustainable Development held in Johannesburg, South Africa in August 2002, WTO, supported by the United Nations Conference on Trade and Development (UNCTAD), took a global lead in this field, launching the concept of ‘Sustainable Tourism as an effective tool for Eliminating Poverty’ (ST-EP), based on the United Nations’ Millennium Development Goals. An international fund to support this initiative was launched in 2003 and Cambodia was one of the first beneficiaries with a grant of \$0.5 million. At the recent 60th anniversary of the United Nations in New York, Government leaders jointed the heads of major United Nations agencies to call for the integration of tourism in national development plans and poverty alleviation strategies. This “Declaration on Tourism and the Millennium Development Goals” was endorsed by the Summit meeting of the UN General Assembly on 14 September 2005.

Tourism is a commodity and every country has something to offer. The poor countries may be able to find ways to attract market segments through their cultural and natural heritage. Tourism helps improve across cultural relationship among nations.

Sport Tourism

In 2008 the world’s travel and tourism generated approximately US\$5,890 billion of economic activity. With the contribution of travel & tourism to Gross Domestic Product (GDP) expected to rise from 9.9% in 2008 to 10.5% by 2018, the next decade will see tourism revenues exceeding US\$10,000 billion. Sport tourism is at its highest growth and as the fastest growing sector in the global travel and tourism industry, accounted in 2008 for an astonishing US\$600 billion or +10% of the international tourism market. Tourists engaged in sports tourism are high-spending, stay longer than other tourist categories.

Barcelona doubled its number of tourists in the 10 years following the 1992 Olympic Games and other cities in Spain also benefited from a knock-on effect. Barcelona has since become the sixth most attractive European city to locate a business, rising from 11th place. Sydney generated £1.2 billion additional business following the 2000 Olympic Games. Tourism has dramatically increased and media coverage to the value of an astonishing £2.5 billion was achieved.

There are many reasons for the sport tourism boom. The continued sportification of society is prompting a seismic shift in tourist patterns. The 21st Century is witnessing traditional sun and sea vacations – traditionally the main stay of the travel and tourism industry - being replaced by activity sport related vacations and a new breed of tourists keen to attend an ever increasing calendar of readily-accessible mega sporting events. Sport tourism – for many years the “sleeping giant” of travel - is set to play a catalytic role in sparking global tourism recovery in 2010 and beyond. The most important sporting events in history - the 2010 FIFA World Cup – and the first ever in the African Continent. The FIFA World Cup left South Africa with many misconceptions reappraised, providing years of follow-on tourists and a true sporting legacy.

South Africa’s Tourism Minister Marthinus van Schalkwyk, cites the 2010 FIFA World Cup returned South Africa to its pre-recession tourism high. Construction linked to the World Cup would contribute R50bn to the economy with the Rainbow Nation creating approximately 130,000 jobs in infrastructure development during World Cup preparations. “The World Cup afforded them an once-in-a-lifetime chance to showcase the best they have as a tourism destination.” A recent study by commissioned by the Brazilian government, showed that the 2016 Olympic Games in Rio will provide a boost of more than \$24bn from 2010 until 2027. The 2016 Olympics and 2014 FIFA World Cup will also provide Brazil with a platform in which to attract foreign investment. Brazil’s economy is currently the tenth largest in the world - and predicted to be fifth by 2016. Sport tourism is now a tool to make and achieve many things - to generate significant revenues, create thousands of new jobs, regenerate urban infrastructure, and to develop or reappraise entire destinations. Sport Tourism has become a popular global leisure activity. In 2010, there were over 940 million international tourist arrivals worldwide, representing a growth of 6.6% when compared to 2009. International tourism receipts grew to US\$919 billion (\$693 billion) in 2010, corresponding to an increase in real terms of 4.7%. As a result of the late-2000s recession, international travel demand suffered a strong slowdown from the second half of 2008 through the end of 2009. After a 5% increase in the first half of 2008, growth in international tourist arrivals moved into negative territory in the second half of 2008, and ended up only 2% for the year, compared to a 7% increase in 2007. This negative trend intensified during 2009, some countries were adversely affected due to the outbreak of the H1N1 influenza virus, resulting in a worldwide decline of 4.2% in 2009 to 880 million international tourists’ arrivals, and a 5.7% decline in international tourism receipts.

Tourism is very important and in some cases vital for almost all the continents’ of the world. It brings in large amounts of income in payment for goods and services available, contributing an estimated 5% to the worldwide gross domestic product (GDP), and it creates opportunities for employment in the service industries associated with tourism. These service industries include transportation services, such as airlines, cruise ships and taxicabs; hospitality services, such as accommodations, including hotels and resorts; and entertainment venues, such as amusement parks, casinos, shopping malls, music venues and theatres.

Wealthy people have always traveled to distant parts of the world, to see great buildings, works of art, learn new languages, and experience new cultures and to taste different cuisines. Long ago, at the time of the Roman Republic, places such as Baiae were popular coastal resorts for the rich. The word tourist was used by 1772 and tourism by 1811. In 1936, the League of Nations defined foreign tourist as “Someone traveling abroad for at least twenty-four hours”. Its successor, the United Nations, amended this definition in 1945, by including a maximum stay of six months.

Bio-Diversity

Bio-Diversity is the degree of variation of life forms within a given ecosystem or an entire planet. Bio-Diversity is in part a function of climate. In global habitats, tropical regions are typically rich whereas Polar Regions support fewer species. Rapid environmental changes typically cause mass death. One estimate is that less than 1% of the species that have existed on Earth are present. Since life began on Earth, five major mass death and several minor events have led to large and sudden drops in bio-diversity.

The last 540 million years marked a rapid growth in Bio-Diversity via the Cambrian explosion a period during which nearly every phylum of multi cellular organisms first appeared. The next 400 million years included repeated, massive bio-diversity losses classified as mass death events. In the Carboniferous, rainforest collapse led to a great loss of plant and animal life. 251 million years ago, was the worst; vertebrate recovery took 30 million years. The most recent, the extinction/death event, occurred 65 million years ago, and has often attracted more attention than others because it resulted in the extinction/death of the dinosaurs.

The period since the emergence of humans has displayed an ongoing Bio-Diversity reduction and an accompanying loss of genetic diversity. Named the Holocene extinction, the reduction is caused primarily by human impacts, particularly surroundings destruction. Conversely, Bio-Diversity impacts human health in a number of ways, both positively and negatively. The United Nations designated 2011-2020 as the United Nations Decade on Bio-diversity.

Developing a Sustainable Tourism Industry: Involving Bio-diversity Conservation Planning

It is imperative that Tourism should pay heed to the "triple bottom line": economic, environmental and social factors. This necessitates the need for integrated management and the adoption of an ecosystem approach. Constant management of tourism is as important as proper planning and development. It is imperative to provide incentives for the wide range application of environmental management systems. The only viable relationship between tourism and nature conservation is a symbiotic one. Tourism management needs to form part of Bio-Diversity management planning. The allocation of land uses must be carefully coordinated. Inappropriate activities that damage ecosystems should be strictly stream-lined. This may be done only by strengthening and developing integrated policies and management that cover all socio-economic activities in the different ecosystems, including global, coastal and marine zones.

It must be emphasized that Bio-Diversity and natural areas is not only for rich foreigners, but for all national inhabitants. Ecotourism is made up of visitation by both national and international tourists. The former component is usually more sustainable than the latter if a sufficient standard of living exists in the country.

The different sectors must understand the tourism market for cultural and natural heritage products, and how this is linked to tourism's ability to support conservation through product demand. Understanding the experiences and products tourists are looking for, enables protected area managers to tailor certain aspects of the destination for the desired type of tourist. Accurately forecasting the amount of anticipated visitors enables planners to lobby for and develop sufficient infrastructure.

Selected protected areas (including World Heritage Sites and other areas with international protection status) should be promoted as ecotourism destinations for their Bio-Diversity values, in those cases where tourism is allowed by their management plans.

It is important to demonstrate how the private sector can implement environmental management plans, using low cost methods first, and then use any left over money to make the tourism facility more sustainable. It is necessary to show the large hotel chains that environmental management brings a profit. Using environmentally friendly techniques saves money for hotels and all other tourism service providers.

TOURISM SPORTS IN PAKISTAN

The Journal of Sports & Tourism (JS&T) is a multidisciplinary publication featuring high quality articles on all aspects of the relationship between sport and tourism. It gives appraisal of all relevant subjects' areas, such as sport, leisure, physical education and tourism, and from a wide range of disciplines including, but not confined to: sociology, psychology, geography, policy studies, management studies, economics and marketing.

It contains wide-ranging view of the definitions of both sport and tourism, and therefore considers professional and amateur, competitive and non-competitive, social, recreational, and informal activities, as well as leisure, business, and day-trip tourism, to fall within its scope. The journal is incorporating all sorts of sporting interest in tourism.

Sport tourism is now a tool to make and achieve many things - to generate significant revenues, create thousands of new jobs, regenerate urban infrastructure, and to develop or reappraise entire destinations.

Environmental Capacity

Environmental carrying capacity is the capacity of an ecosystem to support healthy organisms while maintaining its productivity, adaptability, and capability of renewal. Tourism carrying capacity is a specific type of environmental carrying capacity and refers to the carrying capacity of the biophysical and social environment with respect to tourism activity and development. It represents the maximum level of visitor use and related infrastructure that an area can accommodate. If it is exceeded, deterioration of the area's environmental resources, diminished visitor satisfaction, and/or adverse impacts upon the society, economy and culture of an area can be expected to ensue. The basic components of tourism carrying capacity are: biophysical, socio-cultural, psychological, and managerial.

Over the last decade or so the tourism carrying capacity concept and several related methodological tools have been heavily criticized as being oriented excessively towards quantitative considerations. Critics insist that, more important than arriving at a magical number of allowed visitors in a specific tourism destination, we should be looking more at qualitative effects of visitation and management tools. In their opinion, the carrying capacity concept is hampered by the lack of a clear and predictable relationship between use and impact.

In that sense, alternative methodologies, such as LAC (Limits of Acceptable Change) and VIM (Visitor Impact Management) have been developed (especially for relatively undisturbed natural areas. The shift in attention from an appropriate use level to the desired condition is the basis of LAC's revised approach to visitor carrying capacity. The LAC approach concentrates on establishing measurable limits to human induced changes in the natural and social setting of a specific area, and on identifying appropriate management strategies to maintain and/or restore desired conditions. VIM, developed by the National Parks and Conservation Association of the USA, is a technique for assessing and managing the environmental and 'experiential' impacts of increasing numbers of visitors to natural areas. VIM recognizes that recreational impacts on the environment and the quality of the recreational experience are complex and influenced by factors other than use levels.

Traditional carrying capacity methods as well as LAC and VIM techniques are all management tools for minimizing negative environmental impacts.

Sports Tourism in Pakistan has been stated as being the sports tourism industry's "next big thing". Pakistan with its diverse cultures, people and landscapes has attracted 0.7 million tourists to the country, almost double to that of a decade ago.

Pakistan's sports tourism industry was in its heyday during the 1970's when the country received unprecedented amounts of foreign tourists, thanks to the Hippie trail. The main destinations of choice for these tourists were the Khyber Pass, Peshawar, Karachi, Lahore, Swat and Rawalpindi.

The country's attraction range from the ruin of civilization such as Mohenjo-daro, Harappa and Taxila, himalayan hill stations, which attract those who are interested in winter sports/games. Pakistan has a significant place in the world for its several mountain peaks over 7000 m, which attracts adventurers from around the world, especially K2. The north

part of Pakistan has many old fortresses, ancient architecture and the Hunza and Chitral valley, having unique value for its small pre-Islamic Animist Kalasha community claiming descent from Alexander the Great. The romance of the historic Khyber Pakhtunkhwa province is timeless and legendary, Punjab province has the site of Alexander's battle on the Jhelum River and the historic city Lahore, Pakistan's cultural capital, with many examples of Mughal architecture such as Badshahi Masjid, Shalimar Gardens, Tomb of Jahangir and the Lahore Fort. Before the Global economic crisis Pakistan received more than 500,000 tourists annually. However, this number has now come down to near zero figures since 2008 due to instability in the country and many countries declaring Pakistan as unsafe and dangerous to visit.

The Guardian released what it described as "The top five tourist sites in Pakistan" in order to help the country's sports tourism industry. The five sites included Taxila, Lahore, The Karakoram Highway, Karimabad and Lake Saiful Muluk. To promote Pakistan's unique and various cultural heritages, the Prime Minister launched the "Visit Pakistan" marketing campaign in 2007. This campaign involved various events throughout the year including fairs and religious festivals, regional sporting events, various arts and craft shows, folk festivals and several openings of historical museums.

In 2009, The World Economic Forum's Travel & Sports Tourism Competitiveness Report ranked Pakistan as one of the top 25% tourist destinations for its World Heritage sites. Ranging from mangroves in the South, to the 5,000-year-old cities of the Indus Valley Civilization which included Mohenjo-daro and Harappa.

MAJOR ATTRACTIONS

Pakistan is such a diverse region, it is the epicenter of various religions and settlements long before the creation of the nation that exists today. Today, Pakistan is formed of four large provinces -Sindh, Punjab, Khyber Pakhtunkhwa, Balochistan and four territories - Islamabad Capital Territory, Federally Administered Tribal Areas, Azad Jammu and Kashmir and Gilgit-Baltistan. The cultural and physical diversity of Pakistan has developed the country into a tourist hot spot for foreign travelers as well as adventurers. Currently Pakistan has six major cultural sites that are categorized as UNESCO World Heritage Sites. These include:

- Archaeological Ruins at Mohenjo-Daro of the Indus Valley Civilization.
- 1st Century Buddhist Ruins at Takht-i-Bahi and Neighboring City Remains at Sahr-i-Bahlol.
- The ruins of Taxila from the Gandhara Civilization
- The Lahore Fort and Shalimar Gardens in Lahore.
- Historic Monuments of the ancient city of Thatta.
- The ancient fort of Rohtas.

During the period of 1993-2004, Pakistan was unable to submit information to UNESCO which delayed several sites to be categorized as potential World Heritage Sites. In 2004, the Ministry of Tourism was given funding to continue its research and ten sites were placed onto UNESCO Tentative List. In total, eighteen sites are awaiting to be categorized as of June 2010 which includes:

- The 17th Century Mughal built Badshahi Mosque.
- The 17th Century Mughal built Wazir Khan Mosque.
- The 17th Century Tombs of Jahangir, Asif Khan and Akbari Sarai.
- Hiran Minar and Tank, built by Mughal Emperor Jahangir in commemoration of his favourite antelope in the city of Sheikhpura.
- 14th Century Tomb of Hazrat Shah Rukn-e-Alam.
- One of the world's largest forts in the world, Rani Kot Fort.
- 17th Century Mughal built Shah Jahan Mosque, located in the ancient city of Thatta.
- 15th and 18th Century Chaukhandi Tombs of several Sindhi and Balochi tribes.
- Neolithic archaeological Site of Mehrgarh.
- Archaeological site of Rehman Dheri.
- Archaeological site of Harappa.
- Archaeological site of Ranigat.
- Shahbazgarhi Rock Edicts.
- Mansehra Rock Edicts.
- Baltit Fort, an ancient Tibetan styled fort in the Hunza Valley.

- Tomb of Bibi Jawindi, Baha'al-Halim and Ustead and the Tomb and Mosque of Jalaluddin Bukhari in Uch Sharif.
- Port of Banbhore.

Top 5 Tourist Sites

In October 2006, just one year after the dreadful 2005 Kashmir earthquake, The Guardian released what it described as "The top five tourist sites in Pakistan" in order to help the country's sports tourism industry.

Taxila, Lahore, Karakoram Highway, Karimabad, Lake Saiful Muluk

Worth to See Also

- Azad Kashmir: Rawalakot, Muzaffarabad, Jhelum Valley, Bagh, Poonch
- Balochistan: Ziarat, Bolan Pass, Moola Pass, Chotok Waterfall, Mehrgarh, Khojak Pass
- Khyber-PK: Peshawar, Khyber Pass, Kohat, Bannu, Mardan, Swat, Mingora, Saidu Sharif, Shangla District, Kalam valley, Chitral, Kalash, Broghil Pass, Haripur, Tarbela Dam, Havelian, Abbottabad, Thandiani, Mansehra, Khanpur, Nathiagali, Dungagali, Ayubia, Kaghan Valley, Naran Valley, Batagram, Mingora, Maraghzar, Islampur Village, Saidu Baba Shrine, Udegram, Fizagat, Jahanabad Buddha, Kalam, Bahrain, Madyan, Miandam, Khawazakhela, Malam Jabba, Ushu Valley, Utrot and Gabral.
- Punjab: Murree, Cholistan Desert, Uch Sharif, Multan, Harappa, Pakpattan, Lahore, Fort Munro, Panjnaad, Salt Range, Rohtas Fort, Taxila, Lal Suhanra National Park, Lahore Fort, Rohtas Fort, Derawar Fort, Khewra Salt Mines, Hiran Minar, Shalimar Garden, Rukn-e-Aalam
- Gilgit-Baltistan: Chakdara, Lower Dir, Upper Dir, Lowari Pass, Drosh, Chitral, Garam Chashma, Kohistan District, Besham, Dasu, Chilas, Astore Valley, Nanga Parbat, Gilgit, Parri Bangla, Naltar Valley, Bagrot-Haramosh Valley, Juglot, Gashoo Pahoot, RamaIshkoman, Yasin Valley, Ghizar, Baltistan, Skardu, Deosai National Park, Shigar, Khapalu Biaofo glacier, Sadpar lack, Shangrilla, K2 base camp, K7, Broad Peak, Braqthok khaplu, Gondogoro-iaa, Masherbrum, Hunza, Nagar, Gojal, Chalt, Aliabad, Karimabad, Altit Fort, Gulmit, Passu, Sost, Khunjerab Pass
- Islamabad: Faisal Mosque, Margalla Hills, Simly Dam, Rawal Lake
- Sindh: Karachi, Mohenjo-daro, Hyderabad, Sehwan Sharif, Gorakh Hill, Manchhar Lake, Kot Diji, Kalri Lake, Bhambore, Thatta, Chaukundi Tombs, Makli Hill, Keti Bandar, Shahbandar, Jani Bandar, Bhanbhor, Gidu Bandar.

I conclude my Article with the observation that above site in-fact possess major ski resorts which are located in the various parts of the Pakistan obviously worth to visit.

I once again express my warm complements to Prof. Dr. Hikmet Kocak for hosting the conference for the promotion of Tourism as a tool for sustainable Development in Economic and generous hospitality extended by the host university. Time spent with Prof. Dr. Hikmet Kocak and other dignitaries will be remembered for all the times to come as most useful, valuable and unforgettable precious experience.

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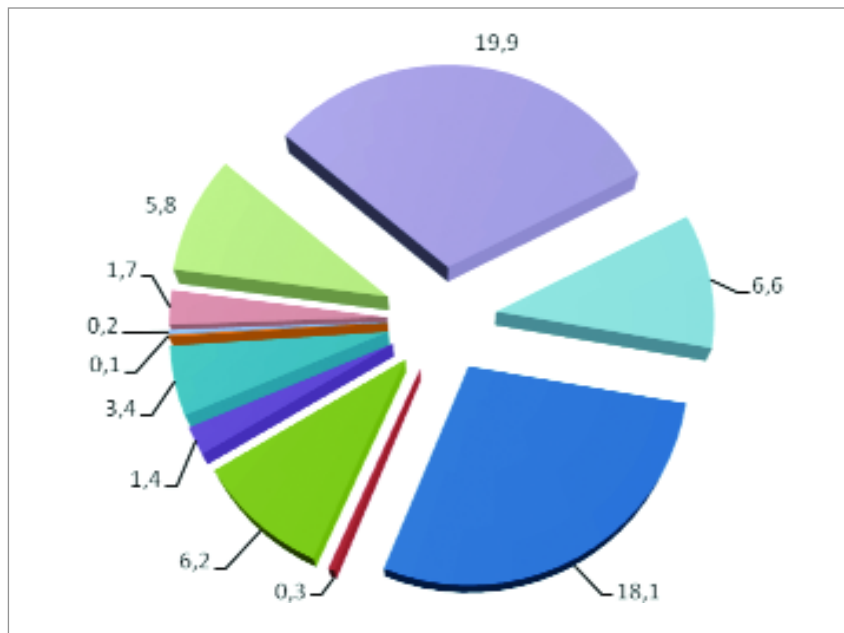


BIODIVERSITY OF KYRGYZSTAN AND ITS INFLUENCE ON THE SUSTAINABLE DEVELOPMENT

It is known, that, 93% of the territory of Kyrgyz Republic is presented by non-disturbed and lightly disturbed natural eco-systems.

Kyrgyz scientists pointed out 22 class of eco-system. Presence of deserts (more than 13 thousand sq. km., or 6,8% of territory) and nivale- sub-nivale zone (11,5 thousand sq. km. or 5,6% of territory), The biodiversity majority of eco-system is located on mid-mountainous zone between 2000-3000 m. above sea level, where can be met 14 among 22 class of eco-system, or 63,6% of territory. Territory, occupied by main types of natural eco-system

(Percent of total territory)



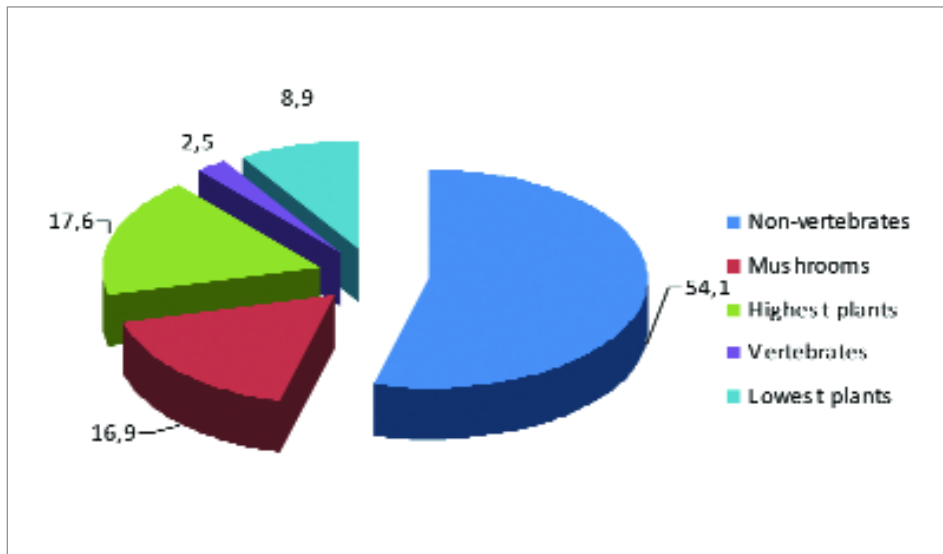
Cultural lands	8,1	1
Tugai	,8	5
Bushes	,2	6
Meadows	,4	1
Steppe	,4	3
Savannoids	,4	1
Deserts	,2	0
Mountainous non-watered area	,7	1
Lakes and marshes	,8	5
Nivale –sub-nivale zone	9,9	1
Forests	,6	6

The poorest regions are: Alai (12 class of eco-system or 59,1%), North-Tyanshan, Issyk-kul and Central Tyanshan (by 10 class of eco-system, 45,4%).

Kyrgyzstan presents a unique place within Central Asia on the concentration of types of wild flora and fauna. In comparison with average world points here are concentrations of other types of vertebrates, plants, mushrooms, mollusks and others, which are on one point higher. Among flora and fauna are some valuable, rare and endemic types.

Quantity of types in different systematic groups

(Percent of total amount)



		5
Non vertebrates	4,1	
		1
Mushrooms	6,9	
		1
Highest plants	7,6	
		5
Vertebrates	,5	
		8
Lowest plants	,9	

It is known that, main types of endemic animals of the region are presented by mollusks, insects (beetle, locust, direct-winged, webbed-winged, and scale-winged).



Among mammals to endemic types belong Menzbira ground squirrel, reluctant gopher, red Tyanshan and silver mice, red crying bird.

Tyanshan and Pamir-Alai endemics are presented by 4 types of reptiles: Nicolsky lizard, Turkestan lizard, Pavlovsky lizard and Alai eyeless.

In the list of types, which are under the risk of disappearance, there are 92 types of animals and 65 plants types, which form about 1% of varieties wealth of *Red Tyanshan mice* Kyrgyzstan

At present into the Red Book of Republic there are included 68 animal types and 71 plant types, which are on the point of disappearance.

Into the Red Book of International Union of nature protection there are listed snowy bars, Menzbirra ground squirrel, red wolf, jeerer and mountain goose.

It should be pointed out, that the major part of flora and fauna types of Kyrgyzstan are not found yet and investigated, even among the registered types still many are not completely examined (unknown is the quantity, areas of location, biological peculiarities, adaptability, reproduction ability, productivity and others), which enables to conduct systematic job on their calculation, preservation, widened till minimal average amount of reproduction capability, and, of course, conservation of their genetic resources.



At present, there is no any natural eco-system in the republic, which does not experience man influence. Practically, there disappeared near mountainous plain steppe, thick-wooden tugais, water-mash complexes, dry steppe, half-desert and desert eco-systems. Because of strong river pollutions there degraded eco-systems in the low streams. In the majority of the cases they physically disappeared because of the whole water take away for irrigation. Steppe, desert and half-desert eco-systems of near mountain plains and between mountain plains, near river, wood and bush plants are exposed to strong pasture distraction.

Such kind of position enables natural eco-systems in whole strength organize their important ecological functions: preservation of ecological balance, formation of CO, strengthening of slopes, gutter regulation, formation of soil layer, air purifying, preservation of biodiversity.



At present, in Kyrgyzstan, are not worked out yet basic, principal approaches and national regimes, which correspond to the international standards, which would supply preservation of biodiversity and bio-security of the country. There exist three main reasons of biodiversity preservation.

At first, from utilitarian point of view, biodiversital elements are considered to be resources, which already, today, present real profit for human or can be useful in future. In the seconds, biodiversity from economic point is useful, and in the thirds, it is useful, from scientific point of view (e.g. to receive different biologically active substances, coloring, and as well, for the search of new medical preparations or ways of treatment).

Choice to get profit from biodiversity preservation – is also ethic choice. Mankind, as a whole, is a part of ecological system of the planet and that’s why, it should carefully relate to the biosphere (in fact, we all are dependent of its well-being.)

Biodiversity significance is also can be characterized in aesthetic, essential and ethic plan. Nature is glorified and sung by painters, poets and musicians of the whole world, for a man- nature is eternal and unsurpassed value.

All living beings are unique and important for the mankind.

Preservation of biodiversity – is a safety of resources, which are important and profitable in local and national, so in global human scale.

Expenses, which are necessary for biodiversity preservation, profits and benefits, which it gives or will give in future this activity, this all should be equally distributed between regions of the territory.

As a part of more scale activity on the achievement of sustainable development of the humanity, the preservation of biodiversity demands fundamental changes in the approaches, structure and in the practice of economic development in the whole world.

Increase of financing activities on biodiversity preservation, in itself, will not slow down tempo of disappearance of types, biotopes and landscape. There is a necessity of arranging a special policy of states and the whole reformation complex (in legislation, in the structure of natural preservation activities), which will form conditions, under which the increase of expenses on biodiversity preservation really will be effective.

Priorities in the sphere of biodiversity safety are distinguished in different levels. That is, local can not coincide with whole-national or global, but, however, local priorities are less important and essential, than global ones.

Biodiversity safety in perspective can be steady process only in the case, if the society awareness and its conviction in the necessity of actions in this direction will constantly increase. It is important, that, politicians and governors would have necessary information, on the basis of which they could make reasonable choice and undertake corresponding actions.

Actions on the preservation of biodiversity should be planned and implemented on the basis of ecological and social priorities in equal degree. This means, that in the focus of this activity there are should be not only protected natural territories (e.g. nature reserve, area inhabited of this or that rare types), but as well, as location, where people live and work.

Cultural variety is closely connected with variety natural. Mankind imagination about nature variety, its significance and use are based on cultural variety of people and on the contrary, actions of biodiversities often strengthen cultural integration and increase its significance.

The increase of public participation in preservation of biodiversity, respect of the main human rights, easy way of getting education and information, intensification of reports of politicians, ministries and departments before society – these are the most important conditions, under which there can be possible activities on biodiversity preservation.

Economic activity- including of biodiversity into macro-economic points of the country, potential economic benefits from biodiversity, in itself, direct

(medicine and raw material, materials for selection and formation) and additional (eco-tourism), as well, as expenses- restoration of damaged biodiversity.

Manage mental-formation of partnership by involvement into cooperative activity of state and non-governmental offices, local population and the whole public.

Juridical(Law) – including of terms and definitions, connected with bio-diversity into all corresponding legislative norms, formation of legal support of biodiversity.

Scientific – formalization of procedures of solution adoption, search for indicators of biodiversity, make up biodiversities cadastres, monitoring organization.

Sustainable development in my opinion,- is preservation of biodiversity, of ecological disasters by the way of right scientific prognosis, right clarification of directions of social-economic development, rational use of natural resources (by assessment of exhaustion of natural resources and the loss from environmental pollution (loss of natural capital), and to the side of increase- by the calculation of the increase of human capital (beforehand, for investments into the education and basic medical service).

Three-united concept of sustainable development appeared as a result of union of three main points of view: economic, social and ecological.

From the economic point of view, this concept considers optimal use of natural resources and the use of ecological, natural, energetic and material-saving technologies, including mining and raw material recycling, formation of ecological accepted products, minimization of wastes, their recycling and destroy. There appeared two types of stability – weak, when mentioning about not-decreasing in time of natural and produced capital and strong - when there should not be decreased natural capital (within a part of profit from sales of not renovated resources, directed on the increase of value of renewed natural capital).

Social basis of sustainable development is oriented on human and directed on preservation of stability of social and cultural systems, including reduce of the number of distracting conflicts between people. To achieve stability of development of modern society there is a necessity of the formation of more effective system of solution adoption, considering the historical experience and encouraging pluralism. It is important to reach not only inner, but intergenerational fairness.

Within the concept visions, human development is not only the object, but a subject of the development. Based on widening of variants of human choice, as a main value, the concept of sustainable development considers, that human should participate in the process, which forms sphere of his life activity, contributes to accept and realize solutions and controls its realization.

From ecological point of view, steady development should supply intact biological and physical natural system. Special significance has life capability of eco-systems, from which depends global stability of the whole biosphere. More over, the definition of “natural” system and areas of inhabitation can be understood widely, including formed man made sphere, such as cities.

Basic attention should be devoted to preservation of the ability to self-restoration and dynamic adaptation of such systems to changes, but non-preservation of them only in “ideal” static condition. Degradation of natural resources, Pollution of the environment and the loss of biological variety shorten the ability of ecological systems to self-restoration. All these three elements of steady development should be regarded balance based in our republic. It is also important as well, as mechanisms of interaction of these three concepts. Economical and social elements, interacting within each

other, form such new tasks, as achievement of justice within the one generation (e.g. according to profit distribution) and arrangement of purposeful assistance to poor layer of population. Mechanism of interaction of economical and ecological elements formed new ideas, relating to cost assessment and internationalization (calculation in economical reports of enterprises), external influence on environment. And at last, the connection of social and ecological elements tempted interest to such questions as, internal-generational and inter-generational equality, including observance of rights of future generations and population participation in the process of solution adoption.

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IMPACT OF CLIMATE CHANGE ON DESERTIFICATION AND SOIL DEGRADATION IN TAJIKISTAN

Republic of Tajikistan - is one of the countries in Central Asia with transition economy and with vulnerable climate, where frequent spontaneous hydro meteorological phenomena caused by climate and its change. Therefore Tajikistan, like other states, ratified the United Nations Convention on Climate Change in 1998, taking up obligations as the Convention Party. Tajikistan has also ratified Kyoto Protocol in 2008.

Legislative and institutional basis has been established to take actions on the problems caused by Climate Change in Tajikistan. This complex of actions is coordinated by the official governmental body on hydrometeorology and environment preservation.



For these purposes a center on studying climate change has been established in 2004, and its concept includes implementation of corresponding projects, planning of a uniform policy and participation in the international negotiations on Climate Change.

An increase of concentration of hotbed gases and their influence in atmosphere for last 100 years have led to the increase of the average temperature on the planet by 0,6-0,90C.

Thus, the basic contribution to emissions of hotbed gases is brought by the developed countries (the USA, Canada, Japan and Europe) and developing countries, such as India and China. China in 2008 has already overtaken the USA on volume of the general emissions of hotbed gases and has taken the lead place on the given indicator. The share of Russia and Ukraine is also significant in the total emissions of CO₂.

According to Oakridge college (USA) Tajikistan ranks 159 place in average per head emissions of CO₂ among 211 countries, close to Kyrgyzstan (143 place). Among Central Asian countries, the share of Tajikistan in the general emissions makes only 2-3 % and is the least

(fig.1), which is explained by the considerable use of water-power engineering, a rather small amount of transport, and the restructuring of industry and agriculture. Almost 98% of the electricity in Tajikistan is generated by hydroelectric power stations which are not sources of emissions CO₂. In the long term the increase in generation of electricity at thermal power stations is possible at the expense of existing stations of Dushanbe and Yavan Power Stations, that will not exceed 5% from total amount of generated electricity.

Average per head emissions of hotbed gases in Tajikistan is almost 5 times less of the world average. Thus, the contribution of Tajikistan to global warming is insignificant. To study the dynamics of temperature change and amounts of rains of ground air and deposits data over 30 stations during 1940-2005 and for all period of observation were used. Stations have been chosen as on orographical and climatic groups of areas, and on high-rise zones: (to 1000 m, from 1000 to 2500 m, over 2500 m above the sea level). To estimate the changes of a snow cover the data from 15 stations has been analyzed.



The temperature growth in flat territory of Tajikistan was 0,1-0,2°C in a decade. The greatest growth for 65 years is observed in Dangara (1,2°C) and Dushanbe (1,0°C), on other territory 0,5-0,8°C, in Khujand 0,3°C (fig. 2). Slight temperature increase in Khujand, most likely, is connected with development of an irrigation and building of the Kajrakum water basin rendering cooling effect. In mountain areas (above 1000 m over the sea level) growth of annual temperature for 60 years was 0,3-0,5°C, except for the separate isolated canyons where tendencies are less expressed or negative. The greatest growth of annual temperature of air in a mountain

zone (1,0°-1,2°C) was observed in Khovaling, Fayzabad and Ishkashim. In a high-mountainous zone (more than 2500m), temperature growth was on average 0,2-0,4°C, to 0,6°C in Javshanghoze. In Bulunkul Lake hollow the cold snap tendency is noticed, that, can be connected with features of a high-mountainous climate of East Pamir.

The analysis of change of extreme values of temperature of ground air has shown the tendency of increase of the average maximum annual and seasonal temperatures. The average annual maximum temperature has raised on 0,5-1°C, except for high-mountainous areas (-0,1zS). The minimum temperatures also has increased everywhere, especially during summer and autumn, on average by 0,5-2,0°C. In a number of mountain areas during the spring period fall of the minimum temperatures is marked. Almost everywhere, rates of growth of the minimum temperatures advances the rates of growth of the maximum.

The amount of precipitation basically is defined by global atmospheric circulation and orographical features of district. In the analysis of the change of annual amount of precipitation in Tajikistan considerable fluctuation in time and space is revealed, and a number of very dry and very damp periods are allocated. Years from 1941-1950 are found as driest for all high-rise zones. Then, till 1990, the periods of droughty and damp weather, with the tendency of increase in precipitation amount alternated. After 1990, the period of 1998-1999, and subsequent period has appeared the most rainy - 2000-2001 were the most droughty when almost all territory has been captured by the strongest drought. Non-uniformity and intensity of precipitation loss has increased and it is expected, that such tendency will remain in the future. This is also proved by the numeric models. Not only the amount and intensity of precipitation has changed,

but also the number of days with precipitation. Universal growth of temperature against fragmentary increase and reduction of precipitation encourages the iridization of the climate in many mountain-woods and economic areas of the country.

Snow reserves considerably changes from year to year depending on district height. In a high-mountainous part of pools of the rivers low snow falls were observed in the periods of 1970-1984 (in a number of areas to 1990). Whereas in foothill areas, on the contrary, this period was characterized with high snowfalls. This shows the raised frequency of southwest intrusions at which the most part of precipitation falls out in a foothill zone. The winter was characterized 2007-2008 by prevailing low temperatures and slow rates of seasonal warming, thus the general accumulation of a snow cover to the beginning of the vegetative period has made 60-80 % for the main river pools. The given situation was directly reflected on water level in the rivers and, accordingly, dependent branches of economy (irrigation and water-power engineering).

Extreme heats. With growth of the maximum temperatures, the number of days with the temperature equal $+40^{\circ}\text{C}$ and more (fig. 3) increases. The heats for the investigated period were observed in southern Tajikistan in 1944 and 1997 when the day temperature was around $+45$ $+47^{\circ}\text{C}$. The increase in number of days with temperature 40°C and more in many flat areas of republic, except for territories where there was a land development and building of water basins takes place.

The drought is one of the severe meteorological phenomena, and in extreme displays can lead to considerable damage. According to estimations, the drought in Tajikistan and neighboring countries has appeared 2000-2001 the most considerable act of nature for last decade. As a rule, weak droughts are observed by the separate centers, and strong and very strong droughts cover the big territories. For the investigated period (60 years) in eight cases of a drought simultaneously covered all territory of the country (1940, 1947, 1956, 1971, 1980, 1988, 2000 and 2001). Especially strong droughts were observed in 1971, 2000 and 2001. In 2007 during summer and autumn practically on all territory of the country atmospheric precipitation was not observed, and the soil drought has amplified. As a rule the most suffering from drought areas considered to dense-occupied areas of the country and the Gissar valley where the greatest number of years (15-19) with average and strong droughts is marked. In connection with climate warming there is a probability, that droughts in Tajikistan will occur with deep intensity and frequency.

Glaciers also are characteristic indicators of inter-annual weather fluctuations in mountains and long-term climatic changes. Glaciers of Tajikistan occupy about 6 % of territory of the country and play the major role in river Amu Darya formation - the largest waterway of the Central Asia and pool of Aral Sea. In it **аридном** region the future influences of change of a climate can directly be reflected in volume of glaciers, power supplies and **водности** the rivers, and finally, availability of water for **нижерасположенных** areas and the states. Annually, on the average, thawing of glaciers in Tajikistan brings 10-20 % in a drain of the large rivers, and in dry and hot years the contribution of glaciers to water resources of the separate rivers to summertime can reach 70 %. Water has the major value for agriculture, water-power engineering and the branches of economy of Tajikistan connected with them. Moreover, water resources formed here, are consumed, mainly, by the neighboring states. Therefore the study of a condition of glaciers and water level in the rivers in connection with climate change reflects an urgency and interests of regional scale. Warming in high-mountainous areas of Tajikistan: on Pamir, Zaravshan and Gissar-Alai, corresponds to regional and global tendencies, and causes appreciable changes in especially vulnerable components of environment such as glaciers. The estimation of the impact of global climate change on glaciers of Tajikistan has shown that for all period of observation, since 1930r. (The first tool gauging), the total area of a freezing of republic was reduced approximately to one third (photo 4, 5, 6).

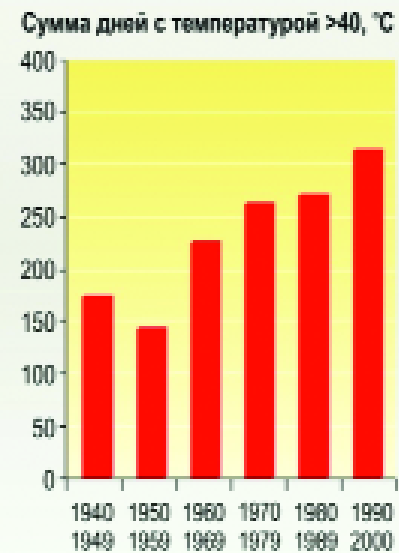




Photo 4



Photo 5



Photo 6

Degradation of the soil is understood as any form of deterioration of their natural potential which influences ecosystem integrity in the form of loss of steady ecological efficiency or their natural fertility and structure. Degradation of the soil in arid and semi-arid climatic conditions is called as desertification. Republic of Tajikistan is a mountainous and agrarian country, where 93 % of its territory are occupied by mountains. The question of maintenance with an agriculture foodstuff depends on productivity only 7 % of territory, the Area of the irrigated earths makes all 742.3 thousand hectare on which the clap is made basically, the most part of forages; it is a lot of grain and vegetables, and also fruits and grapes. Protection of the earths of its effective and rational use of ground resources

of the country is actual for Tajikistan. However economic activities of the person - the farmer, frequently can promote process returning «basisfounding» back towards desertification of the areas as the result of negative anthropogenous activity which can transform blossoming areas into fruitless deserts as it quite often took place in history of the human civilization, as an example we can bring sandy deserts of Arabian peninsula, Near-Caspian lowland can serve "desert Sahara" and many other things and in Central Asian deserts like Kara Kum, Kizilkum, Betkapdala, Ustyurt, and also again formed deserted file at **Аралии** occupying tens and hundred millions hectare of the extensive fruitless earths which spheres of agricultural activity of the person are in not. Even partial returning of these earths in agricultural turnover, is considered mails impossible or, if probably that by very big, material and labour expenses, that **пака** a human civilization it not under force. Use of these earths could render the big help in considerable increases of economic well-being of the people of these countries. With the big regret it is possible to ascertain, as in territory of Tajikistan to some extent it is possible to observe development of process desertification of the cultivated basic earths and the earths of mountain areas which is not natural process as in many other things cases of a world picture, and result of wrong agricultural activity of the person, expressed first of all in infringement of water use and unreasonable water resources management. As examples of it Vakhsh and Nizhnekofarnigan valleys where it is the most notable as locally can serve, and the big files take place, processes of desertification and iridizations the earths of the irrigated earths of this of territory and their gradual exit from agricultural turnover. It occurs owing to a raising of level of subsoil waters and, as consequence of this development secondary salt factors can be which reason both natural (seldom) and anthropogenous (mainly). Monitoring indicators of a condition of a soil cover of the earths of irrigated territory of the Vakhsh valley (without Pyanj, Kumsangir areas and Nizhnekofarnigan) show that on a condition till 1985 the area of the land with depth subsoil waters to 2 m made 14,1%, from 2 to 3m - 15,3 % and 3 - X m - 71%, and the salted earths (average, strongly and very strong) - 10,12%. Not salted and weakly salted together represents - 89,9 %. For 15 years (1985-2000) the picture has changed here as follows: subsoil waters depth to 2 - X m of a steel of 32 %. Increase at 17,9%; from 2 to 3m - 21 % (increase at 5,7 %) 3 m - 47 %, (have decreased for 24 %.) i.e. subsoil waters with the highest level have increased: on 18%. Accordingly the area of the salted earths has grown to 21 %. Has increased by 10,9 % in comparison

with the period till 1985 in the worst degree, the same picture is observed and on the Beshkent valley to 1973 of 15400 hectares of the land . 2,5 % of the area subsoil waters lay down on depth to 1M and 26 % from 1 to 3 m. accordingly saline soils and strongly salted soils of a natural origin made 38 %. On available data on Beshkent irrigating systems of 1995 of the area of the earths with an unsatisfactory meliorative condition (i.e. Depth of subsoil waters to 1 m and 1 - 1,5M) make 65,8 % from the area of the land mastered under an irrigation, i.e. only for this reason of 37,3 % of the area of the land was dropped from the list of agriculture processing zones. The area of saline soils and strongly salted lands (not considering average salted lands) became about 50 % i.e. the land got salted again on the area more than 12 %. From 11670 hectares of the land (gross) mastered and accepted by State commission, under irrigation in 1975, in 1996 on various parametres in a good and satisfactory meliorative condition, suitable under an irrigated arable land in this valley, made from 40 to 52 % from the initial area. Now 50 - 60 % of these earths are grown deserted and marsh vegetation and are in a condition not used in agriculture. The reason of such conditions, except an adverse hydrological and geomorphological environment of the valley, basically imperfection of a technical condition of irrigating system and its operation, and also in large degrees in non-observance of standard requirements of agricultural crops in watering depending on a condition and soil character and their infiltrated properties. According to Beshkent irrigating system 1995 - 1996 on the 11 thousand area hectares 272 ml got. Water cubic meters a year from which it was superficially dumped 54 million cubic meters. On a surface of fields remains to 218 million m³ waters from which plants other part is used about 50 %, and, i.e. 109 million m³ or over 9 thousand in m³/hectares is spent on infiltration and replenishment of subsoil waters. Besides, the excessive expense of water excludes possibility of irrigation of other earths with optimum conditions. These indicators testify to anthropogenous character of occurring desertification of the earths above mentioned region and is possible, that in this or that form and degree this process can be found out in other regions of republic, however sources of the information on a qualitative condition of the earths in these regions while are absent. The problem of degradation and connected with it the desertification of areas is not an exception for mountain territory. Its basic indicator here is susceptibility of the earth to erosive processes. Results of the first round large-scale soil - erosive inspection of rain growth land of the south and the west of Tajikistan show that by 1980 56 % of the of pasture territory, and even in measureable lands are strongly and very strongly eroded. The given indicator by results of the second round of inspection spent in 15 years i.e. 1990-1995g., makes about 70% i.e. for 15 - 20 years the area strongly eroded land in this region increased by 14%. Erosive processes makes 0,93% a year that is rather disturbing fact. It is counted up, that at washout of 1cm a layer of earth from surface soils it is carried away irrevocably to 135 t/hectares of мелкозема, and together with it to 2,5 t/hectares гумуса (0,06%0, to 130 kg/hectares of phosphorus and to 1,5 - 2 t/hectares potassium. It is easy to guess, that at intensity of erosion 1mm/year within 10-15 years can occur notable loss of soil and humus which in turn will lead losses of fertility of soil, to deterioration of botanical structure of a herbage and quality of pastures, a contamination of pastures weed undereaten grasses and finally to transition of the earths into waste category. Along with the natural factor, on an intensification of erosive processes in mountain conditions essential influence renders again anthropogenous, i.e. the human factor. Influence of this factor on development and acceleration of erosive processes were especially strongly showed in last ten years' and all become stronger every year.

Recommendations and solutions

- to give more than scientific and state attention to monitoring of indicators of change of a climate
- to take and expand a network of especially - protected natural territories and to develop transboundary ecological corridors and cooperation with neighboring countries of the Central Asia and other states
- increase of fire-prevention protection of woods and their protection against wreckers and illnesses, Added with increase in volume of restoration of woods and strengthening of a network protected natural reservations
- regulation of water-physical properties for reduction of a soil drought in the conditions of climate change
- optimization of irrigation norms of agricultural crops in a combination to application of methods of overhead irrigation and a drop irrigation in the conditions of a drought and deficiency of water resources
- creation of information system on desertification problems
- the organization of monitoring of process of global warming and desertification
- improvement of methods of struggle against degradation of soils
- a raising of a role of the international cooperation in struggle against global warming and desertification
- a raising of a role of local population, non-governmental the organizations on struggle against desertification

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BIODIVERSITY OF TAJIKISTAN: TENDENCIES AND THREAT FACTORS

A biodiversity is the main natural and genetic resource of Tajikistan, providing an opportunity for steady development. It isn't intransitive value having ecological, social, economic and aesthetic key value. No doubts on the fact, that it is some kind of potential of self-organizing of the biosphere, providing its regeneration, stability to negative natural and anthropogenous influences, a resource for compensation of losses of some biotic elements. Reservation and investment in Tajikistan's wildlife conservation, considering all ecosystem services is economic actions.

Tajikistan borders with Uzbekistan and Kirghizstan in the west and the north, with Afghanistan in the south and in the east with China. The total area of territory of the country makes 143 thousand **M2**. Tajikistan highland with absolute (peaks) heights surface from 300 to 7495 m., 93 % of territory of Tajikistan makes mountain areas where half of all population of the country live. The Maximum temperature +47; The Minimum temperature-63; The Highest peak is I.Somoni's about 7,495 m; The biggest lake Karacul 380 **KM2**; The Glacier of Fedchinko > 70 km;

Tajikistan is agrarian country, agricultural fields makes about 4.6 thousand hectares. All intermountain hollows of Tajikistan almost to 2500 meters of height are above sea level used for agriculture, but deserts, semideserts and rivers valleys are substantially cultivated and used under anthropogenous changes. The husbandry develops on the basis of natural mountain pastures ecosystem.

Natural ecosystems is reserved in Tajikistan, where valuable kinds of plants and animals live and grow.

Valuable resources of a biodiversity of Tajikistan

Plants of 9771 kinds	Animals of 13531 kinds
Endemic kinds 1132 kinds	Endemick kinds of 800 kinds
Wild relatives of cultural plants of 1000 kinds	Rare vanishing species 162 kinds
Rare vanishing species 226 kinds	The list of the International wildlife management of 11 kinds
The list of the International wildlife management of 2 kinds	Pets of 30 breeds
Agriculturalcropof 500 grades	

Pasture, forest and water ecosystems and the various biological resources, which promote economic and social development, mainly belong to natural ecosystems. The agroecosystems generated on the basis of natural ecosystems, also are economically significant and their stability is directly connected with resources of valuable kinds and genetic resources

Correlation of ecosystems on the area in %

high-mountain – deserted ecosystems	23.75
middling mountain mesophyte - forest ecosystems	1.4
high-mountain meadow-steppe ecosystems	22.02
Middle and low mountain savannoid ecosystems	6.99
The urbanised ecosystems	1.6
middling mountain coniferous forest ecosystems	5.59
Ruderal - the degraded ecosystems	2.52
Water and coastal ecosystems	3.5
Nivalisglacial ecosystems	20.26
Foothills emidesert – deserted ecosystems	2.38
Agroecosystems (agricultural ecosystems)	5.93
middling mountain xerophytic - lightly forested ecosystems	4.06

Natural pastures make more than 3.7 thousand hectare. The most valuable in the fodder and ecological relation, grassy and semishrub communities make 70 % of the areas of agricultural lands of the country.

Pasture areas, practically can be found in all high-rise belts and are very significant for economic well-being of the population of Tajikistan, have appeared are strongly transformed **ВЫПАСОМ** cattle that leads to degradation and replacement of zone vegetation on secondary, derivative. Especially high loading is necessary on autumn-winter-spring efemers and efemeroid and wormwood pastures of Southern and Northern Tajikistan and summer steppe pastures of the Kuraminsky ridge (a northeast part of the country).

The Degradation Level of pastures around urban areas became critical. Changes are felt even furthest territories. Productivity of fodder weight constantly decreases, the contamination of pastures by weed plants is observed. Biotops, that leads to intensification of processes of reduction of number **ТАКСОНОВ** a biodiversity as a whole collapse. Genetic resources of many local kinds of plants are under the threat of disappearance. Fodder efficiency of herbage has decreased at 5-10 time.

The ancient agricultural culture of the population of Tajikistan promoted creation of numerous grades of the cultivated plants and breeds of pets on the basis of a genofund of wild relatives, first of all, local kinds. Now in Tajikistan are cultivated more than 85 kinds and 360 grades and hybrids of cultural plants of different function. The basic zones of agroecosystems are located below 3000 m over a sea level.

Genetic flora resources are the basic component, defining condition of some ecosystems. They are especially valuable to maintenance of well-being of a specific variety of agroecosystems. In Tajikistan, recently there was a reduction, an exhaustion and destruction of a genetic variety of cultural plants. Besides it is promoted by proceeding disappearance of traditionally cultivated grades of plants adapted to local conditions. They are not used for creation of new grades on the basis of relatives of cultural plants.

Forests of Tajikistan are to unique components of world wealth. At present Tajikistan still the owner of unique natural wood ecosystems and a specific variety.

Country's forests makes only 3 %. However all woods of Tajikistan are entered to 1st group as having important nature protection value and are only in state ownership.

Water and coastal ecosystems are very significant in processes of preservation or restoration of natural ecosystems, often being corridors of migration of kinds. The artificial water basins play significant role in formation of structure and structure of water ecosystems last 70 years.

In conclusion, it must be said for biodiversity conservation should consider the following:

Tendencies and threats:

- The Fragmentation of ecosystems and degradation of habitats of kinds
- Loss of traditional agricultural crops.
- Alien and invasive kinds.
- Anthropogenous influence on a biodiversity of Tajikistan.
- Destruction of populations of animals and plants
- Destruction of natural ecosystems:

Priorities for elimination of threats of ecosystems:

- Improvement of managements in areas preservations biodiversity(Coordination, integrated approach, basing on economic stimulus);
- Finance Increasing;
- Poverty reduction, promoting decrease in loadings on a biodiversity and its resources;
- introduction of economic stimulus - definition of value of a biodiversity in Economic categories;
- introduction of new mechanisms of financing;
- monitoring;
- cooperation and the biodiversity account in working out of program development;
- urgent development and realization of a series of prevention measures
- Illegal use of bioresources (wood cabin, extraction of plants and Animals, especially rare species);
- maintenance of effective participation of the public ecological organizations in
- To development of a state policy in the field of wildlife management and development public control over its performance;
- Working out and introduction of innovative approaches for integration of actions
- Preservation and steady use of a biodiversity in system
- Socially - economic development of the country.

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BAKU - TBILISI - CEYHAN OIL AND BAKU-TBILISI-ERZURUM GAS PIPELINE PROJECTS

*In the modern Georgian press
due attention is paid to the construction of the pipe line Baku -
Tbilisi - Ceyhan and Baku - Tbilisi - Erzurum. Considerations expressed in
Georgian press is briefly introduced in this article.*

Preface

Georgia, located on the border of Europe and Central Asia is a linking bridge of some important economic regions. The nearest route of oil and gas transit from Central Asia to Western Europe passes through Georgia. Significant part is being acted by the Black Sea ports, railway infrastructure and airports in connecting eastern and western parts of world. In order to be realized energy aspirations of Asia and Europe, Georgia is becoming more and more interesting. Currently four transport corridors to be already operated by 2015 passing through Georgia are being reviewed. Pursuant to the statement of experts the most favourable way is the corridor of Caucasus providing delivery of various origins gas to market. Not only one, but several oil and gas pipelines should be passed through Georgia. In this case country will have higher security guarantee. It is to be noted that during August War, in order not to have bombed even oil pipeline by Russian bombers, Baku-Tbilisi- Ceyhan pipeline become the question of discussion for Europe.

Baku-Tbilisi-Ceyhan pipeline provides oil transportation by passing Georgia from Baku to Turkey and its terminal is Seaport of Turkey, called Ceyhan located on Mediterranean Sea, after that oil is supplied to European market by liquid carriers (tankers). Objective on accomplishment of project is to set up an alternative for transportation systems of Russia. Dynamic cooperation is among three countries in South Caucasian Region – Georgia, Azerbaijan and Turkey, that has a structure oriented on specific results especially within last period:

1. Favorable trilateral and multilateral political dialogue;
2. Cooperation within the frameworks of international organization;
3. Regional cooperation aiming maintenance of security and sustainable economic growth in region.
4. It is significant to be cooperated from the standpoint of provision energetic security of Georgia and complete application of energy and transportation potential of region. Such considerable projects are linked with the three of those countries, as Baku-Tbilisi-Ceyhan oil and Baku-Tbilisi-Erzurum gas pipeline. Cooperation is successfully being developed in energy sector. It is important to be implemented Baku-Tbilisi-Kars railway trunk line project.

Baku-Tbilisi-Ceyhan Oil and Baku-Tbilisi-Erzurum Gas Pipeline Projects

Statement on construction Baku-Tbilisi-Ceyhan oil and Baku-Tbilisi-Erzurum gas pipeline was made by presidents of Georgia, Azerbaijan and Turkey in Baku in September 18, 2002 [1].

In July 13, 2006 Baku-Tbilisi-Ceyhan oil pipeline was officially opened. Though, shipment activities were launched before, in June 2. Oil pipeline is equipped with 8 pumping stations and 98 special valves. Its construction covered approximately 4 billion USD [2].

Baku-Tbilisi-Ceyhan oil pipeline is 1760 km. long line and its function is to provide transportation of crude oil from Azerbaijan Chirag-Guneshli oil deposit in the Caspian Sea to the Mediterranean Sea. It passes Baku, Tbilisi and ends in Ceyhan in Mediterranean Sea Port of Turkey. It is the second longest oil pipeline throughout the world (the first is Druzhba oil pipeline providing oil transportation from Russia to Europe) [3]. 443 kilometers of oil pipeline is located on the territory of Azerbaijan, 248 km on Georgia and 1768 km on the territory of Turkey. Shareholders of oil pipeline are BP (30,1%), SOCAR (25%), CHERVON (8,9%), STATOIL (8,71%), TRAO (6,53%), ITOCHU (3,4%), AMERADA HESS (2,36%), ENI (5%), CONOCOPHILIPS (2,5%), IXPEX (2,5%), TOTAL (5%) [4].

In May 2005 was launched transportation of oil via Baku-Tbilisi-Ceyhan oil pipeline. But in October 2005 presidents of Georgia, Azerbaijan and Turkey officially opened Georgian line of Baku-Tbilisi-Ceyhan in Gardaban. As a result of handling aforesaid oil pipeline by way of direct transit incomes, budget of Georgia will have 50 mln. USD during project's operation [5].

Stand of America regarding Baku-Tbilisi-Ceyhan

According to the standpoint of American Congressman from Republican Party, John McCain “Russia will utilize oil and gas as a strategic instrument and USD is to be harassed by the security of Baku-Tbilisi-Ceyhan, international oil pipeline passing through Georgia.

Russia owns great wealth of oil and its great influence became strategic instrument at the world oil and gas market that will be applied by Russia. Georgia holds strategic crossroad in Caucasus. Baku-Tbilisi-Ceyhan oil pipeline providing oil transportation from the Caspian Sea to the west passes the territory of Georgia. If this oil pipeline is destroyed or is under control of Russia, energetic supply of Europe will become more dependent on Russia [6].

Caspian Sea Project Chairman of the Center for Strategic and International Studies in Washington, Bulent Aliriza comments on USA stand related to oil pipeline project: “this historical fact would not take place if there is no cooperation among three countries of region – Turkey, Georgia and Azerbaijan and of course USA support. What about the American delegation introduced at the inauguration, there was invited USA President. Though, he was in Germany under official visit. So, it was impossible for him to arrive in Turkey. Though, delegation attending this ceremony by the assistant of deputy state secretary and other officials does not mean that USA pays less attention to the construction of oil pipeline within its foreign priorities” [7].

Stand of Russia towards Baku-Tbilisi-Ceyhan Oil Pipeline

The same Bulent Aliriza expresses its opinion on the stand of Russia regarding aforesaid project: “as far as it is political initiative and uniform political statement – it is obvious that Russia has a negative response. This oil pipeline reduces monopoly of Russia on energy line. President of Russia was invited at the inauguration of project. Though, he did not attend it that is also the evidence of the stand of Russia. Though, Russia and Turkey have good partnership relations with each other. On the same background Russia would possibly abstain from great opposition, because Turkey is important partner for them. Notwithstanding aforesaid issue, it is not excluded to have again faced problems regarding Georgia from Moscow and fear that Russia will show its stand more strictly in relation to Georgia [7].

Prospects of Regional Cooperation

At present Baku-Tbilisi-Ceyhan oil pipeline is not completely operated and is able to lead even additional volumes. Plenty of companies are interested in this pipeline. At this stage Russian giant “LUKOIL” is being planning to lead oil through Baku-Tbilisi-Ceyhan. Caspian oil that extraction was launched by the company in April possibly may pass through this pipeline. Currently negotiations with operators are being conducted by Russian party regarding the tariffs of transportation. Also it desires to have even a share from LUKOIL project, because exactly in this case transportation will be more profitable for them.

According to the explanation of representative of the company “RUSENERGY”, Mikhail Krutikhin, currently two tariffs are active on the application of this system for the participants of consortium and foreign companies. That is why according to the Krutikhin's statement it is profitable for “LUKOIL” to apply this pipeline only if Russian company becomes

the member of consortium [8]. Under the supposition of experts, complete transportation of oil streams mainly will depend on the prospects of growth of conduction and load of two pipelines.

In the event of complete loading of Baku-Tbilisi-Ceyhan and the growth of Caspian pipeline consortium (CPC) conduction passing through Russia, it will be possible to regularly supply oil streams at world market planned by 2015, but (CPC) in case of maintenance of existed conduction in order to be provided free transportation of oil it will be essential to additionally expend the powers of various transportation systems (pipeline, railway, SWAP) with quite a little conduction. According to the calculations of experts, upon transportation of Kazakhstan oil in future more advantageous will be the pipeline (Baku-Tbilisi-Ceyhan) than CPC. At the same time, if you take into account tense relations between Russia and Azerbaijan caused due to the disagreement on gas prices, prospects on development of oil transportation routes by avoiding the territory of Russia are clear.

Lately, extraction of oil from Tengiz (Kazakhstan) deposit is grown by 12 mln. tons. In 2007 agreement is negotiated that considers oil transportation from Tengiz deposit by passing the Caspian Sea to Baku, after that oil will be shipped by Baku-Tbilisi-Ceyhan pipeline at the world market.

For 2015 it is difficult to imagine complete view on the transportation of oil streams, because it depends on many difficultly predicting factors. Among them on intensity of oil extraction in Azerbaijan and Kazakhstan (Kashagan) oil deposits.

In case of reduction of development of pessimistic prospect scenario and extraction of oil in Azerbaijan oil deposits by 2015, the growth of oil export will be compensated by growing extraction in Kashagan (Kazakhstan) deposit. This scenario will slightly change the case of oil transportation in region. Baku-Tbilisi-Ceyhan pipeline remains as one of the major and stable transportation system in the region. Under the basis of current case, instead of 90% shipped Azerbaijani oil via Georgia/Azerbaijan transportation systems (railway/pipeline), by 2015 approximately 40-50% will have oil from Kazakhstan. Thus, share of Russia in general export may be decreased to 38%.

Development of optimistic scenario will be significant examination for transportation systems of region. In the event of additional transportation of oil from Kazakhstan - 45 mln. Tons and from Azerbaijan - 17 mln. tons there will be applied conductivity of major transportation pipelines in region: Baku-Tbilisi-Ceyhan and CPC. Though, in the event of complete consumption of powers of major pipelines, by that time there may be applied even reserve of conduction of Russia and Azerbaijan/Georgia Railway Systems.

If such scenario takes place then one third of region's export will be oriented towards Russia, almost half 50% towards Caucasus and 10% towards China.

Today, main volumes of Caspian oil and oil products will be shipped by four major transport routes:

- Today, 66% oil export of Caspian region to European markets by northern and western pipelines and railway lines of Russia will be shipped via Russian territory;
- Via transport infrastructure of Azerbaijan and Georgia will be shipped (22%) to European markets;
- Via transport infrastructure of Iran will be shipped (8%) to Asian markets;
- Will be shipped (4%) via pipeline towards China [9].

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THE IMPACT OF INTERNATIONAL ORGANIZATIONS ON CITY BRANDS

Brand:

Brand is a unique idea or concept created in the minds of the consumers. In addition to this definition, brand is the perceived value, the residue left in people's minds, and the quality of the relationship established with the consumers or potential consumers of the products or services of its subject. Brand is also the collection of values that constitute the share of mind set aside in the minds of consumers for products and services and that cause differentiation of goods and services subject to the real power and change behind a product or a service.

How are brands formed?

First of all, consumers of the products or services create the brands. Real owners of the brands are the customers and potential customers. It is not important what you say, what you claim, what you promise, and what you show in the brand creation process. Brands are formed of the sum of people's beliefs, their experiences, what people see, what they hear, or what they want to see, hear, or believe.

At the end of the day, the targeted consumer groups generate the value related to your brand or their attitude towards your brand from the collection of their own personalities, families, environment, education, and the total of all messages you have ever knowingly or unknowingly communicated to them, and as a result of their own personal experiences.

Why are national brands important?

The structure of international trade has changed along with globalization. Production and capital have started to be circulated without borders and branding at national and local level is becoming more difficult every day. Investors have started searching for safe and stable investment areas, tourism and foreign capital has begun to move directly according to the national brand equity and reputation, local and national brands are now in need of assurance of their country's brand in order to be successful in international markets, every international organization is shaped directly by the effect of the country's brand, and this reputation and brand value have even started to play a key role in the resolution of international problems.

Basic elements of a national brand:

The real value of a brand comes from the consistency and power of the elements that produce and generate the brand.

Elements that constitute a country's brand values:

- Political management skills,
- Cultural background,
- Country's products and economic development,
- People living in that country,
- Tourism,
- International trade.

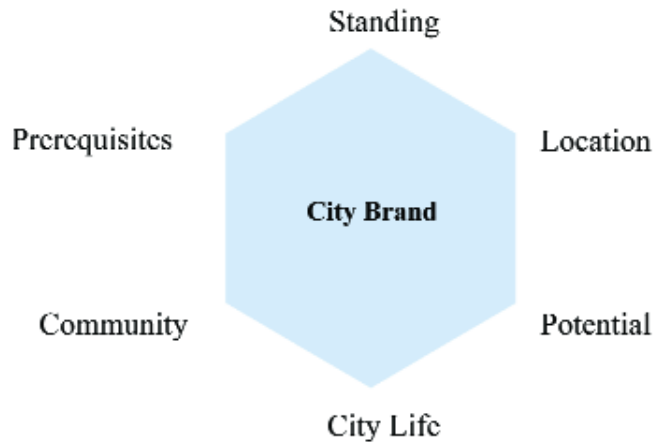
Creating a country's brand is a difficult process. The reason for this is the fact that different cities in different regions of the country do not have a homogeneous structure; they have different climates, different socio-economic and socio-cultural backgrounds in different cities. Since each of the cities that make up the country has different aspects of itself, it is almost impossible to create a consistent perception of a country in people's minds. This becomes evident especially in tourism. People do not go to France or Italy for a holiday. They go to Paris, Venice, or Dubai. Here is the greatest task of paving the way for the branding of cities for the countries coupled with producing the right policies to enhance the contribution of branded cities to the country's economy.

City Brand:

A city's brand is a promotion and image project launched to differentiate the city from the others by supporting cultural, historical, natural, and social characteristics of the city in integrity with its facilities and advantages in a way specific to the city.

Fashion city of Milan; the capital of romance, Paris; Cannes Film Festival... foreign people who do not know the name of Turkey, start to utter only the Bosphorus and shish kebab when Istanbul is mentioned. Yes, today, cities have become more prominent than the countries and the cities of a country determine the country's reputation. Since cities create more specific associations in the human mind in comparison to the countries, it is always easier to imagine cities alone.

How does a city become a brand?



Six items are of great importance for city branding:

Standing: the attitude of the city on the international platform and contribution of that city to elements such as the world culture, science, and management.

Location: "Original" elements of the city's physical structure should be highlighted.

Potential: The city should have an economical potential and be adequate to attract global investments in the process of branding.

City Life: The city's ambience should be appealing. The city should provide its visitors with historical, cultural, and social opportunities that would make their holidays memorable.

Community: A society's sharing its language and culture easily with visitors is one of the most important elements of city branding. It is the local community's respect for different religions and beliefs and its hospitality.

Prerequisites: The city must have international standards on social issues (Accommodation, schools, hospitals, public transport, etc.).

Tangible benefits of branding to the city..

Branding is accepted to provide many tangible benefits to the city. Primarily, increasing the competitiveness of the city with the added value provided by being a brand; the city's integration with the global life; increasing the daily, weekly, monthly, and yearly number of visitors of the city; ensuring confidence in local governance in terms of its social mission; increasing prosperity in the city; ensuring social and cultural participation in the city; increasing investments in the city; the city's becoming attractive in this sense; also, rising socio-economic level of the city people; creation of new employment opportunities; revival of tourism and dissemination of the value-added to the base; foreign exchange inflows; prevention of internal migration; ensuring high quality reverse migration; being a university city; and being mentioned in the national and the international media with a "positive" rhetoric are the benefits of branding to the city.

While the city is becoming a brand, primarily, certain points should be focused. Strong and weak points as well as the realities of the city should be analyzed well; qualitative research should be conducted on the city; a strategy with a clear focal point should be followed to determine the actions to be taken for the city's brand; corporate images, visuals, and slogans to be identified with the city in the course of communication of the city should be determined; and support of the national - international tourism agencies and tour operators should certainly be garnered.

A successful example of city branding!

Barcelona = Culture

Having started its branding activities in the late 1980s, Barcelona have capitalized on the advantage provided by the 1992 Olympics very effectively. It has developed the brand tools such as logo, slogan, color, and design in that period and using these everywhere in the city, on the billboards, uniforms, public transport, and urban furniture, it ensured the adoption by the local community and the integration of the city with its culture.

"The City of Lights" where intellectual distinction unites with physical beauty is the world's most perfect example of cosmopolitanism. Municipal authorities in Paris illuminated the city at night even more than before when the city was awarded the title of "the City of Lights". About 11,000 street lights illuminate Paris every night, and a total of 155 monuments are lit to sustain this title. So, Paris fulfills the promise of its brand as "the City of Lights".

Another successful example of logo use;



New York has won the sympathy of the whole world with this logo. City, which hosts 40 million tourists per year, increases the number of tourists even further through organized activities and makes a revenue of 10 billion USD.

An example showing the importance of being different in terms of branding!

Le Torre di Pisa - Leaning Tower of Pisa



The Tower, facing Venice and Genoa, was built in 1173 as an indicator of the power and wealth of Pisa. Bent due to subsidence of the floor, the Tower of Pisa has been the foundation of the tourism industry which has provided for the people of Pisa for many years though it is not known whether it has served the purpose of its construction.

As a result, branding is a long-term, strategic task that requires labor, patience and investment. To become a brand, one should be aware of the differences or create new differences, and transfer them properly; the difference created in perception must be reflected on the real life. At this point, the perception gets stronger and the process of branding begins. There is never a commercial on TV addressing the viewers with lines such as "Paris! The city of romanticism! Come and experience romance at its zenith in this city!", but perhaps this perception is engraved in our brains in a way through a variety of media. Music, movies, and love stories in Paris have made us perceive Paris as the capital of romance. Creation of such perception necessitates that we both design a long process spread over time and produce the policies to support this image simultaneously.

Making the city a place prompting curiosity means highlighting a certain characteristic of the city and proclaiming its name to the people around the world continuously. In this context, it may be possible to benefit from the media and the tourists and investors visiting the city. Promotion of the city and its facilities well to these guests visiting the city will make them mention this city when they return to their country.

Cities are always the values which are much obliged to literally become "brands". Cities need to be structured to sustain their existence in the global economy through contributing to the national economy; they need to be marketed and branded using all possible attractions to become international destinations.

The concept of city branding has developed with the contributions of different disciplines; therefore, again, an interdisciplinary approach is required to understand urban branding. Many units must work together and continuously for branding of a city.

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TOURISM PLANNING OF ALMATY INFRASTRUCTURE IN GEO-INFORMATION SYSTEMS

Tourism is one of the largest and fastest growing industry in the world, contributes to more than ten percent of global GDP and create jobs for 20 million people, according to the annual World Travel Research and Tourism Council [1]. Technology plays an important role in tourism and is crucial for the expansion of this industry. Information technology and tourism are among the most dynamic motivators of the emerging global economy. Tourism and IT implement a more strategic opportunities and powerful tools for economic growth, redistribution of wealth and development of capital around the world. Wide range of tourist information with the huge growth of the network is already distributed over various Web sites. To fulfill the requests of tourists for a broad collection of data it is inevitable that the accumulated data from various sources available. In addition to this problem, the tourists also face differences in the information provided by various web sites. These problems can be solved by using maps to present information in an efficient way. Travelers use the cards to travel. In addition, the use of two-dimensional maps gives possibility to improve human vision and provides information in a compact and "readable" way.

Relevance of the topic: mapping of natural resources of tourism in the geographic information system.

The aim is to create version of the map of tourist infrastructure of the city of Almaty and its binding (as amended) to the GIS.

Research objectives:

Study the possibilities of using GIS «ArcGIS 9.3» to create different types of natural maps, determination of deficiencies, suggestions for revision;

Creation of usermanuals on GIS «ArcGIS 9.3» for use in planning travel routes in GIS;

Collect data on monuments, restaurants, hotels, parks, the → different forms of tourism in Almaty (description, master, photo, etc.)

Reduction of data into a single database.

GIS in tourism planning

Since the success of any tourism business is determined by the tourism planning, tourism and scientific research and tourism marketing, the first thing we consider in this paper GIS for planning tourism. Geographic information systems (GIS) is a rapidly growing field allows application development, management and use of geographic information in combination with other media. In the tourism industry, GIS is used to:

- The digital base map for printed maps;
- Digital files to display the Internet;
- Digital files for mobile display;
- Things to do card;
- A site with an interactive map.

GIS technology offers great opportunities for the development of modern tourism applications using maps. This technology integrates common database operations such as query with the unique visualization and geographic analysis benefits offered by maps. The integration of tourism data and GIS is a big problem for the tourism industry today.

Table 1. GIS Definition [2]

GIS properties		GIS analytical functions
Process	systems for collecting, storing, checking, manipulating, analyzing and displaying data spatially referenced to the ground and case presentations	Case presentations Display The data request Spatial query
Set of tools	contains the tools for collecting, storing, retrieving, transforming and displaying spatial data. Database integration	Database integration The route search
Data base application	Spatial Databases link individuals. The use of cadastral information system, marketing information system planning, information systems, etc.	Point in polygon analysis Imposition Buffering
Decision Support System	Integration of spatial data in environment problem-solving	visualization and 3-D modeling

GIS operates on two data elements: spatial and attribute data. Spatial or geographic data are in a particular place on Earth. This is usually expressed as a grid or in degrees of latitude and longitude. Most organizations use the implicit geographic references as place names, addresses, zip codes, road numbers, etc. Implicit spatial reference can usually be geocoded in an explicit spatial references. Technical progress, in particular, the hardware and software, is a result of the development of systems that provide a wide range of search, query, presentation and analytical functions in a more user-friendly manner.

Table 2. GIS data items [3]

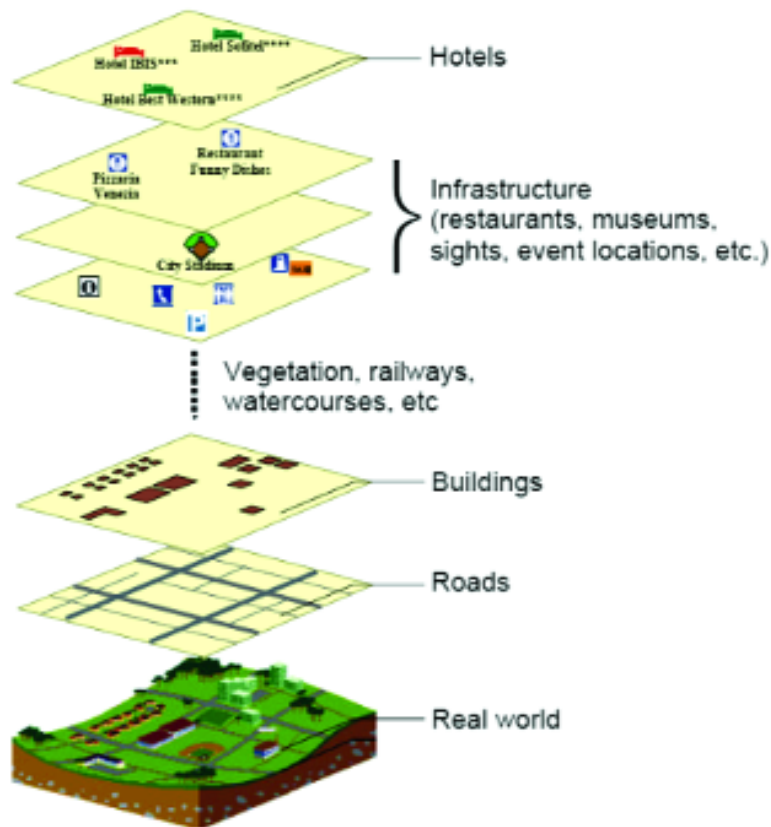
GIS data element	description
Geographic and spatial data Location aspects	Location aspects: Clearly - using a standard geographic coordinate system, such as latitude and longitude Indirectly - through a surrogate of spatial references, such as the address / zip code and statistics is not the place data associated with a spatial entity
Attribute data	statistics is not the place data associated with a spatial entity

Tourism planning refers to the Integrated Planning attraction (eg, natural, cultural, technological), services (such as accommodation, restaurants, shops, tours and travel operations, currency exchange, medical facilities, postal services, etc.), as well as vehicles (ie, both infrastructure and material transportation services), is also called "tourist infrastructure". Tourism planning requires large spatial data collection and processing, as all the places and their relationships should be defined and analyzed in a spatial context. To do this, GIS can be described and defined the elements of tourism infrastructure geometrically and topologically thematically. In addition, GIS can act as a data object (such as visitor centers, trails), as well as data fields (eg, humidity, altitude), from which both types can be presented either in a grid format or vector data

Creating a spatial database

The tourism industry is rapidly becoming a leading destination for tourists. Government efforts are already underway through institutions to develop tourism and to support this sector has become the main source of income for developing countries. It is obvious that the country's tourism potential is not yet fully understood. The procedure in the development of spatial databases included the following: Acquisition of graphic maps covering the area, conversion of paper maps to digital maps by digitizing, topology Creating a relationship between the card functions, coordinate transformation

in the real world. To create a travel map, vector graphic shapes (eg, a path consisting of straight lines and curves), text and images must be integrated. Each object is assigned the thematic layers. Each layer combines related objects like roads, construction or watercourses. For the integration of tourism data the traditional model of the layer [4], with layers such as roads, buildings, vegetation, water, etc., should be expanded with additional tourism layers like hotels, restaurants, attractions and infrastructure, subsequent layers (Fig. 1 .)



Picture 1. Extended model of layer [5]

Attribute data and creation of multimedia development

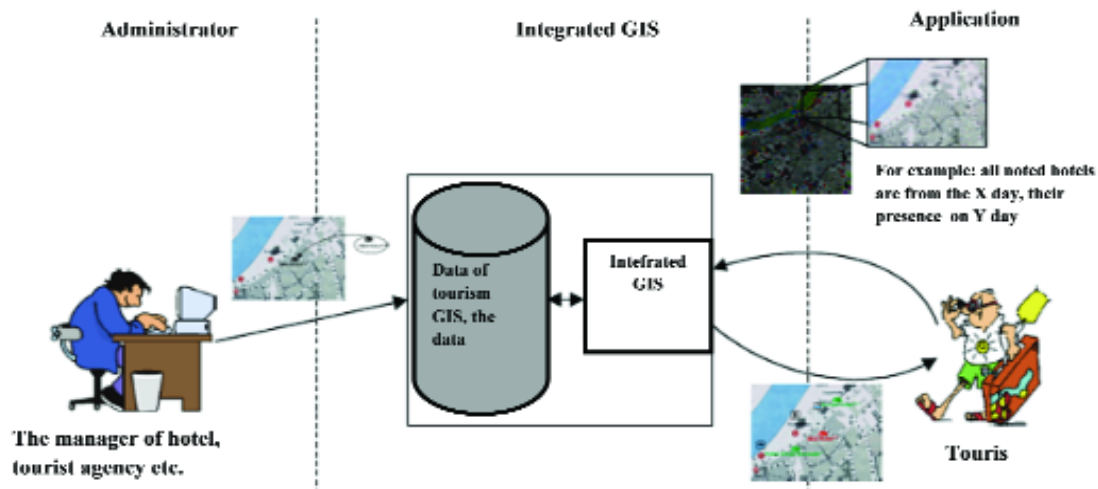
Attribute information about the various tourist sites, collected from various sources can be linked to their spatial characteristics. This includes the following: Compiling and adding text information to show the places in the tables of development and editing photographs and images to text labels hot link images to the appropriate places audio feature stories about some of the selected components are recorded digitally and linked to their place of function. Link to feature on the map image will be displayed in conjunction with the text Along with an audio description of this function. Audio stories would typically include a brief history of the features available facilities and the fact that the potential guest can expect to experience from the visit.

Scenarios of appendices

As to his functions, the appendix uses geographical search for performance a complex of geographical inquiries in a geographical context. It allows a combination tourist attributes, as object type (for example, hotel, restaurant, an action venue etc.), the name of object, a category of hotels etc., with geographical criteria, as affinity, distance, a site (cities) or the objects located in chosen rectangular area of a card. The user defines inquiry about a choice of tourist criteria and a choice of geographical area (for example, a district map) [6].

The thematic cartographer it is used for integration of the tourist information (for example, object a symbol to define object type, a name of object, a category (stars) hotels, links to object the Homepage for the further navigation etc.)

and GIS for creation tourist cards. Hotel search can be time on the basis of search which expands a card with the available information on numbers (For example, color of hotel a symbol underlines presence). To guarantee reasonable uses, the user will have increase possibility / reduction to change scale of a card, scrolling on a card and the press, and also. At card return to the web client, only inquiry of layers are set to be visible (fig. 2) to give to the user more detailed impression where to a thing as they can be reached, and what things are nearby. SVG gives the chance to transform layers or to switch off, to create representation which approaches to requirements of the user. All layers can be combined without restrictions for achievement the purpose of users.



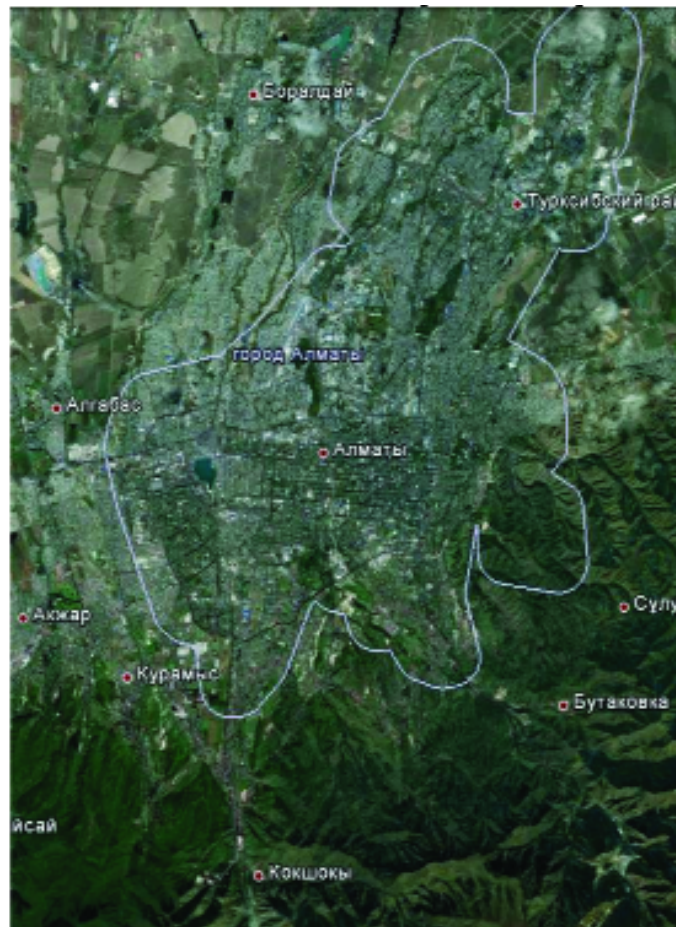
Picture 2. Integrated system GIS [5]

The success of tourism in any country depends on ability of this country enough development, management and marketing of tourist objects and activity in it of the country. The majority of developing countries depends basically on tourism for economic growth and a variety. In Kazakhstan, controls tourism of constantly data gathering about tourist objects. With the information in the different places, some files in a paper, on some the computer, as a rule, occupies a lot of time to answer inquiry of the client. Application of GIS in this case gives research to the tourist information on the basis of the complex approach and will have huge advantage not only region, but also Kazakhstan as a whole. This research has been spent to tourists of a city of Almaty who have many tourist resources, objects, products and offers. Some from hotel in destination of a city of Almaty and the most important tourist places were are considered and transformed to system. Besides, hardware and the software used in this researches are presented in the table. At studying of tourist potential of a city of Almaty of municipalities, GIS it is consistently used that is concepts and technologies. It directly is connected about creation of cartographical layers and giving of the data about space and anthropogenous objects, use of the ground areas and zones with various levels of protection of environment (fig. 1, 2..... 7). At this time, GIS has been used as the analytical tool for creation of the organization and Density of tourist objects in this area, and also their characteristics, such as type, a category, the name, quality etc. (tab. 3, 4)

Table 3. Hardware and the software used in given research

Hardware	The software
CPU Intel Pentium Dual-Core E5300 2.6 ГГц / 2Мб / 800МГц / LG A775	Arc GIS 9.3, Arc MAP Arc Catalog
2048 Мб Operative memory	
500 Гб HDD	
17" monitor	
DVD + RW	

These results can be reached by inquiries in a mode of designer GIS and appendices for Tourism [3].
 Definition of tourists of a city of Almaty



Picture 3. The city of tourist's Almaty

Table 4: Layers and attributes

Name of layer	Attributes
Location (place)	Name (Almaty city)
Road	ID, type
River	ID, Name
Lake	ID, Name
Railway	ID, Name
Borders of districts	ID, name, district
Sports place and mountain tourism	ID, district
Hotels	ID, name, category, number's quantity, real estate
Museum	ID, Name
Restaurant	ID, Name, Real Estate

Definition of important and necessary places for tourism (Figure 5-map Vector.)

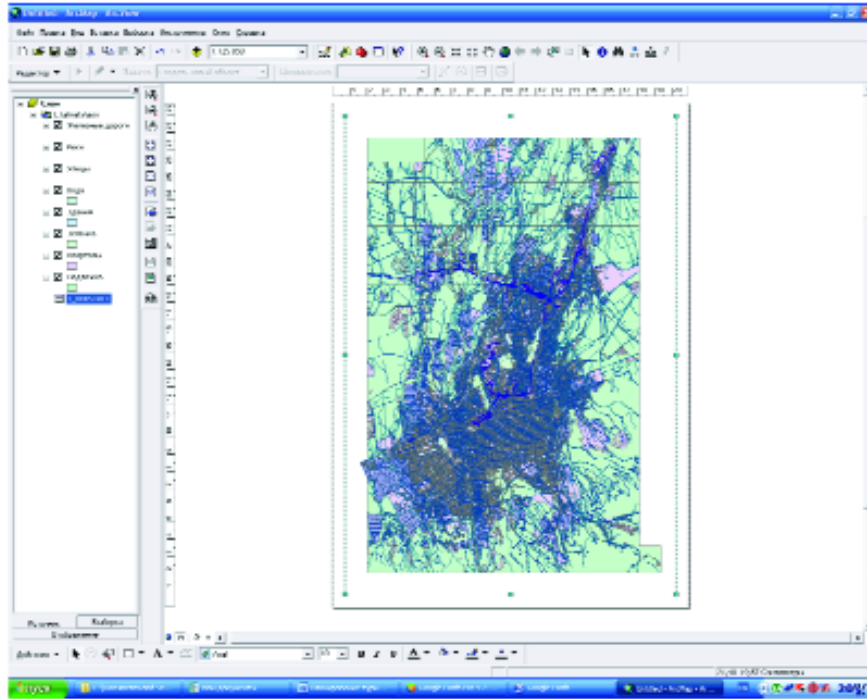


Figure 4. Border and roads to the city of Almaty

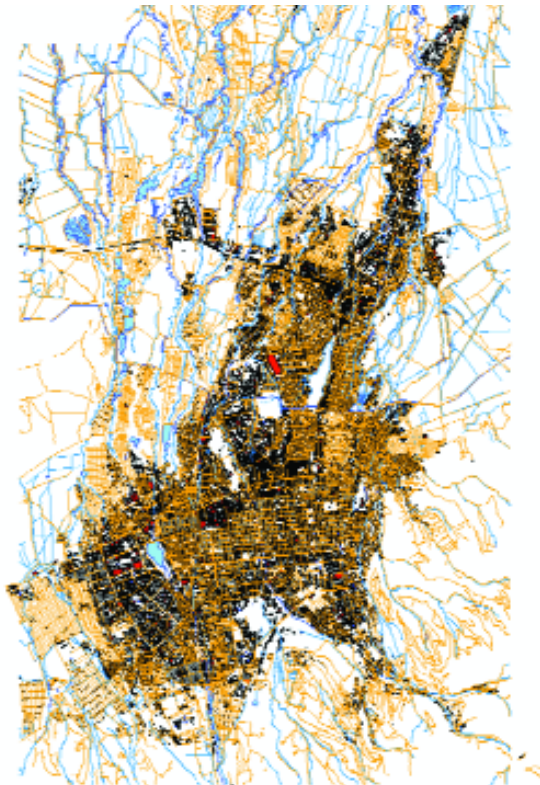


Figure 5. Hotels and restaurants in touristic city Almaty

Creating of thematic maps (figures 6, 7, ...)

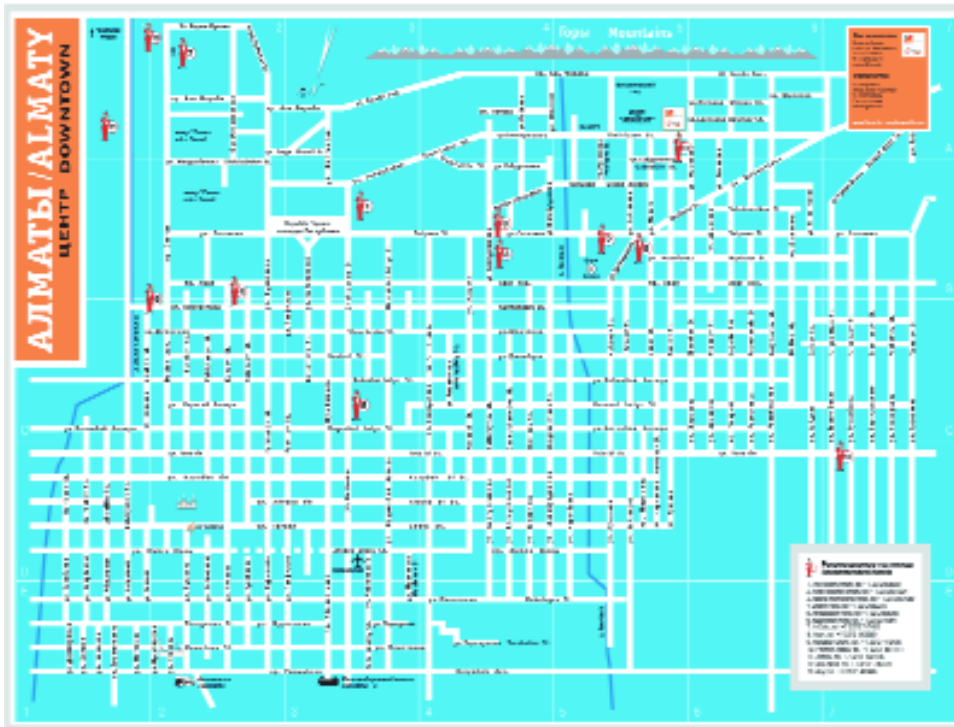
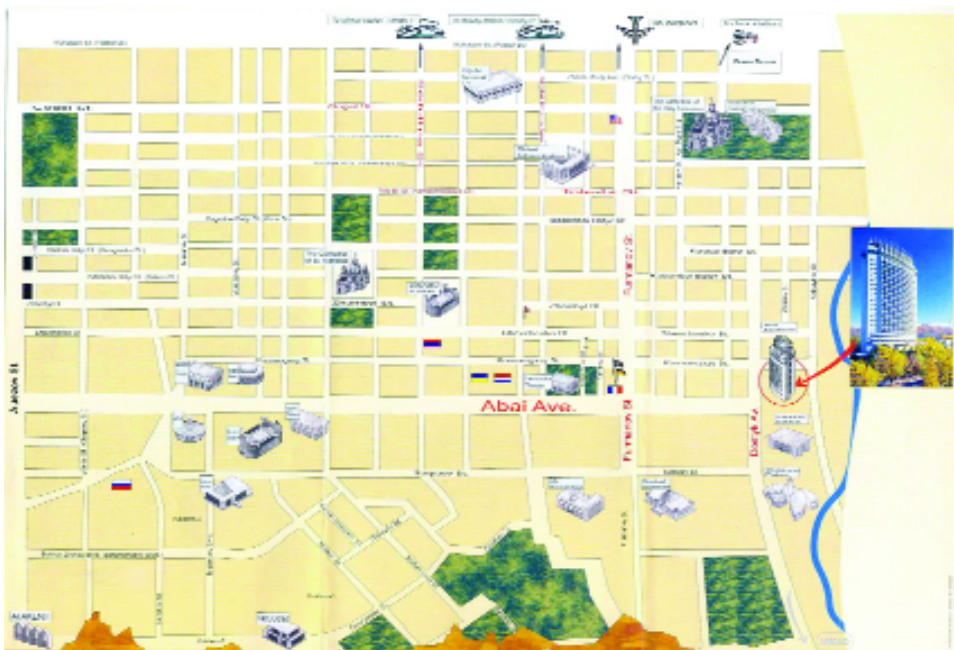


Figure 6. City tourist destinations



Picture 7. Districts attractive for tourists in Almaty city

Overlapping layers of thematic maps (fig. 8).

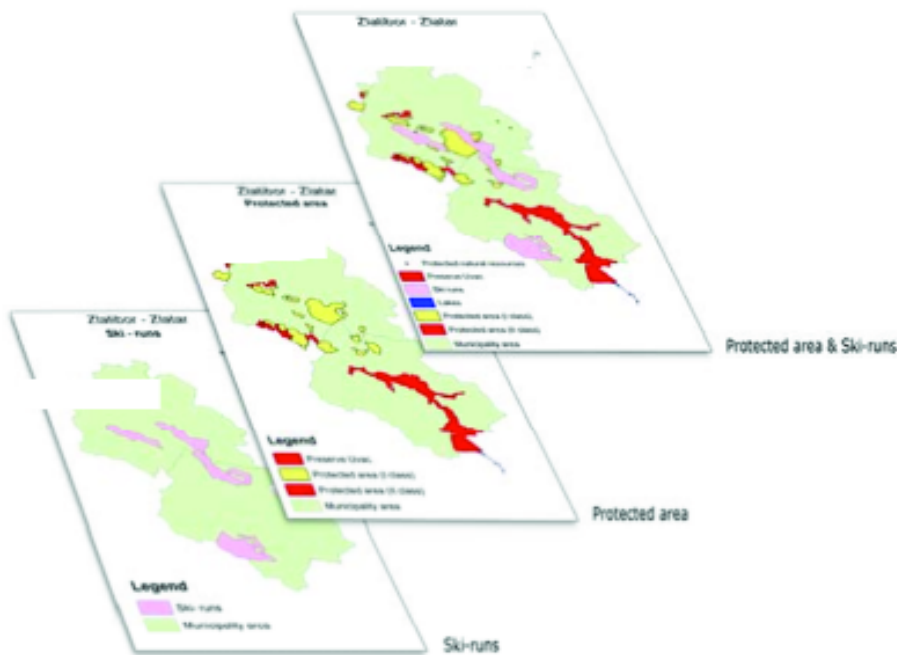


Figure 8: identification of a location for ski runs

Conclusion

GIS is still subject to successful outcomes that contribute to the importance of information technology. The reality is that geographic data in the real world come in many different formats. The GIS was created as a tool for collecting, analysing, modelling and visualization tourist. In addition, GIS has been used to bind data (spatial and non-spatial) geographical location of Almaty City and digital maps. Each object is assigned a thematic layers. Each layer combines objects like roads, buildings or watercourses. To integrate data about tourism traditional model layer with layers like roads, buildings, vegetation, water bodies, etc., should be augmented with additional segments of the tourism industry, such as hotels, restaurants, attractions and the subsequent layers of infrastructure [7].

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APPLICATION OF GIS TECHNOLOGIES IN TOURISM

ABSTRACT In this paper, the author made an attempt to understand the nature of geographic information systems, as well as the application of these technologies in modern tourism.

KEY WORDS Geographic information technology, tourist information, GIS in tourism, the prospects for the application of geographic information resources.

Tourism serves as a leading industry, the most susceptibility to innovations in information security. Collection, storage and ordering of tourist information and providing it directly to tourists themselves are particularly relevant for the development of amateur tourism, when participants are faced with the information object failure.

Tourism is one of the largest, high-yielding and most dynamic sectors of world economy. The successful development of tourism has an impact on such key sectors as transportation and communications, trade, construction, agriculture, consumer goods, etc.

The process of forming and sending tourist groups abroad without the use of computer technology and network is not efficient enough, not to mention numerous other cities and regions. An implementation detail of the tourism product does not allow speaking about the market without full information support.

Travel firms and institutions to manage tourism, entering the international market, are facing in their work with the problems of development of new information technologies that are essential to international integration and the modern concept of the tourist business as information-rich areas. Planning for tourism development hampered by the lack of statistics and information on major tourism resources. Therefore, at present, an analysis of existing information systems in tourism, the study of the major areas of information technology management and development of recommendations on the use of tourism information systems is particularly relevant.

The development of tourism plays an important role in solving social problems. The need for tourism development contributes to higher education; improve health services, introduction of new means of disseminating information.

Great prospects are opened up the use of geographic information systems (GIS) and established on the basis of geo-information products tourist orientation. The emergence of GIS includes the 60-ies of the XX century, when the conditions for the computerization of information and activities related to the modeling of geographical space and the solution of spatial problems [1].

The use of information technology in management and planning of tourism abroad has a long history. Information support for tourism businesses at the regional level based on a variety of tourist information and marketing systems and advanced telecommunications infrastructure. The development of the tourism market in the world made it necessary to study the theory and practice of information technology management. A huge number of foreign researchers in the field of information and communication technologies in tourism based on more than 30 years of experience in the operation of various computer systems.

The purpose of this paper is the study and analysis of specific geographic information technologies, the main trends of tourism business.

In accordance with this purpose had the following objectives:

- Examining the role of GIS in tourism;
- Study of GIS technologies in tourism and a selection of information-rich segments in tourism;
- Study of international experience and the main problems in the application of GIS technology in the travel industry;
- Analysis of tourism and geographic information systems, their role in the development of regional tourism;

Geographic Information System (geographic information system, GIS), GIS - an information system that provides collection, storage, processing, access, display and dissemination of spatial data coordinated spatial data).

GIS contains data on the spatial objects in the form of digital representations (vector, raster, and other quad).

On the territorial scope of distinguished global or planetary GIS (global GIS), GIS sub continental, national GIS, often have the status of the state, regional GIS (regional GIS), sub-regional and local GIS, or GIS, local (local GIS).

GIS different subject area of information modeling, for example, urban GIS, or municipal GIS, MGIS (urban GIS), environmental GIS (environmental GIS), hiking, etc. [2].

GIS have properties such as spatiality, structuring data, practical problem-oriented, providing a comprehensive and systematic approach to the study and display of Geosystems, adaptability and multi-variant problem solving with the possibility of a joint analysis of a large number of parameters characterizing Geosystems, etc. [3].

GIS enable rapid response to any emerging situation of a territory, to provide for her all the necessary mapping and related information. It is a study of dimensions on landscape maps with simultaneous construction of any maps, plans and schemes. On the basis of GIS can simulate various processes and phenomena and to study the change in their condition over time.

The structure of the GIS, as a rule, consists of four mandatory sub-systems:

- data entry, providing input and / or processing of spatial data from various sources (maps, etc.);
- storage and retrieval, allowing to receive the corresponding data for analysis, update and correct them;
- processing and analysis that allow to evaluate options to solve computational and analytical tasks;
- the representations (distribution) of data in different forms (charts, tables, flow charts, digital terrain models, etc.).

Geographic information systems are finding a place in the scientific and practical activities throughout, which uses geographically distributed information and a need for territorial analysis, assessment of the territorial and territorial forecasts.

At present, more and more use is being made of GIS technology in the tourism planning and operation of tourist resources and tourist industry facilities.

GIS can be a great help tourism company, will be created if the GIS map with plotted on it resorts with which the firm plans for their areas of service quality, photographs of rooms, beaches, the names of the original local dishes, etc. All this will create enormous advantage over other vendors like tourism product.

At present, information technology seen as a strategic resource for development of the whole business as a way to improve the competitiveness of the company. This approach requires a response to a number of non-technological issues: What has been the revenue from the introduction of geographic information systems (GIS), how to measure what the organizational and human transformation should be done to complete the project GIS.

The world of modern business has changed so much that the organization started to work in the old stable conditions, cannot adapt to new surroundings, without improving the principles and structure. It is in this context should be interpreted the term "re-engineering business", which is defined as "the fundamental rethinking and radical redesign of business processes to achieve major improvements in indigenous performance today, such as cost, quality, service and speed" [4]. Information technologies provide real opportunities for reengineering and obtain tangible competitive advantage.

The use of geographic information technologies requires significant investment to be used for strategic purposes, to be able to evaluate and control costs, to apply the tried and tested methods to improve efficiency. General recommendations for each specific occasion cannot be given. What is more important - to understand the general methodology, and philosophy, which, in a special refracted in each business will draw from information technology is unique is that it gives - leadership in world markets. The technological race is not all the strength, and therefore offers many ways to improve the efficiency of information systems: focus on end-users, independent development of application software, the transfer of their information to companies specializing in information processing, etc.

Current developments and plans for tourism development at the regional level should provide answers to these questions:

- 1) how to assess the state of the tourist areas and major issues of development;
- 2) what are the main areas of tourism more than anything in the interest of the region;
- 3) how to improve the image and increase the attractiveness of the region for tourists;
- 4) as due to the development of tourism to promote economic and social development of the region.

Monitoring of tourism resources using GIS allows obtaining quantitative estimates for the relationships between the state of tourism resources and the effect on them of various factors, to develop recommendations for action aimed at the development of these resources.

Analysis of international experience in the establishment and operation of tourist and geographic information systems shows that these systems can be regarded as a kind of statistical package - an indispensable tool in the tourism business in the region for planning, research and marketing. In addition, GIS is a sound basis for decisions made at national and regional levels, to attract state and local government investment and private capital to the development of tourism.

Missions of GIS.

Benefits for visitors:

- Visualization of tourist sites;
- Valuable information on tourist spots can be incorporated into the GIS;
- Video;
- Photos;
- Brochures;
- The sample information, such as route planning, accommodation, cultural activities, special attractions, etc.;
- Easy access to information via the Internet (Web-based GIS).

The advantages for the development of power:

- Planning;
- Regional Marketing;
- Community Infrastructure;
- Transportation;
- Utilities;
- Zoning;
- Planning for the new elections website.

General-purpose GIS, among others, usually has five procedures (tasks) with the data: input, manipulation, management, query and analysis, visualization.

Input. For use in the GIS data must be converted into a suitable digital format. The process of converting data from paper maps into computer files is called digitizing. In current GIS, this process can be automated with the use of scanner technology, which is especially important for large projects, or a relatively small amount of work, the data can be entered using the digitizer. Some have built-in GIS vectorizers that automate the process of digitization of raster images. Many of these have already been translated into formats that are directly perceived by the GIS packages.

Manipulation. Often, for a specific project the available data should be further modified in accordance with the requirements of your system. For example, geographic information can be at different scales (center lines of streets are in a scale of 1: 100 000, the boundaries of census districts - on a scale 1: 50,000, and the residential facility - a scale of 1: 10,000). For co-processing and visualization of all data in one convenient report the same scale and map projection. GIS technology provides different ways of manipulating spatial data and allocation data needed for a specific task.

Management. In smaller projects, geographic information can be stored as ordinary files. But with increasing volume of information and increase the number of users for storing, structuring and data management more efficient use of database management system (DBMS), a special computer tools for integrated data sets (databases). In the GIS is most convenient to use a relational structure in which data is stored in tabular form. At the same time to link the tables, the general field. This simple approach is sufficiently flexible and widely used by many as GIS and non GIS applications.

Query and analysis. In the presence of GIS and geographic information you can get answers to simple questions (Who are the owner of the land, hotel, and resort? How far apart are these objects? Where the number of rooms in these hotels?), and the more complex requiring additional analysis requests (Where there is room for construction of a new camping? What is the main type of soil under spruce forests, how traffic will affect the construction of new roads?). Queries can be specified as a simple click of the mouse on a specific object, and by means of advanced analytical tools.

With GIS you can identify and define templates for search, play scripts according to the type “what if ...” Modern GIS have many powerful tools for analyzing, among them the two most significant: the analysis of proximity and overlay analysis.

To analyze the proximity of objects relative to each other in a GIS is used a process called buffering. It helps answer questions like: How many homes are within 100 m of this reservoir? How many customers do not live further than 1 km away from this store? What is the share of income from tourism in the treasury of the city from this stretch of coast? Are there areas of recreation areas under-served customer service? The process involves applying the integration of data located in different thematic layers. In the simplest case, an operation display, but a number of analytical operations, data from different backgrounds together physically. Overlay or spatial association allows, for example, to integrate data on soils, slope, vegetation and land ownership with the rates of land tax.

Visualization. For many types of spatial operations final result is a representation of the data in charts or graphics. Map - a very effective and informative way to store, view and transfer geographically (having a spatial reference) information. Earlier maps were created for centuries. GIS provides wonderful marketing tools to increase and develop the art of cartography and scientific basis. With the help of visualization of the cards can easily be added to the reporting documents, three-dimensional images, graphs, tables, diagrams, photographs and other means, such as multimedia.

Internet projects with GIS technology. Today the tourist industry cannot boast of great achievements in this area, the greatest success achieved major world cities like London, Moscow, Tokyo, etc.

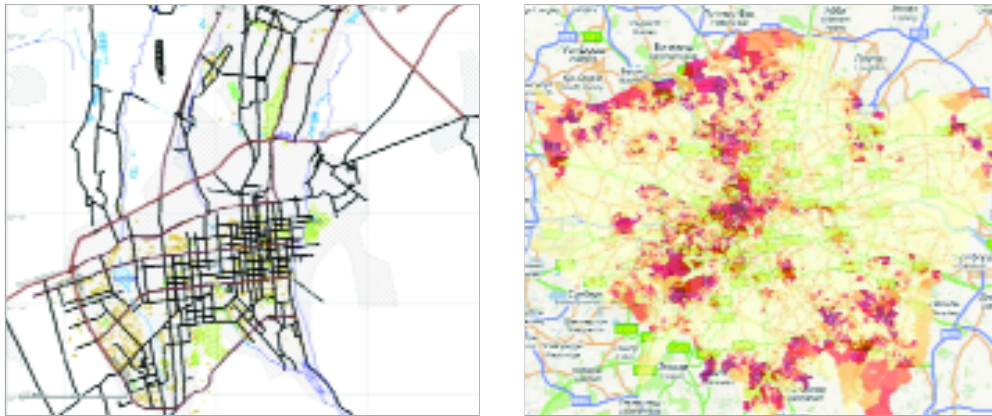


Figure 1. Electronic maps for GIS

In spite of this situation, the site "London Evening" made on the basis of GIS technology in the world's leading production company ESRI offers such features and information on events relevant to the present day [5]. Figure 2 shows a fragment of the park where aerial photo marked interesting places when you click the mouse on the marked places the user can get detailed information about the object with text and photos.

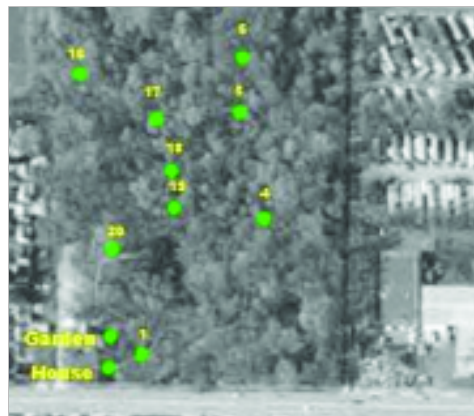


Figure 2. Fragment aerial photo park tagged GIS [6]

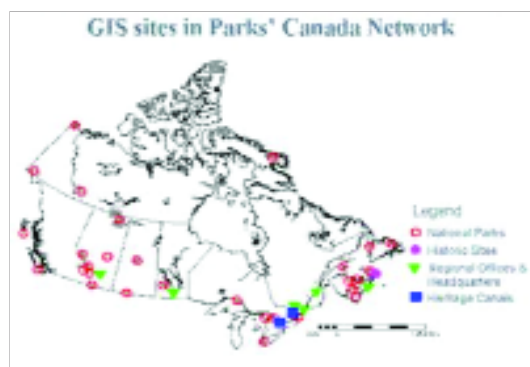


Figure 3. The scope of application of GIS technology in Canada with a focus on tourism and environmental spheres

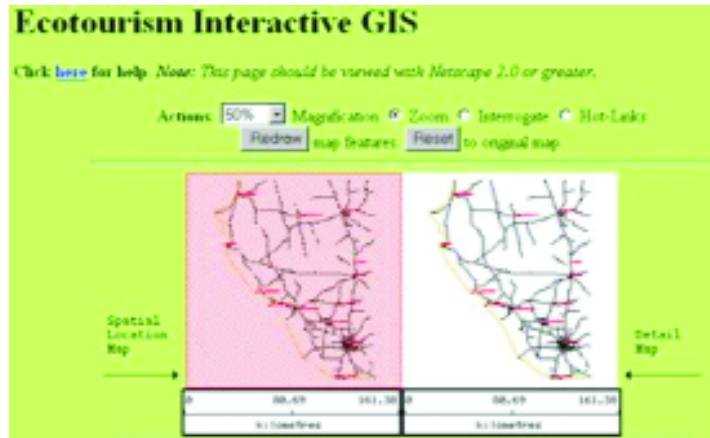


Figure 4. Website interactive ecotourism GIS Adelaide (Australia) [7]

GIS and satellite technology's development of high technology in our everyday life undergoing rapid change. Instead, road atlas appeared an electronic tablet, which not only has maps and site plans at any scale, but also to indicate your location and direction of movement? It can help you determine how best to reach interested "address" (detail - down to the floor plan of the building), to obtain information on the ongoing road works, etc.



Figure 5. Navigation map of Almaty city

GIS and tourism planning. Since the success of any tourism business is determined by the tourism planning, tourism and scientific research and tourism marketing, the first thing we consider in this paper, the application of GIS in tourism planning.

Geographic information systems (GIS) are a rapidly growing field allows application development, management and use of geographic information in combination with other media. In the tourism industry, GIS is used to:

- digital base map for printed cards
- digital files to display the Internet
- Digital files for mobile display
- Points of Interest Map
- website with interactive map
- Simulation in integrated packages
- Internet. Reservation Systems
- E-commerce on the Internet. Electronic payment systems
- Basics of site building
- Digital Cartography and the Internet
- Integrated automation solutions for hotels
- Software Tour-personal. Load management program of trans-port "Loading flights"
- Software Tour-personal. The "Pricing tour packages"
- The system of "Tour Manager" complex network system
- Automation of travel agencies
- Complete automation solutions of restaurants, bars, cafes
- Automation of the restaurant, bar, coffee-based product programs
- Project Management with MS Project
- Project Expert. Modeling the economic and financial activities of the enterprise
- MS Binder. Create a binder of documents and reports
- MS Power Point. The technology to create presentations

GIS technology offers great opportunities for tourism development of modern applications using the maps. This technology integrates common database operations such as query a unique visualization and geographic analysis benefits offered by maps. The integration of tourism data and GIS is a big challenge for the tourism industry today.

GIS in the management of Tourism, Hospitality and service. GIS technology is one of the hottest new research tools

Today, the academy and one of the fastest growing high-tech careers for students. Maps of the main tools used to present and analyze information about the spatial distribution sector, the resources and people in need of services. There are GIS courses that provide an overview of conceptual, analytical and technical issues.

This course has been designed to provide students:

- Knowledge of GIS concepts,
- Ability to discuss and study the basic data model
- understanding the historical development of geographic data and GIS
- the ability to the basic spatial analysis,
- Ability to understand the keys to a successful GIS implementation and the skills needed to master's and doctoral and professional practice in the GIS.

Conclusion. To date, Geographic information technology is slowly conquering the world market. Creating a land registry will allow based on its cards to build other subject oriented maps and complement their respective attributive content. To create a tourist-oriented GIS will require joint efforts by all stakeholders, it is necessary to create the information content of databases, direct support of its relevance and conformity to reality. Also need financial and legislative support from the state, because of the high high cost of GIS projects.

The use of GIS technology is a huge help in organizing and conducting tours, as well as associated services.

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GLOBAL CHANGES IN THE CONTEXT OF LESS DEVELOPED COUNTRIES (LDC): A CASE FOR AFGHANISTAN

Abstracts

The less developed countries (LDC) face even more severe financial crisis of unparalleled dimensions in a world that has never before been so closely connected and interdependent, including the decline in global output, trade, private capital flows, miss reaching the Millennium Development Goals (MDGs) and finally this financial crisis is rapidly becoming an economic crisis and threatens to become a social crisis in many LDC.

The root cause of the economic and financial crisis was the United States mortgage market selling sub-prime mortgages to large number of consumers with less income. The high costs of food & energy with their high inelasticity has fueled the crisis resulting more unemployment and poverty in the LDC countries.

In Afghanistan the situation became worst due to additional factors, such as consecutive drought, terrorist attacks, corruption and drug trafficking destruction of physical and human capacity. As a result the economic growth slowed, unemployment increased, the capital inflow reduced, the prices of food & energy escalated and the country major goals were off track.

The Assessment of Main Global Situation

1. Sudden slow down or stop in capital flows
2. External demand shock
3. Terms of trade shock for commodity exporters
4. Drop in remittances
5. Food & Energy Crisis worsen
6. Unemployment extended
7. Bankruptcies expanded & Credit Crunched
8. New Economic order revisited
9. MDGs not totally achieved
10. Drought and unmanaged disaster
11. Higher transportation & transit cost with no comprehensive and integrated trade facilitation

Assessment of the Socio-economic Development

in late 2001, Afghanistan emerged as a State that was devastated without many parallels in the modern history.

In order to meet those challenges and realize the aspirations of the Afghan people, the five-year Afghanistan National Development Strategy (ANDS) which is a MDGs-based plan serving as the country's Poverty Reduction Strategy Paper was launched in 2008. Fundamental to its successful implementation is the need to invest in critical national capacities, such as education, energy, irrigation, agriculture, promote reconciliation, justice and alternative livelihoods.

Land and People of Afghanistan

- Area: 647,500 sq. km. (Texas)
- Population: 26 mil
- Crossroad of civilizations
- 5000 years of history
- Mosaic of cultures
- Strategic location
- Natural resources: Natural gas, petroleum, coal, Copper, chromates, lead, zinc, iron ore, precious Stones



ACHIEVEMENTS

Progress Made in Achieving the Brussels' Program of Action – The government of Afghanistan has made seven Commitments which are as follows



Commitment - 1

The Government of Afghanistan has made effort to implement the Afghan National Development Strategy) (ANDS) financially & technically supported by the International Community. During the past ten years, the Government of Afghanistan with the assistance of donor community has invested billions of US dollars in its development budget each year to deliver public services in security, rule of law and social & economic development areas. As a result- the GDP has had an average of 10% growth each year increasing the per capita income from US\$ 180 in 2001 to US\$500 by the end of 2011

Remarkable improvement in human development, particularly in education & health
Infant mortality has dropped more than 20% during the period and parental care has improved more than 45% by the end of 2011.

- The number of students enrolled in basic education has increased from less than 800,000 in 2001 to more than 8.5 million at the end of 2011.
- Public University Enrolment in 2001 4000 students to over 100,000 in 2011
- Private university in 2011 Non – to over 52 universities and institutes of higher education
- 8.5 million Children in school; 39% are girls
- 28% of teachers are female
- 3,500 rebuilt or newly built schools
- 19% of GoA operating budget funds education



Commitment-2

The Government is trying to provide good governance and measurable improvements in the delivery of services by establishing, reform and strengthened government institutions at the central and sub-national levels with an emphasis on transparency, competence and results-based management; and reforming legislative processes, including holding of free and fair elections, administration program, judiciary reforms, establishing an Independent Commission on Local Government and the establishment of Independent Regulatory Commission on anti-corruption for strengthening the rule of law and promoting effective participation among relevant stakeholders & cooperation.

Commitment-3

The Government has started to build the institutional mechanisms to support capacity development, mainly in the public sector, but where appropriate, supporting institutions and initiatives which will also enable the private sector to participate and benefit from these mechanisms.

Commitment- 4

Capitalizing on its location as a ‘land bridge’ between Central and South Asia, and the Middle and the Far East the Government’s key priorities are:

- To increase and deepen Afghanistan’s participation and leadership in bilateral and region-wide agreements that facilitate transit, tourism, transport, and investment in the region;
- To adopt comprehensive measures for exploitation of Afghanistan’s hydro-power resources and potentials;
- To facilitate the voluntary return of refugees; and
- To extend regional cooperation on border management to better align efforts against organized cross-border criminal activities,

Reconstruction: Road and Power

Where the road ends, the insurgency begins

- The Ring Road over 12,000 km
- National Solidarity Program: Benefits over 18,000 villages
- Access to electricity, power plant, Importing Electricity



• and its working on railway networking linking Afghanistan, to Central Asian countries, Indian sub-continent & Europe, it has started building of rail way roads and energy network from neighboring countries. These developments will have multiple effects on energy distribution and availability, improving the business environment, promoting enterprise, particularly small and medium enterprises (SMEs) as well as agriculture & agro-industries & sustainable tourism. Many manufacturing industries such as Ghauri Cement Factory have be rehabilitated or newly established in many industrial parks, especially those of Kabul, Mazar & Herat. Recently a large copper mining development project valued more than US\$ 3.5 billion was signed between the Government of Afghanistan & China. Every year thousands of rural development projects valued about US\$250-300 are implemented in various parts of Afghanistan.

Commitment-5

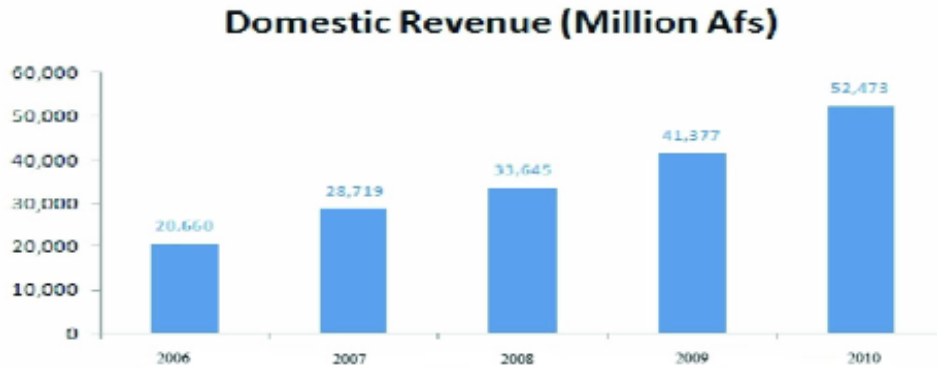
Three key Government priorities are:

- Private sector development, including commercial law reforms
- And a regulatory framework for their implementation.
- Enforcement of the legal and regulatory frameworks.

The government of Afghanistan has carried out a massive financial reform programs such as customs, income tax law, mobilization of financial resources, less dependency on foreign aid and efficient public finance management program with controlled budget system.

As a result, the ratio of foreign aid for financing state budget has decreased more than 75% in 2002 to around 40% in 2009 - 2011.

National Revenue (Million Afs)



Source: AFMIS for 1384-87, and Ministry of Finance estimate for 2010

Source: Ministry of Finance estimates of 1384-87 and 2010 AFMIS

Commitment 6:

The Government is providing humanitarian support for Afghans affected by natural disasters, insecurity, and the return from refugee status in neighbouring countries.

Commitment 7:

The total estimated budget for ANDS over its five-year time span is expected about US\$50.1 billion. Of this amount, the Afghan government will contribute US\$6.8 billion and external assistance is expected to be US\$43.2 billion. The \$50.1 billion aid assumes a significant incremental increase in funds being channelled through the Government. If funds continue to be channelled externally. This will result in much higher overhead costs, thereby increasing, by a sizeable amount the total aid required.

CHALLENGES

Challenges obtaining national development goals

Afghanistan National Development Strategy Goals for 1387-1391 (2008-2013)

The Afghanistan National Development Strategy (ANDS) is a Millennium Development Goals (MDGs)-based plan that serves as Afghanistan's Poverty Reduction Strategy Paper (PRSP). It is supported by the principles, Three pillars and benchmarks of the Afghanistan Compact. The pillars and goals of the ANDS are:

Security:



Challenges Obtaining National Development Goals

- A) Security Sector: Terrorism, foreign interference, instability and weak capacity in governance
- B) Governance Sector: (i) weak public sector institutions and underdeveloped governance and administration capabilities; (ii) high levels of corruption; (iii) fiscal uncertainty; (iv) weak legislative development and enforcement; (v) weak parliamentary oversight; (vi) weak community and civil society institutions;
- C) Social & economic sector: the poor state of infrastructure, low levels of human capital development and institutional capacity, and the lack of a proper enabling economic environment. A major challenge in this pillar is to create an environment where the economy performs to its full potential, while at the same time ensuring that the most vulnerable members of society are not left behind.

Fighting Narcotics

- Ministry of Interior
- Ministry of Counter-narcotics
- Counternarcotic Police Afghanistan (CNP-A)
- National Interdiction Unit
- Central Eradication Planning Cell
- Afghan Eradication Force
- Afghan Special Narcotics Forces
- Border Police, National Police and Highway Police Innovative Strategies.
- Alternative livelihood Program (ALP) is to strengthening Afghan government's capacity to promote licit economic opportunities by addressing problem of illicit poppy cultivation by implement comprehensive development plan for local economic growth and poverty reduction in the country.
- Women Enterprise Development (WED) is designed to help Afghan women participate in the market economy by enhancing their business development skills and earning potential which will focus on strengthening core public administration capacities for both national and sub-national levels of government.
- The primary focus of Capacity Development Program (CDP) is to Implement the Afghanistan National Development Strategy (ANDS) with an emphasis on core public administrative functions involving financial, human resources and program management, and monitoring and evaluation.
- Decentralized electricity supply from renewable energies was launched in the North of Afghanistan to establish a power supply grid in 2008 by GTZ of Germany.



OPPORTUNITIES

Policy Response to Crisis

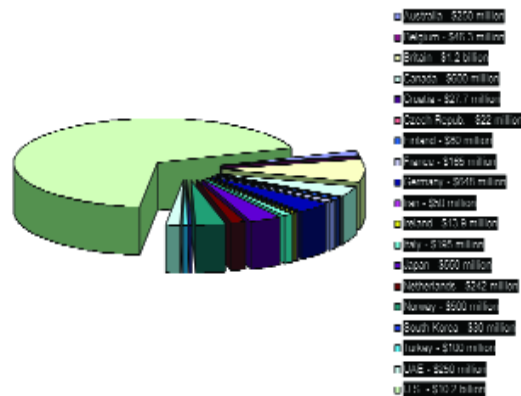
- The global financial crisis is unlikely to have major negative implications for Afghanistan, due to the fact that its formal financial sector is small, which does not play a major role in financing economic activity, and has very limited international exposure. Afghanistan's isolation from world trade and global finance might for once be to its advantage, shielding the country from the economic and financial meltdown abroad. The bigger risk is the flow of ODA.
- Despite of its little exposure to the World's financial & economic crisis, the Government has made some policy response to the world crisis:
 1. Afghanistan National Disaster Management Authority (ANDMA) which has the mandate to coordinate and manage all aspects related to emergency response to disaster has managed to respond to the needy people with its limited resources & skills.
 2. The Government has made an appeal of more than US \$400 to donors to provide food supplies due to the food shortage.
 3. The Government has been active in buying food supplies & fuels commercially to stabilize food & fuel prices and distribute food to needy population, especially to those living in remote and hardly accessible during harsh winter

Government Commitments

- The Afghan Government is firmly committed to build a strong, private sector-led market economy to provide the foundation for sustainable economic growth and for generating employment.
- In the area of security: To achieve nationwide stabilization, strengthen law enforcement, and improve personal security for every Afghan.
- With Good Governance: To strengthen democratic practice and institutions, human rights, the rule of law, delivery of public services, and government accountability.
- With social & economic development: To reduce poverty, ensure sustainable development through a private sector-led market economy, improve human development indicators, and make significant progress toward achieving the MDGs reflected in the ANDS

Foreign Aid Commitments:

- Since 2001 over \$52 billion has been appropriated.



Non-Governmental Aid: since 2001

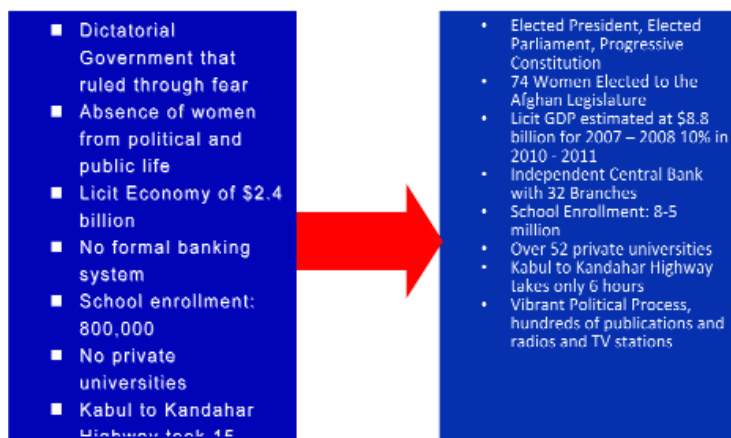
- Aga Khan Foundation: \$100 million over 5 years
- Asian Development Bank: \$1.5 billion over 5 years
- European Commission: \$800 million (2010)
- World Bank: \$1.13 billion over 5 years
- Open Market for Trade and research
- Afghanistan has enough uncapped at cost of \$1tn mines of copper, gold, iron, cobalt and lithium to become the mining capital of the world



Conclusion

Global crisis spreading from advanced countries to LDCs hit African Sahara and many Asian countries particularly harder Required a coordinated & harmonized global response fiscal and monetary stimulus where feasible emergency measures to support financial sectors. The IMF has played a central role endowed with more resources; overhauled lending framework launched substantial lending programs across the world. New programs have had to adapt to the new crisis Exchange and monetary policies according to country circumstances. Accommodative fiscal stance as possible given financing/sustainability issues; attention to social safety nets Focus on maintaining financial sector health Agricultural development with managed food security and Innovative productivity technology are needed

The Cost of Nation-Neglecting or the Value of Nation-Building



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FLORAL AND MICROBIAL BIODIVERSITY OF NORTHERN PAKISTAN: CURRENT THREATS AND CONSERVATION MEASURES

ABSTRACT

Field trips to various parts of Northern Areas including Siran Valley, Kaghan Valley and Gallies were undertaken during January 2007 to December 2010 to collect ethnomedicinal uses and conservation status of medicinal herbs. Both field observations and information collected from local community provided a base for the assessment of conservation status of a plant species in view of IUCN laid down criteria. Conservation Status assessment of 75 species belonging to 67 genera and 34 families shows that 15 Spp are critically endangered, 14 spp. are endangered, 14 Spp. are vulnerable, 5 Spp. are near threatened, 11 Spp are rare and 16 Spp. are secure. Usages shows that in 23 cases whole plant, in 18 cases of roots, 12 leaves, 12 rhizome, bulb and tuber, leaves and root 2, leaves and flower 2, leaves and seeds 1, rhizome and root 1, flower 2, fruit 1, leaves and fruit 1 are used medicinally. Plant species *Aconitum heterophyllum*, *Aconitum* leave, *Achillea millefolium*, *Actea spicata*, *Anosma hispida*, *Angelica glauca*, *Atropa acuminata*, *Sassurea lappa*, *Phytolacca latbenia*, *Lavatera kashmiriana*, *Leonurus cardiaca*, *Hyosyamus niger* and *Dioscorea deltoidea* are critically endangered and there is urgent need to conserve these important medicinal plants.

Keywords: Herbs, ethnomedicinal, endangered, conservation status, Himalaya and Pakistan

INTRODUCTION

The Northern Areas of Pakistan has unique importance by way of its diverse biophysical environment and an extremely rich cultural milieu of its inhabitants belonging to hundreds of ethnic groups and indigenous communities. About 5,700 species of flowering plants have been reported in Pakistan, including both native and introduced species (Nasir and Ali 1971-91). Almost 80% of Pakistan's endemic flowering plants are confined to the northern and western mountains (Ali and Qaiser 1986). Plant resources should be used in ways that can be sustained. According to Biodiversity Action Plan of Pakistan (1997), forests, scrubs and planted trees on farmlands cover 4.2 million ha, or 4.8% of the country. If plantation and scrub forests are excluded, the coverage fall 2.4 million hectare (2.7%). More than 9/10 of remaining coniferous forest has less than 50% canopy cover. Woody biomass is declining at the rate of 4% to 6% per year and with consumption expected to grow in line with population growth (3% per year); this biomass could be totally consumed within the next ten years. Chaudhri and Qureshi, (1991) without using IUCN criteria reported that in Pakistan about 709 plants species have been declared as threatened and endangered based on herbarium material.

Sustainable use is most simply conceptualized for plant resources as the balance between rates of harvest and regrowth in a demarcated management area. In this case, a simpler definition of sustainable use can be adopted: "the use of plant resources at levels of harvesting in such ways that plants are able to continue to supply the required products indefinitely" (Wang et al., 2004). Of particular concern is the fact that many plant species are in danger of extinction, threatened by habitat transformation, over-exploitation, alien invasive species, pollution and climate change. The

disappearance of such vital and large amounts of biodiversity sets one of the greatest challenges for the world community: to halt the destruction of the plant diversity that is so essential to meet the present and future needs of humankind. .” Only” 380 species are known to have become recently extinct (Walter and Gillet, 1997).The modern extinction rate is estimated to be 100 to 1000 times faster than the average over the last 570 million years (Novacek and Cleveland, 2001).

Conservation of biodiversity calls for both global attention and prompt action at the regional level.

The use of traditional medicine and medicinal plants in most developing countries for the maintenance of good health has been widely observed (UNESCO, 1996). Pakistan has rich flora in which 2000 plant species are used at one time or another, in one culture\ or another for medicinal purposes. Medicinal plants are plants, which are used directly or indirectly in the extraction of drugs for the treatment of ailments. The dominant traditional system in Pakistan is the Unani system. In Pakistan there are almost 50,000 Hakims spread all over the country that run their clinics in rural and urban areas using medicinal plants in crude form. According to Unani system, out 2000 Pakistani medicinal plant species, about 400 to 600 are documented and studied for medicinal purposes. Beside Hakims, the rural area dwellers use the plants on their own experience and ancestral prescription. In Pakistan 80% people live in rural areas where these plants are easily available, the prices of allopathic drugs are out of reach poor people, the allopathic drug shops are scarce and most important is that the people are becoming more aware of the harmful effects of artificial commodities and are realizing the benefits of a more natural way of life (Sher, 2002). Traditionally, medicinal herbs have been collected and used locally. Together with growing urbanization and the extension of trade relations accompanying urbanization, medicinal plants have entered trade on a larger scale. This development has led to an exploitation of the wild stock of some medicinal plant species. In 1992 Pakistan signed Convention on Biodiversity, therefore being signatory of this agreement it is our duty to conserve endangered plants. The climate change at global level may in turn lead to changes in the physiology of the plants, the water use efficiency and stomatal conductance, elevated level of Co2 concentration in the atmosphere and increase in the colonilization and depletion of water resources in concert can threaten food production, the best alleviation is to boost plant productivity in an environmentally sustainable manner. Better understanding of low plant and soil microbes can cope with the changing climate scenario may provide new strategies to improve productivity while helping to protect environmental and maintain global biodiversity. Wardle et al. 2004 suggested that maintenance of a high diversity of plant species requires a greater level of diversity in the microbial community. The influence of plants on the survival, growth, structure and function of microbes in the rhizosphere is tremendous and similarly rhizosphere microbes also exert specific effects on the plant physiology, soil health and productivity (Bloomer and Lugtenberg 2000). Climate change is likely to be an additional threat to agriculture biodiversity, increasing genetic erosion of landraces and threatening wild species.

METHODS AND MATERIAL

Field trips to various parts of Northern Areas including Siran Valley, Kaghan Valley and Gallies were undertaken to collect various species present in the area in different seasons. The plants were identified with the help of taxonomic literature (Stewart, 1967-72; Nasir & Ali, 1971- 2001; Qureshi and Chaudhri, 1987, Ali & Qaiser 1986, Parker 1916, Qureshi and Khan, 1965-69, Frazer Jenkins 1991, Shah 1993), Important plant species were also photographed. The plants of ethnobotanical importance were collected and classified on the basis of their utility in the area. Local people, herds’ men, local healers (Hakims), plant collectors and others on the basis of age group were interviewed for ethnomedicinal information of the area. A questionnaire was constructed and survey was carried out in every village of study area. A triplicate set of each species was collected pressed, dried, mounted and deposited in each of the herbarium of Quaid-I-Azam University, Islamabad (ISL) and herbarium of Govt. Post Graduate College Abbottabad (ATD). The conservation rank of an element known or assumed to exist within a jurisdiction is designated by a specific number from 0 to 6.(0 =Extinct, 1=Critically Endangered, 2=Endangered, 3=Vulnerable ,4=Rare ,5=Near Threatened, 6=Secure).During present study, as no earlier reports on the Conservation Status of flora of Northern areas of Pakistan including Gallies, Siran Valley, Kaghan Valley and Palas Valley were available; the prime tools used for rank assignment were field observations and local informants. The previous work done on the issue of conservation status by different researchers (Shinwari and Khan, 2000, Shinwari 2003, Hamayun 2005 and Sirajuddin, 2006) was also reviewed. A conservation status scale (CSS) was also developed to record field observations. Both field observations and information collected from local community provided a base for the assessment of conservation status of a plant species in view of IUCN laid down criteria.

(CSS) = $\frac{\text{Total number of individuals of a species at all localities}}{\text{Total number of localities visited}}$

Total Score = 0-4= critically endangered, 4-6=Endangered, 6-8= Vulnerable, 8-10 =Rare, 10-12 =Near threatened, 13-15= Secure

RESULTS AND DISCUSSION

Conservation Status assessment of 75 species belonging to 67 genera and 34 families shows that 15 Spp are critically endangered, 14 spp. are endangered, 14 Spp. are vulnerable, 5 Spp. are near threatened, 11 Spp are rare and 16 Spp. are secure. (Tab.1). Usages shows that in 23 cases whole plant, in 18 cases of roots, 12 leaves, 12 rhizome, bulb and tuber, leaves and root 2, leaves and flower 2, leaves and seeds 1, rhizome and root 1, flower 2, fruit 1, leaves and fruit 1 are used medicinally.

Table-1. Endangered Medicinal Herbs of Northern Pakistan

S.No	Botanical Name/Family	Local name	Part used	Conservation Status	Medicinal uses
1.	<i>Acorus calamus</i> L. Araceae	Bach	Rhizom	EN	Rhizome is emetic, stomachic, in dyspepsia, colic, remittent fever, nerve tonic.
2.	<i>Aconitum heterophyllum</i> Wall Ranunculaceae	Paris	Root	CHN	Root is antiperiodic aphrodisiac, astringent, tonic, used in diarrhoea and cough.
3.	<i>Aconitum leave</i> Royle Ranunculaceae	Jungli Patris	Root	CEN	Plant is poisonous
4.	<i>Achillea millefolium</i> L. Asteraceae	Birangesif	Whole plant	EN	Stimulant, tonic, useful in coldobstructed perspiration and commencement of fever
5.	<i>Actea spicata</i> L. Ranunculaceae	Neeli Booti	Whole plant	CEN	Whole plant and fruits are poisonous but roots are used medicinally.
6.	<i>Anosma hispida</i> Wall.ex D.Don Boraginaceae	Gaozaban	Leaves and Flowers	CEN	Used for bronchitis and asthma; relieves palpitation of heart.
7.	<i>Aquilegia nivalis</i> Falc. ex Jackson Ranunculaceae	Chani	Roots	VU	Plant contains HCN-glucoside and is poisonous
8.	<i>Argemonia eupatoria</i> L. Rosaceae	Peeli Booti	Whole plant	EN	It is a medicinal plant with anti-inflammatory properties.
9.	<i>Artemisia vulgaris</i> L. Asteraceae	Duck	Leaves and flowers	R	Anthelmintic, antiseptic, stomachic. Root is tonic and antiseptic,
10.	<i>Atropa acuminata</i> Royle ex.Lidley Solanaceae	Bon Tumbaku	Leaves and roots	CEN	Leaves and roots are narcotic, sedative, diuretic; used as anodyne, spasmotic in asthma and bladder spasm.
11.	<i>Angelica glauca</i> Edgew Umbelliferae	Chora	Roots	CEN	It is useful in dyspepsia and constipation

12.	<i>Berberis ciliata</i> (Haw.) Sternb Saxifragaceae	Butpehwa	Rhizome	VU	Rhizome is tonic, used in fever, diarrhoea and pulmonary affections; also antiscorbutic, bruished and applied boils and ophthalmia.
13.	<i>Berberis stracheyi</i> (Hook.f & Thoms.) Engl Saxifragaceae	Butpehwa	Rhizome	CEN	Rhizome is tonic, used in fever, diarrhoea and pulmonary affections; also antiscorbutic, bruished and applied boils and ophthalmia.
14.	<i>Bistorta amplexicaule</i> (D. Don) Greene Polygonaceae	Masloon	Roots	VU	Root is tonic and used in fever, diarrhoea and applied to boils and ophthalmia.
15.	<i>Coltha palustris</i> L. Ranunculaceae		Leaves	EN	The leaves of this plant are vesicant and very bitter. It is used as febrifuge,
16.	<i>Centella asiatica</i> L. Umbelliferae	Brahmi buti	Whole plant	R	The plant is alterative, tonic, and diuretic, antipbrogistic, aperient and local stimulant; used in skin diseases, leprosy, nerves and blood. Leaves are taken as tonic and to improve memory.
17.	<i>Cichorium intybus</i> L. Asteraceae	Hand, Kasni	Roots	S	Plant is used as tonic, fevers, vomiting, diarrhoea, and enlargement of spleen. Root is used as stomachic and diuretic.
18.	<i>Cissampelos pariera</i> L. Menispermaceae	Chora sum	Leaves	R	Leaves are externally applied to itching. Root is diuretic, purgative, antiperiodic, and stomachic; used in desepsia, diarrhoea, dropsy, cough and urinary diseases.
19.	<i>Gerbera gossypina</i> (Royle) Beauv. Asteraceae	Chita patra	Roots	VU	Used for healing of wounds
20.	<i>Colchicum luteum</i> Baker Colchicaceae	Surinjau talkh	Tuber	S	Corn is alterative, laxative, aperient, aphrodisiac, curminative; given in rheumatism, gout and diseases of spleen and liver. Externally used to reduce inflammation and pain.
21.	<i>Corydalis govani</i> (G. Don) Wallich Papaveraceae	Chirpavi	Rhizome	NT	Sap of the plant is used in eye diseases.

22.	<i>Cuscuta reflexa</i> Roxb Convolvulaceae	Niladhari	Whole plant	S	The plant is anthelmintic, carminative, alterative, purgative and diuretic; used in jaundice, paralysis, and vomiting. Seed is carminative, alterative and anthelmintic.
23.	<i>Cyperus rotundus</i> L Cyperaceae	Muther	Tuber	S	The tuber is anthelmintic, stimulant, astringent, emmenagogue and diuretic; useful in diseases of stomach and also used as blood purifier.
24.	<i>Cynanchum arnotianum</i> Wight Asclepiadaceae	Bhankalink	Whole plant	NT	Plant contains insecticidal properties. Leaves dried in shade, ground to powder and used to kill maggots in wounds of animals.
25.	<i>Cynoglossum lanceolatum</i> Forrsk Horaginaceae	Lainda	Whole plant	R	The juice of root is used to stop vomiting in infants.
26.	<i>Dioscorea deltoidea</i> Wall Dioscoreaceae	Kanis	Tuber	CEN	Tuber is used to kill lice and used as fish poison.
27.	<i>Datura stramonium</i> L. Solanaceae	Datura	Leaves	EN	Leaves and seeds are narcotic, antiseptic and anodyne. Juice of fruit is applied to scalp to cure dandruff and falling hair.
28.	<i>Doronicum roylei</i> DC. Asteraceae	Darunaj Akarbi	Roots	CEN	Root is considered as aromatic and tonic; used to prevent giddiness caused on ascending heights.
29.	<i>Echinops echinatus</i> Roxb. Asteraceae	Unt Kanta	Whole plant	VU	Herb is used as nerve tonic, aphrodisiac, diuretic and alterative; recommended in scrofula, hysteria; ophthalmia. Powdered root is applied to wounds in cattle to destroy maggots.
30.	<i>Elisholtzia eriostachya</i> (Benth.) Benth Benth Lamiaceae	Jungli podina	Whole plant	S	The plant is diuretic, carminative and stomachic
31.	<i>Erodium cicutarium</i> L. Geraniaceae		Whole plant	EN	A tea made from leaves is useful to increase perspiration and urine flow to treat uterine hemorrhages and water retention.

	Ilarvi	Whole plant	S	The herb is cathartic. Latex is applied to eruptions, Root is antihelminthic.
32. <i>Euphorbia wallichii</i> Hook.f Euphorbiaceae	Choti Nilkanth	Whole plant	EN	Root is stomachic, febrifuge, tonic.
33. <i>Gentiana depressa</i> D.Don Gentianaceae	Nil Kanth	Root	EN	Root is stomachic, febrifuge, tonic. It also acts as antiperiodic, antibilious and astringent.
34. <i>Gentiana kurroo</i> Royle Gentianaceae	Katanjot	Roots	NT	Plant is astringent and also used as tonic and for healing of internal wounds.
35. <i>Geranium wallichianum</i> Don ex. Sweet Geraniaceae	Pachawan Booti Ajwain Khurasani	Roots Leaves and Seeds	VU CHN	Root is used for healing of wounds. It is used as sedative. Dried ground seeds are mixed with ghee and taken for myalgia.
36. <i>Hypericum perforatum</i> Guttiferæ	Bilsana	Whole plant	VU	The herb is astringent, antihelminthic and diuretic.
37. <i>Incarvillea emodi</i> Forsk Bignoniaceae	Jhal	Whole plant	EN	Plant is febrifuge and used as substitute for <i>Swertia</i> sp
38. <i>Iris hookeriana</i> Iridaceae	Chalundri	Rhizomes	VU	The rhizomes of this plant are diuretic and purgative.
39. <i>Lavatera kashmiriana</i> Cambess Malvaceae	Khatmi	Leaves	CEN	Leaves are applies to boils.
40. <i>Leonurus cardiaca</i> L. Lamiaceae		Leaves	CHN	The plant is considered as stimulant and tonic and increase urine flow. It is taken as infusion for treating asthma and heart palpitation. It is also useful to treat rabies.
41. <i>Matricaria chamomilla</i> L. Asteraceae	Babuna	Flowers	EN	Flowers are carminative, stimulant; used in debility, in hysteria, dyspepsia, intermittent fever.

44.	<i>Mentha arvensis</i> L. Lamiaceae	Podina	Leaves	S	Dried plant is stomachic, carminative, antiseptic, stimulant, refrigerant, diuretic and emmenagogue.
45.	<i>Mentha longifolia</i> (L.)Huds Lamiaceae	Chitta Podina	Leaves	R	Dried leaves and flower tops are carminative and stimulant.
46.	<i>Mentha piperita</i> Lamiaceae	Podina	Leaves	R	The plant is carminative, stimulant, stomachic; used for allaying nausea and vomiting.
47.	<i>Mukia maderaspatana</i> (L.)M.J.Rom Cucurbitaceae	Kakova	Fruit	R	Plant is used as a remedy for spermatorrhoea. The ripened fruits are used as purgative
48.	<i>Origanum vulgare</i> L. Lamiaceae	Ban Ajwain	Whole plant	S	The warm infusion of herb is used by women to promote menstrual flow. It is given in diarrhoea and hysteria
49.	<i>Paeonia emodi</i> Wallich ex. Royle Paeoniaceae	Mameleh	Roots	EN	It is used as tonic, also found useful in nervous disorders. The dried flowers are used in diarrhoea. Dried tubers are used for lumbago, arthritis, muscular pain and backache.
50.	<i>Phytolacca latbemia</i> (Moq.)Walter Phytolaccaceae	Lubar	Leaves and Fruit	CEN	Immature green leaves, berries and roots are used medicinally. A poultice from leaves is applied to ulcers, wounds and swellings. Juice of the berries is used to treat skin eruption and cancerous skin ulcers. A poultice of powdered root is used to treat cancer.
51.	<i>Pimpinella diversifolia</i> (Wall.)DC Umbelliferae	Tanpakhi	Flowers	S	The herb is used as carminative and as condiment.
52.	<i>Primula denticulata</i> Smith Primulaceae	Kamtotia/Asli memera	Leaves	HN	The infusion of leaves and flowers is said to be antispasmodic, cordial and sedative. The rhizomes are bitter in taste and applied in rheumatism.
53.	<i>Plumbago zeylanica</i> L. Plumbaginaceae	Chtrak	Root	R	The roots are used to increase appetite and improve digestion/It is also used to treat piles and diarrhoea,
54.	<i>Podophyllum hexandrum</i> Wall Podophyllaceae	Bankakri	Rhizome and Roots	EN	Rhizome and roots are hepatic stimulant, cholagogue, purgative and alterative. It is said to have anticancerous properties.

55.	<i>Polygonatum multiflorum</i> Liliaceae	Peramole	Rhizome	VU	The plant possesses purgative and alterative properties.
56.	<i>Polygonatum verticillatum</i> All. Liliaceae	Peramole	Rhizome	NT	The rhizome is used in rheumatism and as an aphrodisiac.
57.	<i>Potentilla nepalensis</i> Hk Rosaceae	Kattan jot	Whole plant	R	The plant is febrifuge and astringent. The watery infusion of the herb is used for diarrhoea.
58.	<i>Prunella vulgaris</i> L Lamiaceae	Shifa Booti	Whole plant	NT	It is used to treat diarrhoea, hemorrhages, for relieving gas and colic.
59.	<i>Rheum emodi</i> Wall Polygonaceae	Reward chini	Roots	S	Roots are astringent, tonic and purgative. The tuber is pungent, bitter, emmenagogue, diuretic; reported to be useful in piles, fever, bronchitis and asthma
60.	<i>Rheum moorcroftianum</i> Royle Polygonaceae	Chutial	Rhizome	EN	The tuber is pungent, bitter, emmenagogue, diuretic; reported to be useful in piles, fever, bronchitis and asthma. Also used for healing of wounds.
61.	<i>Rungia repens</i> Nees Lamiaceae	Kharmor	Whole plant	S	Diuretic and vermifuge given in snake bite.
62.	<i>Saussurea lappa</i> (Dene.)Sch Asteraceae	Kuth	Roots	CEN	Root is tonic, stomachic, carminative; used as spasmodic in asthma, cough and cholera.
63.	<i>Scilla indica</i> Baker Liliaceae	Sufedi Khus	Bulb	S	Bulb is a cardiac tonic, expectorant and diuretic
64.	<i>Scrofularia nodosa</i> L. Scrophulariaceae	Figwort	Leaves	HN	The plant is useful to treat hemorrhoids, tuberculosis, scabies, and wounds and also to increase menstrual flow. The plant is also considered as vermifuge.
65.	<i>Silybum marianum</i> (L.)Gaertn Asteraceae	Kandiali	Leaves	S	Its leaves are used as aperient and sudorific. Seeds are known as demulcent are used in hemorrhages.

		Bankakri	Leaves and Roots	R	
66.	<i>Solenia amplexicaulis</i> (Lam.)Gohndi Cucurbitaceae	Chirra	Whole plant	S	Its root, leaves and seeds are considered stimulant and purgative. Juice of leaves is applied to inflamed parts.
67.	<i>Swertia alata</i> D.Don Gentianaceae	Chirra	Whole plant	S	The infusion of the plant is used as tonic and febrifuge.
68.	<i>Tanacetum dolichocephalum</i> (Kitam.)Kitam Asteraceae		Whole plant	VU	The plant is used as febrifuge and tonic.
69.	<i>Teucrium stocksianum</i> Boiss. Lamiaceae	Gandi Booti	Whole plant	S	Plant is used as tonic and useful for hepatitis
70.	<i>Thymus serpyllum</i> L. Lamiaceae	Ban ajwan	Whole plant	VU	Plant is used in liver and stomach diseases, suppression of urine during menstruation, and in weak eye sight. It is also considered as carminative, antispasmodic and tonic. Seeds are used as vermifuge.
71.	<i>Trillium govatanianum</i> Trilliaceae	Sotwa	Roots	S	Roots are used against dysentery
72.	<i>Tussilago farfara</i> L. Asteraceae	Funjiwam	Whole plant	R	Leaves are demulcent and are smoked in pulmonary complaints. Roots and leaves are used in asthma and bronchitis
73.	<i>Valeriana pyrolifolia</i> DeCne Valerianaceae	Mushk Bala	Roots	CHN	Roots are aromatic and used as carminative
74.	<i>Valeriana jatamansii</i> Jones Valerianaceae	Mushk Bala	Roots	VU	Roots are aromatic, carminative, antispasmodic; useful in cholera, hysteria, epilepsy and insomnia.
75.	<i>Viola canescens</i> Wall.ex Roxb Violaceae	Banfsha	Wole plant	VU	Herb is antipyretic, ad febrifuge. Root is emetic. Flowers are demulcent, astringent, diuretic, laxative and emollient.

Conservation Status assessment of 75 species belonging to 67 genera and 34 families shows that 15 Spp are critically endangered, 14 spp. are endangered, 14 Spp. are vulnerable, 5 Spp. are near threatened, 11 Spp are rare and 16 Spp. are secure. (Tab.1). In Pakistan there is only few reports available which have clearly indicated conservation status of some plant species as still a complete red list has not been published. Approximately 37 species have been cited as threatened from Ayubia National Park, Pakistan (Shah, 2001). Using IUCN criteria 55 medicinal plant species from three districts of Maklakand Division have been reported as threatened (Gul et al., 2000). One of the deepest concerns in plant conservation is the large number of species under threat of extinction. The Northern areas of Pakistan including Kaghan Valley, Siran Valley, Gallies and Palas Valley once hot spots of medicinal plants biodiversity are under great threat. Flora is under huge threat due to deforestation, uncontrolled fires, increasing population, forest cutting for agricultural land, and grazing, browsing and natural calamities like the earthquake of 2005. Moreover uncontrolled medicinal plants extraction is another factor contributing towards decline in population. It is clear from the data that in most of the cases root, rhizome or whole plant is used medicinally which declines plant population rapidly. Plant species *Aconitum heterophyllum*, *Aconitum* leave, *Achillea millefolium*, *Actea spicata*, *Anosma hispida*, *Angelica glauca*, *Atropa acuminata*, *Sassurea lappa*, *Phytolacca latbenia*, *Lavatera kashmiriana*, *Leonurus cardiaca*, *Hyosyamus niger* and *Dioscorea deltoidea* are critically endangered and there is urgent need to conserve these important medicinal plants. *Sassurea lappa* which grows at high altitudes in Kaghan Valley is on the verge of extinction in the area due to over exploitation. This plant has also been included in CITES list and its trade is banned internationally. The species which are threatened are overexploited, have low regeneration and have lost their habitats due to deforestation. This plant has also been reported threatened from India too (Jain, 1995). *Paeonia emodi* which is the most commonly used medicinal plant as tonic is endangered due to its more demand than supply. It is overexploited in high altitude Himalayas (Choudhari et al., 1998). *Valeriana jatamansii* rhizomes and roots are not only used as sedative by the local community but also brought to market for selling is endangered. The same has also been reported endangered from Nepal (Bhattarai, 1996). *Geranium wallichianum* and *Thymus serphyllum* has also been reported threatened from Naltar Valley, Gilgit (Sheikh et al., 2002). Preserving the extinction of species is a top conservation priority, because, once lost, species are gone for ever. Attention is required to the management and protection of various ecosystems including in situ and ex situ conservation of species. Most of the conservationists agree that in situ conservation is preferable as far as it is possible. There is a need to preserve habitats with their whole diversity organisms. If habitats are managed then plant species will manage themselves. This is probably found true in many cases. In Pakistan, in situ conservation status of Margalla Hills National Park and Machyara National Park, Azad Kashmir has been discussed and measures have been suggested for their improvement (Khan et al., 1996). Conservationists have traditionally viewed on site and off-site conservation as two very different and alternative approaches. In situ (on-site) conservation involves nature reserves, national parks and other protected areas. Ex situ (off-site) conservation has traditionally been the task of botanic gardens and arboreta – collections of living plants and gene-banks, which usually conserve packaged seeds in long-term storage, but sometimes also tissue cultures or even DNA libraries. Most conservationists agree that in-situ conservation is preferable as far as it is possible. In Pakistan, the ex situ cultivation of some medicinal plants like *Plantago ovata*, *Glycyrrhiza glabra*, *Colchicum luteum*, *Rheum emodi*, *Podophyllum hexandrum* and *Dioscorea deltoidea* has been done outside from their native habitats (Khan, 1957). However ex situ conservation faces some major challenges and one of them is loss of genetic integrity of collections. The genetic decline in the quality ex situ of collections of endangered species can make it impossible for them to survive under natural conditions and thus render them useless for reintroduction purposes (Barrett and Kohn, 1991). Improved government efforts for plant conservation are dependent on active role of private citizens and volunteers. This is the primary reason why many conservation actions are so successful in Europe, Australia and America.

Usages shows that in 23 cases whole plant, in 18 cases of roots, 12 leaves, 12 rhizome, bulb and tuber, leaves and root 2, leaves and flower 2, leaves and seeds 1, rhizome and root 1, flower 2, fruit 1, leaves and fruit 1 are used medicinally. It is interesting to note that mostly those plants are critically endangered and endangered whose underground parts root, rhizome and bulb or whole plant is used medicinally like *Aconitum heterophyllum*, *Dioscorea deltoidea*, *Valeriana pyrolifolia*, *Angelica glauca* etc. The reason behind this is that when the plant is uprooted to get valuable medicinal part, the plant is killed and population declines rapidly. The results reveal that in majority of cases whole plant, root, rhizome, bulb or tuber is used medicinally. In certain cases other species having the same medicinal value can be used as an alternative of threatened species. For example *Bergenia ciliata* and *Bergenia stracheyi* have same medicinal value but *Bergenia stracheyi* is endangered. To control such situation the dependence on those plant species where underground part is used medicinally, the use must be on sustained basis. To establish a sustainable yield requires knowledge of a species' habitat and climatic requirements, its growth habit and rate, and its methods of regeneration. Detailed studies are needed to establish with scientific certainty a species' resilience to harvesting, often requiring several years of ecological monitoring. Money and expertise may not be available for such efforts. Instead, it may be more practical to predict a species' vulnerability to over-harvesting in a particular area using a combination of indicators such as the parts harvested; who uses the plants (which may be difficult to determine if there are multiple users, both local and

commercial); rough ideas of the amounts traded from a particular area; and changes in amounts collected, including prices paid. If a medicinal plant is growing in the wild, harvesting needs to be at such a level that the plant population can continue to renew itself. The part of the plant harvested can have a major influence on the chances of its survival. If roots or bark is taken, the damage needs to be at a level that does not kill the plant or tree. For instance, plants with a single tap root, such as the slow-growing high Himalayan plant *Saussurea lappa*, will be killed when roots are harvested, whereas plants with rhizomes (for example *Bergenia ciliata*) will not necessarily be killed if only parts of these are taken. It is necessary to understand the growth patterns of a species to know how best to protect it. Selective or rotational harvesting can give plants time to regenerate. Rates of growth and reproduction are critical factors in maintaining sustainable populations. Slow-growing plants such as many trees may not produce seed until they are at least 10 years old. If the seeds are required for medicinal purposes, this can be a deterrent to cultivation, since farmers could have to wait long to get an economic return on their investments.

Communication, education and the raising of public awareness about the importance of plant diversity are crucial for the achievement of all the targets of a plant conservation strategy. Building on local knowledge and involving local people in conservation and development schemes is a new paradigm which has brought many changes in development and conservation approaches over the last decade (Aumeeruddy, 1997). This target is understood to refer to both informal and formal education at all levels, including primary, secondary and tertiary education. Unfortunately, the rights of local communities, including indigenous peoples, are not adequately protected. The "guns and guards" approach is not in the interest of biodiversity conservation, nor acceptable in a genuine democracy (Kothari, 1993). For an effective resource base management through community participation it is important that the resource must have some social and economic value to the community.

The Himalayan Jungle Project (HJP) has worked since 1991 with local communities in the Palas Valley situated in two districts, Kohistan and Battagram of North West Frontier Province (NWFP), Pakistan. It aimed at protecting one of the richest areas of biological diversity in Pakistan. Its approach was to empower and enable local communities to establish sustainable, integrated natural resource management in the Valley and so to reduce any obligation to degrade the natural heritage (Bass, 1994). Communities must also be aware that the resource is in short supply and vulnerable to over exploitation. It is important to ensure that the benefits of the resources are equitably shared with the communities; the sense of ownership can only be generated when the community at large sees the benefits coming from the resource. Indigenous knowledge utilization for conservation has introduced a new idea of "ethnoconservation biology"-the incorporation of indigenous conservation models into wild lands management (Balik & Cox, 2005) Attempts are now being made to document indigenous conservation strategies throughout the world.

The inhabitants of research areas are poor and depend on non-profitable agriculture and forestry operations. Promotion of community level enterprise through cultivation of medicinal plants and familiarization of scientific post harvest processing techniques like drying, cleaning, storage for value addition to produce and marketing will provide an important support to livelihood for income generation activities in the hamlets (Shinwari, 2003). This effort will be useful in poverty alleviation through community participation of rural communities. Such activities will boost up the growth and development of herbal and allied industries. The establishment of new populations of rare and endangered plants within their historical range is necessary. Plant reintroduction has become an increasingly common strategy for helping species recover from the brink of extinction. Efforts are needed to identify endemic, endangered and threatened flora of the area and to print out ways and means for the conservation of endangered flora.

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THE EFFECT OF MEDIUM-HEIGHT MOUNTAINS ON SOME PHYSIOLOGICAL CHARACTERISTICS OF ATHLETES (BASKETBALL PLAYERS)

As it is known, air represents the physical mixture of vapors and gases: nitrogen, oxygen, argon, carbon oxide, hydrogen, neon, etc. At a normal barometric (760 mm Hg) pressure, the arterial blood of healthy people is saturated with oxygen to a sufficient extent. As the hoisting height increases, the percentage of all air components stays the same as at sea level. Since the partial pressure of inhaled oxygen (P_{O_2}) remains constant and constitutes about 20, 93% of the barometric pressure, barometric pressure remains the main parameter determining P_{O_2} of the inhaled oxygen at any altitude. Hence, at an increase in the height above sea level, the inhaled oxygen volume is being reduced, which is connected with the barometric pressure reduction (see Fig.1) (Kenneth, I. Berger, William N. Rom).

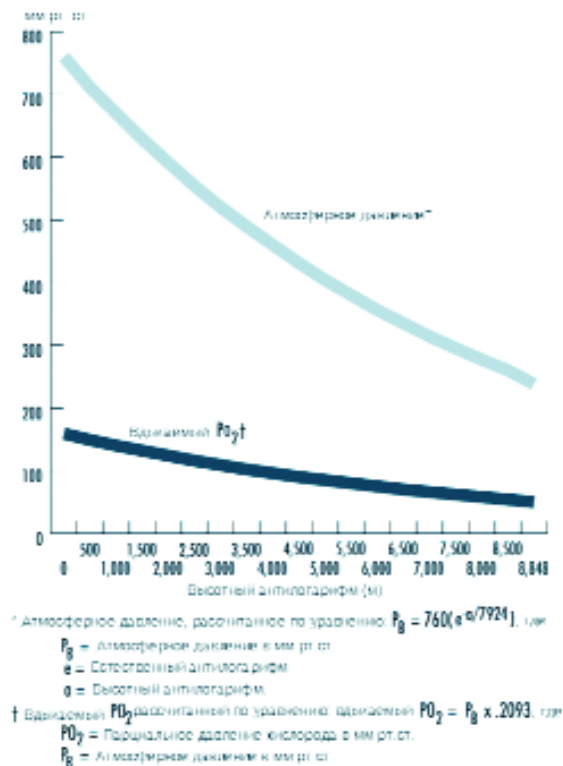


Fig 1. The effect of altitude on barometric pressure and inhaled P_{O_2} pressure

[1 - mmHg; 2 - Barometric pressure; 3 - Inhaled PO_2 †; 3 - Altitudinal antilogarithm (m); 4 - Barometric pressure calculated according to equation $P_b = 760(n - \alpha/7924)$, where P_b is the barometric pressure in mmHg; n is the natural antilogarithm; α is the altitudinal antilogarithm; † is the inhaled PO_2 calculated according to equation $PO_2 = P_b \times 0.2093$, where PO_2 is the partial pressure of oxygen in mmHg, and P_b is the barometric pressure in mmHg]

The reduction of PO_2 partial pressure in arterial blood is known to be a specific irritator of sensitive cells (chemoreceptors) located within the walls of aorta and carotids. The nerve impulses originating upon irritation of the chemoreceptors are transported through the nerve tracts to the respiratory center cells of the medulla oblongata, stimulating their activity and causing thereby the strengthening of respiratory movements, an increase in the pulmonary ventilation volume increase, and thus a more intensive replacement of alveolar air. As a result, the saturation of blood with oxygen improves and its supply to the body tissues increases. Such is the positive value of this adaptive change directed at the body's fight with oxygen starvation. However, an increase in the pulmonary ventilation volume renders, together with the favorable increase in oxygen pressure, an indirect unfavourable effect, i.e., causes an excessive washout of carbon oxide (CO_2) from the alveolar air and thus from the blood as well. As for CO_2 , it is known as a strong stimulator of the respiratory center activity and also contributes to the acceleration of saturation of blood with oxygen in lungs and its transport from the blood to the body tissues. Therefore, upon washout of CO_2 breathing is diminished, while the oxygen deficiency leads again to an increase in ventilation that will continue until the pulmonary ventilation is fixed at a definite stable level, which generally is found to be a little higher than normal. Therefore, the content of oxygen in the alveolar air is somewhat increased (Dan Oppenheim, 2009-10).

Side by side with the aforesaid, the change of formed blood elements takes place; in particular, erythrocyte numbers and the blood hemoglobin level are increased.

Given the positive effect of moderate reduced barometric pressure, a characteristic feature of medium-height mountains (1500-2400 m), the training of athletes is frequently held at the aforesaid altitudes (Suslov F.P, 1999).

With the aim to enhance the general physical preparedness of basketball players of the premier league team of Tbilisi State Medical University composed of 14 members, under the leadership of the administrative and coaching staff and a physician, the team was getting prepared for the championship of Georgia in a training camp located in the Young Athletes Village of the Erzurum Atatürk University (Turkey), from 13 to 27 September 2011.

Since Tbilisi is situated at the height of 380-750 meters above sea level (655 m on average) with the barometric pressure of 969 mmHg on average and 63% humidity, while Erzurum, known as Asia Minor Siberia, is located at the height of 1850-1950 m above sea level, which is attributed to medium-height mountains, in the beginning of the training process for 3 days the athletes used to acclimatize with monitoring of the arterial pressure and the sleep-vigilance cycle.

The following day routine and training regime were established in the Erzurum athletes training center:

1. 8:00 – getting up
2. 8:15-8:45 – morning exercise, including jogging and breathers.
3. 9:00 – breakfast. To improve cardio-hepatic metabolism the athletes were given riboxin on the empty stomach; after the breakfast, they took polyvitamins and creatine to improve the work of cross-striated muscles.
4. 12:00 – the initial training process, including athletics every other day and gymnasium exercises. Before and after the training the athletes took protein
5. 15:00 - Dinner with the taking of riboxin before meals.
6. 18:00 – A 2-hour evening training in the basketball gym. The athletes took creatine before meals and protein after meals.
7. 20:30 – supper with the taking of riboxin before meals.
8. 23:00 – Sleep.

Before going to the training camp in the town of Erzurum and the next day after coming back to Tbilisi, the athletes underwent a special medical examination in Tbilisi State Medical University-based medical facilities. The following indicators were assessed: weight, the body fat percentage, erythrocyte numbers, the level of blood haemoglobin, the relative index of maximal oxygen consumption/uptake (VO_2 max). The last indicator was defined indirectly, according to the results of a physical work capacity test (PWC-170 Cycle Test).

As can be seen from Table 1 below, the weight of athletes constituted on average $91,21 \pm 3.37$ before and 93.0 ± 3.28 after the training camp in Erzurum, i.e., it has increased by 1.96%, while the adipose tissue percentage was 10.41 ± 1.45 and became 9.23 ± 1.35 (i.e., has decreased by 11.39%).

If RBC before the camp made on average 4.11 ± 0.05 mln/ml, after the camp it totalled 4.6 ± 0.06 mln/ml. The erythrocytes increased in number by 12%, which is statistically reliable ($p < 0,001$).

Also observed was the statistically reliable ($p < 0,001$) increase in the blood hemoglobin level from $129.0 \text{ g/l} \pm 1.7$ to $133.9 \text{ g/l} \pm 1.74$, which totalled 3.8%.

The relative index of VO_2 max, making before the training camp $47.2 \text{ ml/kg/min} \pm 1.67$ and $50.6 \text{ ml/kg/min} \pm 1.7$ after the camp, which totals 6.7%, has also improved.

Table 1

Results of some indicators of basketball players before and after a 2-week training session ($M \pm m$)

	Weight (kg)	Body fat (%)	VO_2 max/kg (ml/kg/min)	Red blood cell count (RBC) (mln/ml)	Blood hemoglobin (Hb) (g/l)
Before	$91,2 \pm 3,37$	10.41 ± 1.45	47.2 ± 1.67	4.1 ± 0.05	129.0 ± 1.7
After	93.0 ± 3.28	9.23 ± 1.35	50.6 ± 1.7	$4.6 \pm 0.06^*$	$133.9 \pm 1.74^{**}$

* $p < 0.001$; ** $p < 0.05$

CONCLUSIONS

The analysis of findings indicates that:

1. Sport training under conditions of medium-height mountains has a positive effect upon the general physical state of athletes, in particular it contributes to enhancing the muscle bulk at the expense of the adipose tissue reduction;
2. The oxygen delivery to body tissues improves.
3. The aerobic endurance of the body enhances.

All this is consistent with the scientific and literary data concerning the study of moderate altitude effects on the performance of athletes.

By today, the efficiency of moderate altitude training is beyond any doubt, in particular in respect of the representatives of sports games training in Erzurum Atatürk University-based Sport Olympic Center, this being evidence by the general body performance.

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TOURISM VIS-A-VIS BIO-DIVERSITY, CLIMATE CHANGE & SOCIAL IMPACTS

The term Tourism is defined in many ways. There is no consensus regarding the definition of tourism. Etymologically the word Tour is derived from Latin “tornare” and the Greek “tornos” meaning the movement around a central point or axis of a circle. Gradually the meaning changed and the suffix ‘ism’ defined as an action or a process made it to mean a journey from one point to complete a circle in the process. Tourism is also defined as a collection of activities, services and industries which deliver a travel experience comprising transportation, accommodation, shopping, entertainment and hospitality to individuals or groups travelling away from home. The dictionary meaning of tourism makes us to believe it as a travel for recreation, leisure or business purposes. Over the decades, tourism has emerged as one of the fastest growing economic sectors in the world. It has become a thriving global industry with a power to stick developing countries in both positive and negative ways. Like any other industry, tourism has been under continuous changes and the factors leading to these changes as divergent.

In Indian context tourism has been the largest service industry contributing 6.23% to the national GDP and 8.78% to the total employment. As per the statistics provided by the Ministry of Tourism, Government of India more than 5.5 million foreign tourists come to the country annually, the number of domestic tourists in 2008 stand at 740 million. The tourism industry in India generated about 100 billion US\$ in 2008 and it is expected to increase to 275.5 billion US\$ by 2018 at 9.4% annual growth rate. In the year 2010, 17.9 million foreign tourists visited India. According to the World Trade and Tourist Council, India will be tourism hot spot by 2018 having the highest 10 year growth potential. The Travel and Tourism Competitiveness Report-2007 ranked tourism in India sixth in terms of price competitiveness and 39th in terms of safety and security. The 5000 years’ history of India, the variety of geographic features make India’s tourism basket large and varied. With such huge potential India is definitely is going to be the most favored destination within the next few decades. India, known for its lavish treatment to all its visitors is definitely visitor-friendly. Besides, the varied life styles, cultural heritage, colourful fairs and festivals, India offers beautiful beaches, forests, wildlife, snow clad mountain peaks, spiritual and adventure tourism, to its visitors. With the growth of patients from Europe, US and other south east and south Asian countries in Indian hospitals, Medical tourism in India is growing despite economic slowdown elsewhere.

According to the latest Tourism Satellite Accounting (TSA) research released by the World Travel and Tourism Council (WTTC) and its strategic partner Oxford Economics in March 2009.

- The demand for travel and tourism in India is expected to grow by 8.2 percent between 2010 and 2019 and will place India at the third position in the world.
- The travel and tourism sector is expected to be the second largest employer in the world, employing 40,037,000 by 2019.

The report forecasts India to get capital investment worth US bl \$94.5 in travel and tourism sector in 2019.

It is thus natural that an industry as important as tourism must have both positive and negative impacts on the country. While generating income and employment are positive impact, the negative impacts are rather many and more damaging as tourism sometimes destroys the social fabrics of a community. The more tourists coming to a place, the more is the perceived risk of that place losing its identity. During the late sixties and seventies, thousands of youths from Europe and US came to the beaches of India in general and to Goa in particular. The excessive user of drugs, prostitution and human trafficking changed the whole culture of Goa. Tourism increased tension, hostility and suspicion between the tourists and the local communities since there is no respect and understanding for each other's culture and way of life. This often leads to violence and crime.

The most important adverse impact of tourism is felt on environment and ecology. Increased transportation and construction activities lead to large scale deforestation and destabilization of natural landforms, while increased tourist flow lead to increase in solid waste dumping and depletion of water and fuel. Noise pollution from vehicular traffic, public address system, vehicular emission, untreated sewage etc. also have direct effects on bio-diversity, ambient environment and general profile of tourist areas.

There is no denying of the fact that tourism contributes directly towards generating revenue and employment but at the same time its negative impacts sometimes becomes more. Because of aggressive tourism policies, the natural resources of the tourist areas are over used. Over use of water sometime lead to water shortage and degradation of water supplies. Besides the energy, food and other raw materials of a particular region get affected. Because of the seasonal character of tourism, many destinations have ten times more inhabitants in the high season. A high demand is placed on the resources to meet the high expectations of the tourists. Increased construction of infrastructure, recreational facilities have increased pressure on fuels, soil, wet land, wild life and other land resources. Direct impact on natural resources, both renewable and non-renewable is caused by the use of land for accommodation.

Pollution is another grave danger caused by tourism. Air and noise pollutions are caused due to transport emissions. Transport emissions from energy production and use are linked to acid rain, global warming and photochemical pollution. Air pollution from transport has negative impacts on global level, especially from carbon dioxide (CO₂). It contributes to severe local air pollution. Waste disposal is yet another serious problem mostly in the Himalayas, where tourists leave behind their garbage, oxygen cylinders and even their camping equipments. This degrades the environment particularly in remote areas where there are few garbage collection and disposal facilities. Construction of hotels, recreational facilities often lead to sewage pollution. Waste water continues to pollute sea, lakes and other water bodies damaging the flora and fauna. Sewage run off causes serious damage to coral reefs because it stimulates the growth of algae that cover the filter-feeding corals, hindering their ability to survive. Changes in salinity and siltation can have wide-ranging impacts on coastal environments. Beaches of Goa, Kerala, Tamil Nadu and Odisha are cases in point.

It is not that the government is doing nothing to protect the environment but at the same time it is committed to promote tourism. As a result of this, the protected area network in India has increased considerably in the last three decades. In 1970, there were ten National parks, 127 sanctuaries in an area of 1,320,000 square kms and by 1993 there were 500 protected areas including parks and sanctuaries. This has again gone up because of huge public demand in protecting more and more areas and the natural habitats. The government with the help of World Bank has identified several eco-development projects where it has implemented some measures. But a startling revelation sometime ago came out in 'The Statesman', a widely read Newspaper in India which made the government and the people to ponder over the issue afresh. It has been reported that a tiny hamlet, Tabo in Spiti valley of Himachal Pradesh has a population of 410 people living in a close community with their own distinct cultural identity. This community was self-sufficient and unaffected by the external influences. A travel agent found a Buddhist Monastery in the village completing 1000 years. As soon as the news spread, rather propagated by the travel agent, hundreds of tourist descended on the place.

It was not known whether the tourists were Buddhists or whether they were interested in Buddhism and its teachings. The 410 natives of the area were found lost in a crowd of 25000 tourists. The district administration failed miserably to provide even basic necessities like sanitation, drinking water and wood for fuel. The desolate landscape lost whatever little vegetation cover it had to the demands of the tourists and signaled the end for the precious livestock of the semi-nomadic population. Foreigners clogged the toilets with toilet papers which eventually found its way to the Spiti river, a source of drinking water for several villages down stream.

It is just one example to show how tourism ventures fail if the issues are not properly addressed to. Similarly parts of Himachal Pradesh, Western Nepal, Jammu and Kashmir have witnessed similar atrocities on nature jeopardizing a delicately balanced environment and throwing it into complete disarray. There are instances where people have failed to recognize the imbalancing effect on the inflated market economy causing upward pricing trends for commodities of daily necessity like food and fodder. While in some countries, attempts have been made to create a database for nationwide site management to regulate the flow of tourists to check on the fragility of the place, unfortunately in India it has not been done, hence it is imperative to have an advanced digital system to monitor the ecological consequences and environmental cost. As per a conservative estimate by the Ministry of Tourism, Government of India (Annual Report, Ministry of Tourism, 2009) every year more than 2,50,000 pilgrims, 25,000 trekkers and over 100 mountaineering expeditions come to the source of the river Ganges, for various reasons. They deplete local forests for firewood, trample vegetation and throw litter. This in the long run causes irreparable damage to the environment. Several international agencies like World Wildlife Fund for Nature (WWF), International Union for Conservation of Nature and natural Resources (IUCN) continue to raise the issue for a cautious tourist use of nature protection in Africa, Asia, Latin America for the benefits of the local communities.

Despite differences in defining eco-tourism, it is presumed that this is definitely for the benefit of local communities, protection of nature to minimize the environmental effects. Practical experiments in this direction testify to the difficulty of balancing ecological, socio-political goals at the level of the individual protection project. Though all the tour operators in their literature claim to have implemented socially, ecologically and economically sustainable forms of tourism, yet in practice they never do it. Wherever conservation efforts are taken for the sake of tourism, they seldom benefit the local people. Nagarhole National Park, situated between Kodagu and Mysore in South India is a case in point. In 1972 this area was declared as a National Park. The local people were taken out from their native place as no human habitat is allowed to be inside the park. The government built jungle lodges inside the park area and to increase the tourism traffic these lodges were leased out to the Taj Group of Hotels which announced an eco-friendly use of resorts. It was a definite mistake because the communities who cared for the forest for hundreds of years have been displaced to open the stage for tourism, supposed to generate income in order to save a fragile ecosystem which is being threatened by the tourists' presence itself. The picture in another national park is bit different but the problem is equally painful. The tiger reserve of Simlipal in Odisha, an eastern state of India is often described as a paradise on earth. Hundreds of thousand wild animals were moving freely in this dense forest but ever since the tourist traffic increased beyond expectation, these animals shied away from their regular paths invaded by the tourists.

There are numerous examples to show rapid expansion of commercial activities under the broad nomenclature of 'tourism' which contribute significantly to the destruction of eco-system. Chilika lake in Odisha is a case in point. Chilika is a brackish water lagoon spread over 1100 sq. km area. It is the second largest lagoon in the world and the biggest wintering ground for the migratory birds in the Indian subcontinent. This lake is house to a number of threatened species of plants and animals (WWF India (2008)). It is an ecosystem with large fishery resources and sustains more than 150,000 fishermen living in 132 villages on the shore and islands. In 1981 Chilika lake was designated as the first Indian wetland of international importance under the Ramsar Convention due to its rich biodiversity. As an estuarian lagoon, it supports a unique assemblage of marine, brackish and fresh water species. Besides, the lake has been considered to have greatest value in preserving genetic diversity. Over the years, the ecosystem of the lake encountered several threats due to shrinking of water surface area, decrease in salinity, overall loss of biodiversity because of excessive commercialization. The rapid expansion of commercial aquaculture of prawn has contributed significantly to the decline of the lake's fisheries and bird population (Wood Alexander; Pamela Stedman-Edwards, Johanna Mang, WWF (US) 2000) *The Root Causes of Biodiversity Loss*, Earthscan, P. 213f, ISBN-1853836990). Since Chilika is home to Irrawaddy dolphins, lot of tourists visit the lake in boats to watch the dolphins but this impacts dolphin behavior and cause several accidental dolphin deaths each year (D Lima, Coralie (2008) *Dolphin-human Interaction, Chilika' Project Summary*).

Pristine isolated beaches, exotic birds, tens of thousands of giant turtles, fearsome crocodiles, narrow creeks that meander past deltaic islands, wildlife in abundance and not a soul around, that was what Bhaitarkanika few years ago. Few destinations in the world have so much to offer at one point. Widely acclaimed for its bio-diversity, Bhaitarkanika stands as one of the few swamps having a compact mangrove ecosystem in India. Bhaitarkanika Mangrove Wetland is one of the most productive ecosystems. The wetland is endowed with a variety of habitats and microhabitats to shelter wide ranging aquatic, terrestrial and avifauna. Bhaitarkanika is a living laboratory for the scientists, biologists pursuing studies as Biodiversity and human values. It is also a perfect place for scientific research on the endangered saltwater crocodiles and Olive Ridley sea turtles. But this paradise on earth is threatened by visitors coming here putting tremendous biotic pressure on the potential mangrove forests. Construction made for the tourists, the demand for other infrastructure to bring more tourists continues to put tremendous biotic pressure. In the encroached land, the tidal creeks are being blocked by earthen bundhs (a type of barrier) which prevents natural tidal flow and it would gradually help to destroy the mangrove vegetation from that area.

Every tour to the nature, far from madding crowd has been labeled as ecotourism which is the fastest growing sector of the tourism industry, growing annually by 10-15% worldwide (Miller 2007). It is defined as the practice of low-impact, educational, ecologically and culturally sensitive travel that benefits local communities and the host countries (Honey 1999). Unfortunately most of the ecotourism projects are not meeting these standards. Even if some guidelines are executed, the local people still are facing other negative impacts. It is unfortunate that Ecotourism operations mostly fail to live up to conservation ideals. It is sometimes overlooked since it is a highly consumer-centered activity and environmental conservation is a means to further economic growth (Kamauro, O, 1996, Ecotourism: Suicide of Development ; Voices from Africa # 6, Sustainable Development, UN News Service). Ecotourism activities in it are issues in environmental impacts, because they disturb flora and fauna. Industrialisation, urbanization and unsustainable agriculture practices are considered to be having serious effects on environment. While the term may sound relatively benign, one of its most serious impacts is its consumption of virgin territory. These invasions of tourists often include deforestation, disruption of ecological life systems and various forms of pollution all of which contribute to environmental degradation. It is often claimed that eco-tourism preserves and enhances local culture. But it is always found that with the establishment of protected areas, local people have illegally been driven away from their homes with little or no compensation. Pushing people to marginal lands with harsh climates, poor soil, unfamiliar surroundings, lack of water and infested with livestock and disease, this does little to enhance livelihoods even if a proportion of ecotourism profits are directed back into the communities. Besides, government regulatory agencies lack the commitment and capability to enforce rules because environmental protection methods are not properly defined, had to enforce and uncertain in effectiveness. The governments with political parties at the helms of affairs are susceptible to making decisions to spend budget on politically beneficial but environmentally unproductive. Some countries mostly the third world countries embark on strategies to transform their last 'unspoiled' territories into tourism attractions. These countries risk their remaining patches of natural forests knowing that it will be sacrificed for commercial purposes. The marine, coastal and watershed areas would get exposed and polluted, and by that the already depleting biological resources, would be further threatened. The study conducted by the University of Idaho in 2000, shows that when the tourists trail on the same path over and over again, they trample the vegetation and soil, eventually causing damage that can lead to loss of bio-diversity and other impacts.

In times of financial crisis, tourism growth is more than ever considered as crucial to developing nation's survival, while environmental objectives are receding. Tourism is often seen as the only industry apart from export generating revenue, needed to pay back the huge foreign debts owed to IMF, the World Bank, and other financial institutions. South-East Asian countries mostly depend on tourism to attract hard currency for economic recovery. Money given by the world bodies for social investment projects are diverted for tourism development. 'The Nation', a Bangkok news daily on 7th April 1999 reported about how in 15,223 villages with more than 300,000 families were engaged in producing medicinal herb planting and traditional Thai medicine which raised the question of over supply to an unpredictable demand. Besides, to set up projects like this, more foreign loan was required and this added to the woes. It shows that economic benefits from tourism have been overrated and there was no money left for the conservation of natural and cultural heritage, and improvement of public services.

So desperate the tourist agencies are to make money that they destroy the very social fabric of a society. Sex tourism in Thailand, Camel race in Middle East, Beach boys in Sri Lanka and Poverty tourism in Brazil, South Africa and India are

definitely a slur on humanity. Two very recent examples will be enough to explain this. Ever since the movie ‘Slumdog Millionaire’ won several Oscars, there has been a stream of visitors to Dharavi, the biggest slum of Asia in Mumbai. The deplorable situation in which the people live there in abject poverty is perhaps a cruel joke on them by the people who pay to see someone in that condition. The second example is more pathetic. In Andaman island, tour operators promise to give some food to the Jarawa people whose number is only 300 and who are on the verge of extinction and force them to dance for the benefits of the tourists. It is indeed a slur on civilization and the worst form of abuse of human rights. This has come to light only a week ago but this practice has been going on for the last 15 years. Several tour operators in Odisha and other parts of India also do the same thing but in a more reformed way.

There is yet another horrifying aspect, which of late has been labelled as Sex tourism. A growing horde of ‘sex tourists’ travel from country to country in pursuit of easy prey. While Southeast Asia remains the hub of world sex tourism, Central America raked by poverty is rapidly accepting this form. In one of his reports, W E Gutman, a senior journalist of BBC has pointed out that Costa Rica is fast rising as the hemispheric capital of sex tourism. It has proved to be a rival to Thailand and the Philippines as world’s leading sex tourism destination. It is shocking to note that possession of child pornography for personal use is not considered a crime. Sex tourism has become more lucrative in El Salvador, Guatemala, Honduras and Mexico. Several countries have become preferred destinations for sex tourists. These are Brazil, Costa Rica, Cuba, the Dominican Republic, Kenya, the Philippines, Columbia and Thailand. World Tourism Organisation defines ‘Sex tourism’ as ‘trips organised from within the tourism sector or from outside this sector but using its structures and networks with the primary purpose of effecting a commercial sexual relationship by the tourists with residents at the destination (WTO statement on the Prevention of Organised Sex Tourism adopted by the General Assembly of the World Tourism at its 11th session, Cairo, 17-22, October 1995). Child sex tourism, despite being a crime in many countries has become a multi-million dollar industry believed to involve as many as 2 million children around the world. (Bagnal 2007) While it is not possible to gauge the extent to which child sex tourism exists in India, yet there are sufficient indicators that this form is on the rise. There are reports of tourists moving from Goa to the areas of north karnataka like Gokarna and Karwar which have been developed as tourist destinations. Foreign tourists have settled permanently in the Om and Kudle beaches which have become points, where the tourists are sexually exploiting the children. Another two popular destinations which are fast emerging the paedophile activity are Kovalam in Kerala and Mamallapuram in Tamilnadu. The Sunday Times of India (Bangalore, August 26, 2001) reported news of an Australian jumping off the train on being arrested. He was accused of sexually abusing children. The report informed about the man to have abused 50 children in coastal Andhra Pradesh and Odisha. Apart from various media report of child sex tourism rising, the Parliament (Lower House) was also informed by the Minister of Women and Child Development, Government of India that Child sex tourism is prevalent in many states of the country. The Minister in a written reply informed the Parliament on November 23, 2007, that the studies conducted by the National Human Rights Commission (NHRC) and the National Commission for Women (NCW) shows that in the name of pilgrim, heritage and Coastal tourism, sexual exploitation of children is quite widespread. (PTI, November 23, 2007)

Nearly 205 participants in the 3-day South-east Asia Conference on Child Sex Tourism held from 18th -20th March 2009 in Bali, Indonesia identified the current challenges and a plan of action towards approaching governments in member states from the Association of Southeast Asian (ASEAN) region. the conference agreed that there has been an increasing number of incidence and recognised the importance of the regional and international cooperation to ensure offenders to be brought to justice. The document, ‘Bali Commitment and Recommendation’ recognised that one of the most prominent challenges facing child sex tourism in ASEAN region is poverty. Other factors include limited access to education, gender relation and weak law enforcement capacity. The participants also felt that some stakeholders may not like any restriction because it would affect the tourism industry. Two decades ago, a lot of people from gulf countries were coming to India especially to Hyderabad to marry. The intending grooms used to be relatively old and after paying some money to the parents of the girl, they used to marry much younger girls. On their return to their own countries with the new brides, they used to sell them to others. There had been a lot of protest and the menace has come down though no one can vouch that the practice has already been stopped. The report published in The Deccan Herald, a prominent English News daily from Bangalore on 18th January 2012 speaks about a proposed Code of Conduct for service providers in the Tourism sector by the Government of India. The report says that the code of conduct is a virtual admission by the government that the problem exists. The code of conduct for the service providers in tourism sector for ‘Safe and Honourable Tourism’ has been finalized after consulting all stake holders, including the state governments. The code has been necessitated in the light of growth in high spending foreign tourists and the world Travel and

tourism Council (WTTC)'s projection that India will be among the nations having fastest growing tourism industry over the next 10-15 years. The government move follows the 2008 World Congress against sexual exploitation of children and adolescents held in Rio, Brazil in which countries were asked to draft special laws to prevent children from benign used in the tourism industry.

Whether one agrees or not, this form of 'Dark Tourism', if at all it will have the nomenclature 'tourism', then this form of tourism must be stopped at any cost and at all cost. Has anybody ever given a thought to the traumatic experience of a small child, a boy or a girl after being forced to be used sexually by another person. The sex tourist considers it to be his right for he pays money to buy the body of that child for some moments. But has anybody ever thought as to what happens to her or his mind when he or she is being forced to act sexually without his or her will. It is time now to think what has happened to our values. Environment pollution can be arrested. A tree uprooted can be replanted but can the scar on the child's mind be done away with. What would happen to that society from where the teenaged girls or boys are brought as consumable goods. The behavioural changes, the deep negative impacts, the trauma and the confidence level of the victims must be addressed to properly. Then it can be bit nearer to responsible tourism.

When we talk of responsible tourism practices by several agencies under various nomenclatures, we try to forget that because of the eagerness for earning few dollars tourism causes irreparable damages even causing horrific climate change. The brightest example is the erosion of sea in many places of India. The senseless destruction of mangroves along the Bay of Bengal in Odisha has resulted complete wash away of a large village Satabhaya in one of the coastal districts of Odisha, India. The Super Cyclone of 1999 in Odisha that killed more than 10,000 people officially though the number stands at 50,000 on unofficial account was the result of the destruction of mangrove forest near the coast. There are several factors which are responsible for climate change and global warming. The Holiday 2030 report prepared by Halifax Travel Insurance, Bill McGuire, Benfield Professor of Geohazards and Director of the Benfield-UCL Hazard Research Centre reveals that the global sea levels by 2030 could be 72 mm higher. The same report suggests that every one mm sea level rise translates to 1.5 meter retreat of the shoreline which means by 2030 shorelines could be expected to have retreated at least by 108 mts. This would wipe out beaches, across the globe and coastal amenities such as hotels and golf-courses.

The main impact of climate change on the beaches of India will result from rising sea levels. Both Goa and Kerala within the Indian Ocean's cyclonic belt will be more affected. It goes true for the beaches in eastern India. The shifting of plates in the Bay of Bengal caused unprecedented tsunami havoc in India and Thailand recently. Maldives is another small nation in the Indian Ocean which fears complete elimination from the world map. This small island nation comprising of 1200 islands attracts thousands of tourists. Since the highest point of the country is only three meters above the sea level, there is every possibility that unless the issue is properly addressed to it will have serious consequences. Rising sea level threatens the entire existence of Maldives. It threatens the habitat of every human, plant, land and animal there. Though human beings could be relocated to their neighbouring countries yet preventing biodiversity and species loss could be difficult.

Though these findings could slow down the global tourism and a change in tour patterns, yet there are measures which both the tourists and service providers can take to mitigate some of the worst climate change effects. Local and national governments will have to invest for greater resources in water management such as desalination, sea-defence, planting schemes to show desertification and more rigorous building standards to cope with high winds and greater rainfall. There is no denying of the fact that tourism has been a rapidly growing phenomenon and its impact is varied. On one hand it plays an important and a positive role in the socio-economic development of the destination country, while the other it has some massive negative impact on environment, culture and the life style of the people. It is thus necessary to work towards a more sustainable tourism. In order to do that, tourism industry must engage in promoting sustainability as mandatory for investors who should strive to adopt environmentally sound technology and other measures to minimize consumption of local ground water. There is also a need to use ecological materials and install renewable sources of energy system in all new constructions. Pollution of ground and coastal water must be prevented. If necessary, legislation should be made for tourism investors to invest in proper sewage treatment facilities. Appropriate waste disposal system and ways to separate garbage into organic and non-organic waste should be developed and organic waste can be composted and used in farming. Sustainability can be ensured with participation of local

population hence investors must always take locals and show respect to the traditional methods of conservation. In order to stop increasing cultural erosion and disrespect the human rights, the tourism industry must promote projects compatible with the cultural identity of the local population's way of life. There should be defined code of conduct for the visitors to follow while visiting area inhabited by local, ethnic people. Establishing and developing tourist training programme could be one way of managing code of conduct. Tour providers must not promote child labor or prostitution. Industry by itself must commit to a global campaign against such violation of human rights. Empowerment of residents at tourist destinations, through local participation may be facilitated by providing written and legally binding contracts between the local people and tourism investors, so that in case of any violation action can be initiated. There is also a need for the collaboration of all stake holders. Since consumer behavior in tourism is both a product and cause of industrial and government policies, a comprehensive approach is needed to solve the problems associated with market-driven tourism. Tourism in order to become a sustainable industry, countries, regions and individuals must work with new technology, natural resource management and marketing concepts.

With the safeguard, little care, tourism can still remain the largest industry contributing to the economy of a country. It can flourish if adequate measures could be taken up for creating right environment for sustainability. Paradise is still not lost and every effort must be made to conserve our paradise for the future generation.

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ECOTOURISM AND SPIRITUAL TOURISM

Each soul is potentially divine,
The goal is to manifest divinity within ,
By controlling nature, external and internal.
Do this either by travel, or work
Or psychic control, or philosophy-
By one or more or all of these and be free.
This is the nature of travel. (by some modification-Indian writer)

When Jesus said, "Know the truth and the truth shall set you free," he was simply saying to the degree you know the real truth about yourself, you will then be free and able to direct your own life in wonderful, creative, meaningful ways, simply by understanding that your every thought is creative.

"He that loveth not knoweth not God; for God is Love." Love is the self-givingness of spirit to its creation and is a cosmic force whose sweep is irresistible. Love is the highest vibration in the universe; nothing can withstand its embrace. The opposite of love is fear. In the light and vibration of love, the darkness of fear cannot exist. To know God's presence is to experience unconditional love. To see the presence of God in others is to love them. Unconditional love is always the answer.

Spiritual tourism is not something that we have to be worried about. It is our self-exploration in action. It is our self-knowingness and it is up to us how we go about it.

There are different approaches to define spiritual tourism. These approaches range from strong religious motivations for traveling and corresponding travel offers to tours that bring travelers close to nature with a special emphasis on ecotourism or exceptional experiences in cultural tourism to trips that place the vacationer's health in the foreground. Definition:

Tourism is a means for individuals to explore their pasts, to discover new geographic areas and social contrasts, and potentially to grow more cosmopolitan and globally tolerant of distinct lifestyles and subcultures. Tourism here builds on education, media exposure, reading, and similar globalizing experiences. Tourism can not only enrich the tourist culturally, it can similarly impact the societies and specific persons visited, not just in short term cash transfers, but in longer-term cultural impacts.

Why tourism today?

Everyday life provides us with a combination of happiness, pride, personal fulfillment and strength, while sometimes simultaneously creating frustration, sorrows, feeling of inadequacy and pain. Life is complicated and ever-changing.

We can hardly find a man in this multifaceted and phenomenal world who does not crave and clamor for harmony and peace. But despite this universal fact the world scenario is strikingly the opposite. There has been violence, terrorism, strives, conflicts, rapes, murders, religious bigotry, fundamentalism, mutual mistrust, jealousy, selfishness, greed and anger frustration and peacelessness of higher degree. There is no denying the fact that modern man has used his mental faculties to the utmost extent for inventing and discovering the means and ways to make his living very easy and comfortable in this world, but ultimately he has been bed astray by despondency, restlessness and depression. The world has now been realized that irregular development and progress on the materialistic side has led to more conflicts and in consequence the world has been afflicted with religious intolerance human bombs, and, finally anarchy and disharmony have become all-pervading.

The increasing incidence of various diseases afflicting mankind today coupled with the unending, maddening, rat race for material acquisitions cause stress and strain and result in regular incidents of conflict in everyday life, all over the world, further leading to misery, discontent and unhappiness. All this clearly shows that total health is much more than the apparent physical aspect alone. Even just for physical health, it has become evident that if analyzed correctly it is impossible to think of any disease that is causally as simple, as we once supposed. Hence, in order to achieve total health, genuine healing must provide for human spirit, as well as the mind and the body.

Tourism is the essential need of today and the culture of tomorrow. Tourism, in particular mass tourism, is frequently described as a phenomenon of modern society. It is modern society, through the development of fast, efficient and economical forms of mass transport, increasingly high levels of disposable income and the provision of socially-sanctioned free time that has provided the means and the opportunity for people to participate in tourism. Additionally, modern society is a major factor in tourist motivation. Whether to simply escape from the pressures and stress of modern life or to seek the authentic, satisfying and meaningful experiences elsewhere, people increasingly believe that the only way to survive in modern society is to regularly remove themselves from it, albeit on a temporary basis. Thus, in short, tourism is both caused and sustained by modern society.

Tourism bestows inner strength, sharpens our intellect, teaches us to control our emotions and brings a rare concentration and efficiency into our actions and work, making one do the right thing in the right way at the right time. It banishes all weakness from within and fills the inside with courage. Proper understanding of life through travel and tourism clears the mind and paves way to get rid of stress once and for all. Use of travel as a tool to relieve mental stress, becomes a component of the regular heritage. Tourism is traveling for predominantly recreational or leisure purposes or the provision of services to support this leisure travel. When we speak tourism as a discipline we generally refer to the methods and systems that are used in tourism industry or business. Phenomenon, on the other hand refers to any significant fact, event or circumstances. Thus tourism as a phenomenon can refer to any significant developments in the tourism industry. Such phenomenon may relate to the tourism industry worldwide, or to some specific areas identified as tourist origins or destinations. Also what is considered a significant tourism phenomenon may change with time. The tourism phenomenon may relate to one or more of different aspects of tourism such as number of tourists, preferred destinations, duration of travel, purpose of travel, preferred activities while holidaying, and size of travel groups.

Spirituality encompasses intellectuality and a spiritual orientation based on faith in tourism. Understood as a part of culture and more concretely as a cultural technique that takes a performative shape, spirituality is to be viewed on the one hand as something that is embedded in the respective society; on the other hand, the respective ideological and cultural context influences the spiritual construct, which necessarily has an individual orientation. It can also be defined as an attitude towards life causing one to search for a meaning in life whereby the connection to a transcendental level plays a role: “a personal belief in, or a search for a reason for one’s existence; a greater or ultimate reality, or a sense of connection with God, nature, or other living beings”

What does tourism have to do with this? Trips that have a spiritual, religious, and/or ecclesiastical focus are among the favorites of tourism.

Religion has long been an integral motive for undertaking journeys and is usually considered the oldest form of non-economic travel. Transcendence, searching for meaning and spirituality are just some of the terms that can be connected to traveling. Accordingly, it is possible to speak of spiritual tourism, which encompasses all such trips that “are fed by a longing for post-materialistic values, for redemptive expectations, holistic beliefs, and a drive for the transcendental. Tourists who seek out religious or spiritual settings for the purpose of fulfilling their desire to travel, either in whole or in part, and to have some form of religious or spiritual experience are called ‘spiritual tourists’, as emerging out of the changes and uncertainties of modernity and secularization. This holds even for spiritual tourists who shift from the pilgrim like existential type tourist to a form of recreational type. The term ‘spiritual tourist’ is thus proposed as a means of both distinguishing between tourists and pilgrims, and establishing further means of examining the position of religion in tourism.

Thus spiritual tourism and spiritual tourists are defined both by the reasons behind their journeys and the activities they undertake whilst on them. This type-form typology forms a theoretical matrix into which the experiences of travelers are placed, along with related contextual theories in order to cleanse threads of meaning and identity. The theories of modernity, postmodernity, secularisation, and seekership are drawn together to make up, within the context of spiritual tourism, the contextual interpretive framework with which to do this.

The principal motivations can be characterized as: seeking spiritual relations and personal spiritual development; emotional healing; and the development of personal self-awareness, including contact with a sacred nature, God, spirits and plant and natural energies produced by the tourism. The motivation and perceived benefits both point to transpersonal concerns, with the principal perceived benefits involving increased self awareness, insights and access to deeper levels of the self that enhanced personal development and the higher self, providing personal direction in life.

Tourism has got an intrinsic substance or portion which acts like a mind-body therapy involving a series of exercises. It is designed to carry us beyond the illusions created by our thoughts and senses so that we are able to experience everything in its truest form. The benefits of practicing tourism regularly include reduction of stress, tension, anxiety and frustration, as well as improved memory, concentration, inner peace and physical well-being. Tourism has also proven to be highly effective in treating psychological conditions such as obsessive-compulsive disorders, depression, schizophrenia and anxiety.

It is our constant endeavor to give more value and new meaning to travel and tourism. That is why holiday package tours have been developed to allow you to combine travel with a glimpse at its inherent spirituality.

Indeed, tourism is often conceived as group travel to beach-like or foreign capital locations. There are several specimens of tourism like adventure tourism, ecotourism, visiting historic sites and museums, and the like.

What all these have in common is first that the tourist is removed from his home, and more critically, his socio-cultural background. Consequently he or she is conceived as bringing minimal cultural baggage. This flows from the often implicit assumption that tourism is primarily entertainment, relaxation, and distraction, appealing first to the most basic senses (food, drink, sex, sleep) if there is time, perhaps rising toward music, drama, or history—but still largely in a mode of “pleasure seeking” in a quite short-term, hedonistic sense. For some this is a matter of assumption or definition; for others it is just business as usual.

Prof.Dr. Tunzala YUSIFOVA

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SPORT ON REGIONAL AND NATIONAL FACTOR

I am grateful to honorable Prof.Dr. Hikmet Kocak for providing me an opportunity to participate in this dignified conference. I am honoured to be among the high caliber and eminent scholars participating in the said conference.

Sports tourism is now a tool to make and achieve many things that is to generate significant revenues, creates new jobs and to develop and re-appraise entire destinations.

High sport potential always existed in Azerbaijan. Today we are pleased with our sportsmen's success. If there was no social-political stability in Azerbaijan, of course, then the achievement of this success would be impossible.

Our national leader Haydar Aliyev took care of our sportsmen till the end of his honorable life and always said: "I take my own responsibility on social care of sports and you can be sure that you'll always feel this care".

The President of International Olympic Committee, Mr. Jack Roqq stated frankly at one of the conferences: "Everything in the sphere of Azerbaijan sport and Olympic movement has been organized so that, it must be taken as a good example by other countries". It is impossible to imagine much more appreciation.

The President of Azerbaijan Republic and The National Olympic Committee Ilkham Aliyev in one of his speeches mentioned: "I highly appreciate The Azerbaijan sport. I consider that Azerbaijan sport has gained its deserved place in the world sport sphere. I think that we are not only at front rows in our regions, and we are also at front rows of Europe. Azerbaijan sport lives, improves and will develop in future".

There are 32 Olympic Sport complexes meeting modern demands in different regions of Azerbaijan at present and 8 complexes are being built.

Now days Azerbaijan people improve their health by going in for different sports using this modern sport complexes. At the same time European and worldwide sport competitions are held in these complexes and in its turn it helps to spread the sport among population in our country.

Our capital-Baku put forward its candidacy for holding the Olympic Games in 2020. Professional development takes the most important place in the components of the basics of physical education system, which is an integral part of the educational system.

As in all developed countries of the world the physical training education system in Azerbaijan also consists of two parts: ideological-which executes the provision function of the existed system, political, economical, social, financial-technical, scientific-methodical, program-normative part and directly the application and activity of physical training education. Only these two parts are associated with the professional development.

The level of this association depends on the quality of the professional development. It means that all specialists in physical education system must know the innovative methods in this sphere. Of course, we have great need in professional specialists to provide the work in high level in all types of sport equipments. And it is one of the main duties of the educational system of our Republic.

According to the signed contract between The Republic of Azerbaijan and Great Britain in 2007, the project "International Sport Alarm" has been realized at Azerbaijan Teachers' Institute.

When the Rector of Azerbaijan Teachers' Institute, the member of parliament, professor Agiya Nakhchivanli was in London, she and the delegation under her leadership got acquainted with advanced experience of England's specialists and TOPs play training method and later this method was applied in Azerbaijan.

The specialists from England came to Azerbaijan and provided in Baku and regions different trainings TOPs play methods. After competition they presented certificates to participants of the trainings. All the specialists obtained the certificates applied this method at work places and organized trainings for other teachers. The lessons held on physical training education subject in our Institute to future teachers differ from the lessons of other educational institutions by their originality.

TOPs play training method mentioned also in the National Curriculum of Physical training methods education and the specialists on this subject have already prepared a new Physical education training methodics and applied it. This methodics is based on 4 main content lines (standards).

1. Theoretical knowledge and providing of information
2. Verbal ability and habits.
3. Verbal competences.
4. Formation of moral mental features of personality.

The verbal abilities of students such as flexibility, dexterity, speed, speed-power, endurance, force and body-bending are improved at the physical training education lessons.

This innovative method is also applied at 11 branches of Azerbaijan Teachers Institute and regularly seminars are hold for the teachers of this subject.

All the teachers coming from different educational institutions to our institute for improvement of their professional skills are informed with this new method of teaching physical training education and all necessary practical and theoretical knowledge is provided to them.

The president of International Paralympic Committee Mr.Philip Graven at the final conference of the project "International Sport Alarm" held in Baku on May 11, 2010 highly appreciated this work.

Dear colleagues! At the end of my speech I'd like to emphasize that sport as a national and regional factor is highly supported by the state and our President Mr. Ilkham Aliyev.

I conclude by expressing my heartfelt gratitude to Prof.Dr. Hikmet Kocak and his dedicated team for hosting this marvelous conference, their warmth and hospitality will be the asset for all of us.

Thank you very much ladies and gentlemen.
Thank you for attention!

Prof.Dr. Mammad RZAYEV, Ali JABBAROV
Nakhchivan State University, Azerbaijan



THE UNIQUE NATURE AND BIODIVERSITY IN THE NAKHCHIVAN AUTONOMOUS REPUBLIC: WATCHING TOURISM IN AZERBAIJAN

ABSTRACT

This article deals with the issue said to be same for everybody. It calls mankind to stand in defence of nature.

KEY WORDS: natural resources; ecotourism; unique nature; biodiversity; watching tourism; photo hunting

INTRODUCTION

The use of natural resources for touristic purposes is one of the most effective ways of involving them in economic turnover. Natural resources play an important part in modern development of world tourism industry. Meanwhile exhausting of natural resources and the changes natural form of the places of their location as a result of human economical activity is inevitable. From this point of view the protection of unique flora and fauna examples of local and world importance and also of nature and historical-cultural monuments is of great importance.

Investigation of existing unique nature monuments and biodiversity in the territory of Nakhchivan Autonomous Republic within Azerbaijan, the investigation of their value from scientific-observation and tourism recreation point of view is one of the main aims of this paper. Besides this the study of perspectives of spending the income from using natural resources with scientific-observation aim to protection of these resources is also one of the actual problems. Therefore for the purpose to watch lively the unical landscape of the area, the natural events happening here and also studying the richest biodiversity by our and foreign specialists to have been specialized in this direction and as well as carrying out certain scientific research works, their photo-video pictures may be considered positive respectively.

Continuous growth of economic development in our country and of which in Nakhchivan Autonomous Republic, attention to development of non-oil sector brings forward the problem of using natural resources more effectively and involving new resources to economic turnover. This in its turn makes more actual the problems of approaching natural resources rationally, playing an important role in economic development, and keeping to sustainability principles when protecting them. The economic literature and the natural world practice contain quite a lot of information about exhausting resources and actions taken against their depletion. The role of natural resources in human life, the problems arising when using them for economic purposes, and also problems related to their exhausting are put forward in these materials. The main directions of research in this field is investigating alternatives for decreasing the use of natural resources for economic purposes or replacing them with other possible not exhausting natural resources.

The problems involving natural resources into economic circulation have been pictured either in the national economic proprieties of countries or in the documents of the international organizations. In the State program received by our

country on social- economic development of the regions of the Azerbaijan Republic for 2009-2013 years on promotion of tourism in the Republic of Azerbaijan as well as priority directions of regional development and non-oil sector.

Turning tourism as a profitable branch of economy by broadening of the international cooperation establishing rather modern tourism complexes capable to withstand to competitive principles and capable to meet the social and ecological requirements, establishing new work-places in this field have been pictured as vital tasks put forward.

The promotion of tourism has been expressed with concrete items in this State document and National parks of which the below noted measures considered to implement in the territory of Nakhchivan Autonomous Republic:

Item 4.1.8. Identification of the woods of recreation importance in the National parks and supporting

Item 4.3.7.41. Forming of mountain-tourism framework in Nakhchivan Autonomous Republic, establishing health resort-sanatoria and tourism complex.

The international essence of cooperation in protecting of biodiversity, the necessity of promotion of the business bearing ecological obligation have been noted therein on July 7, 2010 on the protection of bipolarity.

For the purpose to make use of natural resources, especially the use of biodiversity for the purpose of humanism as well as in the direction of tourism has been noted in the documents of the top level international conference carried out by several international organizations of which UN World Tourism Organization operating within it and in the statement of the conference held by this very organization indeed.

Thus, in the items of the International Convention on Biodiversity (29 December 1993) which was ratified by Azerbaijan on June 12, 1992 and in other documents of the UN deducted to this, the role of biodiversity in the life of human, as a result of human interference to this process the expected natural loss and its rapid growth damage were performed.

Surely, it is possible to notify the topicality the items performed in the item of Manila Conference Statement (1980), principle of Hague Conference Statement (1980) in the 4th item of the 3rd article of Tourism Moral Code (1999), in the 4th item of the Tourism Ministries Universal Conference Statement (1994) which were deducted to tourism respectively.

But in the item B of the Osaka Statement of the Millennium deducted to tourism in general the questions of protection are widely performed when being in contact with tourism reserves.

The ecosystem of tourism activity organized under the condition of not perfectness violation, not acting out of ecological frame of tourism business are advised in the Tourism Moral Code.

As a support of these thoughts, it is advisable to example the idea of Taleb Rifai, General Secretary of the UN-WTO about the protection of biodiversity: it was never late to take under supervision of biodiversity protection - it is a call worrying international community, governments, firms and travelers:

For the purpose make use of tourism - recreation reserves and treating with the biodiversity more humanistically so many State Programs have been received which possess the items propagating the scientific-observation tourism in different countries of the world.

As an example, 2nd item the second of the State program of "Uqra" (Kaluga), Russia National Park for 2011-2015 years directed to the ecotourism promotion has included a special item entitled "Watch of living being" (photo hunting) hoping to have new category of visitors.

In the National program for the promotion of tourism for 2008-2010 years which was received in 2007 in Belarus and 2008-2010 years State Program for hunting economy development matters as a part of ecotourism was put ahead as a special task.

There are a lot of grounded materials and information in the scientific literatures reporting the incomes from the use of biodiversity for the purpose of tourism. So that, the tours aimed to take photos of the Siberia reindeer in Russia calls attention of all to bring comparison with hunting of other wild animals.¹

But in the others scientific source a very strange event is reported stating that so many adventure loving tourists from various countries of the globe blossoming just thereafter a special permission.² No doubt that, not only for the ecotourists, but also for those who have been engaged to the scientific investigations and also for those who are in power to meet economic and national interest are arranged payment services and offers as well.

Also the same source informs that scientific observation tourism is too popular in the territories of the central America and south Africa and relying on this a many foreign amateur tourists and voluntarists systematically participate there.

The significance of the fantastic measures carried out with the tourists visited Altai preservation within the recreation measures on observing the living being were pictured in the conference materials.³ But philosophic approach of the biodiversity in the life of society has been defined in the work of R.Uitteker entitled “Society and ecosystem”. The author considers the evolution process of society and living being as the parallel evolution of biodiversity and values the event as the phenomenon of self strengthening.⁴ The ideas across in the works of M.B.Birjakov, vice president of International Tourism Academy of Saint Petersburg sound rather interesting. M.B.Birjakov approach the matter, namely, scientific-observation tourism as a sole form of economy said to be possible in the areas of National parks.⁵

Also the fact noted that the tourists yearly arrived at Ruana National Park (California) spend about 1 mln. dollars by watching the animals, each tiger in the Kenya National parks bring 27 thousand dollars in favour of the park and one elephant herd's profit is more than 600 thousand dollars. So that, the profit by watching one animal lively is more than its hunting is said by investigators. According to general calculation the profit from killing animals by hunting can only comprise 10% of profit from photo shooting (hunting).

When considering the views of independent travelers in the direction of scientific observation (watching) tourism who were in Azerbaijan in 2001 carried out observations more than 15 National Parks and the impression Napier Shelton American traveler calls attention. Even the traveler has published book about his observation results as entitled “Where to watch birds in Azerbaijan ” and therein the traveler deals with magnificent wonders of Azerbaijan nature, about the wild wood and above all about the variety of watching of birds.

As you see, there are so many thoughts and facts defending the idea of preserving of the natural reserves, their natural forms and kind components provided that not to cause to change the above noted facts. In the world there are successful projects in engaging the biodiversity to scientific research works and to get profit from them by this way. In our country, great successful steps have been taken recently in promoting tourism as a part of regional economy and non-oil sector, very great state run programs have been adopted in this direction and very hopeful scientific-research works covering this field have been carried out.

The basic problem in this paper is depletion of natural resources and unique biodiversity in parallel with economic development of society, and population increase. These issues existing all over the world are also of great relevance in our country as well as in Nakhchivan Autonomous Republic. Thus, extensive development of the extractive industry and agriculture, especially extensive agricultural land puts natural flora and fauna samples in danger of depletion. In addition, rising living standards, income growth of urban life results in peoples' flow to nature in summer and spring for rest and entertainment purposes. And this in its own results in breaching of natural ecosystem in the period of plant fertilization, and animal nesting, in soiling of environment. Besides listed factors, the gathering of medicinal plants by the local people for getting income also affects the depletion of natural resources.

¹ A.A.Samoylence. Geograpy of tourism. Phenix- 2006. Rostov on the Don. page 368; pages 248-249

² Aleksandrova A.U. International tourism. M...Aspect Press,2010, page 470,31

³ Materials from the IV international scientific-practical conference dedicated to the 60th anniversary of the higher education of the Mountainous Altai for 1-4 October, 2009

⁴ R.Uitteker “Society and ecosystem” M. Progress 1980 page 328.118

⁵ Birjakov M.B. Introduction to tourism. SPb. “Publishing house Gerda” 2003. 448 line, page 187.

It should be noted that, organizing some branches and sub-branches of tourism related with the nature can also cause harm of natural resources and their depletion. These are public recreation, leisure and eco-tourism marches. The case is different with scientific tourism, namely with photo-shooting where we only observe unique natural resources and events and bring them to the attention of the society, scientific circles, collectors through various scientific publications, internet pages and documental films.

Scientific tourism is a widespread sub-type of eco-tourism in modern world. It is a wide spread tendency all over the world to protect natural resources in national parks and reserves thus allowing scientists and amateur researchers to easily access them. For this purposes various conferences and seminars are organized. There are large volume scientific works dedicated to peculiarities of the protected areas, new nature events and unique bio-resources and their relevance to modern science and practical methods of using these resources.

In contrast to the idea of depleting natural resources by using them, the idea of using them without touching them and looking for the ways gaining income from these resources is one of the most favourable offers for the owners of these resources. This income can serve as financial basis for protecting this resources and besides it can serve as one of the basic stimulus maybe the most important one for behaving them with more attention. In other words the more unique is the natural resource the more relation it demands from its owner attracting more and more people. Based on these thesis we can say that export of the information about the unique natural resources is the main goal of organizers of scientific tourism, and getting this informartion and storing them and showing in private archives and sources (as Discovery Channel, National Geographic, Wild Animal Planet, BBC, Youtube etc) is the main motivation of scientific tourism participants.

Nakhchivan Autonomous Republic due to its complex landscape structure, characteristics of agro-climate and its flora and fauna is differentiated especially. There are a number of natural and unique examples in the region - examples of landscape, endemic birds, reptiles, mammals and plant species. That is why, it is of great importance and actuality to preserve the kinds of rare flora and fauna in the region, to carry out environmental monitoring, environmental education of people, to create favorable conditions for tourism.

In former Soviet Nakhchivan Autonomous Republic was prevented from tourist visits due to its border territory. And this naturally kept unique natural resources uninvestigated from touristic point of view. This fact expresses the attraction of this resources now in conditions of highly developed touristic possibilities. On the other hand natural climate conditions in Nakhchivan (high Sun radiation, severe continental climate, successing landscape) makes all these resources differ greatly from others in various parts of the world. In addition to this we must mention the favourable infrastructure conditions in Nakhchivan for touristic visits, accommodation, and the activities of scientists. Thus, according to the final statistics of 2011 the Republic was visited by more than 300 000 tourists. If we consider the fact that scientific tourism has less participants in all over the world then we can approach the perspectives of developing this branch in the republic quite optimistically.

Summarizing all above said we put forward the necessity to study problems of scientific tourism development based on the natural wealth of Nakhchivan Autonomous Republic. And all listed shows the actuality of the topic presented in this paper.

CONCLUSION

Unique nature and patterns of biodiversity in the world are universal wealth not only for protected areas, but also can serve for human purpose. Based on these principles alongside with protecting the natural wealth of the region as they are for the use of future generation the idea of their apply for human value is very attracting for developing scientific tourism.

PHOTOS ON TOPIC



Nakhchivan AR, a view from plane



Nakhchivan AR, a view from “Ilandag” mountain



Nakhchivan AR, “Batabat” lake



Nakhchivan AR, a view from “Alinja”



Nakhchivan AR, a view from “Nahajir” mountain



Nakhchivan AR, a view from “Goygol”



Nakhchivan AR, views from “Kukudag”



Nakhchivan AR, views from “Agri” mountain of Turkey



Nakhchivan city on Araz river. Foreign tourists shooting photos.



Nakhchivan AR, the holy “Ashabi-Kahf”

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MAIN TRENDS AND PROSPECTS OF AQUACULTURE DEVELOPMENT IN THE REPUBLIC OF BASHKORTOSTAN

Our republic has a considerable fund of fishery waters, which are characterized by a great diversity of species and large reserves. Thus, we have 1042 rivers and their length is 27.5 thousand km, 380 lakes with the total area of 20.8 hectares, 9 reservoirs, with the area of 24.8 hectares, 126 ponds occupy 6.8 thousand hectares.

Provision of water bodies suitable for aquaculture development in the republic is 0.015 hectares per man. Nowadays 1.5 thousand hectares of ponds are used for fish rearing.

Cage and basin fish farms operate in the republic, which generally based in the cooling ponds of power facilities for the rearing of warm-water fishes, the total area in 2011 is 15 thousand square kilometers.

The objects of artificial breeding in fresh water of the republic are the representatives of 8-10 species of fish and 1 species of crustaceans. 20 species, types and crosses are reared, as well as 10 domesticated forms of carp, salmon, sturgeon, whitefish, and cichlid fishes. Brood stock of breeding fishes of different species (about 7 thousand goal.) are reared in two fish farms. The leading position in aquaculture occupied by cyprinid fishes, their annual production is up to 70% of farmed fish.

Modern aquaculture in the Republic of Bashkortostan is developed in the following areas: pond pisciculture (the fish productivity in 2011 was about 600 kg / ha), industrial pisciculture (in 2011 about 1000 tons of marketable fishes were grown), recreational aquaculture and extensive fish farming.

The aquaculture is represented by four fish farms in the republic. The largest of these is a «Karmanov» fish farm. It annually produces 600-800 tons of marketable fishes and 100-150 tons of seeding material. The pedigree fish farm «Balyk» is growing annually 100-120 tons of marketable fishes and 20-30 tons of seeding material. The public corporation "Bashkirrybhoz" -50-70 tons of marketable products and up to 20 tons of seeding material. The experimental farm "Birsk" -20-25 tons of marketable fishes and up to 15 tons of seeding material. It should be noted that those fish farms except of "Bashkirrybhoz" reached their maximum production of marketable fishes.

In the whole the republic tasked to increase the production of commercial fishes in inland waters up to 2,000 tons by 2015 (2020 - 4200 tons), and agricultural farms to 500 tons, and production of fish and 200 metric tons. It is planned to grow 3920 thousand pieces of fingerlings and 85,000 thousand larvae of reared fishes.

An example of the industrial aquaculture is raising fish in the warm waters of the «Kormanov» power plant coolers. LLC «Karmanov» fish farm growing marketable carp, sturgeon, catfish, trout and producing food black caviar. Production of sturgeon in recent years has reached 80 tons, and trout - 60 tons.

Pond aquaculture mainly consists of pond pisciculture. The development strategy of pond fish culture is focused on the artificial reproduction of fish, also the introduction of technology of intensive rearing of seeding material and marketable fishes with high quality fish feed.

low-cost and saving fish rearing technologies are more promising to increase the fish breeding production, which are based on the using of natural prey reservoirs. Rational use of natural biopotential, expansion of polyculture will significantly increase the production of fresh fish and fishery products which will be more affordable to the public. The concept of extensive aquaculture development is based on increasing the productivity of water bodies and the conversion of underutilized resources in the nutritive base of fish and food products. Herewith, as the objects of extensive fish farming are carp, herbivorous, whitefish and some species of sturgeon and salmon.

To obtain maximum fish production, conducted careful selection of fish polyculture allows better use of all biological niches (peace and predatory fish, phyto-zoo-benthophages) of natural potential of multi-purpose water reservoirs. Currently, besides the traditional objects of polyculture (carp and herbivorous fishes) the composition includes high-value species of sturgeon and salmon, as well as non-traditional species of fish (tench, catfish, ide, vendace, whitefish, zander, rudd, bream, sabrefish, etc.). A set of polyculture objects will depend on the fish farming zones, natural nutritive base development, category of water bodies, purpose of the reservoir (for the rearing marketable fishes, recreational and sport fishing, etc.).

As an object of breeding, developed fish farms of the republic, additionally include crayfish. Organization of production waterfowl, fur-bearing animals, sport fishing and recreational activities improves the economic performance of the fish farm. The republic has a huge water fund, which provides great opportunities for aquaculture development. Previous years have shown that small bodies of water are very profitable, you can organize recreational activities and sport fishing. Such farms are in almost all areas of the republic, and they bring certain inflow of finance in the budget of the republic.

Aquaculture development depends on the production of fish in natural waters. In the republic there are eight fishing grounds, which annually have harvested about 200 tons of fish in recent years.

Thus, development of fish breeding industry, state support for aquaculture enable to increase its role in ensuring the population's diet of fish from local waters.

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DEVELOPMENT OF TOURISM IN GEORGIA ON THE MODEL OF THE AUTONOMOUS REPUBLIC OF ADJARA AND SHOTA RUSTAVELI STATE UNIVERSITY

Promotion of tourism in recent years became one of the main directions in the development of Georgia. It is well known that coordinated action of society, government and foreign or local investors is necessary for the development of tourism in the country. Georgian society is starting to realize more and more clearly in which sphere it may be competitive compared to other countries, and tries to improve services in these areas. By means of relevant regulations and development of infrastructure the Government of the country actively introduces international standards and draws foreign investments, which is the driving force in tourism.



In the conditions of proper management of the tourism industry of the country it can become a major source for filling the budget. According to the data of the World Tourism Organization, in 2008 from the total income of the world about one billion dollar was revenues from tourism and average number of international tourists was more than 900 million.

Tourism is one of the fastest growing sectors in Georgia. There are many investment opportunities in the tourism sector, from the sea resorts to mountain resorts, i.e. skiing, balneary mineral waters, recreational, cultural and other kinds of tourism. Almost all the regions of Georgia are rich in tourist attractions.

Ajara Region is an example of tourism development of Georgia, which operates virtually every global brand hotels (Intourist, Sheraton, Radisson) and some of them are in the process of opening (Kempinski, Hilton...), where the infrastructure is improved day by day and the unprecedented construction take place, especially in the coastal zone. For the evidence we can bring the example of Batumi - administrative center of the region and one of the most important cities of the country - which has gained general recognition as one of the best new resorts.

In 2009 the Autonomous Republic of Adjara hosted about 165 thousand foreign tourists, in 2010 - 312 thousand; in 2011 this number was increased to 480 thousand. In whole last year the total number of tourists (including domestic tourists) was 1,320.000. It is worth mentioning the fact that last year Adjara region was not in a lack of tourist even in low season period, which is explained with the fact of development of mountainous resorts for skiing, cultural and eco-tourism sectors. From this year cruise tourism promotion project takes the start, in the framework of which it is planned to make cruise harbor on the territory of Batumi Port. In addition, there are elaborated special tourist trips, which will be designed specifically for cruise ship passengers.



Development of tourism in the region, and hence economic growth are promoted with the concerts of world-class stars, which are frequently held in here. In recent years Batumi has hosted the famous singers for performing their programs such as: Andrea Bocelli, Placido Domingo, Jose Carreras, Enrique Iglesias, Julio Iglesias, Sting, Chris Botti, and others. The result of such measures is that if in 2009 46 thousand people were employed in the tourism sector by 2011 the above mentioned number was doubled.

Tourism contributes the development of hotels and restaurant chains, food industry, labor market diversification, creating tourist routes and makes vacancies for people of following professions: guides, translators, cooks, drivers, hotel managers and other representatives of staff and services. It is noteworthy that approximately world's 235 million people are employed in the tourism industry which is the 8% of total employment rate.



The focus on tourism development does not only contribute to creation of the infrastructure (roads, health facilities, sports, fitness center) or necessity of preservation of historical, religious and archeological sites, local folklore, traditions, art and cuisine, culture, but also contributes to bringing the Nations closer and developing cooperation between them, as the increase of the number of tourists in the country promotes the establishment of friendly relations between the representatives of different countries and cultures. The example of this is close cooperation between Georgia and Turkey. Our south - western neighbor takes a great place in the incoming tourists and investors of our country, which further reinforces existing friendly relations between our peoples as well as our states.

Batumi Shota Rustaveli State University is actively involved in the process of tourism development of Georgia and particularly of Region of Ajara. Taking into account current reality and future demands in 2010 the university has been added the new faculty - Faculty of Tourism, the main goal of which is to promote establishment of international standards of tourist services, and therefore to provide tourism and hospitality industry with highly qualified specialists having theoretical knowledge, practical skills and competencies, which will enable them to be competitive in local as well as international tourist market.

The faculty of Tourism offers not only vocational programs (Hotel and Management, Restaurant Management, Tour Agents) but Bachelor programs (Tourism and Hospitality Management, Ecological Tourism, Cultural Tourism, Agrarian Tourism). There is functioning tourism company "UNItour" as well. The Faculty actively cooperates with European and American specialists and practitioners and shares international experience in this sphere. All this has led to the fact that the employment rate of the graduates of these specialties is very high and for enrolment at the faculty there is the biggest competition to go through.



Shota Rustaveli State University not only prepares qualified personnel for the tourism sector, but also directly contributes to the region in attraction of domestic and foreign tourists with the help of holding and organizing numerous international conferences, symposiums and exhibitions. Last year, thousands of participants of more than 40 international events had an opportunity to enjoy the tourism products who naturally were provided with the complete special travel packages including special tourist routes.

The links of Shota Rustaveli State University with other higher educational institutions (RSU has established memorandum of agreement with about 50 Eurasian HEIs) promotes to draw interested foreigners in the region and contributes to the tourism potential of the region, which naturally leads to continuous growth of the tourist flow. Thus, Shota Rustaveli State University plays one of the leading roles in the development of tourism infrastructure and tourist attraction in the region.



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NEW TRENDS IN AGRICULTURAL TOURISM AND PERSPECTIVES OF DEVELOPMENT OF AGRICULTURAL TOURISM IN AZERBAIJAN

Successful taking measures envisaged in the State Program of the Republic of Azerbaijan on social and economic development of regions and other decisions and decrees issued in connection with development of regions turned to be a qualitative start of new stage. These measures positively affected sustainable development of non-oil sector, particularly removing of dependency of national economy from oil industry, expansion of service sphere, creation of new work places and enterprises, provision of regions with municipal, service and social infrastructures, improvement of quality production and reduction of poverty.

Today along with productive utilization of potential of regions, speeding-up development of industry and agriculture supporting entrepreneurs in this respect, solving poverty-related problem of population by improvement of population living standards and overall development of economy are referred to as the main task of the government.

Making serious turn within development of agricultural sector considerably depends on large-scale integration of the given sector into service spheres. Despite all complications connected with unification of inter-dependent economic spheres it is possible to realize it by means of coordination of production, exchange, consumption relating to regions.

Taking into consideration geographic, climatic characteristics of regions in which development of agricultural tourism reflecting the unity of industry spheres and services is focused on, it is possible to create conditions for achievement of fruitful results; at the same time provision of regions with social and economic development, increase of engagement of population in business, income growth, improvement of wholeness of theory and experience within the process of training professional personnel, speeding-up integration process, providing links which include information gathering concerning the country in question and direct contacts and by the agency of this enabling popularization of traditions and culture first of all removal of dependence of national economy from only one industry field are possible to achieve. If we take into account first of all peculiarity, local and regional diversity should be accepted and development of agricultural tourism in one direction only cannot be expedient.

Depending on the goal application of different models in several variants in varying touristic regions would be expedient:

- 1) Creation of the net functioning owing to income gained from special touristic agricultural industries and management of this net at state level either by the center or by local executive bodies;
- 2) Renovation of social and cultural conditions in the places of historical settlement and creation of new social and cultural ones in villages which preserved national traditions;
- 3) Creation of specialized agricultural and touristic objects with certain capacity and welcoming tourists there with

ensuring complete rest. These processes enable to create specialized centers of sport, culture, gastronomy, fishing, hunting, production of agricultural products and their processing;

4) Apart from production launch creation of public and private parks connected with accommodation places and certain structure, creation of fields with processing, exhibition, advertising, cultural, popularizing and scientifically popularizing purposes.

The problem of market formation at initial stage can be solved by following ways:

- In the field of organizational support: creation of subjects of agricultural touristic business unity, the unity will aim at providing consultations for all who is willing to be involved in agricultural touristic business, registration, rules of credit giving for agricultural touristic objects, creation of initial information support, advices on cartography and moreover organization of advertisement and marketing activity in the field of agricultural tourism, informational shaping of touristic products, certification process:
- Providing information support: creation of interactive transmission base on the level of the unity of local agricultural and touristic production;
- Taking into consideration regional peculiarities, supplementing normative and legal documents with necessary acts and annexes;
- In the field of financial support providing discount system on credit issuing for agricultural tourism fields, financing of program re-making, taking into account expenditures on construction of roads, conducting electricity and telephone lines as a strategically important issue.

In order to solve the above mentioned problems, first of all political support should be enforced at minimal level and at brand new regional level, and no doubt, for speedy simplification of all these problems from scientific point of view the support of central state authorities is of utmost importance. In this respect, activity related to agricultural tourism as strategic, social-economic and social-political project can be very significant for development of Azerbaijani regions. Consequently it is clear that in order to convert agricultural tourism into service sector, following steps should be undertaken:

- Presenting qualitative, modern, complex and specialized touristic product;
- Providing clients with informational channels (information-search net, internet portal, cartographic support, advertisement and mapping of touristic region);
- Availability of state program regarding development and support of agricultural tourism;
- Providing discount crediting for agricultural tourism and allocation of subsidies at primary stage;
- Macrostructure improvement;
- Availability of state program on road construction;
- Establishing of public and social associations and unions comprising subjects of agricultural tourism;
- Putting agricultural tourism product on the market and the launch of active advertisement and encouraging campaign.

As it was mentioned this process can be realized accordingly to two variants: with support of central state authorities and with support of regional structures. In this connection activity of local governing bodies and unions in the given process cannot be ruled out and realization of observational functions falls to their share as these structures directly carry out functions of touristic product producers.

At national level, governmental support in turn implies at least preparation of state program referring to development and realization of this field of tourism which includes:

- Legal and normative support for agricultural tourism activities at legal base;
- Financial support and discount crediting system for agricultural tourism fields;
- Establishing associations comprising subjects and branches of agricultural tourism;
- Assisting in popularization of information technologies (establishing and support of open national portal with strong transmission base);
- Advertisement and information support in full length for national agricultural tourism product
- Other support

In realities of Azerbaijan inter-organizational coordination of the above said requires contact establishing by one of the structures (Ministry of Culture and Tourism, Ministry of Agriculture, Ministry of Ecology and Natural Resources, Architecture and Cartography Committee, Ministry of Economic Development, Ministry of Labor and Population's Social Defense, Ministry of Transport, legislative and other bodies including parliamentary structures).

The government should assume to make a political decision on development of agricultural tourism. Relevant state program should also exist. Taking into account state, social and special ownership structures in the state program, there must be created electron database (interactive portal) for them along with directions for their activity functions. This will turn to be efficient way for development of agricultural tourism as service sector.

Realization of the above mentioned activities can be possible in frames of programs on social and economic development of regions, agricultural development. Bearing in mind natural, national and climate and other factors existing in different regions of the Republic of Azerbaijan, creation of complexes with different orientations and simultaneous creation of accommodation places with development of service package electron base (interactive portal) will be favorable for accommodation.

It is very significant to refer the role of local organizations in developing agricultural tourism to one of the crucial issues. It is true that putting activity mechanism of agricultural tourism sector to the market with the force of local organization is inadmissible. This matter is totally dependent on nature of market. However, they possess grand opportunities for realization of specific and important issues. Thus, converting local tourism potential to ensuring active tourism resources is the subject to local authorities.

Thus, local structures must be regarded as founders of the sole and initial agricultural tourism product in this destination. Agricultural tourism potential is able to turn to natural, historical and cultural tourism resources in the given villages in order to be used for designing routes, carrying out excursions, ensuring tourists' rest whenever required, at the same time realization of accommodation and gastronomy activities at local level. Particularly, while locally developing tour packages, all activities relating to implementation, service organization, equipment supply, board and lodging etc. and developing of agricultural tourism in the same direction should be integral part of duties of local governing bodies. For successful realization of agricultural tourism product local organizations should assume to undertake following:

- Description of major characteristics of destination;
- Information support of tourism products (map and roads indicators, schemes, other indicating signs);
- Development of transport infrastructure;
- Works to be carried out with local population etc.

Accommodation should be provided mainly on the premises of historical places through creation of social and cultural environment. It would be worthwhile to renovate and repair historical objects of the places under consideration. Development of agricultural tourism based on location of particular objects mainly in villages and populated areas with centuries-old history is realized through legal and normative documents prepared by regional and local governing bodies and attraction of local and foreign investments. In case of absence of the model in question in certain places, new special complex projects can be realized via creation of research model centers. One more model is dependent on creation of special medium and large objects of agricultural tourism. This model particularly sport, culture, culinary centers, including fishing, hunting, extreme tourism centers can be brought to life by creation of resort centers that provide complete and diverse leisure activities. If development of agricultural tourism is based on the above model in this case its realization is possible at least at regional or national level. Nevertheless local structures should also support realization of this model. The models on creation and development of agricultural tourism include creation of state and special agricultural parks. The main focus is production of agricultural products and their processing. Allocation of special sites far from planting areas for entertainment, culinary, car parking and rest (it is better to organize such activities in close vicinity of motorways) is also vital. Accommodation places can be built in forms of separate cottages and hotels comprising no more but two floors. Devoting much attention to tourists' wishes it is possible to engage holidaymakers themselves to gastronomy business through purchase and sale of products. Acquiring remaining food products is possible at the shops situated at residential areas. It would be quite sufficient for family holiday makers. It is also possible to take on lease a landsite to those inclined to this type of tourism as a novelty. On this landsite holidaymakers with their families will have the opportunity to learn planting certain species of plants.

In general creation of complexes (parks) envisaged in models should reflect multifunctional touristic, exhibition, culturally popularizing, scientific-research, producing, processing characteristics.

Each of the mentioned above models is realized on a global scale. However we do believe if we look at regional diversity of Azerbaijan it is possible to apply all manifested models. All models under consideration require governmental support at different levels (three levels). This aspect should also be underlined in the model on development agricultural tourism.

Unlike political support, availability of legal and normative, financial, informational and organizational support in addressing major issues is more significant. However, production of agricultural tourism products in turn is referred to team work expecting assistance and contribution of the country. Realization of the proposed model can be facilitated if there is a large-scale collaboration between state-business-local authority and interested non-governmental organizations represented at all levels.

A key role in coordination of the process belongs to the unity of agricultural tourism subjects.

Expected outcomes:

- Development of agricultural tourism in Azerbaijan is subject to economic, social, cultural development of regions.
- Development of the sphere in question will enable reviving local creative resources, development and protection of local nature, development and popularization of historical and cultural heritage, and it will serve for highlighting positive social perspectives.
- Tourism assumes locomotive role of economic development of regions, stimulating budget increase, development of weak sections of the industry, creation of micro and macro infrastructure of the tourism.
- Increase of job places and creation of such places in regions, enabling training of high level specialists.
- Directing strong potential of the village to development of agricultural tourism will result in removal of potential, economic and social shortages in regions.

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TOURISM CENTERS OF CRIMEA AND DEVELOPMENTAL PROBLEMS OF CRIMEAN TOURISM

History of Crimean tourism has started in 1787 with the very meticulously organized journey of Russian Empress Catherine II to the lands of former Crimean Khanate. Crimea, which had been ruled by the Tsarist Russia at the beginning, then was part of the Soviet Union, and now is the Autonomous Republic of Crimea, is known as the most important and significant medical treatment and recreation center of the independent Ukraine. The number of tourists visiting Crimea reached 10 million on average each year in 1980s which was the last period of Soviet Union and the highest figure, 12 million, was reached in 1982. After the dissolution of USSR, the number of tourists had fallen down to just 600 thousand in mid-1990s. This figure has been increasing ever since 2000 and tourist arrivals in Crimea has reached to 6 million 600 thousand in 2011. In the past, the majority of tourists visited Crimea for treatment purposes. The number of sanatorium-type recreation - medical treatment facilities operating in Crimea was over 1,100 in 1990s. However, the number of hotels was very low compared to that figure.

Current situation of the leisure and recreation facilities of the Crimean tourism industry and the development of the entire tourism sector primarily depend on the political and economic stability in Ukraine and the region. The changes in political, economical, and social statuses of Ukraine and Crimea in recent years and various difficulties connected with such changes are reflected on the Crimean recreation - tourism sector which is not so satisfactory today and these changes have caused stagnation in the development of this sector. In fact, the citizens of Crimea do not have sufficient financial and monetary resources for holidays and at the same time, success of this sector depends on the service forms and service quality offered by the people working in this sector to the people using recreational and touristic facilities. A few large health resorts and touristic regions have been developed in the Crimean peninsula which is located on a geography with a very pleasant climate, rich natural resources and recreation facilities. These regions are formed in Crimea's cities of Yalta, Alushta, Sevastopol, Yevpatoria, Feodosiya, Sudak, Gurzuf, Saky, and Kerch.

Yevpatoria health resort - touristic region is located on the shores of the Kalamita Bay of the Black Sea and it is a city with 2,500 years of history. It is considered a first class climatic and balneological health resort. Thermal and mineral water resources in the field, warm sea water and beaches, continuous sunny weather, very strongly recuperative clays used in medicine, and healing mud of Moynak Lake have made Yevpatoria the number one children's health resort of the former Soviet Union. With the world's largest sanatoriums, Yevpatoria is the recreation and treatment centre for rachitis, bone poliomyelitis, rheumacarditis, and other children's diseases. Each year, more than one million children from many countries visit Yevpatoria for a treatment course of 24 days. At the same time, Yevpatoria is also a medical centre operating throughout the entire year for the treatment of rheumatological, gynecological, neurological, and respiratory diseases.

With a history of 1,800 years, Sudak city is located at the skirts of the Crimean mountains on the South-East coast of Crimea and it welcomes tourists twelve months a year. Mild Mediterranean climate, the best beaches of Crimea, very clean environment, air and sea water, and various historical artifacts of the civilizations of the Ancient Ages, Stone and Bronze Ages, Ancient Greeks, Byzantines, Khazars, Seljuk Turks, Genoese, Ottomans, and Crimean Tatars attract tourists from Ukraine, Russia, and other countries to Sudak. In the meantime, the fortress of Sudak, construction of which started in the ninth century by Khazars and later continued by Genoese and Ottomans; underground wine quarries of the New World from the nineteenth century; passive volcano of Kara Dag Mountain; and clean air with low humidity appropriate for treatment centers of respiratory and nervous system diseases are of great significance to the development of tourism in the region.

Perhaps nowadays it is not as important as it was in the past, Bagcasaray city is a well-known and highly cited touristic center of Crimea in the history. The capital of the Crimean Khanate, praised in the "The Fountain of Bakhchisaray" poem of the world-renowned Russian poet Alexander Pushkin, highly significant in the European politics of the Middle Ages, Bagcasaray city is the home of palaces of Crimean Khans, historical mansions, cave urbanizations, ancient castles, museums, and restaurants serving national cuisine of the Crimean-Tatars all of which have resulted in an explosion in the tourist flow to Bagcasaray. The number of tourists visiting Bagcasaray in the last decade have increased from 150 thousand to a million.

Following the dissolution of former Soviets, Yalta, which is regarded as the touristic capital of Ukraine and Crimea, is located on the South coasts of Crimean peninsula, protected from the cold winds blowing from the North and the East by the Crimean Mountains. The subtropical Mediterranean climate, clean air, absence of humidity, abundance of various relict plants and trees, geographical proximity to the Commonwealth of Independent States and European countries, and profusion of health resorts and recreational facilities make Yalta the brand of a world-class health resort and touristic center. Yalta, where Roosevelt, Churchill, and Stalin met and discussed the Europe's post-war reorganization in the Livadia Palace, has the leadership position in terms of the tourism industries of former Soviets and Ukraine with the house museums of world-famous Russian authors, Anton Chekhov and Lev Tolstoy, 200 years old Nikita botanic gardens, and many museums, sanatoriums, and hotels. On average, Yalta welcomes 2 million tourists per year.

Gurzuf, cited by the historian Procopius of Caesarea in the sixth century B.C., is another pearl in Crimea's necklace of touristic sites. Sharing the same nature and climate with Yalta and surrounded by forests of Crimean pine, giant cedars, redwoods and archa pines, Gurzuf plays a separate role in the Crimean tourism industry. Gurzuf enshrines the Ottoman and Crimean-Tatar architecture symbolizing the last period of middle ages on South shores of Crimea and we have the expectation that it will be considered as the region's open air museum of Turkish architecture and culture. Tree and plant species brought from more than 110 countries are cultivated in Gurzuf park. Gurzuf's vineyards are also very efficient. The famous "Gurzuf Muscat Red Stone - Kiziltas muscadine wine", which is regarded as the world's number one wine, is produced in Gurzuf from Gurzuf grapes. Gurzuf is also the general therapeutic center for the diseases of the respiratory organs and the nervous system.

Alushta city was founded in the sixth century around Aluston fortress and it is 18 kilometers east of Gurzuf. The longest and the largest beaches are located here in the South of Crimea. By the end of the hottest days in summer, mild breezes of the Black Sea give new strength and fresh energy to the tourists having vacation in Alushta. Alushta's splendid climate provides effective conditions for especially the treatment of cardiovascular diseases and the diseases of the respiratory organs. Every year, approximately one million tourists have vacation in Alushta. Surviving ruins of the Funa Fortress (Blacksmith) from the middle ages which is situated in the southern part of Alushta valley and the remains of other historic architecture continuously attract tourists' attention.

Sevastopol (Akyar) city, rebuilt after the Second World War, is located in the southwest coast of Crimea. Ruins of Chersonesus city, built by ancient Greeks from Miletus in Anatolia in the seventh century B.C., is where Russia's and Ukraine's Black Sea naval fleets are located and the first christian prince, the Grand Prince of Kiev, Vladimir the Great was baptized in the tenth century. Meanwhile, The Panorama Museum (The Heroic Defense of Sevastopol during the 1853 - 1856 Crimean War), The Storming of Sapun-gora of May 7, 1944, the open air Diorama Museum (World War II) and the Fraternal (Communal) War Cemetery including the Turkish troops perished in the Battle of Sevastopol as well as many other museums and exhibition halls are located here. Doctors recommend Sevastopol as a health resort for treatment of the diseases of the upper respiratory organs and general therapeutic activities.

After the dissolution of the Soviet Union, the processes related to the development and expansion of tourism in Crimea are carried out through the projects coordinated by the Ministry of Health Resorts and Tourism of the Autonomous Republic of Crimea.

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PROSPECTS OF DEVELOPMENT OF ECOLOGICAL TOURISM IN REPUBLIC OF TAJIKISTAN

Tourism plays one of leading roles in world economy, providing the tenth part of a world total national product. This branch of economy develops fast rates and the next years becomes its most important sector.

It uses approximately 7 % of the world capital, and the revenue of the international tourism in 2008 by estimations of the World tourist organization, has made 800 billion dollars. In the early nineties the tourism share even has made more than 10 % of world trade by the goods and services that have allowed it to occupy 3 place after export of oil and cars. The international tourism is an active source of receipts of foreign currency and influences the country balance of payments. Besides influence on economy of many countries the international tourism influences their social and cultural environment, ecology. And the last, in turn, influence tourists.

The term "Ecotourism" in the first has been officially used on one of conferences by the Mexican ecologist Ektorom Sebalosom-Laskurajnom in first half 80th years of XX century

Geography of ecological tourism.

If the basic international streams of traditional tourists are directed from the developed countries in developed, and among host countries France, the USA, Spain, Italy, Turkey, Egypt, Greece, Indonesia, Japan, Israel are in the lead. That colorists go mainly from the developed countries to the developing. The last are mainly in the tropics which nature is exotic and attractive for inhabitants of moderate widths. Here among leaders - Kenya, Tanzania, Ecuador, Costa Rica, Nepal, and also Australia, New Zealand and the republic of South Africa.

Influence of tourism on the nature. Growth of the international tourism causes some negative consequences, for example inflation, destruction of environment and infringement of traditions of local population. It is especially visually shown in developing countries where tourists from richer industrial countries the presence impose a way of life inherent in them and a consumption level. Tourism influence on environment can be direct, indirect and incentive, and also positive and negative. Tourism cannot develop without interaction with environment, however by means of management of development of tourism and accurate planning, probably, to reduce negative influence and to increase the positive.

Tourism in Tajikistan. Now tourism is one of few branches of economy of Tajikistan who at the general economic recession develops successfully enough and deserves steadfast attention not only administrative bodies, but also is direct the population. Tourism for Tajikistan youngish, but quickly developing branch of economy and culture. For Tajikistan tourism plays a huge role in economy, solves problems in stimulation of social development of regions, and

also in receipt of considerable means in the state treasury. On a tourism share it is necessary about ten percent of a total national product. Tourism development has stimulating influence on such **секторы** economy as transport, communication, trade, building, agriculture, manufacture of consumer goods, and makes one of the most perspective directions of structural reorganization of economy.

In republic 125 objects of a tourist and sanatorium orientation, including 51 hotel, 9 sanatoria, tourist centers, improving camp function.

Redondo-recreational resources of republic, presence of monuments of history and culture predetermine features of the generated national tourist product, advancement and which realization in the world markets of tourist services, provides a stream of foreign tourists to Tajikistan. To 2020 Tajikistan intends to involve annually to one million foreign tourists. Such forecast is made on the basis of high growth of interest to trips to this country. If in 2010 here has visited 160 thousand foreigners only for first six months 2011 this indicator has reached 200 thousand persons. Priority kinds of the international tourism in Tajikistan (slide)

Our country possesses extensive territories with the untouched nature. Tajikistan edge of amazing natural contrasts, for one travel here it is possible to visit the most different seasons, to see subtropics and high-mountainous tundra with a permafrost, blossoming fertile valleys and glaciers, the Alpine meadows and the deserts burnt out by the hot sun.

Modern Tajikistan is a highland with absolute heights from 300 to 7495 metres above sea level. 93 % of territory of the country make the mountain ridges concerning Pamir, Gissaro-Alajsky and Tjan-Shansky ranges. In territory of Tajikistan there is majestic Pamir - one of the well-known uplands of globe with absolute heights from 2800 to 7495 m. above sea level, known all over the world as «a world roof».

Tajikistan is the richest country on stocks of fresh water resources. Practically half of water resources of the countries region are formed in the high-mountainous rivers, lakes and country glaciers. The republic Tajikistan on stocks of hydropower resources takes the eighth place in the world. Especially mountain-Badahshansky autonomous region of republic is very rich with the lakes having the most various origin. Largest of them are Karakul, Zorkul, Rangkul, Shorkul, Bulunkul, and also lake Sarez which was formed as a result of earthquake in 1911. As a whole in Pamir region in the range of heights from 3200 to 5000 metres, 1450 lakes and 220 rivers, or 83 % of a total area of a mirror of lakes on Tajikistan are concentrated. The greatest lake of Pamir is the salty unique lake Karakul located at height of 4000 metres above sea level. Its greatest depth-236 metres. It is considered that it was formed in a glacial age and a lake bottom, and also its some coast on many kilometres are covered by a permafrost.

The Gissarsky valley is in thirty kilometres from Dushanbe. This picturesque territory is Gissarsky historical and cultural reserve. This unique reserve contains architectural and archaeological monuments of various epoch and occupies the space of ninety hectares. On territory of an intermountain hollow the picturesque mountain rivers Karatag, Kafirigan, Shirkent proceed. Pioneer settlements on this earth have appeared in the Stone Age. Later the valley was a part of Bactria and the Kushansky kingdom. In the eighteenth century these earths were a part Bukhara **эмирата**. From this time there was a Gissarsky fortress it is the present museum under the Central Asian sky.

In the south of Tajikistan is **живописнейшей** to a valley of Childuhtar. In this green valley the nature has fancifully arranged forty boulders and for some reason all of them are decorated by colour ribbons and colours. In it it is told: forty boulders that were built one for another, actually - fine girls when enemies have come to a valley and have wanted to use girls for the love joys, beauties began to ask the Allah that he has transformed them into boulders. The miracle has occurred, that is why local residents often bring here flowers and adhere colour ribbons. **Чилдуhtar** in transfer «the Valley of forty girls» means. The valley amazes tourists with the beauty and a unique landscape.

Other picturesque territory of Tajikistan is Varzob - the resort zone of Tajikistan which are in picturesque gorge which is in eight kilometres from capital of Tajikistan of a city of Dushanbe. This place is unique for travel by that in gorge proceeds seven rivers. These are the rivers Simigandzh, Siyoma, Varzob, These, Amu and Sokhob. **Варзоб** it is located

among colourful and picturesque slopes of the Gissarsky mountain ridge. The flora of a river basin of Varzob is rich and various representatives of flora and fauna. Here it is possible to see such trees and bushes as **арча**, the maple, an apple-tree, a hawthorn, a cherry plum, a walnut, etc. In the rivers Varzoba a trout.

On the basis of 13 existing state natural **заказников** and reserves "Zorkul", "Romit", "Mozkul", "Dashti Dzhum", and also the Tadjik national park the unique ecology, landscapes and natural monuments are kept in a primordial form. Rare vanishing species of plants and animals brought in the Red book, in which number **винторогий** a goat, mountain **архар** (Marco Polo), a Bukhara mountain ram, a spotty Bukhara deer, a snow leopard, the Tjan-Shansky brown bear, a striped hyena, the Indian mountain goose are kept also. In republic territory 84 kinds of mammals, over 365 kinds of birds, 49 kinds of reptiles, about 52 kinds of fishes and more than 10000 kinds of insects live. The flora of Tajikistan totals over 5000 thousand kinds of the higher plants. The territory of the Tadjik national park makes 2,6 million hectare which covers 18 percent of territory of the country and 60 percent of mountain-Badahshansky autonomous region of republic.

In territory of Tajikistan function about 200 sources of mineral and thermal waters on which base develops sanatorium-kurotnoe a tourism direction. Most known of them a resort «Hodzha of Ob Garm», sanatoria "**Шаамбары**", «**Об гарм**», "Zumrad", "Havatag". In sanatoria and resorts of Tajikistan services in treatment of illnesses of cardiovascular system, respiratory organs, kostno-muscular system, **мочевыводящей** systems, gynecologic diseases, a gastroenteric path, a liver and **желчевыводящих** ways, and also skin diseases are rendered.

Other picturesque territory of lake Iskandarkul, the biggest lake of Fansky mountains located in northern Tajikistan. It was widely stretched at height of 2200 metres. Here tourists can observe blinking of stars and a fog of lake rising from a surface. On the bank of lake in 160 km from Dushanbe the camp site of "Iskandarkul" is located. Gorge Iskandardari sometimes name gorges of colour rocks.

Today in Tajikistan the competitive tourist complex is generated and operate more than 50 tourist enterprises. With a view of development of the international tourism in republic, the country Government the decision on visa regime simplification, now documents for entrance to the country is accepted, are made out within three days. The Republics Tajikistan of the decision made by the Government about the announcement of Varzobsky, Baldzhuvansky and Romitsky regions of republic zones of sanatorium treatment, rest and tourism, promotes gradual revival of tourist branch. In republic now it is restored more than 65 % of objects of a sanatorium and tourist orientation, it is constructed about 35 private tourist zones of rest that creates real conditions for the organisation of the international tourism, employment of the population and attraction of investments into the given infrastructure.

Ecological tourism brings in the essential income in the state budget. Especially it concerns the countries with transitive economy. For their weak economy some billions dollars which are brought by ecological tourism in treasury of all of the country with transitive economy, - the big money. In many territories ecological tourism can become specialisation branch, representing competitive alternative of economic activities destroying the nature.

Development of tourist branch in Tajikistan - one of ways to save the face before descendants and thus to fill up regional treasury. To see and feel colour and exotic of Asia, it is necessary to visit Tajikistan necessarily.

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STRESS RESPONSE OF ENDEMIC PLANTS VIA SCREENING OF PHOTOSYNTHETIC ACTIVITY BY CHLOROPHYLL FLUORESCENCE IMAGING

ABSTRACT

In nature plants are repeatedly exposed to a variety of environmental stressors which affect growth, physiological functions and yield. Many plants have developed adaptations, resistance and stress tolerance responses to guarantee a survival of stress periods. Stressors affect the photosynthetic performance of leaves and can modify their optical and fluorescence properties either directly or indirectly. High temperature and high irradiance combined with water stress are the most damaging environmental stresses in Albanian.

The chlorophyll (Chl) fluorescence signatures of leaves have been widely applied as non-invasive techniques for the in vivo analysis of plant stress. The Chl fluorescence provides ample information on the photosynthetic apparatus as first discovered by Kautsky. Various ratios of the Chl fluorescence determined from the induction kinetics can be used as indicators of the stress effect to the photosynthetic apparatus.

The high resolution multi-colour Chl fluorescence imaging techniques for whole leaves have been developed over the last years. These techniques offer the new possibility to study the distribution and patchiness of fluorescence signatures over the whole leaf area.

The chlorophyll fluorescence induction kinetics (Kautsky effect) of pre-darkened leaves (30 min) was measured using the FluorCam 700MF imaging system (Photon Systems Instrument). The images of the measured Chl fluorescence intensity were obtained on false colour, whereby blue is the lowest (zero) and red the highest fluorescence. The images of various Chl fluorescence ratios were obtained by pixel to pixel arithmetic operations performed by FluorCam software. Efficiency of photosynthetic apparatus of analyzed endemic plants grown in different environmental stress conditions was evaluated via chlorophyll fluorescence imaging during induction kinetics and fluorescence ratios which describe the photosynthetic light processes and quantum conversion of light.

Observed differences on imaging of chlorophyll fluorescence signature and photosynthetic pigment metabolism of leaves allowed to characterize effect of environmental factors on photosynthetic performance as well as to estimate the decline of the photosynthetic apparatus activity caused by stress exposure.

Keywords: Chlorophyll fluorescence, chlorophyll fluorescence imaging, endemic plant, induction kinetics, photosynthetic apparatus.

INTRODUCTION

The study of the light-induced fluorescence signatures of leaves provide basic information on the function of the photosynthetic apparatus and on damages imposed by environmental stress (Lichtenthaler 1996, Buschmann and Lichtenthaler, 1998; Lichtenthaler and Miehe, 1997). In nature plants are repeatedly exposed to a variety of environmental stressors which affect growth, physiological functions and yield. Stressors affect either directly or indirectly the photosynthetic performance of leaves and can modify their optical and fluorescence properties. The chlorophyll (Chl) fluorescence signatures of plants have been applied as an efficient tool to describe and investigate the photosynthetic light processes and quantum conversion at physiological conditions as well as to detect stress and senescence in the photosynthetic apparatus (Krause and Weis, 1991; Lichtenthaler and Miehe, 1997; Lichtenthaler and Babani, 2004; Schreiber 1986).

The red chlorophyll fluorescence emitted by the *in vivo* Chl *a* of chloroplasts provides ample information on the photosynthetic apparatus as first discovered by Kautsky (Govindjee 1995, 2004). Various parameters and ratios of the Chl fluorescence determined from the induction kinetics (Kautsky effect) can be used as indicators of the functional state or stress damage of the photosynthetic apparatus and photosynthetic electron transport (Babani and Lichtenthaler, 1996; Buschmann and Lichtenthaler, 1998; Schreiber 1986).

Image analysis of the Chl fluorescence signals is established as a new technique that offer the possibility to study the function of photosynthetic apparatus and to detect early stress damage in plants by screening the fluorescence emission over the leaf area as well as the gradients and local irregularities in fluorescence emission and ratios. Imaging of Chl fluorescence kinetics correctly screening the emission heterogeneity reflects localized biotic or abiotic stress or heterogeneous metabolism. Offering the possibility to study distribution and patchiness of fluorescence signatures over the whole leaf area these techniques were developed as invaluable tool for determining the photosynthetic performance of plants (Buschmann and Lichtenthaler 1998, Lichtenthaler and Babani 2000; Lichtenthaler et al., 2000, Lichtenthaler and Babani 2004, Lichtenthaler et al., 2007, Nebdal et al. 2000).

The objective of the presented research is the evaluation of stress response of endemic plants grown in different environmental conditions via the efficiency of photosynthetic apparatus by means of various chlorophyll fluorescence parameters and ratios during imaging of induction kinetics as well as photosynthetic pigment metabolism.

MATERIALS AND METHODS

Plant material

Endemic plant *Cercius siliquastrum* grown in different environmental/stress conditions were analyzed. Study areas were chosen in three different locations: Dajti area characterized by optimal physiological conditions, Krrabe area characterized by stress conditions (drought, high temperature and high light) and Elbasan area characterized by stress and pollution conditions (particularly drought, high light - high temperature and pollution).

Chlorophyll fluorescence imaging of induction kinetics

Chlorophyll (Chl) fluorescence induction kinetics was measured using the FluorCam 700MF kinetics imaging system constructed by Photon Systems Instrument that is using a rapidly modulated excitation and synchronously gated CCD camera to capture kinetics and 2-dimensional maps of key fluorescence parameters. The fluorescence emission is induced by two sets of 325 super-bright orange light emitting diodes (LED's) (wavelength 605nm) that provide excitation flashes or a continuous actinic irradiance controlled by defined protocol. Fluorescence images are captured by CCD camera. The images are taken at 12-bit resolution in 512 x 512 pixels of CCD chip. The size of an analyzed object is smaller than 10 × 13 cm.

The chlorophyll (Chl) fluorescence images and induction kinetics were measured on pre-darkened leaves (30 min) using the FluorCam quenching protocol. The images of the measured Chl fluorescence intensity were obtained on false colour, whereby black is the lowest (zero) and red the highest fluorescence.

Images of chlorophyll fluorescence parameters applied to investigate stress affect on selected plants were:

- F₀ and F₀' , minimum fluorescence which monitor open reaction centers in Photosystem II representing the maximal photochemical yields in the dark and light-adapted states, respectively

- F_m and F_m' , maximum fluorescence which monitor closed reaction centers of Photosystem II by a strong light pulse resulting in minimal photochemical yields in the dark and light-adapted states
- F_p , initial fluorescence increase during the initial phase of the Kautsky effect caused by the actinic light exposure
- F_s , steady-state fluorescence in actinic light exposure

Images of various Chl fluorescence ratios obtained by pixel to pixel arithmetic operations performed by FluorCam software were:

- maximum quantum yields of Photosystem II determined as $F_v/F_m = (F_m - F_o)/F_m$ and F_m/F_o
- effective quantum yields of Photosystem II $F_v'/F_m' = (F_m' - F_s)/F_m'$ and F_m'/F_o'
- fluorescence decline ratio in steady-state which assess plant vitality $Rfd = (F_p - F_s)/F_s$, where $F_v = F_m - F_o$ and $F_v' = F_m' - F_o'$
- non photochemical quenching during light adaptation $NPQ = (F_m - F_m') / F_m$
- non photochemical quenching $qN = (F_v - F_v') / F_v$

Kinetics of the fluorescence transient over the leaf area was performed by FluorCam software where each data point represents one image. The represented induction kinetics are the mean curves of six different kinetics from six different of leaves grown in every study area.

Histograms of the pixel frequency distribution of selected images were applied to visualize the spatial heterogeneity of the measured and calculated parameters over the whole leaf area.

Photosynthetic pigment determination

Leaf photosynthetic pigments were extracted with 100% acetone using a mortar. Chlorophylls (Chla and Chlb) and total carotenoids ($x+c$) were determined spectrophotometrically (SQ-4802 Double Beam Scanning UV/Visible Spectrophotometer) using the new extinction coefficients and re-evaluated equations of Lichtenthaler (Lichtenthaler 1987, Lichtenthaler and Buschmann 2001). The represented values correspond to the mean of 6 separate extracts.

RESULTS AND DISCUSSION

Image Fluorescence parameters

New full green leaves of *Cercius siliquastrum* grown in optimal physiological conditions (Dajti area) from six different branches were analyzed. Images of the maximum fluorescence in the dark F_m , maximum fluorescence in the light F_m' and image difference $F_m - F_m'$ of all analyzed leaves exhibited almost the same distribution as well as the same level of fluorescence signals over the whole leaf area. The images represented in Figure 1 that belong to one of these leaves showed no irregularities and nearly uniform distribution of fluorescence signatures.

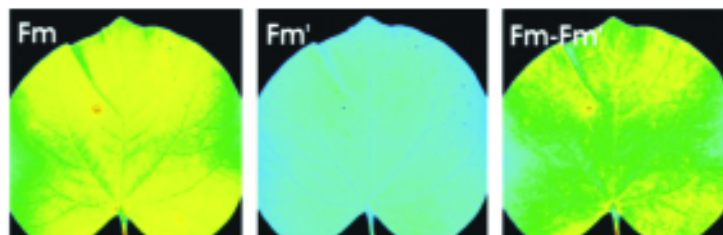


Figure 1. Images at the maximum fluorescence in the dark F_m , maximum fluorescence in the light F_m' and image difference $F_m - F_m'$ of a leaf grown in optimal physiological conditions.

Images at the maximum fluorescence in the dark F_m of a green leaf and a stress leaf grown in stress conditions (Krrabe area), presented at the same pseudoscale, showed a different distribution of the fluorescence emission over the leaf area compare to the leaves grown in optimal conditions (Figure 2).

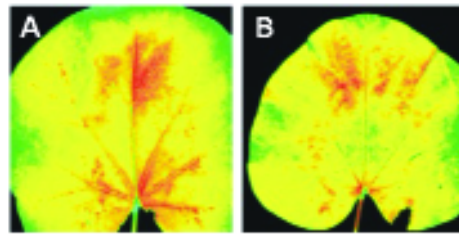


Figure 2. Images at the maximum fluorescence in the dark F_m of leaves grown in stress conditions: A-green leaf and B-stress leaf (pseudoscale 0-700).

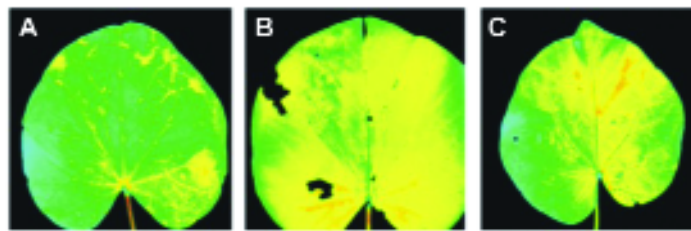


Figure 3. Images at the maximum fluorescence in the dark F_m of leaves grown in stress and pollution conditions: A-green leaf with small damaged parts, B-damaged leaf and C-new green leaf (pseudoscale 0-700).

Images at the maximum fluorescence in the dark F_m of three different leaves grown in Elbasan area characterized by stress and pollution conditions (a green leaf with small damaged parts, a damaged leaf and a new green leaf) demonstrated the differences on the distribution of the fluorescence signals between these leaves as well as to the leaves grown in optimal conditions and stress conditions (Figure 3).

Fluorescence images at F_m displayed at the same pseudoscale clearly showed changes of the values of this parameter and their distributions related to the heterogeneity over leaf area between leaves grown in different conditions.

Different distributions of fluorescence signatures over leaf at the maximum fluorescence in the dark F_m , maximum fluorescence in the light F_m' and their image difference $F_m - F_m'$ was better detected by histograms of the pixel frequency distribution (Figure 4, 5). These histograms exhibited almost uniformly distribution in leaf grown in optimal conditions and more spatial heterogeneity/irregularity especially in damaged leaves grown in stress and pollution conditions.

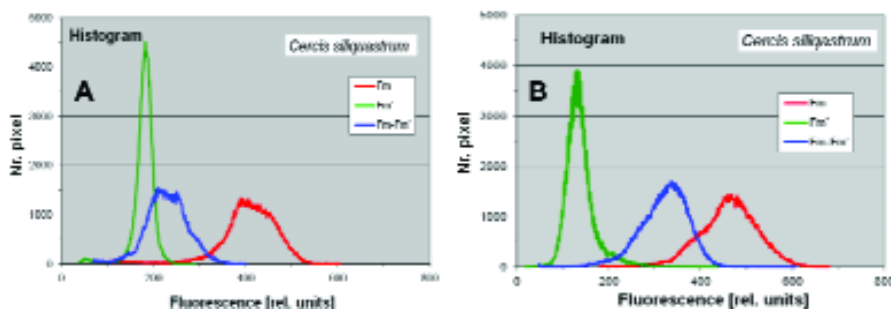


Figure 4. Histograms of fluorescence during induction kinetics of leaves in *Cercis siliquastrum* in optimal conditions (A) and in stress conditions (B).

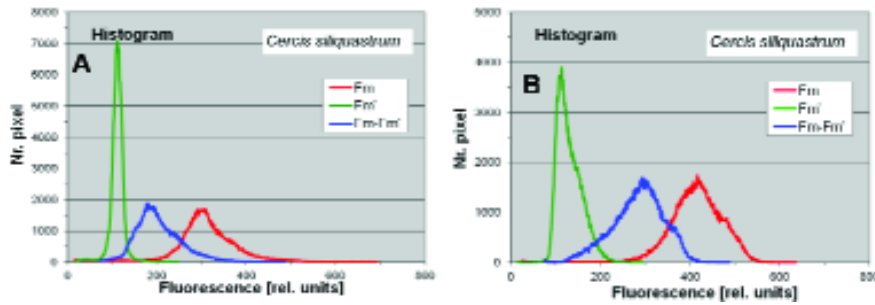


Figure 5. Histogram of fluorescence during induction kinetics of leaves of *Cercis siliquastrum* in stress and pollution conditions: A-green leaf with small damaged parts, B- damaged leaf.

The shape of the fluorescence induction kinetics of green leaves in optimal growth conditions demonstrated the healthy physiologically state of these leaves. The shape of the induction kinetics of leaves grown in stress conditions exhibited an increase of the fluorescence signal at the steady state of fluorescence demonstrating the effect of stresses to which were exposed leaves during their growth (Figure 6).

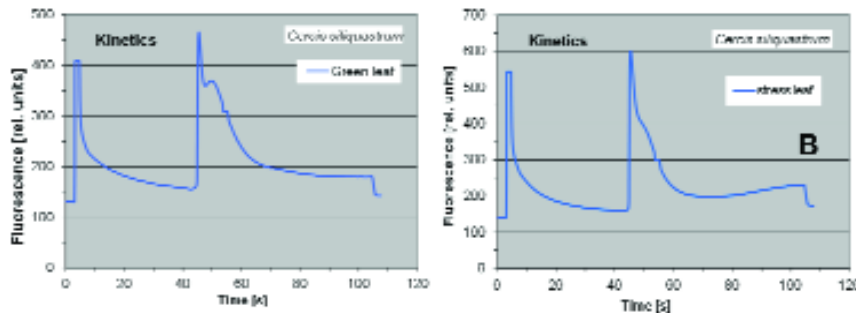


Figure 6. Induced fluorescence kinetics of leaves of *Cercis siliquastrum* in optimal conditions (A) and in stress conditions (B).

Image fluorescence parameters of every leaf were calculated by FluoCam software as the mean of the fluorescence signals of all pixels over the leaf area. The represented values of these parameters (Table 1) correspond to a mean of six different leaves. The mean values of image fluorescence parameters exhibited the differences between leaves grown in different conditions.

Table 1. Induced fluorescence image parameters of leaves of *Cercis siliquastrum* grown in area of optimal, stress and stress-pollution conditions.

		<i>Cercis siliquastrum</i>					
Image Fluorescence parameters		F_0	F_m	F_V	F_0'	F_m'	F_V'
Optimal conditions	mean	130.8	406.8	276.3	141.7	181.4	40.0
	std	(3.36)	(2.62)	(5.39)	(3.92)	(4.87)	(1.88)
Stress conditions	mean	140.5	484.4	343.9	161.3	209.5	48.3
	std	(4.75)	(39.60)	(39.62)	(16.5)	(18.29)	(5.54)
Stress and pollution	mean	117.3	397.3	274.0	120.1	164.2	44.1
	std	(5.54)	(64.12)	(61.32)	(26.76)	(21.52)	(13.49)

The values of fluorescence parameters and of standard deviations of leaves grown in optimal conditions show no significant differences between analyzed leaves. The observed increase of the values of standard deviations from optimal growth conditions to stress and pollution can illustrate the increase of the variability through the leaves as the effect to stress exposure.

Image Fluorescence ratios

Images of the fluorescence decline ratio Rfd of a green leaf grown in optimal conditions showed almost no irregularities and a uniform distribution of the values of this ratios over the leaf area (Figure 7 A). The values of Rfd ratio as plant vitality indicator demonstrated that these full green leaves can be characterized by the high photosynthetic activity, as is reflected by the mean values the ratio 1.63 (Table 2).

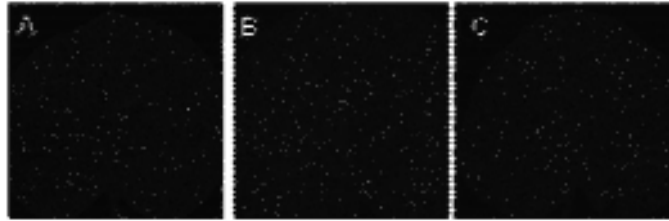


Figure 7. The fluorescence decline ratio image Rfd: A-green leaf in optimal conditions, B-green leaf in stress conditions and C-stress leaf grown in stress conditions (pseudoscale 0-3).

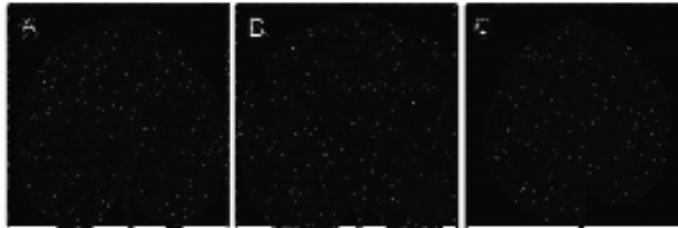


Figure 8. The fluorescence decline ratio image Rfd: A-green leaf with small damaged parts, B-damaged leaf and C-new green leaf grown in stress-pollution conditions (pseudoscale 0-3).

The images of the fluorescence decline ratio Rfd of leaves grown in stress conditions (Figure 7 B, 7 C) and in stress-pollution conditions (Figure 8) showed a non uniform distribution and increase of irregularities of the values of this ratios over the leaf area. The image of Rfd ratio of the damaged leaf grown in stress-pollution conditions (Figure 8 B) demonstrated that the leaf damaged part were characterized by very low Rfd values (almost zero).

Table 2. Image fluorescence ratios of leaves of *Cercius siliquastrum* grown in optimal, stress and stress-pollution conditions.

<i>Cercius siliquastrum</i>							
Image ratios	Fluorescence	F_m/F_o	F_v/F_m	F_m'/F_o'	qN	NPQ	Rfd
Optimal conditions	mean	3.15	0.684	1.27	0.856	1.240	1.63
	std	(0.09)	(0.009)	(0.02)	(0.005)	(.053)	(0.10)
Stress conditions	mean	3.04	0.671	1.19	0.860	1.316	1.47
	std	(0.29)	(0.02)	(0.04)	(0.007)	(0.142)	(0.18)
Stress and pollution	mean	3.09	0.66	1.12	0.878	1.732	1.32
	std	(0.65)	(0.080)	(0.036)	(0.145)	(0.308)	(0.377)

The values of Rfd ratio of leaves grown in stress conditions represented a lower mean values (mean values 1.47) compare to the optimal conditions. The values of Rfd ratios in stress-pollution growth conditions represented the lowest mean values of the ratio comparing to two other growth conditions, mean values of 1.32 (Table 2, Figure 9).

The distribution of the Rfd values over the leaf area as well as the values of the ratio demonstrated a lower activity of photosynthetic apparatus of the leaves grown in stress conditions (drought, high light and high temperature in Krrabe area) in comparison of leaves grown in optimal conditions (Dajti area) (Figure 7, Table 2).



Figure 9. Fluorescence decline ratio Rfd in different growth conditions (mean of six leaves).

The distribution of the Rfd values over the leaf area as well as the values of the ratio showed a considerable reduction of the activity of the photosynthetic apparatus of the leave in Elbasan area than of leaves grown in two other areas-as plants were grown in severe stress conditions (particularly drought, high light-temperature) and pollution (dust and chemical contamination) (Figure 8, Table 2).

The fluorescence ratios that allow to estimate maximum and effective quantum yields of Photosystem II (Fv/Fm, Fm/Fo and Fm'/Fo') indicated a decrease of these ratios from optimal growth conditions to stress-pollution conditions (Table 2).

Non photochemical quenching coefficients NPQ and qN have been increased in stress conditions exhibiting the highest values in stress-pollution growth conditions (Table 2).

Increase of the standard deviation values were observed in all calculated fluorescence ratios to stress and pollution growth conditions in compare to stress conditions and particularly to optimal conditions. These observed increases can illustrate the raise of the variability through the leaves as the effect to stress exposure.

Photosynthetic pigments

The total Chl (a+b) content and total carotenoids (x+c) content were significantly higher in leaves of of *Cercius siliquastrum* grown in optimal conditions in Dajti area than of plants grown in stress conditions.

Table 3. Photosynthetic pigments of leaves of *Cercius siliquastrum* grown in area of optimal, stress and stress-pollution conditions.

Cercis siliquastrum	Photosynthetic pigments			
	Chl(a+b) (mg/g)	x+c (mg/g)	Chla/Chlb	(a+b)/(x+c)
Optimal conditions	2.125	0.637	3.166	3.342
Stress conditions	1.796	0.468	2.948	3.846
Stress – pollution conditions	1.468	0.377	3.092	3.834

The lowest values of total Chl (a + b) content and total carotenoids (x + c) content were estimated in the leaves in stress-pollution growth conditions. The rate of decrease of chlorophylls can be estimated faster than of carotenoids as indicated by pigment ratio (a + b)/(x + c) (Table 3, Figure 10).



Figure 10. Photosynthetic pigments of leaves in different growth conditions (mean of six leaves).

CONCLUSIONS

- Fluorescence images measured at different states during induction kinetics, shape of the induced kinetics of Chl fluorescence and histograms of fluorescence distributions in the leaves of endemic plant *Cercius siliquastrum* grown in optimal conditions (Dajti area) show a high photosynthetic activity as is demonstrated by the values of fluorescence ratios which evaluate the plant vitality and quantum yield of photosynthetic apparatus: $Rfd = 1.63$, $Fm/Fo = 3.15$).
- Activity of photosynthetic apparatus of leaves grown in stress conditions (drought, high light and high temperature-Krrabe area) was generally lower than activity of plants grown in optimal conditions (Dajti area): $Rfd = .47$, $Fm/Fo = 3.04$.
- Activity of photosynthetic apparatus of leaves of analyzed plants grown in stress and pollution conditions (particularly drought, high light-high temperature; dust and chemical contamination-Elbasan area) demonstrated the reduction compare to other areas as is expressed by the lowest values of fluorescence decline ratio ($Rfd = 1.32$); increased of non-uniformity distribution and heterogeneity of signal of fluorescence images over the leaf area; shape of induction kinetics and histograms of the pixel frequency fluorescence distribution.
- The photosynthetic pigments, chlorophylls and carotenoids, could be considered functionally organized in plants grown in optimal conditions (Dajti area).
- The reduce of pigment content observed in leaves of plants grown in stress conditions (Krrabe area) as well as in stress-pollution conditions (Elbasan area) compared to optimal conditions indicated a possible modifications in pigment composition during stress events.

Observed differences on Chlorophyll fluorescence images, fluorescence ratio images and pigment content allow to specify efficiency of photosynthetic apparatus as stress response of endemic plants grown in different environmental conditions.

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PARN PARKS - GUARANTEED PROTECTION AND EXPERIENCE OF EUROPEAN WILDERNESS

(Subtitle: Wilderness conservation as a tool to support biodiversity conservation and sustainable tourism development)

Motto:

“Co-operation with PAN Parks brought about improved communication with the local people and strengthened stakeholder participation in the decision-making process.”

Kari Lahti, Director of Oulanka NP, Finland

1. PAN Parks and wilderness

PAN Parks Foundation is the European wilderness protection organization, working for the protection, greater understanding and appreciation of Europe’s wilderness areas. Wilderness in Europe is a concept many do not recognise - yet, untamed, wild natural areas still exist throughout Europe. Wilderness survives in virgin forests, along meandering rivers, in extensive marshlands, high mountains or caves, and under the sea. However, compact, un-fragmented and well-managed wilderness areas are very scarce. We are constantly losing the last fragments of our European wilderness heritage. PAN Parks Foundation works to change this aiming to safeguard European wilderness, the continent’s most undisturbed areas of nature for future generation

2. Defining wilderness

Wilderness areas are large unmodified or slightly modified natural areas, governed by natural processes, without human intervention, infrastructure or permanent habitation, which should be protected and managed so as to preserve their natural condition and to offer people the opportunity to experience the spiritual quality of nature. (European Wilderness Working Group, September 2011)

There is no extractive use allowed in wilderness areas, which means that activities such as hunting, fishing, mining, logging, grazing, grass cutting, road and building construction are not accepted inside of the wilderness area. The only management interventions are those aimed at maintaining or restoring natural ecological processes and the ecological integrity. However, visitors have the opportunity to enjoy wilderness on a sustainable way.

The most characteristic feature of wilderness is a natural dynamic without interference. Removing broken trees after snowfall can create a feeling of ‘a tidy forest’ but the missing dead wood deprives forest ecosystems of nutrition, species and important ecological processes.

3. Managing wilderness

Protecting wilderness requires special approaches of conservation and protected area management. One important approach in this concept is non-intervention management; however, it is a very complex and challenging issue in the European context. It is, at present, considered by a relatively small number of wild and wilderness area managers as the fundamental management tool. However, growing knowledge and use of non-intervention management, is proving the feasibility and effectiveness of this approach. The use of this tool is particularly important as wilderness protection focuses on preserving ecosystem dynamics i.e. the cycle of natural processes running the ecosystem.

Non-intervention management as a practical tool of wilderness management

'To do nothing' is not the correct interpretation of non-intervention management as it obviously excludes management measures in the field, but puts much more emphasis on other extremely important 'supporting' activities such as interpretation and education, community work, research, monitoring or lobbying. This way of management should be actively planned and included in any management plan of a wilderness protected area.

Experience has proven that non-intervention management is not only a legitimate approach, but it is also cheaper and more effective in managing protected areas where the main objectives are ecosystem dynamics and wilderness protection. This type of management approach, just like any other method, should be actively planned and included in the management plan of any protected area.

4. Wilderness Restoration

Another approach applied in wilderness protection is the implementation of active wilderness restoration measures. These measures can include the re-introduction of extinct species or the removal of non-native species or removal of human infrastructure. The objective of wilderness restoration should not, however, hurt the basic philosophy, promoting natural processes.

The IUCN protected area categories are primarily applied with respect to management objectives. They also relate to the aims of management rather than the current status, so several categories can be subject to wilderness restoration. However, wilderness restoration is not usually appropriate for an area that will require indefinite active management interventions to maintain certain specifically defined biodiversity values.

Wilderness restoration can be a time-limited intervention to undo past damage while, in others, changes have been so profound that continued, long-term intervention will be needed: this is often true if some ecological components, such as important species, have disappeared. Some ongoing intervention such as control of invasive species and prescribed burning in habitats under certain conditions, may be necessary.

5. Monitoring of Wilderness Areas

Another important activity of a management authority of a wilderness area is regular monitoring of the status of habitats and species. Besides monitoring species status and behaviour in response to non-intervention, the wilderness areas offer an excellent opportunity for monitoring natural processes, including the effects of natural events and disturbances. Monitoring programmes in wilderness protected areas enable experts to carry out long-term observations and to compile reports on how nature evolves without human interference.

An example from Kalkalpen National Park, Austria shows that a monitoring discovered a 56% increase in dead wood quantity which led to the appearance of 6 different woodpeckers in the area. This monitoring was based on displaying the collected dataset on a map to find the correlations between the different data.

There are also special programmes set up to monitor the effects of tourism and recreation on the wilderness values. The management efforts in wilderness areas aim at reducing the impact of biological values. This monitoring typically forms part of a visitor management plan.



Kackar Mountains NP, Turkey, potential wilderness zone

Photo: Prof. Oguz Kurdoglu

6. Research of Wilderness Areas

The research within wilderness is needed in order to generate additional knowledge on Europe's self-regulating ecosystems, and develop best-practice guidelines for modern, integrative and effective planning and management of wilderness areas and ecosystems. Research contributes not only to the monitoring activities, but also to the ecosystem based management approach within protected areas taking into account the fact that management of protected ecosystems nowadays requires a multidisciplinary approach.

Wilderness areas have a very important role towards developing a multidisciplinary and cross cutting vision for Europe's biodiversity and reclaiming self-regulatory capacity of nature. Any research in wilderness will specifically provide frameworks and guidelines for wilderness conservation and enhancement of connectivity for decision- makers and managers of protected areas.

7. Law enforcement in Wilderness Areas

Wilderness protection always comes with restriction on use, which requires a strong enforcement. Therefore PAN Parks Foundation promotes setting up strong ranger service within the wilderness protected areas. Rangers are able to control any activities within the wilderness zone and act in case of any illegal activities. However, rangers also play an important role as 'faces' of the protected area towards the local communities and visitors. They represent the management authority in the field.

8. Visitor management in Wilderness Areas

Tourism is often cited as one of the biggest problem for protected areas, especially wilderness areas. However, tourism can also offer a good opportunity for raising awareness and engaging people in wilderness protection. A research of PAN Parks Foundation carried out in 2011 showed that managers of wilderness areas do not consider tourism as part of the top 3 management challenges.

However, visitors need careful management and guidance. Wilderness areas should be visited only in a sustainable manner. Therefore, our PAN Parks Foundation encouraged the Certified PAN Parks to develop a Sustainable Tourism

Development Strategy and work together with local municipalities and tourism businesses to minimise negative impacts of tourism and maximise the social and economic benefits.

Interpretation of Wilderness Areas

In the US interpretation developed from the beginnings parallel with the effort of protecting wilderness areas. The challenges of managing wilderness do not stem from managing nature, but from managing the impacts of industrialized societies. The public will be more open to the wilderness manager’s thoughts when they see that we truly care, and, most importantly, we are willing to listen to their thoughts.

The primary goal of wilderness interpretation is to influence the attitudes and behaviour of wilderness visitors. However, we also want people to become ambassadors of wilderness after visiting and enjoying a wilderness area. These goals require a very good planning and professionally trained staff to interpret wilderness attributes towards visitors.

9. Challenges of Wilderness Management

a. Ecological aspects

Not compatible with all habitats and at all times: A non-intervention approach naturally will focus mainly on ecosystems and large areas with the capacity for self-restoration. Such areas are likely to contain within them the diversity and dynamics to maintain a full range of habitat conditions. Non-intervention management, however, is not compatible with every type of protected areas, especially secondary habitats or small and fragmented areas. It can also cause conflicts with the conservation of species of outstanding national or international value which may now be linked to a particular management activity. It is necessary to balance and integrate the concepts. Such a balancing act can be established on a large geographical scale, such as within bio geographical regions where anthropogenic effects permit.

Non-intervention is not possible in all cases and at all times. In areas with a strong human impact it is necessary to remove any trace of impact or at least to initiate a reversal process, before non-intervention management starts.

Invasive (alien) species may threaten the natural protection goods (species and habitats) and disturb the natural process by driving out original species. Therefore non-native species are unwelcome in protected areas and Natura 2000 sites. Measures to eradicate them should be looked at (case by case) and the positive and negative effects must be carefully considered.

Challenges of Wilderness Management

b. Social and political aspects

Concepts of traditional management: Many local people are still wedded to the concepts of traditional management and a well-kept landscape. In the absence of appropriate information, they lack the experience and understanding of wilderness to understand relatively scientific issues such as state versus processes. For that reason public perception of large disturbances from wind, bark beetle or fire is affected negatively.

National laws: In many EU member states national laws and regulations (e.g. forest laws) competing and overruling nature protection laws and Natura 2000 guidelines enforce the cutting of any deadwood in forests, hence the non alignment of the non-intervention management approach.

10. Benefits of wilderness

It is vital to protect the remaining European wilderness as it provides ecological benefits: safe haven for endangered species, home to undiscovered species, habitats with highly adapted fauna and flora, which would be lost forever if these areas disappeared, refuge for disturbance-sensitive species that may require extensive undisturbed nature for their healthy life, living reference laboratories where the natural process of evolution still continues, etc.

Wilderness also offers sustainable economic and environmental benefits: addressing climate change through carbon sequestration and flood mitigation, etc.

There are social benefits of wilderness: potential to help tackle important urban issues such as youth development and healthcare, wilderness is the premier laboratory for children and adults alike to learn how the earth works, etc.

Moreover, wilderness areas provide spiritual benefits: solitude, quietness far from the hustle and pressures of modern life, places of inspiration, renewal or recreation in the great outdoors, opportunity for self-discovery and rejuvenation, etc.

11. Making a difference

Wilderness in Europe is a concept many do not recognise – yet, untamed, wild natural areas still exist throughout Europe. Wilderness survives in virgin forests, along meandering rivers, in extensive marshlands, high mountains or caves, and under the sea. However, compact, un-fragmented and well-managed wilderness areas are very scarce. We are constantly losing the last fragments of our European wilderness heritage.



Kackar Mountains NP, Turkey, potential wilderness zone

Photo: Egemen Cakir

PAN Parks Foundation works to change this aiming to safeguard European wilderness, the continent’s most undisturbed areas of nature for future generation.

Through its efforts for wilderness protection PAN Parks Foundation

- has already ensured guaranteed protection for 360,000 hectares of the most precious wilderness areas of Europe by increasing the management effectiveness of existing protected areas
- enlarges the size of untouched areas in Europe providing safe refuge for diverse wildlife
- initiates a European wilderness movement that will also contribute to bringing wilderness among the mainstream conservation issues
- represents the cause of wilderness protection on a European level and by creating a common voice of wilderness helps influence policy making
- has already ensured the European Parliament’s recognition of the issue of wilderness
- increases community involvement and understanding of wilderness values on a local level
- helps prevent unsustainable development projects in order to minimise damages to wilderness values

PAN Parks Foundation, the only Europe-wide organization focusing on the protection of the last remaining wildernesses on our continent, in co-operation with local and international NGOs, protected area managers, local communities and the European public, works to bring about fundamental changes in public attitude towards wilderness by broadening people’s views on and educating them about the various benefits of wilderness

The Million Project

Europe's wilderness is not appreciated enough and faces the danger that without urgent action, it will be lost forever. The PAN Parks Foundation focuses its efforts on ensuring that Europeans protect wilderness areas so they remain free from the footprint of human development.

In 2011 the PAN Parks Foundation launched 'The Million Project' with the aim to safeguard 1 million hectares of European wilderness by 2015

These wilderness areas provide refuge for a diversity of species, are unique reference laboratories where the natural evolutionary process still continues, promote self-sustaining ecosystems through maintaining natural processes and biodiversity for the future and are key to minimising the impact of climate change on our planet.

How we ensure guaranteed protection of wilderness areas

PAN Parks will build partnerships with wilderness protected areas joining its Europe-wide wilderness movement. We will encourage partner areas' commitment to preserve their wilderness and will cooperate with them in improving their wilderness management techniques as well as identifying and eliminating some of the risks of the long term protection of their wilderness areas.

Through 'The Million Project' we will ensure that wilderness on our continent is preserved and future generations can also enjoy and benefit from Europe's truly wild areas.

PAN Parks and tourism

Visiting a PAN Park means you are visiting the best of Europe's wilderness. A PAN Park offers real wilderness with outstanding nature and high-quality tourism facilities, well balanced with wilderness protection and sustainable local development. Local PAN Parks partners, offering high-quality facilities and working together with the park, are recognised by the PAN Parks logo based on environmental standards and their commitment to conservation; this guarantees that your visit contributes to the protection of nature. These partners are knowledgeable about the park and help visitors discover wilderness firsthand. They offer exciting activities to enable you to have a unique experience of European wilderness!

12. Conservation partnership in Turkey

Since 2008 Ministry of Forestry and Water Affairs (MoFWA), General Directorate of Nature Conservation and National Parks, Ankara in close cooperation with General Directorate of Forestry, Ankara with support of UNDP Turkey and in partnership with WWF, Turkey and PAN Parks Foundation works to demonstrating cost-effective management approaches in Küre Mountains National Park (KMNP) and to contribute to protection of European wilderness.

The ambition of this effort is to demonstrate cost-effective management approaches in Küre Mountains National Park (KMNP) and then replicating the lessons learn to the additional 8 additional protected areas in Turkey.



Kackar Mountains NP, Turkey,
potential wilderness zone
Photo: Prof. Oguz Kurdoglu

PAN Parks in Turkey

To become a member of PAN Park Network the protected area has to meet several demanding conditions: e.g. has min. 10,000 ha of wilderness, management and visitor management plan, sustainable tourism development strategy, etc. To prove all these conditions the protected area has to go through third party verification!

After several years of close cooperation the very first protected area in Turkey - Küre Mountains National Park is going to be subject of independent international PAN Parks verification in spring 2012. If this verification mission will come with positive conclusion the Küre Mountains National Park is going to be very first certified PAN Park in Turkey and significantly contribute to the protection of European wilderness.

Wilderness partners:

To meet objective of ‘The Million Project’ - to ensure guaranteed protection of 1 million hectares of European wilderness by 2015 and to achieve that wilderness on our continent is preserved and future generations can also enjoy and benefit from Europe’s truly wild areas the concept of ‘wilderness partners’ was developed!

Wilderness Partners – protected areas - are willing to work on improving their wilderness management. After identifying some of the risks of the long term protection of their wilderness areas together with PAN Parks, concrete activities can be defined to eliminate some of these risks. Obviously, the action plan will be different for each park but we aim to resolve a challenge and ultimately achieve a conservation change.

Recent research confirmed a great potential in Turkey to identify potential Wilderness Partners and so contribute to protection of European wilderness!

Key words: revealing Europe’s wilderness, PAN Parks Wilderness, managing PAN Parks Wilderness, integrated approach, high standards of management, tourism as a tool for wilderness conservation, benefiting both - nature and people, etc.



Kackar Mountains NP, Turkey, potential wilderness zone

Photo: Prof. Oguz Kurdoglu

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AN EMPIRICAL RESEARCH STUDY ON THAILAND SPORT TOURISM: IN A CASE OF SEA GAMES

ABSTRACT

South East Asia Games (SEA) is a sports game participated by 11-countries around South East Asia. The participating countries include Malaysia, Singapore, Indonesia, Thailand, Laos, Vietnam, Brunei, Myanmar, Philippines, and Cambodia. In year 2007, Thailand hosted the 24th SEA Games at Nakhon Ratchasima. It is an honor for Thailand being the host of the competition as this gave Thailand an opportunity to promote their country's uniqueness and attractions. This paper highlights the empirical evidence of tourist arrival in Thailand which relates to the SEA games event. The economic factors, short-run and long-run effects of its determinants were examined using Autoregressive Distributed Lag (ADRL) approach. The results suggest that there are no determinants that have significant impact on tourist arrival in the long run, except for the dummy variable which represent SEA games. The dummy variable is significant at the level of 1-percent. Similarly, in the short run, the obtained results revealed that the dummy variable is a significant determinant of tourist arrival in Thailand. These results indicate that, the determinant of tourist arrival particularly based on the SEA games does exist. Whereas, the economic factors such as national income by participating countries of the SEA games and exchange rate are not important factors influencing tourist arrival in Thailand. Hence, by hosting major sport events such as SEA games will positively boost the tourism industry for the host country.

Key words: Sport tourism, Short-run effects, Long-run effects, Tourist arrival.

INTRODUCTION

Sport events have become an important means for the economic development of local community, region or country. In general, sports tourism is all forms of active and passive involvement in sporting tourism, participated casually or in an organized way for non-commercial or business/commercial reason that necessitates one to travel away from home and work locality (McHone and Rungeling, 2000). Sports tourism is defined as sport-based travel away from the home environment for a limited time, where sport is characterized by unique rule sets, competition related to physical prowess, and a playful nature (Gibson, 1989).

According to Zauhar and Kurtzman (1997), there are two factors that influence people to make a travel as discussed in sports tourism development, namely pull factor and push factor. Push factor refers to the release life from rotating the same activities every day, while pull factor is the attraction of that place. Many tourists visited Thailand in year 2007 as Thailand was the host for SEA Games for that year. Tourists who wanted to support their team in the SEA Games are the push factor while the pull factor was Thailand being an interesting venue to visit.

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SEA Games is a sports game with 11 participating countries around South East Asia, and Thailand is one of its member. It was an honor for Thailand to host the game as besides from hosting, they were also able to publicize their country's uniqueness to the world, or at least to the participating countries. According to Mendriatta (2010), to be awarded the title and immense honor of the host city of a 'major international sporting event' can have a profound effect on the city, region and nation as well as the athlete. This can also change the profile of that place, and the lives of people in that place (Mendriatta, 2010).

As the sport events could potentially contribute as a main factor in enhancing the number of tourist arriving at the host country, thus the tourist demand model was adopted and developed in order to examine the hypothesis for this study. By constructing the tourism demand model, this study attempts to investigate the determinant factors of tourism demand model by taking into account the SEA Games event.

MATERIALS AND METHODS

This study employed the GDP data of participating countries, Thailand exchange rate, dummy variable which represents the SEA Games event, and tourists' arrival, gathered over the period of 1985 to 2010. Published data on these variables were made available by the Department of Statistics, Thailand and the International Financial Statistics (IFS) online service. Specifically, this study evaluates the long-run elasticity and short-run causality as well as examining the determinant of tourism demand model for Thailand particularly in the case of SEA Games.

The cointegration techniques by Engle and Granger (1987) or Johansen (1988) and Johansen and Juselius (1990) are the commonly used techniques in empirical economics to study the existence of long-run equilibrium relationship in levels between variables. These methods involve a pre-testing step for unit roots in order to determine the variables order of integration in the model. In particular, these requires all the variables under study to be integrated in the same order of one, that is I(1). In practice, however, not all variables have a unit root. Some variables are stationary in level, I(0), while others might have two unit roots, I(2), or stationary in second differences. If the orders of integration of the variables under study are different, this will then cast doubt on the accuracy and validity of the estimation results obtained from the above cointegration testing procedures.

However, Engle and Granger (1987) points out that if the time series is non-stationary, one can include lagged dependent and independent variables using a sufficiently complex dynamic specification such as the Autoregressive Distributed Lag (ARDL) model to ensure the residual stationary. As such, in this study, ARDL bounds testing approach proposed by Pesaran et al. (2001) is used to allow the regressors to have a different order of integration, either I(1) or I(0), in estimating the functions. The bound test which is based on the estimation of an Unrestricted Error Correction Model (UECM) is applicable irrespective of whether the underlying regressors are purely I(0), I(1) or mutually cointegrated. Furthermore, the ARDL model is more robust and performs better for small sample size than standard cointegration methods (Pesaran and Shin, 1999).

The variables employed in this study are in natural logarithmic form. The dependent variable is tourist arrival. The development of ARDL function is as follow:

$$\text{Tourist arrival} = f(\text{GDP, exchange rate, dummy}) \quad (1)$$

$$\text{Tourist arrival} = \text{GDP}^{\beta_1} \cdot \text{exchange rate}^{\beta_2} \cdot \text{dummy}^{\beta_3} \quad (2)$$

To illustrate the ARDL modeling approach, we then express Eq. (3) in log-linear form as follow:

$$\ln \text{tourist arrival} = \beta_0 + \beta_1 \ln \text{GDP} + \beta_2 \ln \text{exchange rate} + \beta_3 \text{dummy} + \epsilon_t \quad (3)$$

The ARDL approach involves estimating the error correction version of the ARDL model for variables under estimation (Pesaran et al. 2001). From Eq. (3), the ARDL model of interest then can be written as follow:

$$\Delta \ln \text{tourist arrival}_t = \beta_0 + \beta_1 \ln \text{GDP}_{t-1} + \beta_2 \ln \text{exchange rate}_{t-1} + \beta_3 \text{dummy} + \sum_{i=0}^p \alpha_4 \Delta \ln \text{tourist arrival}_{t-i} + \sum_{i=0}^p \alpha_5 \Delta \ln \text{exchange rate}_{t-i} + \sum_{i=1}^p \alpha_6 \text{dummy}_{t-i} + \varepsilon_t \quad (4)$$

where Δ denotes a first difference operator; \ln represents natural logarithmic transformation; β_0 is intercept and ε_t is a white noise error term.

There are two steps involved in testing the cointegration relationship in the tourism demand model. First, the model above is estimated by OLS technique. Second, the null hypothesis of no-cointegration $H_0: \beta_1 = \beta_2 = \beta_3 = 0$ is tested against the alternative $H_1: \beta_1 \neq \beta_2 \neq \beta_3 \neq 0$ by the means of F-test. Two sets of critical value bounds for the F-statistics are generated by Narayan (2005). If the computed F-statistic fall below the power bound critical value, the null hypothesis of no-cointegration cannot be rejected. Contrary to that, if the computed F-statistic lies above the upper bound critical value, the null hypothesis is rejected, implying that there is a long-run cointegration relationship amongst the variables in the model. Nevertheless, if the calculated value falls within the bounds, inference is inconclusive.

RESULTS AND DISCUSSIONS

This section presents and discusses the empirical analysis on the relationship of ARDL models as mentioned in the methodology. The complete analysis involves bound test to analyze the relationship of short run and long run analysis. The methods adopted in the literature in previous years mainly concentrate on cases in which the underlying variables are integrated of order I(1) (Pesaran et al., 2001). The ARDL approach has some advantages over the other approaches. First, the series used do not have to be I(1) (Pesaran and Pesaran 1997). Second, even with small samples, more efficient cointegration relationships can be determined (Ghatak and Siddiki, 2001). Finally, Laureceson and Chai (2003) states that the ARDL approach overcome the problems resulting from non-stationary time series data, leads to spurious regression coefficient that are bias towards zero.

The model for the bound test cointegration relationship is presented in Table 1. There is an evidence of cointegrating relationship in the model, between all parameters used and tourist arrival, given that the computed F-statistic (4.58) lies above the upper bound critical value at 5% level of significance. This result suggests that there is a long run relationship of this tourism demand model in Thailand.

TABLE 1
Bound Test Results for Long Run Relationship

Critical value of the F-statistic: intercept and no trend						
T30	90% level		95% level		99%level	
	I(0)	I(1)	I(0)	I(1)	I(0)	I(1)
	2.68	3.58	3.27	4.31	4.61	5.99
Types of Commodity	Calculated F-statistic					
Tourist arrival	4.58**					

Notes: ** Significant at 5 percent. Critical values are taken from Narayan (2005).

After analyzing the bound test for cointegration, the next step is to estimate the coefficient of the long run relationships. The lag length (ρ) in Eq. (1) and Eq. (2) were determined by Schwartz Bayesian Criteria (SBC) criterion following the suggestion of Pesaran and Pesaran (1997). Therefore, the SBC indicates that $\rho = 1$ are the most appropriate lag length for this model. The long run test result reveals that tourist arrival is positively (0.39) and significantly (at level 1 percent) affected from dummy variable (Table 2). This means that the host country of the SEA Games will potentially receive positive effect in terms of tourist arrival to their country. Similarly, the lag tourist arrival by one year and two years are both significant at the level of 1 percent. However, lag tourist arrival by two years gave more influential impact on tourist's decision with a coefficient of 1.53. It suggests that the decision made by tourist to travel to Thailand is determined by the previous number of tourist that has visited Thailand.

TABLE 2
Estimates for Long Run Elasticities

Dependent variable: Tourist arrival			
Regressor	Coefficient	Standard error	P-value
Intercept	16.6 ^{***}	0.39	0.00
Tourist arrival (-1)	0.58 ^{***}	0.16	0.00
Tourist arrival (-2)	1.53 ^{***}	0.22	0.00
GDP	0.18	0.01	0.23
Exchange rate	0.03	0.05	0.52
Dummy	0.39 ^{***}	0.03	0.00

Notes: *** Significant at 1 percent, * Significant at 10 percent.

Lastly, the result in Table 3 illustrates the error correction representation for selected ARDL model of tourist arrival. This is also known as the short run dynamic coefficient estimation. Similar to the long run, this model indicates that there is no significant determinant of GDP and exchange rate on tourist arrival in the short run, despite the sign effect for both models are positively correlated with coefficient 0.02 and 0.03 respectively. Therefore, if there are any changes in GDP from participating countries and exchange rate in the short run, these will not affect the number of tourist arrival. On the other hand, the dummy variable (i.e. SEA Games event) is significant in determining the tourist arrival in Thailand.

TABLE 3
Estimates for Short Run Elasticities

Dependent variable: Tourist arrival			
Regressor	Coefficient	Standard error	P-value
Intercept	-18.53 ^{***}	0.22	0.00
GDP	0.02	0.01	0.14
Exchange rate	0.03	0.05	0.43
Dummy	0.11 ^{**}	0.04	0.01
ECM(-1)	-0.12 ^{***}	0.24	0.00

Notes: *** Significant at 1 percent, * Significant at 10 percent.

The error correction model (denoted ECM(-1) in Table 3) is found to be negative and statistically significant for this model. This term indicates the speed of adjustment process to restore equilibrium following a disturbance in the long run equilibrium relationship. A negative and significant error correction term implies how quickly variables return to equilibrium. For instance, the model of tourist arrival implies that 12% (ECM coefficient = -0.12) of the disequilibrium of the previous year's shocks able to readjust to the long run equilibrium in the current year.

CONCLUSIONS

In this paper, we have examined the tourist demand model in a case of Thailand. This model analyses the relationship between all parameters (i.e. GDP, exchange rate and dummy variable) and tourist arrival. This model uses the ARDL approach developed by Pesaran and Pesaran (1997) and Pesaran et al. (2001). The results of the ARDL bound testing confirmed the presence of cointegration in the model of tourist demand in Thailand. Over the long run, the previous year of tourist arrival played an important indicator to influence the number of tourist arrival in the future. In addition, the SEA Games event shows a significant determinant in boosting the tourism industry by the host country. This is supported by Mendiratta (2010), claimed that a country can get multiplier effect in the tourism industry by hosting any major sport event. Finally, the results revealed that GDP and exchange rate do not give any significant impact on the tourism demand model.

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EFFECTS OF GLOBAL CHANGES ON HIGHER EDUCATION - ISOLATION BETWEEN ACADEMIC INSTITUTIONS: NO LONGER A SOLUTION



Abstract

Unprecedented changes are transforming the lives of people in the developed countries and most developing ones. Globalization together with new information technology and the innovative processes they foment are driving a revolution in every aspect ranging from domestic affairs and living patterns to nations' international engagements. The rapid flow of capital today relies on information, knowledge and communication in global markets. Knowledge is essential to globalization because globalization increases demand for education, more essentially in developing countries like Afghanistan. Global changes in general, bring with them numerous demands. Some of those demands in the arena of education are internationalization of higher education and forging academic partnerships. Effectively addressing these demands will require world communities, more specifically, academic institutions to work together and constructively shape the mind sets of younger generations by teaching them the principles of tolerance, co-existence and mutual understanding.

The purpose of this paper is to elaborate on how global changes have affected the higher education sector, specifically in Afghanistan and what is that international academic institutions can do to mitigate the effects of global changes and address their demands. The prospects of a prosperous world depend on how willing international institutions are to forge partnerships and cooperate with each other. It also depends on how institutions willing to work together are making efforts to translate words into deeds and make sure the promises made are the promises kept.

Major Effects of Global Changes on Higher Education:**Understanding the Global Changes on Higher Education:**

Comprehending the changes that have taken place in higher education globally in the past half century is a difficult task because of the scope and complexity of those changes. One can, without risk of exaggeration, speak of an academic "revolution"-a series of transformations that have affected most aspects of postsecondary education worldwide. Arguably, the developments of the recent past are at least as dramatic as those in the 19th century when the research university evolved, first in Germany and then elsewhere and that radically altered the scope of the university globally. The academic changes of the late 20th and early 21st centuries are more extensive because they are truly global and affect many more institutions and larger populations.

Universities have always been affected by international trends and to a certain degree operated within a broader international community of academic institutions, scholars, and research. But 21st-century realities have magnified the importance of the global context. The rise of English as the dominant language of scientific communication is unprecedented since the period when Latin dominated the academy in medieval Europe. Information and communications technologies have created a universal means of instantaneous contact and simplified scientific communication. At the same time, these changes have helped to concentrate ownership of publishers, databases, and other key resources in the hands of the strongest universities and some multinational companies, located almost exclusively in the developed world. Universities, the knowledge they produce, the academics they employ, and the students they graduate are directly and intimately connected to the global knowledge economy. What happens in institutions and systems in one part of the world has effects far beyond the immediate environment. The international ranking exercises that have taken on such prominence in the last decade are a prime example of how universities no longer operate in a vacuum, nor even simply a local or national context, but instead sit to a great degree on a world stage. Because of internet, global competition and the widespread use of English language, universities are coming together. Increasing numbers of students now travel abroad as part of educational exchange programs or for a semester, a summer or short study tours. Faculties frequently attend international conferences like the one we are attending today and learn how other universities work and take ideas home. All these changes and developments have led to better employment prospects, higher salaries, potential for higher investments, specialized work force, higher economic returns, increased productivity and competitiveness.

Effects on Afghanistan:

In general, the development in science and technology has revolutionized the world during the last five decades and most people around the world have benefited from such development, as their quality of life has been significantly improved. The innovation in science and technology has drastically improved the sectors of agriculture, mining, transportation, industry, commerce, telecommunications, IT, etc. The advances in these and other sectors have had a direct impact on the quality of life of people around the world. However, because of decades of wars and instabilities, the people of war torn countries such as Afghanistan have not fully benefited from such a revolution.

Higher Education in Afghanistan – Before and Now:

Afghanistan had a progressive and reasonably established education system in the region before the wars and consequent instabilities started in 1979 (Samady, 2001). Afghan universities were some of the best in the region. In early 1970's, there were students from different regional countries like Pakistan and Iran; pursuing their education at Afghan universities. Since 1979, the education system in Afghanistan has been devastated as the well-qualified and experienced academics have been forced to leave the country, made redundant or killed. The academics that chose to stay behind have been isolated from the rest of the world for decades and therefore, most of them are currently unaware of the new developments in scientific education around the globe (Baha, 2008).

Since the establishment of the new government in Afghanistan in 2001, limited progress has been achieved. The fundamental issues concerning the re-establishment of the scientific education in the country which can significantly contribute to overcoming the nation's current major problems have not been addressed. The attempt to enhance the education of subject areas related to science, technology and engineering education has been restricted due to the following reasons:

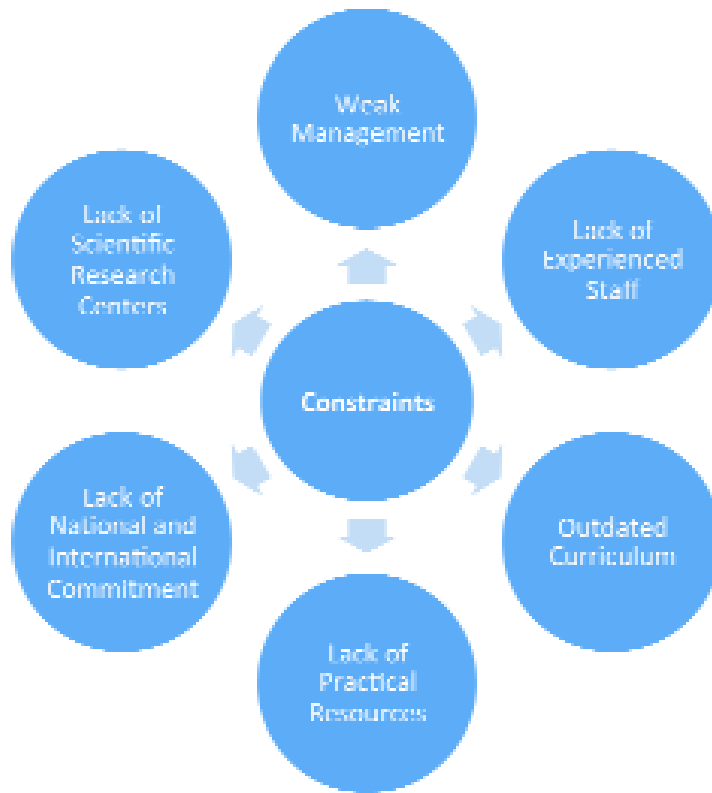


Figure 1. Causes of Why Higher Education Promotion Efforts Failed

However, even the limited progress made in higher education sector in Afghanistan during the past 10 years cannot be ignored. Significant progress has been made in the areas of establishing new public and private universities, increasing the number of professional teachers and students' enrollment. During the period from 2001 to 2011, the number of public universities increased from 14 to 26 whereas the number of private institutions rose from almost none to 50. The establishment of American University of Afghanistan (AUOA), Iran's Islamic Azad University and other private institutions like Khurasan (KIHE) which provide western style, modern education is an indication of little but promising progress made in Afghan higher education sector. Before the current regime came into power, girls were not allowed to go to school and fewer than 900,000 boys were enrolled. In the same period, university enrollment was only 7,881. There were only 20,000 teachers all over Afghanistan. In stark contrast, nearly eight million students are now enrolled in primary and secondary schools (37 percent are female), university enrollment has grown to 128,000 (80,000 students in public and 48,000 in private universities) and the number of teachers has reached 170,000. Some universities have been made equipped with internet facilities, libraries and different laboratory equipments. These achievements would not have been possible if international community had not generously contributed to Afghanistan. I also want to speak about Turkey's contribution to the education sector in Afghanistan, which has been significant to the rehabilitation process of the country. The presence of Afghan-Turkish High Schools in Afghan cities of Kabul, Kandahar, Mazar-e-Sharif, Jawzjan and Samangan is an indication of Turkey's commitment to rebuilding Afghanistan. In terms of scholarships, Turkey started offering scholarships to Afghan students in 1992 and so far, it has awarded 2,381 scholarships of which 60 were awarded in 2005.

Let's take a look at the graphical representation of the above mentioned developments:

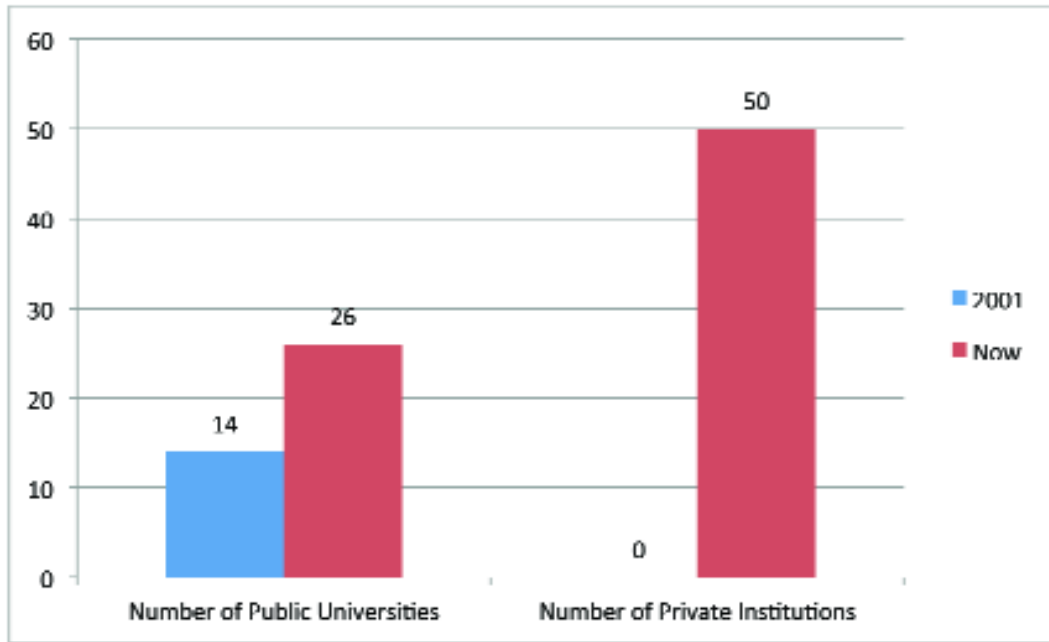


Figure 2 Graph Showing the Increase in the Number of Public and Private Higher Education Institutions

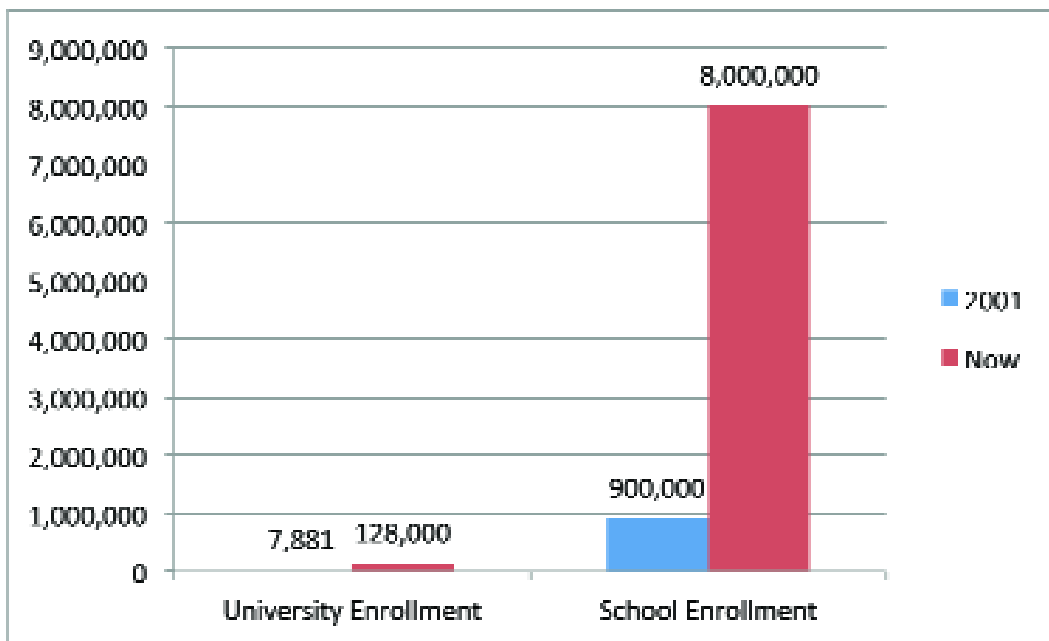


Figure 3 Graph Showing Increase in the Number of University and School Enrollment

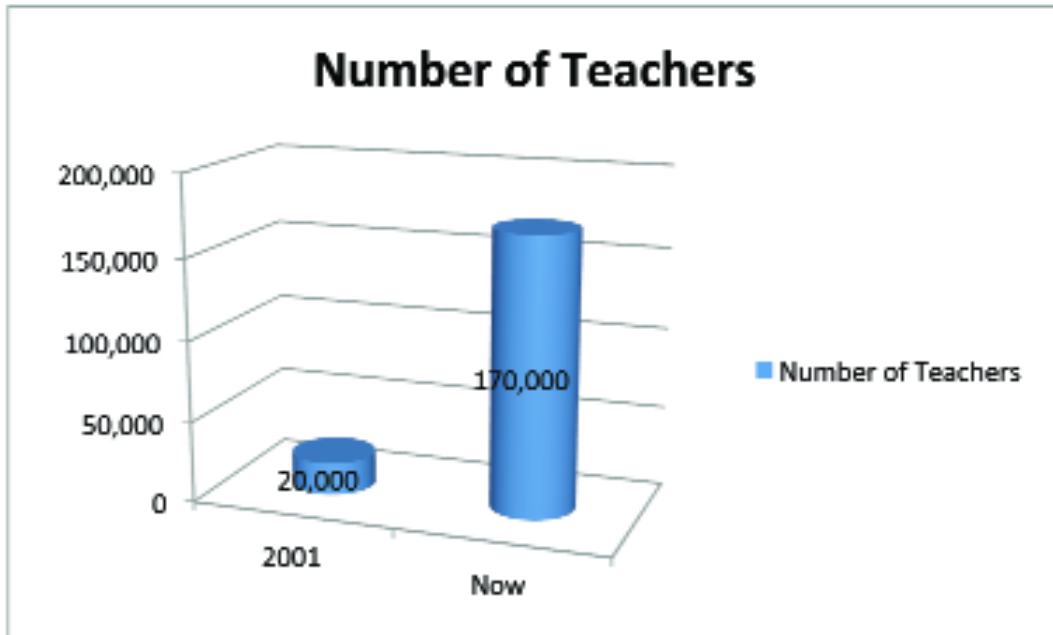


Figure 4 Graph Showing Increase in the Number of Public Teachers



Tiny Corners of Hope

Similarly, academic experts hired by the Afghan government and different donor agencies are assisting the Afghan Ministry of Higher Education and other academic institutions to reform the higher education sector of Afghanistan, develop academic curriculums and make them in accordance with international standards. Credit system has been introduced and implemented in colleges and universities so that the overall character of education can be improved and the educational system can be synchronized with international standards. Internal credit transfer has been made possible. Moreover, a ten year (2005 – 2015) plan has been devised for the growth of higher education. The main goals of the 10 year plan are standardization of higher education, reforming the system and institutional growth, access to higher education and providing financial resources to higher education institutions.



Afghan President Hamid Karzai Handing Diploma to a University Graduate

The new private institutes of higher education are also playing their role in educating the younger generation of Afghans. The bachelor’s degrees offered in private institutions are in the fields of management, finance, administration, information technology, law and political science, medicine, economics, journalism and literature, etc. Many of these private institutions have faculty members from Pakistan, India, the US, Europe and other different parts of the globe. According to rough estimates, the approximate number of foreign faculty in Afghanistan is now 750-800. In addition to that, private higher education institutes in Afghanistan are now working with international academic institutions to forge long term partnerships and launch joint educational programs. Khurasan Institute of Higher Education (KIHE), for instance, operates in affiliation with the Management Institute of Canada (MIC) and International University of California (IUC). Last year, during the 2nd ESRUC (Eurasian Silk Road Universities Consortium) Conference, KIHE became a proud member of ESRUC and signed a memorandum of agreement with the Ataturk University to cooperate in the areas of educational exchange, research, and informational resource sharing.

KIHE as part of its strong commitment to create links with foreign international institutions established, last year, the Office of International Affairs which will be aimed at forging and maintaining cooperative academic partnerships with institutions around the globe.

The presence of lecturers from other countries in Afghan institutions and the efforts made by the Afghan institutions to launch partnerships with international institutions is a sign of Afghanistan opening its doors for international collaboration and cooperation. There is a deep sense of realization among Afghan academics and professionals that the only way to address the demands of globalization is to come out of the national context and become internationalized. We also realize that internalization of higher education institutions is an appropriate response to the globalized world.



Figure 5 Addressing the Globalization Demands

So, if we are to survive and compete successfully in this rapidly changing world, we have to join hands to address the demands of globalization. The most vital of these demands in the area of higher education is the internationalization of higher education.

Globalization and Internationalization:

Although closely related and frequently used interchangeably, the terms globalization and internationalization in higher education refer to two distinct phenomena. Globalization typically makes reference to "the broad economic, technological, and scientific trends that directly affect higher education and are largely inevitable in the contemporary world." Internationalization, on the other hand, has more to do with the "specific policies and programs undertaken by governments, academic systems and institutions, and even individual departments to deal with globalization". The internationalization programs typically include sending students to study abroad, setting up a branch campus overseas, or engaging in some type of inter-institutional partnership.

Key Manifestations of Globalization and Internationalization

The internationalization of higher education is notable for the multiple ways in which it has manifested itself around the world. Although each local, national, and regional context presents unique characteristics, several broad trends can be identified globally. These developments include mobility of people, programs, and institutions; the rising prominence of collaborative research; evolving curricula as well as approaches to teaching and learning; an increasingly heightened sense of the interconnectedness of the higher education enterprise across the globe; and the growing pervasiveness of the phenomenon of internationalization across institutions and broader systems of higher education. The mobility of students and scholars has characterized the university since its earliest days in medieval Europe. In the last decade, however, the numbers of students studying outside their home countries have increased exponentially. Although data are difficult to obtain and verify, UNESCO estimates that in 2007 there were more than 2.8 million internationally mobile students, an increase of some 53 percent over the estimated figure of 1.8 million in 2000. By 2025, research undertaken for IDP Pty Ltd in Australia suggests that roughly 7.2 million students may be pursuing some higher education internationally, an increase of 188 percent over the 2006 UNESCO estimate (Böhm, et al., 2002).

S. No	Year	International Students Mobility in Million
1	2000	1.8
2	2007	2.8
3	2025	7.2

Similarly, in some parts of the world, international student mobility has become a central issue in higher education. For example, a recent study on the impact of the ERASMUS student-mobility program, launched in 1987, indicates that the initiative "has had a leading role in internationalization policies in higher education at national, European and international level[s]" (European Commission, 2008, p. 4), and affected a wide range of other policies and practices in European higher education.



Internationalized World

Ultimately, one of the most critically important characteristics of internationalization to emerge over the last decade is its pervasiveness. The phenomenon is apparent at all levels of the higher education enterprise around the world, affecting individual institutions, regions within countries, and national systems of higher education.

Meanwhile, internationalization of higher education has reached the national agenda in a wide range of countries. Qatar, Singapore, and the United Arab Emirates stand out as examples of countries taking rather dramatic steps to promote internationalization as a matter of national policy. Their strategies have focused on the recruitment of prestigious foreign universities to establish local campuses, with the goal of expanding access to the local student population and serving as higher education "hubs" for their regions. Economic development and prestige enhancement are often key motivating factors there. Turkey too, is now opening its doors to international students and the number of international students studying at Turkish institutions is increasing rapidly. Due to the widespread global use of English as the language of communication, Turkey’s Ministry of Education, with instructions from the Turkish Prime Minister, is planning to improve the learning of English in Turkey. This plan announced in 2011, will include the hiring of 40,000 foreigners as English language assistants in public schools. Also, the increasing number of Turkish high schools in different countries of the world, and Turkey’s leading role in organizing conferences and festivals like WISAS and Bogazici is an indication of Turkey’s efforts to strengthen its relationship with the rest of the world and can also be viewed as a step towards internationalization.

Globally other countries, like the United Kingdom, Australia, and Canada, have adjusted visa and immigration requirements to attract foreign students to their higher education systems, motivated significantly by the desire to maintain economic competitiveness and realize substantial financial gains by enrolling large numbers of full-fee-paying internationals. In the United States, for example, it is estimated that international students and their families contributed nearly \$15.5 billion to the US economy during the academic year 2007-2008 (NAFSA, 2008). Globally, one estimate indicates that the world's international students represent an \$ 80 billion "industry" (Barrow, 2008). Because of creating a learning-friendly environment and willingness to open up their doors for international students, some countries now are hosting hundreds of thousands of international students benefitting them both socioeconomically and politically. The following is a ranking of the top ten hosting nations or destinations for international students.

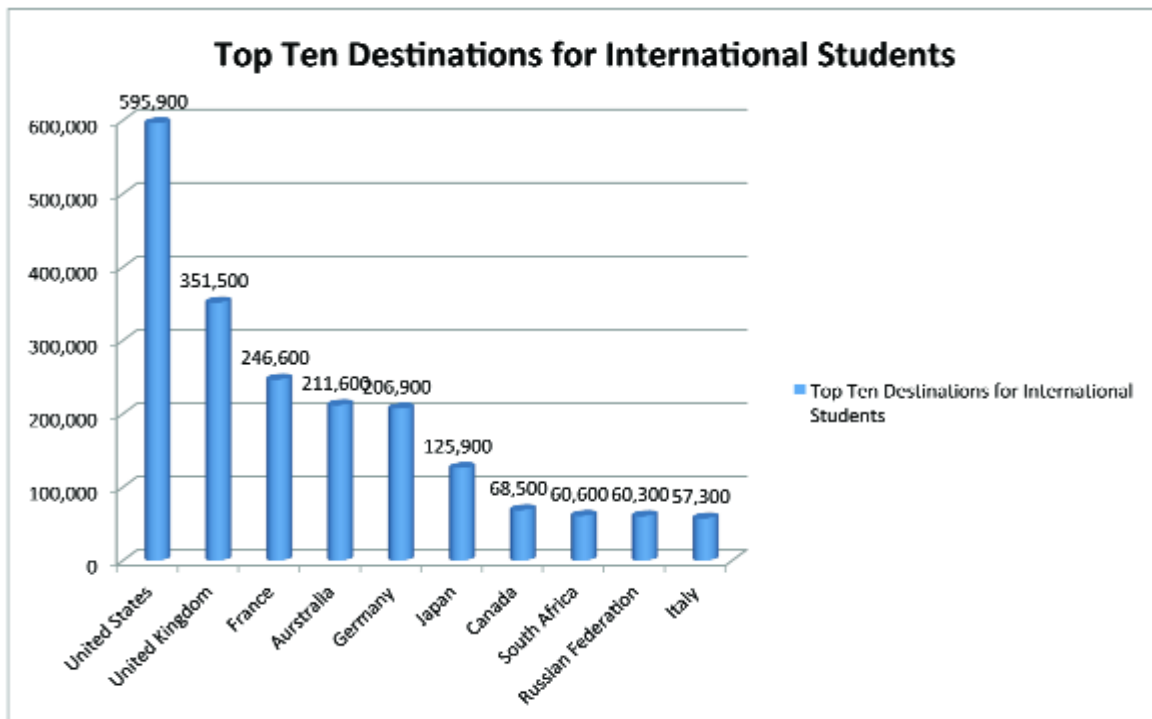


Figure 6 Ranking of Top Ten Host Nations for International Students

Countries hosting international students are sending their students for foreign education as well. Let's look at the following statistics about the top ten countries that send their students abroad to other countries of the world for education.

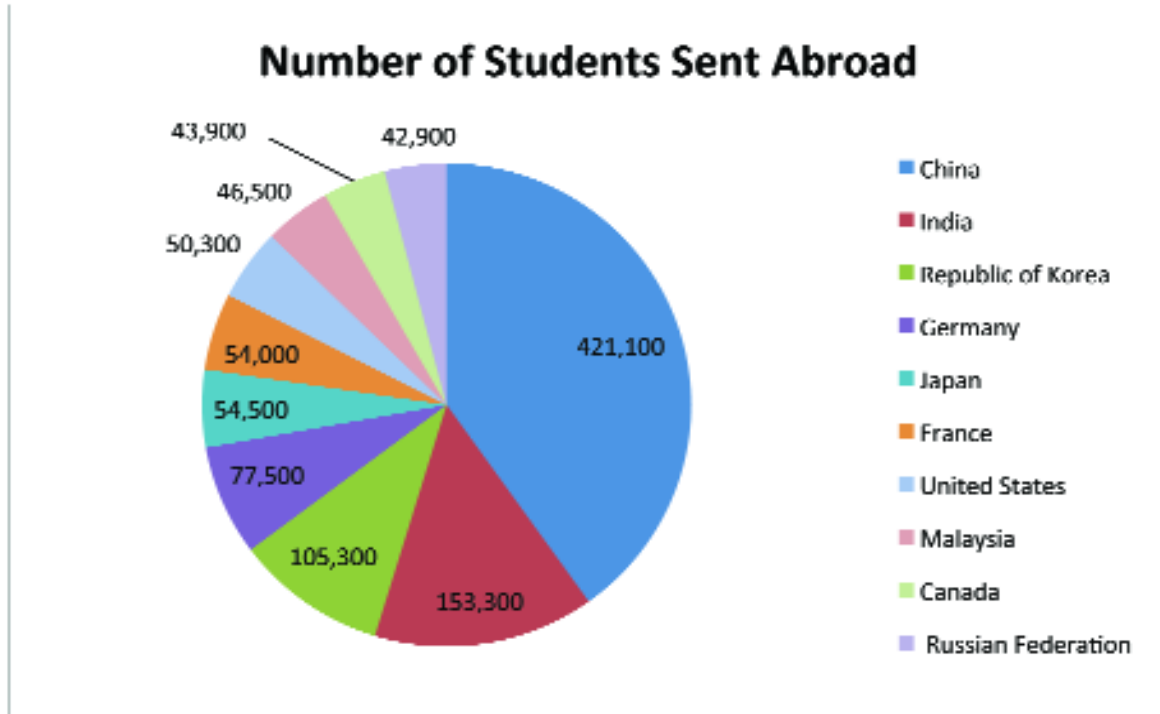


Figure 7 Ranking of top ten nations sending their students for education abroad

In addition to income generation, educational, political, and cultural motivations have also become relevant. Many countries in Europe have pursued foreign policy agendas focused on capacity building. These agendas include cooperative activities within the higher education sector, particularly in the developing world and frequently in partnerships that include; countries with which there are former colonial ties (notably in Africa and Latin America). Internationalization has also reached prominence at regional and international levels. The Bologna process and Lisbon strategy in Europe are the clearest examples of international engagement at this level, with the Bologna process drawing more than 40 countries into a "European higher education area." It is hoped that the European higher education area (EHEA) will achieve a common, Europe-wide framework of understanding around tertiary education and lifelong learning, with significant cross border intelligibility of degrees and qualifications, and a high level of quality, attractiveness, and competitiveness on a global scale (Bologna Declaration, 1999). Similarly, the US Fulbright Program introduced in 1946, operates in over 155 countries and provides 8,000 grants annually to undertake graduate study, advanced research, university lecturing, and classroom teaching. As of 2010, 302,000 persons - 114,000 from the United States and 188,000 from other countries - have participated in the program since it began. Annually, the average number of Fulbright Scholarships awarded to Afghan students is from 30 to 35 and the number is increasing sharply with 50 scholarships for 2012 and 2013.

Opportunities, Challenges, and Risks Presented by Global Changes

For some analysts, the impact of globalization on higher education offers exciting new opportunities for study and research no longer limited by national boundaries, while others see the trend representing an assault on national culture and autonomy. It is undoubtedly both. At the very least, with 2.8 million students, countless scholars, degrees, and universities moving about the globe freely, there is a pressing need for international cooperation and agreements. Pushed and pulled along by the forces of globalization, internationalization presents many exciting opportunities to higher education institutions and systems. At the same time, real risks and challenges are inherent in this complex and

fluid environment. At stake are issues of competitiveness and relevance, requiring new kinds of strategic thinking and acting with regard to the international dimension by all types of higher education actors.

Perhaps the "healthier" consequence of economic globalization and the subsequent pressure on higher education to function internationally has been the necessity for effective (and more transparent) systems of accountability, shared benchmarks, and standards for ethics and quality. Nations can no longer penalize students and scholars who have earned credentials and experience from another country. When individuals cannot enjoy the benefits of education outside of the country where it was acquired, the resulting waste of talent is unacceptable. Yet multiple stakeholders need internationally recognizable benchmarks and standards to properly evaluate unfamiliar foreign qualifications and these agreements are not reached easily.

At the same time, it is critically important to recognize that some of the forces that currently influence internationalization in higher education are not necessarily compatible with local needs for development and modernization, and opening borders puts diverse motivations for educational development into conflict.

As a short summary of my today's presentation, I would like to make some recommendations, which if considered and implemented, will considerably contribute to addressing the demands of global changes in higher education both in the developed and developing world.

Recommendations:

1. Universities in developed nations should establish partnerships with academic institutions in developing countries like Afghanistan in order to offer degree and other academic programs, develop research projects, and collaborate in a variety of ways.
2. As the centers of education, knowledge, innovation, talent and business, universities must adopt expanded missions by improving contacts with other universities and encouraging research and service in addition to education. The holding of academic seminars, conferences and workshops like WISAS and others are important in bringing institutions closer and should continue.
3. The establishment of university branch campuses (usually from a developed country) in another "host" country and franchising arrangements should be encouraged. Twinning programs, in which universities in two (or more) countries offer joint or dual degrees can also prove to be crucial to reforming the higher education sector and can raise the international profile of involved institutions. It may be of interest to you to know that right now in Afghanistan, there is only a single university that offers a master's degree in Business Administration and that is the American University of Afghanistan. All other universities both public and private have not yet launched master's degree programs. The approximate number of Afghan graduates from universities with a bachelor's degree is 8,000 – 10,000. So, if there are approximately 8,000 to 10,000 students graduating with a bachelor's degree from Afghan higher education institutes every year, there is a huge market for international academic institutions to work and forge partnerships with Afghan institutions and offer master's and PhD degrees. Not only that, most of those students who have graduated from Afghan universities during the past 30 years wish to further enhance their academic capacities. These former graduates can also be a big market to cover for both Afghan and international institutions.
4. Growing ease of international travel and a rapidly expanding IT infrastructure have opened many new possibilities to higher education. New models for online learning make education and resources more readily available to individuals who reside in locations physically distant from universities. Information technology provides researchers with a broader reach for scholarly collaboration. These expanded opportunities for collegial engagement across borders-whether mediated through technology or not-hold the promise of much-needed capacity-building in research and institutions should make sincere efforts to ensure this trend continues.
5. International academic institutions should make efforts to establish systems of accountability, shared benchmarks and standards of quality and ethics.
6. Although efforts have been made to ease visa restrictions for international students. Further steps should be taken to facilitate the process of international students exchange in every way possible. Students from many developing

countries are not easily accepted by universities in the developed world and are often labeled as potential threats to the national security of the developed countries. Labeling students as potential threats and restricting their access to standard education is an unfair practice and nations must work together to end these practices.

7. Finally, steps should be taken to promote internationalization as a matter of national policy. The implementation of these recommendations will generate the following outcomes:

Likely Outcomes (Benefits) from Close Collaboration between Global Academic Institutions

- More scientific advances created by more scientists
- Developed and up-dated academic curriculums
- More rapid economic development
- A more skilled labor force
- More educated citizens to create stable democracies
- Improved international understanding

Conclusion:

The forces of globalization have exerted an enormous influence over higher education in the last decade, and internationalization has emerged as the primary response to this phenomenon. Barring major unforeseen developments that would derail current trends, the international dimension in higher education appears to be here to stay and will likely continue to rise in prominence on the agendas of individual institutions and national and regional systems of tertiary education around the world. Internationalization presents many new and exciting opportunities for cooperation within the academic enterprise and can be a powerful tool for the enhancement of quality and the insertion of innovation across many dimensions. At the same time, many significant risks and challenges must be faced in a costly, fast-paced, competitive global higher education environment. As with many other aspects of higher education, the phenomenon is playing out against a backdrop of inherent inequity around the world. The need to understand and harness the benefits of internationalization, while minimizing the risks and costs, is of central importance moving forward. Coming out of national context, breaking down the barriers that too often divide us and joining hands is the only option the future of our world depends on.

I would like to begin this portion of my presentation with a quote from Mark Twain. And I quote:

*"Travel is fatal to prejudice, bigotry, and narrow-mindedness,
and many of our people need it solely on these accounts.
Broad, wholesome, charitable views of men and things
cannot be acquired by vegetating in one corner
of the earth all one's lifetime."
-Mark Twain-*

Many people including me; will agree with this quote. World citizens now need to wake up and expand their contacts, remain connected to and be aware of each other's cultures and values because that's the only way to survive in this rapidly globalizing world. And academic institutions are the centers where we learn that we cannot survive if we remain isolated from each other. These institutions have a moral responsibility to continue to bring us closer.

Thank you very much;

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BIODIVERSITY OF MOSSES OF ILEYSKY ALATAU

The Bryophyta is the most numerous group among the highest plants. By the number of the species the Bryophyta are at the second place after the vascular plants and they are wide spread in Central Asia. For the most part the Bryophyta are perennial plants, which are distinguished for their remarkable resistance to severe nature conditions and their habitats are the places difficult or impenetrable for vascular plants to reach. Representatives of the Bryophyta are found in all the continents of the globe. They grow almost everywhere, though in different geographic zones they greatly differ from each other in systematic flora composition and the abundance degree.

The inventory of the Bryophyta of Ileysky Alatau is not completed yet. The first collections in Ileysky Alatau (Zailiysky Alatau) were made by Regel (1876-1885). Then Finnish bryologist F. Brotherus led an excursion to Central Asia and his route went through Kazakstan and Alatau *transiliensis* [1,2,3]. The most detailed collections of the mosses were made by N.S. Kozlova and A.S.Lazarenko in 1939, but their check-list was published only in 1965 [4]. N.Ch .Eremina studied the bryoflora of Ileysky Alatau (Zailiysky Alatau) during 1958-1970 [5,6,7]. She gathered and identified the mosses of the following gorges: Kaskelen, Talgar, Issyk, Big Almaty, Small Almaty. Special attention was given to acrocarpic mosses of Ileysky Alatau range. The representatives of this group were revealed in all vegetable zones. There were three monotypic families among them in Ileysky Alatau. They are: Meesiaceae, Aulacomniaceae, Timmiaceae [5]. Zonal distribution of some species of Ileysky Alatau mosses was analyzed. The check-list of Amlystegiaceae mosses and their ecological features have been presented. The representatives of this family are distributed nearly throughout the profile of the mountains [6]. The check-list of Almaty State Preservation mosses has been completed [7].

Ecological groups of mosses of Ileysky Alatau [8], bryoflora of Terisbutak gorge of Ileysky Alatau [9] mosses belt of spruce forests of Ileysky Alatau were studied [10].

But in spite of the large amount of valuable data collected in Ileysky Alatau, the species composition, ecology and their zonal distribution in some gorges haven't been investigated thoroughly.

Ileysky Alatau ridge is a mountainous province of Northern Tien Shan. The ridge forms an arc, facing south. Length range is 300 km, the width of 35-45 km. The highest point of Ileysky Alatau is the peak Talgar (5017 meters above sea level). The largest and most famous lakes in the Ileysky Alatau are the Big Almaty Lake and Lake Issyk. The Big Almaty Lake is on 2511 meters above sea level.

The whole variety of vegetable life Ileysky Alatau (Zailiysky Alatau) distributed among the five vertical zones. They are: desert, bush and mixed grass steppe, conifer wood, alpine and above alpine.

MATERIALS AND METHODS

We worked with our own material and material, that was gathered by previous investigation and are stored in Al-Farabi Kazakh National University and Institute of Botany and Phytointroduction. In carrying out the research work the itinerary method of investigation was used. The anatomy-morphology method was used during identification of material. A variety of handbooks of mosses was used [11-13 etc.].

RESULTS AND DISCUSSION

184 species of mosses, belonging to 35 families were revealed (Table 1).

№	Families	Quantity			
		genera	%	species	%
1	Tetraphidaceae	1	1,3	1	0,5
2	Polytrichaceae	2	2,5	2	1,1
3	Ditrichaceae	4	5,2	6	3,3
4	Dicranaceae	5	6,4	11	6,0
5	Fissidentaceae	1	1,3	2	1,1
6	Encalyptaceae	1	1,2	5	2,7
7	Pottiaceae	8	10,2	21	11,4
8	Trichostomaceae	3	3,8	4	2,2
9	Cinclidotaceae	1	1,3	2	1,1
10	Grimmiaceae	3	3,8	12	6,6
11	Punariaceae	1	1,3	2	1,1
12	Splachnaceae	2	2,5	3	1,7
13	Bryaceae	4	5,2	17	9,2
14	Mniaceae	3	3,8	14	7,6
15	Aulacomniaceae	1	1,3	1	0,5
16	Meesiaceae	1	1,3	1	0,5
17	Bartramiaceae	3	3,8	3	1,7
18	Timmiaceae	1	1,3	1	0,5
19	Orthotrichaceae	2	2,5	9	4,9
20	Fontinaliaceae	1	1,3	1	0,5
21	Climaciaceae	1	1,3	1	0,5
22	Hedwigiaceae	1	1,3	1	0,5
23	Neckeraceae	1	1,3	2	1,1
24	Theliaceae	1	1,3	1	0,5
25	Fabroniaceae	1	1,3	1	0,5
26	Leskeaceae	3	3,8	5	2,7
27	Thuidiaceae	2	2,5	3	1,7
28	Cratoneuraceae	1	1,3	1	0,5
29	Amblystegiaceae	6	7,7	16	8,7
30	Brachytheciaceae	4	5,2	15	8,2
31	Entodontaceae	1	1,3	1	0,5
32	Plagiotheciaceae	1	1,3	3	1,2
33	Hypnaceae	4	5,2	13	7,1
34	Rhytidiaceae	1	1,3	1	0,5
35	Hylocomiaceae	2	2,5	2	1,1
Total		78	100	184	100

The leading families of mosses according to our investigation are: Pottiaceae – 21 species, Bryaceae – 17, Amblystegiaceae – 16, Brachytheciaceae – 15, Mniaceae – 14, Hypnaceae – 13, Grimmiaceae – 12, Dicranaceae – 11, Orthotrichaceae – 9 (Figure 1). Representatives of these families make up more than 69% of the flora.

The largest genera according to their species composition are: Bryum – 11, Brachythecium – 9, Tortula – 9, Orthotrichum – 8, Hypnum – 7, Mnium – 6, Grimmia, Drepanocladus, and Plagiomnium and Encalypta – 5 each.

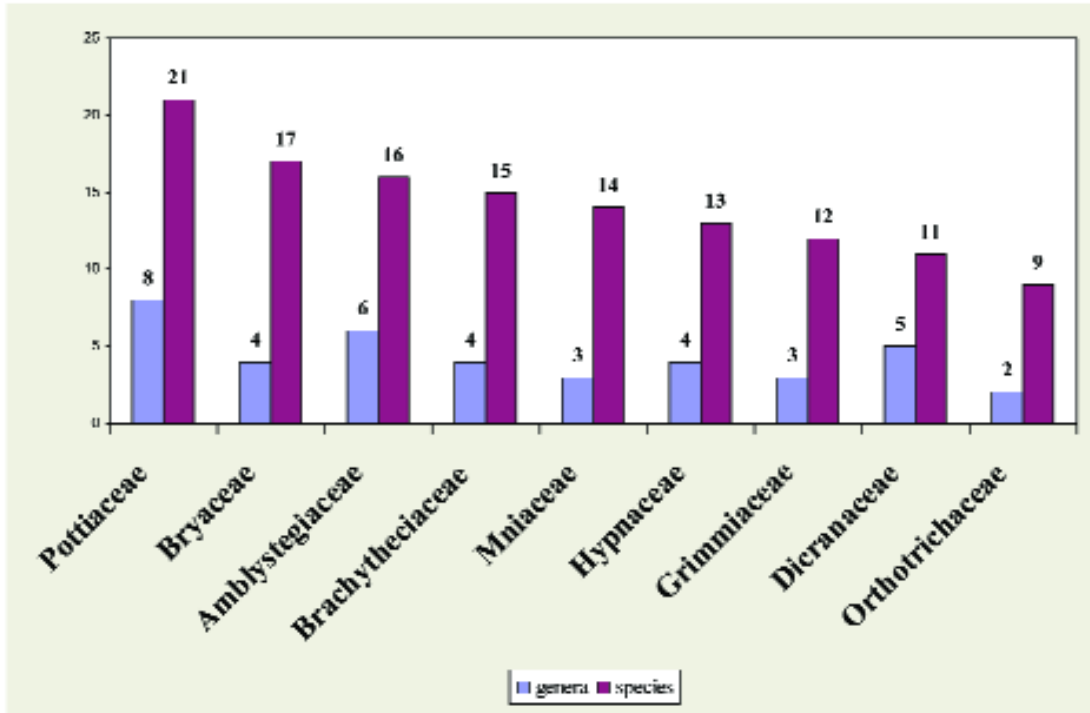


Figure 1 - Number of species and genera in leading families of mosses of Ileysky Alatau

To clarify the characteristics of mosses of Ileysky Alatau we compared it with Bryoflora of some regions of Asia (Table 2).

Table 2 - Comparison of the leading families of a number of Bryoflora of separate regions of Asia

Family	Ileysky Alatau (184 species)	Tien-Shan (367 species)	Mountains systems of Mongolia (388 species)	Altai and Sayan (460 species)	Pamir-Alai (320 species)
Pottiaceae	21	44	37	19	61
Bryaceae	17	56	34	36	37
Amblystegiaceae	16	26	35	39	24
Brachytheciaceae	15	22	15	30	24
Mniaceae	14	25	14	23	9
Hypnaceae	13	20	15	15	-
Grimmiaceae	12	20	30	28	22
Dicranaceae	11	22	40	44	-
Orthotrichaceae	9	16	11	-	12
Ditrichaceae	6	6	15	15	-
Trichostomaceae	4	28	34	25	47

Majority of leading families from different regions of Asia is coinciding with leading families of Ileysky Alatau. In the spectrum of the leading families of Ileysky Alatau the families involved Bryaceae, Amblystegiaceae, Dicranaceae shows similarity to the boreal bryoflora, families Pottiaceae, Grimmiaceae, Trichostomaceae shows similarities with the ancient Mediterranean arid bryoflora and participation of families Brachytheciaceae, Mniaceae, Hypnaceae- similar to the East Asian nemoral bryoflora.

The ecology of mosses of Ileysky Alatau varies greatly. They are subdivided into ecological groups depending on the degree of substratum moisture:

1. mesophytes (*Tortula mucronifolia*, *Pohlia elongata*, *Amblysteigium varium*, *Mnium marginatum*, *Sanionia uncinata*);
2. hygrophytes (*Aulacomnium palustre*, *Campylium stellatum*, *Drepanocladus aduncus*);
3. xerophytes (*Tortula obtusifolia*, *Grimmia ovalis*, *Hedwigia ciliata*);
4. hydrophytes (*Brachythecium rivulare*, *Fontinalis antipyretica*, *Bryum blindii*);
5. xeromesophytes (*Schistidium apocarpum*, *Grimmia ovalis*, *Bryum argenteum*).

The ecological analysis of mosses of Ileysky Alatau shows that more than 70% of mosses consist of mesophytes and xerophytes. The fact that two antithetical ecological types of mosses of Ileysky Alatau - mesophytes and xerophytes prevail in the flora composition comes from the distinct geomorphologic features of the territory and the inland geographic lay of the area.

Depending on ecological conditions of *Schistidium alpicola*, *Drepanocladus aduncus*, *Cinclidium latifolium*, *Philonotis fontana* and *Brachythecium rivulare* can be both hydrophytes and hygrophytes; *Grimmia ovalis*, *Brachythecium campestre* – both xerophytes and xeromesophytes; *Mnium rugicum* - both mesophytes and hygrophytes.

In the composition of Ileysky Alatau Bryophyta flora the species of boreal, ancient Mediterranean, arid, mountain and arcto-mountain elements prevail for the most part. It is the core of the flora which is characterized as mountainous-arid ancient Mediterranean one.

8 mosses synusia have been revealed in vegetable covering: epiphytes moss synusia, moss synusia of foot trunks and bare trees roots, moss synusia of swamps, synusia of mosses of rocky massives and stony substrata and moss synusia of riverside and brookside habitat, synusia of mosses of top-soil, synusia of mosses of reservoirs, synusia mosses of rotting wood.

In the desert zone and in the above alpine zone the collections were made selectively. It has been determined that the richest zone in the amount of species is the conifer wood zone.

Research of mosses diversity, their geographic distribution and endemic species makes possible to enlarge and specify our knowledge about the history development of flora of the regions in whole. Therefore, development of appropriate arrangements aimed at conservation of the Bio-diversity, is of great scientific importance.

At the organization of specially protected natural territories, the special attention is usually paid to highest plants and vertebrates. The mosses, nevertheless, are of great significance for ecosystems functioning even in arid climate conditions. Therefore, the determination of the part and significance of mosses is the important scientific task, which also is associated with nature-oriented activity.

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THE FURTHERMORE OPERATION OF METSAMOR IS A SOURCE OF DANGER

*“Nature has been created by God, to protect it is our holy duty.
Heydar Aliyev*

We face today unprecedented set of problems relating to the environment. These problems are the pollution of the air, the water, the soil, the running out of natural resources and degrading the growth of world population, unequal distribution of natural resources, global warming, and global water crises, the environmental and ecological problems. To my mind environmental problem is the most urgent and pressing of all the world’s problems. There is in the world today an increasing awareness of what’s happening to the environment and natural habitats. For instance there is a natural reaction in people to want to do something about these problems. But without tackling the root causes of Environmental and Ecological problems then we shall only ever by mitigating the symptoms rather than curing the disease itself. This article is about the problems that we face from time to time. The theme that I am going to write about threatens not only the well being the humanity but also the environmental and ecological systems that support life on the Earth Planet as we know it today.

When the USA invented atom they only thought about its devastating wave. There was no presumption about its radiation. Everybody was astonished from the devastating blow of the atomic bomb thrown Hiroshima and Nagasaki of Japan. The crew of the plane thrown the atomic bomb were shocked and one of them became mad.(lost his mind). And the danger of radiation became more dangerous and it proved that there can’t exist any living being for centuries in the place where the atomic bomb falls. Then the Soviet Union strived a lot and finally got the nuclear weapon. In this time they tried to use it for peaceful purposes. In some regions there were built new atomic electric stations. But as a result of hastily done works the specialists made some mistakes. They couldn’t predict about its disadvantages in the case of crash and the prognoses stated by the answerable officials failed to justify the hopes of mankind.

The AES Chernobyl showed the bitter consequence of it and the leak occurred there shocked the whole world, telling the truth, it made the able bodied people wake up. The explosion in Chernobyl proved that to build AES in active seismic zones is very dangerous. The whole world suffered from it but it couldn’t affect the Armenia-dashnak regime. Armenia didn’t think of suspending of Metsamor AES which is situated in an active seismic zone near the mountain of Agri. Up to present time the station is continuing actively though its period of usage has overpast. Today the activity of Metsamor threatens not only the territory of Armenia but also Turkey, the whole Caucasus, as well as Nakhchivan within Azerbaijan. It is not secret that Metsamor damages ecology and the health of people of the region. Today the ecological problem created by Metsamor is the source of danger both in Armenia and throughout the world.

But why Agri territory?

It is known from the history that the scientists opposed the establishment of AES on the foothills of the Agri mountain in 1960 as the place was situated in an active seismic zone. But Armenia disregarded it. The construction of Metsamor was completed in 1977 and the AES was put into operation. 10 years after its operation the noted number of accidents in Metsamor reached to 150. Disregarding these facts the Armenians decided to build a new AES in Iravan-Armenia. But in 1986 after the catastrophe taken place in Chernobil some European countries and Armenia decided to abandon the construction and activity of nuclear plant. After the Devastating Spitak Earthquake in 1998, the plant's operation had been suspended, but in 1995, despite of international protests it resumed and even a second reactor was launched. Given a slew of minor earthquake in this area in the past 10 years as well as the intensification of seismic readings cited by researchers a potential major accident at Metsamor would have a dire impact on not only Armenia, but also other countries in the South Caucasus region and the middle east.

The closing of Metsamor, the problem of energy and the disruption of relations with Turkey due to the Garabagh conflict worsened the position of Armenia. Unlike energy rich, GDP high Azerbaijan the authorities of this occupation country pretended the energy problem and put Metsamor into operation.

Instead of improving the economic relations with its neighbors and to achieve peace in the region they chose another way and put the Metsamor into operation which is a source of danger. Occupation Armenia unable to bring peace to the region tries by all murky ways to bring just hostility hoping to prolong today's status quo.

Today the Armenian government doesn't intend to abandon its nuclear plant. The AES Metsamor constructed with the old Russian technology in a very active seismic zone is intended to use for a long time. They continue to challenge the world and not thinking that the Metsamor is a danger both for themselves and for the whole world. They ignore all these mentioned proofs consciously, in deed:

Firstly Metsamor is situated in an active seismic zone which is not due to the accepted world principles wherein the signature of Armenia respectively.

Secondly the type of the AES as Metsamor doesn't meet the safety principles said to be international.

Armenia disregards everybody

Instead of improving the economic relations with its neighbors, Armenia tries to use Metsamor again and continue their crafty policy in the region.

The balance of anything can enable to think, surely very deeply, positively. The AES in action not only damages ecology but also psychology of people. What can commit universal problems by all means must be prevented by all and even regardless of your nationality, race, religion and other features. When spoken about cold war for a while all mankind was at easy thinking of its end. Regional countries should be interested in this matter more than, but sadly even some of those countries render their helps to this illegal activity of Metsamor. Doubtless it is Russia who supplies the mentioned AES in Armenia with enriched nuclear without any regard to the international principles. Today Azerbaijan invests unthinkable capital to securing the expected catastrophe in the Caspian Sea, said to be environmental pollution but Armenia has never thought about various wastes and above all unused poisoned water waste which is followed to the river of Araz. Since the time of Upper Garabagh occupation all kinds of prohibited AES wastes are buried in the uncontrolled territory of Azerbaijan.

The whole mankind must be very careful against those who can easily risk to damage and destroy the world for their self interests. Right the Armenians are always ready to act so. Today we past Soviet people remember the years of repression which gouged a red line in the life of Azerbaijanis more than compared with other nations. But only today we know the reality that that the very so called repression also was committed by Armenians against the Turkish world.

But being a resident of NAR within the Republic of Azerbaijan I consider it my vital duty to demonstrate my protest against the nuclear policy of Armenia since the mentioned AES is nearby my homeland Nakhchivan.

Armenia needs a good lesson. Armenia must be an answerable part in front of the world community as the world top level organizations are careless to this danger. But the ongoing crafty and double policy of Big Powers approach the questions even blindly. Do we need ways of judgments against Armenia or not? The incorrect and unjust support to various interested countries prefer their own interests to the obvious tragedy which can any time frustrate and put an end the regional living being without any mercy. Though it's my personal view but I have to express my view that Big Powers, responsible organizations today play the part of instigators, nothing else more.

We must say No to Armenian nuclear plant because our Earth planet is in danger. We must try and save our planet from the danger for the future generations. As it is said in one of the Turkish songs: Do you have no fear of God? You have littered everywhere. Your children should be ashamed of it. In order to live humanely in this beautiful life we must say to Armenians as one voice it is time "to stop." Don't go far! Enough to be means in the hands of others. Humanity one time will damn you as today you are being damned. The most suitable word to the policy of Armenia is: "Damn with Armenia policy!"

RESUME

The article reports on the lawless and inhuman action of Armenia which consciously has been forwarded against the interest of mankind. Actually the catastrophic AES Metsamor serves the interest of occupation Armenia who systematically disregards all international principles.

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EVENT-TOURISM AS A REVITALIZATION FACTOR OF TOURISM IN THE KAZAKH SECTION OF THE SILK ROAD

The report discusses the possibility of development of Event-tourism as a factor of revitalization tourism in the countries along the route of the Silk Road on the example of Kazakhstan.

Event tourism is one of the youngest, but the popular trends of international tourism. Every year the Event-tours attracts more and more tourists from all around the world. According to the calculations of sociologists in the foreseeable future various events would be the main goal of visits for more than 10% of international tourists [1].

Event tourism has recently started to develop in Kazakhstan. Accordingly, events that would attract tourists to the Republic of Kazakhstan, is not too much. Nevertheless, there is a permanent increase of the number of international visitors arriving to the country participating events of a world level, initiated by the President of Kazakhstan, the Government and the major international organizations. The task of promoting tourist arrivals incorporated in the development strategy of Kazakhstan's tourism, correlated with long-term plans for economic and social development.

Kazakhstan has significant historical and cultural heritage, economic and intellectual human potential. In fact, brands are formed on a number of key images, making the state recognized in the international community. For example, the brand products (grain, oil, uranium, etc.), brand personality (N. Nazarbayev, R. Rymbaeva, T. Bekmambetov, etc.), brand projects («Astana KZ»), brand territory (Medeu, Chimbulak). At the same time carrying out world-class events in Kazakhstan allows to expand the list and improve the country's image as a tourist destination.

In recent years, Kazakhstan has initiated several major world events that can be positioned as important image-building activities. Thus, the OSCE summit showed to the world that Kazakhstan is a country promoting democratic values and the idea of security in the world. First Congress of World Religions and the Pope's visit demonstrated the tolerance of Kazakh society. Eurasian Media Forum – opportunities for the development of space communications in Eurasia. Membership in the UEFA, the last high-level 7th Asian Winter Games and forthcoming the Universiade-2017 [2] that will show the possibility of Kazakhstan for organizing and conducting sports competitions the highest rank, ambitions to become the sports capital of Asia [3].

According to the UNWTO General Secretary Taleb Rifai, as expressed by him on the IV Astana Economic Forum May 3, 2011, an event such as the 7th Asian Winter Games, played in the formation of Kazakhstan's tourist image more important than all the branding events the last 7 years.

Asian Games (30.01-6.02.2011) has attracted more than 2,500 athletes and thousands of tourists from 45 countries and

was held in two cities of the country (Astana and Almaty). In the capital, were conducted competitions on ice – skating, men's and women's ice hockey, speed skating and short track. In Almaty, conducted «snow» disciplines – cross-country skiing, downhill skiing, ski jumping, biathlon, ski orienteering.

Preparations for the Asian Games had a positive impact on the infrastructure of cities. The «Almaty» airport, Big Almaty Ring Road and vehicles have been modernized. Network communications have been upgraded as well, completely reconstructed sports complexes of Medeu and Chimbulak.

At the same time, Cultural Asian Games – ethnographic festival was held there. The main idea of this project is to implement opportunities for promotion of Kazakh cultural heritage and contemporary culture of Kazakhstan and Asia as a whole against the backdrop of major sporting events coverage. 7th Asian Winter Games were a good chance to show the international community of modern Kazakhstan and its success not only in sports but also in economy, culture, art, etc. [4].

Ethnographic sketches were presented to guests at special events venues. Next to the yurts, mounted on a specially equipped sites set taykazan (huge vats for cooking). Some distance away – altybakan (turkic swing). It was demonstrate the daily life of the ancient village. Craftswomen were made one of the beautiful and expensive Felt carpet – «tekemet». The youth were swinging on the swing – altybakan. Young women were cooking beshbarmak. Girls offered mare – the national drink of fermented mare's milk. Then it was staged by the arrival of trade caravans from the Middle East and China, and started a real fair.

According to the scenario at this time the village residents were preparing for a wedding, and the goods of merchants came on time. Visitors can see the ceremony and courtship: it is betashar (familiarity with the new daughter), and konak-code (the ritual of the meeting the guests of honor) and auyldyn alty auyzy (contest of songs). There were demonstrated Toybatar (ceremonial song), kamazhay (dancing), Kazakh folk song. Ethnographic festival has become a significant event of the Cultural Asian Games and has collected tens of thousands spectators.

Exhibitions were become popular in Kazakhstan. A significant number of exhibitions and fairs have gained international status and traditionally attracts the businesses from abroad. Here is an example of successful exhibitions:

- KazAtomExpo – International Exhibition and Conference «Nuclear Energy and Industry»;
- Atyrau Oil & Gas – North Caspian Regional Exhibition «Atyrau Oil & Gas and Infrastructure»;
- KITF – Kazakhstan International Tourism Exhibition «Tourism and Travel»;
- HOREX – Central Asian International Exhibition «Everything for hotels, restaurants, supermarkets»;
- KIOGE – International Exhibition and Conference «Oil and Gas».

Most of the exhibitions are held in IEC «Atakent» and «Corne» in Almaty and Astana, respectively. These exhibitions recognizes by UFI (Unions des Foires Internationales) and meet the international standards of the world's leading association of exhibition organizers.

According the title and type of form the most important show is autoshow, such as TornadoDrive, Drift and Tuning Festival held in Kazakhstan in October for 3 years. It was organized by the club «Drag and Drift» in Almaty. The program of events included: an exhibition of new products the largest car clubs in Kazakhstan; Drift competition, Miss Contest «Tornado Drive». In 2010 the event attended about 2,000 visitors. A similar scenario held MegaAuto and AutoSound.

The fastest growing international event auto-motor shows have become «Bike Fest», congresses motorcycle enthusiasts and bikers from the CIS countries. Bike-Fest-2011 took place in Karaganda region, the city of Balkhash and the surrounding area.

25-27 March 2011 in Almaty city held first Sports Festival at the most popular sports in the fitness culture – powerlifting, bodybuilding, dance and body fitness. The festival was held in the form of bright show, during which at several stages in parallel, competitions were held on the above subjects. For coverage of the festival were involved in a number of media: television, radio, magazines, newspapers and online publications.

The festival was held under the patronage of Almaty City Administration and pursued not only sports-entertainment purposes, but also to develop a positive image of Kazakhstan as a sports and event-Republic.

Festivals and carnivals in Kazakhstan have not received such extensive development, both in Brazil and Europe, but we have something to look foreign tourists.

Since 2010, apple festival (Apple Fest) reborn in Almaty, which should return the status of the southern capital «of apples» and begun to revive the famous apple varieties. For the second year the festival attracts participants and spectators from around the world (USA, Russia, England, Hungary, China, Kazakhstan) [5].

A major musical event is an international music festival Jazzystan. 10th year of Kazakhstan has already plays host to jazz musicians from the USA, France, Turkey, Russia, Austria, Germany and many other countries. In 2011 the festival was devoted to Japan and pursue charitable purposes.

Kazakhstan is popular with its film festivals, such as Shaken's Stars, Kinotavrik, Eurasia, the EcoCup.

There are lots of regional festivals all around the Republic:

- Almaty Ice Cream Festival and Fair, dedicated to the celebration of International Children's Day;
- Annual Carnival promotional brand XanGo;
- Festival RetroFM;
- Festival of Love Radio;
- Festival of National Theaters in Kazakhstan;
- Flamingo Festival to attract the attention of state and public organizations to the problems of conservation of birds Tengiz-Korgalzhyn lake system;
- Festival of cheerleading CHEER DANCE SHOW;
- International competition of young designers, «Our avant-garde» in Shymkent etc.

Annually, there are beauty contests at the level of cities, regions and countries, and at the corporate level, in schools, contests, a «mini-Miss», on-line beauty contest.

The biggest carnival event in Kazakhstan was the Charity Ball, held for the second time in Almaty under the auspices of the UNICEF. Ball has collected more than a thousand foreign guests and surprised the world with its scope and sophistication. There were couples from 15 countries. The guests were presented to prominent personalities in science, culture and art.

An interesting non-standard event in the Republic has become the eco-ethno festival FourE. Its main purpose, according to organizers, is «a community of people interested in the development of body and spirit, creative people, musicians, artists, designers, architects, craftsmen, tourists, young families with children, experts in a healthy way of life».

The festival takes place in a mass relaxation session, during which you can visit the 4 types of events:

- Physical health: yoga shows, street-dance, ballroom dance performers, and participants of the school of aikido;
- Intellectual health, «the school of needlework», familiarity with Montessori school;
- Emotional health: children's playground, performance of the school-studio «style» sound meditation (flute, tambourine, etc.) from the master of sound Daysara and tea ceremony from teahouse «MaTiPaTi»;
- Mental health: training courses and lectures from renowned psychologists A.Khakimov, M.Targakova, T.Kim, L.Chalova.

Despite the extraordinary subject matter and the original form of organization. The festival attracted a large number of tourists and in the future will be held an even greater reach.

The orientation of the Republic of Kazakhstan to the reception of large international and regional exhibitions and conferences due to its favorable geopolitical location. Event – a great way to not only attract foreign tourists to the country, but also a fashion event, able to interest tourists to visit the State for other purposes. However, the hosting of mega-events – is not the only way to develop a tourism event in the country. Multi-confessional and rich culture of all peoples living in Kazakhstan can serve as a good «source» event. Developing and promoting the international market, national and local festivals, carnivals and festivals, thematically related to the Silk Road brand, you can create a steady stream of international tourists event.

The increase in popularity of event tours, on the one hand and weak of their study, on the other hand, calls for detailed research specific Event-tourism in the countries of the Silk Road. This fact can be a stimulus for further inter-regional and country cooperation of States in the formation and promotion of integrated cross-border event tours.

With a significant potential for the organization of reception and service of foreign visitors of various rank, Kazakhstan remains the scene of major political, economic and social transformation, which has attracted the attention of the international community. At the same time, the strategic objective is to provide not only «sites» under the major international events, but also the creation and promotion of its own, an original event-product.

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CREATIVA TOURISM IN PARIS, ISTANBUL AND ZANZIBAR

Abstract

This work provides a comparative study on “creative tourism” in three cities in Europe, Asia, and Africa. The software and hardware of tourism industry and their relationships, the tourism development strategies, in addition to the accomplished advantages are examined and categorized in Paris, Istanbul, and Zanzibar. The paper explores the elements of creative tourism in these cities and argues how they have benefitted the results locally and internationally. Moreover, the strong points of each city concerning the creative tourism are counted and compared to the other two.

Keywords: Creative Tourism, Hardware, Software, Paris, Istanbul, Zanzibar

Introduction

Richards and Wilson (2007), identify a spectrum of approaches concerning creativity and tourism. The approaches, which lead to creativities in tourism industry range from hardware-based to software-based ones. “The hardware-based approaches tend to depend heavily on the development of creative spaces and infrastructure, whereas the software-based approaches depend far more on the development of experiences. Mediating these two extremes are the ‘orgware’ approaches, which provide the policy, strategy and management frameworks necessary to link the creative software and hardware” (ibid).

Hardware and software elements and approaches of creative tourism in Paris, Istanbul, and Zanzibar

• Paris (“city of light”)

Paris hardware, which is at the service of its tourism industry, includes the architectural masterpieces and landmarks that have survived since the ancient time and represent the French history of all periods and eras. The context of the city represents old and modern Paris.

Paris is a city, which has preserved its 1500-year-old historical and architectural capitals. Add to this are the structures that have emerged from within the modernism and in the first place faced disapproval but as time passed they drew attentions of experts and tourists from all corners of the globe; Eiffel Tower, Pompidou Center and Disney Land are the important and noticeable examples. The city components of Paris even the streets mirror a city having a distinguished identity. Moreover, the well-managed city services accompany the various and valuable tourist attractions of Paris and

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provide comfort for visitors and help them enjoy the whole atmosphere. Creative space making is a regular trend going on the city, and it enjoys the official support and expertise of outstanding international architects and urban planners. The software of the city includes centralization & decentralization laws and policies, which make other cities competitors to Paris, and this helps both Paris and other French cities grow in terms of sustainable development and tourism industry. Global reputation, food, fashion, and variety of cultural and scientific events provide global interactions in the city and its old and modern contexts. These are all among other important factors, which help attract more tourists to Paris. Moreover, public spaces in Paris are utilized to represent public arts and create atmospheres to shape individual and collective memories, which make tourists have pleasant time in there and also make them be willing to visit the city again. The hardware and software links originate from the protection of cultural heritage and adding modern facilities and technologies to the urban life.

Paris tries to make a bridge between the present and future wisely with creation of structures that would be national heritage while they preserve its long history and valuable heritage. The evolution and progress of heritage protection is one strong point of the city, which makes tourism industry safe and rising. There are six kinds of events categorized by Babelon and Chastel (as cited in Loew, 2005) that have assisted the evolution of heritage protection, which make the city reflect the historical and cultural heritage.

“1 The ‘religious event’, based on the veneration of relics and by extension of religious buildings.

2 The ‘monarchic event’, leading to the protection of objects related to the monarch, e.g. libraries, archives and palaces.

3 The ‘family event’, which led to the protection of more palaces but also of documents and objects.

4 The ‘national event’, needed by the French Revolution to define a national domain as ‘intangible and explicit’.

5 The ‘administrative event’, which starts with the sanctioning of laws of protection and the institutions to implement them.

6 The ‘scientific event’, preoccupied with knowledge, with environmental problems and with a much more extensive definition of heritage”.



Hardware and software elements of Paris creative tourism

• Istanbul (a popular touristic crossroad)

Istanbul is a metropolitan that has been able to preserve the heritage of different empires and civilizations and it is home to several historical turning points. This historical cultural center owns a great deal of valuable architectural capitals including structures and buildings of Greek, Byzantine, Ottoman, and Republican periods. In terms of changing to be a modern city, Paris has been a pattern to be followed by Istanbul in early modernization steps of the city. Istanbul enjoys a unique geography located in both Europe and Asia, and the glorious beauty of the city and natural elements of it, which is tried to be furnished with advanced facilities, attracts a great number of tourists to the city each year. The city government has been trying to provide the citizens and visitors with the national and international expertise to develop the city in a way to be highly regarded globally. However, in the meantime, authorities try to challenge and remove the weak points and urban difficulties. Istanbul tries to be very modern while it put efforts to preserve its privileged heritage and culture. Therefore, internationally well-known architects, and urban planners and designers are employed to help the authorities and big projects to develop city infrastructures and services.

Among the approaches and policies applied during the history of the city, high cultural and religious tolerance is significant, which has been highlighted especially from the Ottoman Empire and helped diverse cultures and religions survive and benefit from the friendly companionship. The neighboring cultures and religions provide the national and international visitors with diverse cultural products and rituals. In a larger scale, the city has been a meeting place for the east and the west and in such dynamic space, the culture and economy have been able to grow successfully. Citizens of Istanbul also contribute to the tourism industry with their assistance to the city events like local and global festivals. To create a space, which would function as a prominent tourist attraction and to make an entity that would represent its recognizable identity, the city applies and utilizes several things, which also make creative links between hardware and software of tourism including:

- Combination of eastern and western achievements in the trends of city development and progressed management
The city also invests on infrastructures and city services to follow international standards
- Creating a space suitable for national and international competitions with regards to tourism in different fields and stages of economy and culture, which in the end of the day benefits the urban economy, urban branding and tourism industry
- Using major plans for improving infrastructures and furnishing the ground for private sectors investments while guaranteeing their capital and profit
- Planning and programming for urban crisis and improving security and urban life quality
- Developing facilities for diverse tourism including nature, health, youth, sports, science, and religion
- Creating a pleasant, dynamic, and active urban space by holding local and global cultural and scientific events and using media to create a positive image of the city
- Considering the needs and appropriate facilities for all age groups
- Using decorative arts and cultural symbols in public spaces
- Observing and controlling policies for museums to have better and more productive functions
- Devoting official helps for the owners and residents of the districts including national heritage
- Providing international customers with expertise and services including banking, international events, and marine services
- Brand building of cultural and economic products, for example, instead of putting the phrase "Made in Turkey" there is "Made in Istanbul" labels on different products, which is at the service of urban branding in general (Azimzadeh & Sajjadi, 2011)



Hardware and software elements of Istanbul creative tourism

- Zanzibar (“ever green city”)

Hardware

- Architecture

Software

- Geography & climate
- Customs

Zanzibar archipelago is a historical point that has been able to preserve the heritage of different empires and civilizations and it is home to several historical turning points. This archipelago Known as the Spice Island , because of its long-standing clove Industry , has always exerted a powerful fascination as well as influence on the east Africa.

Zanzibar owns a number of valuable architectural buildings of Omani Sultans, Iranians , and Britain Rule period . Zanzibar enjoys a unique typical Equatorial geography located in East African offshore, and the beauty of its exotic images of dhows, lateen sails ,sandy white beaches and tall palm trees, attracts a great number of tourists to the island each year. Since last two decade The Zanzibar Commission for Tourism has been trying to provide the island in a way to be regarded internationally or at least as an up-market destination to compete with other world famous island destinations in both sides of the Indian Ocean, specifically Mauritius, Seychelles and Maldives.

However, due to weakness of economy ,infrastructures and urban services, the authorities haven’t succeeded to introduce properly its privileged heritage , culture and civilization internationally.



Hardware and software elements of Istanbul creative tourism

Strong points of the cities

Paris

- Continuity of history

Paris enjoys the continuity of history within its urban context. Even different administrations did not destroy the history and heritage of the city, but they preserved the past and helped it survive and flourish in terms of culture and tourism. This also preserved the originality of French culture and heritage, which prevents the visual dullness of the city, which is an unpleasant element to many cities across the globe.

- Cultural power

Architecture, literature, food, and fashion are the important elements, which embody the French culture and are represented across the city and in the artistic and cultural products. They also are well-known and recognized internationally, which add to the reputation of the city.

- Urban branding

Paris is a global city that has succeeded to be very modern while has layers of old history. Symbolic buildings, structures, and masterpieces, which are essential for urban branding, are not few in Paris. The Eiffel Tower, Notre dame, Louvre Museum, and Sacre Coeur are the most important ones.

- High competitive approaches

All the strong points of the city are supported by high competitive approaches within national and city administrations to win the most glorious titles with regards to tourism.

Istanbul

Istanbul's position bridging the east and the west and its high cultural tolerance makes an urban space that enjoys cultural diversity products. Culture mediates software and hardware of tourism efficiently and Istanbul sees it as a major tool to compete internationally to attract more tourists. Generally, cultural depression, which happens in some modern cities and metropolitans, is prevented in Istanbul by keeping the components of cultural heritage surviving and dynamic. This happens within the public spaces in a great deal and within national and international festivals, which add to the dynamism of the city space. Moreover, there is diverse tourism available for national and international visitors, which is equipped with modern facilities. Istanbul is also in harmony with Turkey's wise plans and its competitive approaches concerning tourism industry to win rival popular tourist centers across the globe.

Zanzibar

Zanzibar archipelago enjoys a typical architecture comprising of Iranian , Arabic as well as indigenous styles. Apart from numerous historical mosques and palaces, old city of Stone Town as a cultural heart of Zanzibar, is the most prominent model of Zanzibar architecture. Stone Town ,a city within a city , as the functioning historical city in East Africa is a place of winding alleys, bustling bazaars, mosques and grand stone houses whose original owners vied with each other over the extravagance of their dwellings. Stone town has been registered in unesco as a world heritage site.

as one of the major centers of exporting slaves in nineteenth century, most important trading centers in the Indian Ocean region and hosting travelers, traders, raiders and colonizers from around the world throughout the centuries, Zanzibar enjoys a quiet number of Historical sites which displays the diversity of Culture and richness of Civilization of East Africa .Zanzibar consider it as software and hardware elements of tourism efficiently.

As a free trade zone, having modern and traditional shopping centers and sophisticated handicrafts of Tanzanian tribes, Zanzibar is trying to use these elements as an important tool to attract more tourists from all over the world.

Commonalities of the studied cities

- Cultural distinction and paying attention not to clear history by removing historical and cultural heritage

Recognized identity is the prominent element that is embodied in different layers of Paris, Istanbul, and Zanzibar's contexts and it distinguishes each city from other cities in favor of attracting more tourists. The elements and components of history have been preserved in these cities and they have not replaced them with modern elements,

though they have tried to employ modern technologies and advancements. The cities have tried to keep their cultures original and distinguished. The protection of the cultural heritage, which is the main key to make city distinctions and attract more tourists has been taken seriously in the studied cities.

- Convergence of culture and economy

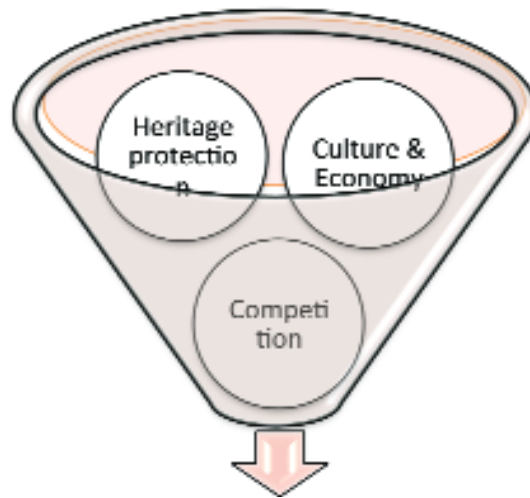
Convergence of economy and culture is a very important factor in tourism industry and these three cities have taken advantages of the said factor. It seems their tourism win prosperity internationally though in different levels as their economy and culture move hand in hand.

- Competitive policies and approaches

City spaces are viewed as stages for international competitions to attract more tourists. Competitive approaches and policies, which have been tried to be applied in local and international levels, maintain the required dynamism for progress and achieve higher positions globally.

They all help positive images and cultural reputation, which encourage more visitors to these cities.

It also should be mentioned that Paris and Istanbul have very well benefitted the cyber space in term of tourism industry and making favorite cultural brands. Both local and international nationalities and formal and informal resources contribute to the city branding activities of Paris and Istanbul in cyber space.



Prosperous Tourism

Commonalities of the studied cities with regards to creative tourism

Conclusion

The favorite tourist centers increase global interactions and add to the dynamism of tourism industry in general. A prosperous tourism is the product of creative association of tourism hardware and software namely through partnerships of public and private sectors. The studied cities are among those, which have succeeded in mediating the hardware and software of tourism creatively and in the first place won high positions in the ever-growing global competitions with regards to tourism, though with different levels of achievement. Now, Paris is the first tourist destination in the world and according to an international study, Istanbul is “the fastest growing tourism destination in the world” (Istanbul view, 2011), and it has the honor of being selected as the European Culture Capital of the year 2010 and the European Capital of Sports in 2012. Although Zanzibar cannot be compared with Paris and Istanbul in terms of tourism infrastructure but through Creating a tourism master plan and implementation, And Improvement of tourist services has become a major tourist center in Africa continent.

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AGRITOURISM DEVELOPMENT IN THE REPUBLIC OF BASHKORTOSTAN



The main forms of tourism in the republic are health, educational, ethnological, sports and ecotourism thanks to the cultural diversity of the peoples of Bashkortostan, environment and natural resources. Agritourism is a prospective line of tourism development in the republic.

To develop this sector of economy the federal targeted program «Development of inbound and outbound tourism in the Russian Federation up to 2018» (the program's cost is 332 billion rubles) was approved and resolution of the Government of the Republic of Bashkortostan No, 154 "Measures of state support and regulation for tourism development in districts with high potential for tourism and recreation in the Republic of Bashkortostan " was adopted on April 27, 2009.

The main function of Bashkir State Agrarian University (the «University») in the tourism development in the region is training (Bachelor Degree Programs: "Tourism", "Biology" and "Hotel industry"). The training program gives opportunity to obtain the necessary knowledge and skills in organizing and conducting hiking (members and leaders), sports tours (instructors-conductors) and other events, which are based on the organization of tourist routes with categorized barriers as well as organizing and holding these learning events (instructor-trainers). In this regard, the University has a tourist camp located in the Southern Urals, three kilometers from the cave Shulgan-Tash (Kapovaya) on the bank of the river Agidel, the main waterway of Bashkortostan. The river runs through a lot of water routes, including sport routes – Agidel rafting, which attracts many tourists from Russia and neighbouring countries and beyond. The University

provides equipped camp for rafters on the riverside, including saunas, and offers cave tours, horseback riding, picking mushrooms, wild herbs and berries.

There is an experimental apiary of the University and a demonstration trail for game managers, biologists and land managers, tourist club«Terra in the unique wild bee area in the republic mountain and forest zone. Students (Bachelor Degree Programs: "Tourism" and "Biology") undertake an internship there. Training and retraining courses for the whole region are held there as well.

Around the tourist camp there are tourist routes of republic importance including the "Salavat Yulaev", "Golden Ring of Bashkortostan", "Tea Road", "Shulgan-Tash" and many other tourist brands of the republic of Bashkortostan. The camp natural features also offers rock climbing tours, orienteering, skiing and ice climbing in wintertime.

Thus, Bashkir State Agrarian University trains highly-skilled professionals for agritourism in the Republic of Bashkortostan and Russia. These specialists can be called upon both by Russian and foreign companies.

The Republic of Bashkortostan with its unique natural resources can attract tourists from all over the world, thereupon cooperation with foreign tourism companies is currently a promising task.

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WEST AZERBAIJAN (IRAN): AN OUTSTANDING SOURCE FOR TOURISM

Abstract:

Tourism has become a popular global leisure activity. It is travel for leisure business, or recreational purposes. The World Tourism Organization defines tourists as people "traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes". There has been an uptrend in tourism over the last few decades. For example, Educational tourism developed, because of the growing popularity of teaching and learning of knowledge and the enhancing of technical competency outside of the classroom environment. Beside educational tourism, other tourisms such as business, adjectival, creative, spots and other tourisms cause people come together with different cultures and thoughts. It opens a wide overview to all those interested in communicating with other nations. But the most important issues in this field are “Tourism Attractions”. The West Azerbaijan province is a part of the ancient civilization of Iran. There are many attractive places that attract people from all over the world. There are many historical castles, hundreds of antique hills and archaeological objects which all reflect region’s long history. Existence of mosques, churches and ruined fire-temples all indicate its religious evolution along the history. The present paper gives a short view of the West Azerbaijan in Iran to be a passion for all those interested in visiting memorable places.

Key words: West Azerbaijan- source – tourism West Azerbaijan Province

West Azerbaijan



West Azerbaijan is one of the 32 provinces of Iran. It is located in the North West of the country, bordering Turkey, Iraq and Nakhchivan. The province of West Azerbaijan covers an area of 39,487 km², or 43,660 km² including Lake Urmia. In 2006 the province had a population of about 3,015,361. The capital city and largest city of the province is Urmia.

History

The region was once part of the Neo Assyrian Empire. The name of Azerbaijan derives from Atropates ,(2,3) an Iranian satrap of Media under the Achaemenid empire, who later was reinstated as the satrap of Media under Alexander of Macedonia.(4). The original etymology of this name is thought to have its roots in the ancient Zoroastrianism, namely, in Avestan Frawardin Yasht ("Hymn to the Guardian Angels"), there is a mentioning of: âterepâtahe ashaonô fravashîm jazamaide, which literally translates from Old Persian as "we worship the Fravashi of the holy Atare-pata".(5) Atropates ruled over the region of present-day Iranian Azerbaijan.

According to various sources cited in Encyclopædia Iranica,(6) the current province of West Azerbaijan was part of the Sassanid Azarbadegan satrap as far back as the 3rd century.(7) The current ruins of Takht-i Suleiman in today's West Azerbaijan was the capital of the Azerbaijan Satrapy.(8)

Permanent settlements were established in the province as early as the 6th millennium BC as excavation at sites such as Tepe Hasanlu establish. In Hasanlu, a famous Golden Vase was found in 1958. The province is also the location of Tepe Hajji Firuz, site of some of the world's earliest evidence of wine production.(9, 10) Gooy Tepe is another significant site, where a metal plaque dating from 800 BC was found that depicts a scene from the epic of Gilgamesh.

Ruins such as these and the UNESCO world heritage site at the Sassanid compound of Takht-i-Suleiman illustrate the strategic importance and tumultuous history of the province through the millennia. Overall, the province enjoys a wealth of historical attractions, with 169 sites registered by the Cultural Heritage Organization of Iran.

While some Muslim researchers (11) have proclaimed that the birth of the prophet Zoroaster was in this area, in the vicinity of Lake Orumieh (Chichesht), Konzak City, recent scholarship indicates that Ardabil or sites in Central Asia are more likely.(12)

The province continued to experience many wars over the centuries. Numerous Azeris arrived in the region, including to the west of Lake Urmia beginning around the 13th century.(6)

The first monarch of Iran's Qajar dynasty, Mohammad Khan Qajar, was crowned in Urmia in 1795.

Significant events in 19th and 20th century that took place are:

- Shaikh Ubeidullah Revolts, west and south of Lake Urmia in 1880;(13)
- Simko Insurrections, west of Lake Urmia from 1918 to 1922;(14)
- the Soviet occupation in 1946;
- the foundation and destruction of the Republic of Mahabad in 1946; and

Geography and climate

Urmia region with an area of 43,660 square kilometers, including Lake Urmia, the province of West Azerbaijan is located on the north-west of Iran.

The climate of the province is largely influenced by the rainy winds of the Atlantic Ocean and Mediterranean. Cold northern winds affect the province during winter and cause heavy snow. According to existing meteorological data, local temperatures vary within the province. Average temperature differs from 9.4 °C in Piranshahr to 11.6 °C in Mahabad, while it is 9.8 °C in Urmia, 10.8 °C in Khoy, 9.4 °C in Piranshahr, and in Mahabad 11.6 °C. According to same data, the highest temperature in the province reaches 34 °C in July, and the lowest temperature is -16 °C in January. Maximum change of temperature in summer is 4 °C, and in winter 15 °C. Average annual precipitation ranges from 870 millimetres (34 in) of rainfall equivalent in exposed southern areas down to around 300 millimetres (12 in) in Maku in the north,(16) of which a substantial proportion is snow.

West Azerbaijan province, encompassing vast and fertile plains, high mountains, enjoying moderate and healthy weather, rivers with high volume of water, vineyards, orchards, luxuriant forest and rangelands, mountain outskirts with wonderful flora, magnificent wildlife and beautiful shores around the lake with different recreational facilities, which all together form one of the most beautiful and spectacular region in Iran. A land with wonderful flora during the spring and the summer covered with tulip, poppy, narcissus and hyacinth extending from Arass rivers banks in the north to Zab Kouchak valley in the south.

Administrative divisions

The province is divided into 14 shahrestans (counties). The present number of shahrestans (counties) was achieved over time by subdivision of many of the larger shahrestans into smaller ones. The current cities by population are: Urmia, Khoy, Bukan, Mahabad, Piranshahr, Miandoab, Oshnaviyeh, Salmas, Naghadeh, Takab, Shahindej, Maku, Chaldoran County, Sardasht.

Demographics

There are no official statistics or census figures on the ethnic makeup of Iran. The bulk of the population in West Azerbaijan Province are mainly Azerbaijanis and Kurds. There are three ethnic and religious groups who are native to the province but who have minority status: Assyrians, Armenians, and Jews. There are also immigrants from other parts of Iran in the major cities of the province. The diversity of religions in the province has been a major factor throughout the entire history of the province. The religions in the province are: Shia and Sunni Islam, Christianity, Judaism, and Yarasani . Both Azeris and Kurds follow Islam, the Kurds belonging mainly to the Sunni branch and the Azerbaijanis being Shias. Christianity is the only religion of the Assyrians, and Armenians. The Jews, as the name indicates, belong to the Jewish religion. There are also Bahais and Zoroastrians in the province.

Religion

In this province, Islam (Sunni and Shiite) is the majority religion. However, there is also a large Assyrians Christian minority, who has historically lived on the west shore of Lake Urmia, as well as Armenians who are scattered throughout the province. Notably, the city of Maku in northern West Azerbaijan was the only city in Iran (before World War II) where Christians comprised the majority. St. Thaddeus Cathedral is located on the outskirts of Chaldoran, near the village of Qara-Kelissa. Besides being a religious site with a particular significance among Christians, particularly Armenians, this large church (monastery) is also a rare and valuable monument in architectural and artistic terms. St. Thaddeus, also known as Jude Thaddeus or Jude Labbeus, was one of the apostles of Jesus Christ who traveled to Armenia, where he was later killed and upon whose grave the locals erected a small chapel in AD 301. The cathedral is known as Qara-kelissa ('Black church' in Turkish) to the locals, owing to the appearance of its western section. In 1329, the church was reconstructed in its present form after an earthquake destroyed the structure in 1319.

Monuments in West Azerbaijan. Iran

Monuments in Oshnavieh

- 1) Historic hills: Emam Shahvane, Bob iseyed, Bardavan, Bardespi(1), Bardaspi(11), Tarsebolagh(1), Tarsebolagh(11), Touri, Tombolous Tachiabad, Haji batrian, Haji Abdol, Hasan Nouran, Khoreshht, Khizeshin, Daresour, Darvaseri, Dah Shams(1), Dah Shams(11), Dah Gorji, Doostak, Dol, Zarab, Sarbarde, Siran, Alireihan, Alireihan(2), Falh Hasan Nouran, Espi, Galat daresour, Galatdourbe, Galat rikabad(1), galat souri, Galat seidBimazrate, Galat Shahvane, Galat Einolroum, Galat Parsha, Galat Kaniespi, Galatouk, Galatgah Sheikhan, Goli Chavoush, Nalous(1) ,Nalous(2), Nelivan, Cheshmegol, Kanibebou, Khran, Kanisepi(1), Kohnedehda resour, Kohnedeh TarseBolagh, Kohnedehsekani, Kohnedehsekani(2), Kohnedeh Nalous, Kohne rousta, Kohne Roustaye Eslamlou, Kohnegalatan, Kohnega'e (1), Kourekani chaharbat, Korekani Gandvila, Gerdlahe Eslamabad, Gerdkashan, Gerkagol, Gourestan Doab, Gorestane Sheikh rash(11), Falh Tachinabad, Gourestan Heg, Gourestan Cheshmegol, Gislabad
- 2) Historic Tower: Kohne Tower
- 3) Historic sites: Dareto site, Kanihova site, kulbe site
- 4) Historic springs: Cheshmegol hill, Gorestane cheshmegol hill
- 5) Historic furnace: Kurekani chaharabt, Kurekani Gandvila
- 6) Historic cemeteries: Doab, Sheikh rash, Sheikh rash(11), Falah tachiabad, Heg, Cheshmegol

Monuments in Urmia:

- 1) Historic Tombs : Dizaj takie
- 2) Historic gardens: Garebagh
- 3) Historical hills: Balanij, Leili , Bakhshi gal'e, Balsh gal'e, Samarto, Khanbaba, Dizajtakie, Sharif beig, Shahrestanak, Sheikhsarmast, Askarabad, Lak ,Kalbali, Nazloochoi, Kokia, Goyjlo,Kurdlar,Goy,
- 4) Historic inns : Shrkate naft inn
- 5) Historic towns: Shahrestanak
- 6) Historic fortresses : Bakhshi , Balash,kulkharabe, Takht gal'e, Gal'ejoog, Esmail aga
- 7) Historical Collections: Bardook, Takht gal'e
- 8) Historic sites: Gal'ejoog
- 9) Historic churches: Ade, Soporghan, Garebagh, Marsargiz Margovargiz Maryam, Mavana,Petros Polis

Monuments in Bukan

- 1) Historic gardens: Tapejar
- 2) Historic hills: Peashi, Akhtater, avinechi, Jarbagche , Jarkose, Jarchavinchin, Khorasane,Khizakishin, Sarigamish saminerod, Sari gamish2,Sarbaz, Hardashli, Gazlian, Godgola, Giraghminaga, garagoz 2,Garagoz 3, gelakohna pirsan, gelakohna Chavirchin, Gilakone, Gelayastar, Gilachi, Lasegela, Minaga, Chakechakule,kanimiran,Konemar, Garderash, Gerdizarine, Dehe kohneh,Gerbta
- 3) Historic baths: Hamamian
- 4) Historic mosques: Hamamian
- 5) Historic cemeteries: Dehe Kohne , Bardash,

Monuments in Takht-e- Soleiman:

- 1) Historic site:Takht-e- Soleiman
- 2) Historic prison: Soleiman prison
- 3) Historic mountain: Belgeis mountin

Monuments in Tekab:

- 1) Historic hills: Ashagi mahalasi, Takh Takh, Tarmakchi, Kharabe sibil 1, Dahkan gorkhlo, Dahkan chapdara, Dahkan3, Zoi khazineh, Soutgalan,Shah mahamadi, Shakhs savari2, Shahbaz bolaghi2, Gasim, Galakan, galakan goja,Gizil gomaz, gal'a dashi, Gal'a maman, Majid, Mery mokery, Mousai, Navbar 2, Paizevar, Chalegore, Kani zarine2, Kani Shah3, Kani Shah1, Kalakai, Golandre, Taskand, Gozlar, Yahrilou, Nour, Asad kandi,Barpayeshahr,
- 2) Historic bathes: Hmad abad-e- sofla, Ahmad abad-e Olia, Girklou
- 3) Historic castle: Belgeis
- 4) Historic prison: Soleiman
- 5) Historic dam: Asad Kandi
- 6) Historic fortresses: Gal'e dashi, gal'e maman
- 7) Historic site: Davayatagi
- 8) Historic mosque: Ogholbeig
- 9) Historic Bridge: Saroug
- 10) Historic pit : Asadkandi
- 11) Historic cemetery: Taskandi
- 12) Historical crypt: Aligh beig

Monuments in Khoy:

- 1) Historical sites: Bandy
- 2) Historical hills: Aghishlou, Armani, Armani zavieh,Uch gizlar, Izvaye Badalabad, Taklak, Habashi sofla(Khargoush tapa),Khale golo, douzdaghi,Davagouz, Zavie Hasan, Zarvan , Zangalan, Sarvan merkan, Shorik, Badalabad, Galayzavieh, Garashaban, Gizildash, Gotour, Gal'ajougvar, Gal'a kuchuk chors, Malhezan, nanapirkandi, Palouti, Piroud, Pishi ini, Chors, Chirkandi, kasian, Kalvans, Gorgan baba, Gouharan, Dashli , Shorboulagh gara tapa, Pir kandi
- 3) Historic bathes: Khanbeig
- 4) Historic inn: Khan

- 5) Historical caves: Shegefti
- 6) Historic fortresses: Gal'ajoug var , Gal'e kouchak Chors, Aghboulagh sofla, Balaban, Bozourg Chors, Seid Tajaldin, Germez(Gara aghaj, Gotour, Kafor Khandizaj, Giz gal'a, Singa galakapout,
- 7) Historic sites : Aghbash, Bandli, Taptape, Hamzian bala, Zavie, Singe ga'e kapout, Shorboulagh garatape, Shourik, Sheikh sharaf, Alisheikh, Galadarasi, Geris, Gizilje, Kahrizbashi, Gourash,
- 8) Historic mosque: Chors
- 9) Historic churches: Soroup Sarkis, Gadimi, Geris, Malhezan
- 10) Historic pit: Gor dakhmeye sakhrei Chir

Monuments in Salmas:

- 1) Historic hills: Aghziarat, Belgeis daghe, Taze shahar, Tamar ab, Hamzekandi, Dereshk, Shourik, Sheidan, Shirache, Sadagian, Ayan, Haftvane Kouchak, Chahar soutoun, Kafar chichak, Kahi, Hagnazarvardan, Sheidan, garagishlag, vardan, Pikachik, Gabakhtapa
- 2) Historic buildings: Abkhanedam, Aftarkhane, Akhtekhane, Gourestane aramane(Akhtekhane)
- 3) Historic cities: Tape Taza shahr(regional name: kuhnashahar), Dilmagan
- 4) Historic castle : Kafar gal'si
- 5) Historic churches: Akhtekhane, Gizilje, Marsarkiz, Vang , Mar yagoub(yagous), Akhtekhan, Markhne, Margivgiz, Malham, Haftvan
- 6) Historic cemeteries: Hagnazar vardan, Sheidan, Garegeshlag, Vardan, Pikachik, Aramaneh, Aramane (Akhtekhaneh), Aramane Khosrouabad(Gouch), Aramane sarnag

Monuments in Shahindezh

- 1) Historic hills: Khatlardashi, Khalvat, Khajlou, Khoulina, Reza Geshlagi, Tahen abad, Tagegouz, Garamal, Garachal, Galatkohan,
- 2) Galakhanjar, Mahmoudabade sofla, Paresofla, Papir, Cherag, Cherag baba, Kanidarvishe1, Kanidarvish2, Karbalai mohammad, Keshavarze 2, Keshavir, Kol biore, Kuhnagal'a, Gulcharmou, Garatapa3,
- 3) Historic castles: Kuhna gal'a, Aghjivan, Sheikh Heidar
- 4) Historic collections: Stone collection of Bibi Kandi

Monuments in Maku

- 1) Historic gardens: Baghchajog, Gulibagh
- 2) Historic hills: Daraboulagi, Zobira, Gal'a sour, Kelisa tapasi, Kishmish tapa, Yarma, Yarim gia olia
- 3) Historic bathes: Pournak
- 4) Historic dams: Panah kandi
- 5) Historic castles: Gal'a sour
- 6) Historic sites: Gulibagh
- 7) Historic bridges: Gara kurpe , Gorgloug
- 8) Historic churches: Kelisa tapase
- 9) Historic cemeteries: Kishmish tapa

Monuments in Mohabad

- 1) Historic hills: Svan(Gird svan), Gizil gopi, Tavous tapa(Kagash Olia),
- 2) Historic bathes: Laj
- 3) Historic convents: Shamsaldin Borhani
- 4) Historic cities: Shahre viran
- 5) Historic cemeteries: Tavous tapa(Kagash Olia)

Monuments in Miandoab

- 1) Historic hills: Armanak, Haj hasan, Hoseinabad2 , Sabzi, Shenabad, Sarami, Garyaghdi1, Gabchag, Gozlu, Hoseinabad, Varzan, Kurabad, Gamish gulu 1, Gog tapa, Javad tapasi, Mirzanezam, Yagin ali tapa 2, Yagin ali tapa 1, Husein abad, Kusalar
- 2) Historic castles: Husein abad
- 3) Historic bridges: Kusalar

Monuments in Nazlou chai

Historic hills: Bogha tapa(high tapa), Balov, Bozlou(Sita tapa), Sa'tlou(Biglar), Lalaham, Gijlar(Nakhjivan), Sharbat tapa
Monuments in Nagade

- 1) Historic hills: Darband,, Buyuk tapa, Adegotal, Arna, Agha biglar, Aynan govoun, Uch evlar, Barani ajam, Tabia, Hajo firouz, Dalma 1, Darband, Duladerzhe, Dakal Hasanlou 1, Dakal Hasanlou3, Dakal Hasanlou2, Seyed Sohrab, Silou, Shakh khiz, Shakhgibran 1, Shakh Gibran 2, Shor bolaghin oste, Shor kand, Shog gar, Sheikh Ahmad chamani, Sheikh Marouf, Sheikh Marouf 2, Abdil, Ajamlou, Garna, Goroukhle darman, Laminlou, Maveran, Mammadyar, Mamalou, Nezam abad, Vazna, Sheikh marouf, Pizdali, Chai arasi, Kamar gala, Kahriza ajam, Kuvoul, Gird khulina 1, Gird khulina3, Gird soravar2, Gird na'lin, Gird khulina2, Girdi sorav1, Girdimamina, Aghcha ziva, Gul kurd 2, Gul kurd 1, Yahyadeimi, Salman tapa, agrab tapa, Gobi tapa 1, Gobi tapa 2, Gobi tapa 3, Nadir tapasi, Gird mirabad(Tapa galia),
- 2) Historic dam and site: Hasanlou
- 3) Historic cemeteries: Aghcha Ziva, Armani

Monuments in Piranshahr

- 1) Historic hills: Avkharde 1, Babagurgur, Bikos, Tazegal'e, Tazegal'e1, Tazegal'e 2, tovan, Khaldar1, Khaldar2, Kharapa, Khoranj, Dareto, Doshan gal'a, dilza, Rigabad, Zinvainjan, Sarin chava, Soghanlou, Seid Kamal, Silva, Shoran, Sheikh Saman, Shin abad, Vardile, Gobe, Gara madoude, Galat Ahangaran, Galat rash, Galat Shakhtan, Galat Kanishke 1, Galat Kanishke 2, Gal'e mout, Lavin, Mar eve, Mind silve 1, Mind silve2, Mind silve 3, Mind silve 4, Namnaja, Nuzle, Bolbolan, Nochaki, Kazi zar Kharape, Kuhna lajan, Palasava, Pasve, Pasve 2, Pasve 3, Chiane, Kani eshkut, kani siv, kani chak, Kandre, kuhna gardaban, Kulinch, Kile, Gerd andize1, Gerd andize2, Gerd bon, Gerd talan, Gerd khazine, Gerd sheitan, Gerd mam, Gerd moru, Gerd kasbian, Girdimkhana, Avkharde, Dilze, Silve, Shahzaman, Pirkani, Kani eshkut, Gouringan 1, Gouringan2, Gouringan3, Sarvkani
- 2) Historic buildings: Girdimkhane
- 3) Historic castles: Taza gal'a1, Taza gal'a2, Taza gal'a 3, doshan gal'a, gal'a mout
- 4) Historic cemeteries: Bolbolan, Nochaki, Kazi zar Kharape, Kuhna lajan, Av kharde, Dilze, Silve, Shahzaman, Pirkani, kani Eshkut

Monuments in Chaldiran

- 1) Historic cemeteries: Dalik dashi,
- 2) Historic hills: Khach, Garabali,
- 3) Historic churches: Gara kilisa(saint Thaddeus) , sour sour

Summary and conclusion:

There are 82 monuments in Oshnavieh, 36 in Urmia, 38 in Bukan, 47 in Tekab, 3 in Takht-e Soleiman, 72 in Khoy, 50 in Salmas, 29 in shahindezh, 17 in Maku, 7 in Mohabad, 21 in Miandoab, 7 in Nazlu Chay, 65 in Nagadeh, 92 in Piranshahr, and 4 in Chaldoran. The total is 570 monuments in West Azerbaijan. Do you have any doubt that West Azerbaijan is an outstanding source for tourism?

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ON LANGUAGE CONTACTS OF THE TURKIC AND FINN-UGOR PEOPLE ON THE URAL-VOLGA REGION TERRITORY

On the territory of the Ural-Volga region in the process of their development the Turkic people (Bashkirs, Tatars and Chuvashes) came into long and intensive contacts with the Finn-Ugor people, Udmurts, Mariys and Mordovians mainly. The accumulated scientific facts on Turkic - Finn-Ugor language contacts in the Volgo-Kamsk area allowed to speak about the existence of the Volgo-Kamsk language union in the given region (further – VKLU), and also about specific features and borders of this union [Serebernnikov, 1972; 1960; Akhmetyanov 1992, etc.]. Its validity is proved by numerous researches of scientists of our country and foreign scientists in the context of Ural-Altai research.

Surely, the formation of the VKLU was also promoted by typological similarity of Turkic and Finn-Ugor languages. According to researches of the scientists, there are following similar points between Turkic and Finn-Ugor languages [for more detail see Kiebaev 1972]:

- 1) postfix agglutination;
- 2) strong, i.e. voiceless and under stressed word beginning;
- 3) vowel harmonic phonetic system in the majority of languages;
- 4) absence of the grammatical category of gender;
- 5) presence of the developed category of possessiveness;
- 6) absence of prepositions and presence of only postpositions;
- 7) the similar cases in regularities of combination of sounds.

Some other common points are mentioned in the special works on the subject. But the most important features of similarity of Finn-Ugor and Turkic languages are defined.

These observations led to the hypothesis of common roots of the Ural and Altai languages, respected Bashkir linguist J.G. Kiebaev was an ardent follower of this hypothesis. However, one cannot fail to mention the view of Tatar linguist R. G. Akhmetyanov, who pointed to the reflection of the influence of common substrates– ancient extinct languages of Northern Eurasia on common features of Finn-Ugor and Turkic languages.

There were common points in word formation and in the structure of words, and even in a series of homogeneous roots - particularly pronouns (and affixes formed from them) and ritual vocabulary, kinship terms, etc. It should be noted that it is often difficult to determine the time of forthcoming (formation) of an undisputed consensus (fact). In general the history of the VKLU and its internal structure is quite complex and requires a very cautious approach due to the mutually exclusive views on the origin of words, phonetic, grammatical phenomena.

Centuries-old political, economic and cultural relations between the Turkic and Finn-Ugor languages in Volgo-Kamsk region were reflected in the vocabulary of these languages as foreign words, marked all the aspects of life, including their ethnic identity. Ethnic identity of each ethnic group, nation, consists of two interrelated components: 1) original combination of the known facts in other ethnic entities (i.e. ordinary elements of life, culture, language, etc.); 2) original elements.

However, there are some differences and disputes among scientists in assessing the correlation of differences-similarities of vocabulary of the languages of Middle Volga region. But today there is not the slightest doubt that VKLU is an objective reality and it must be studied deeply.

About 1000 words are common to all the languages of the VKLU, but around 700 are often used. The important fact is that the tenth part of them (i.e. about 70 words) is characteristic of VKLU [Akhmetyanov 1992]. Study on the etymology of these common words and loan words gives much information about the history of all the peoples of the Middle Volga and the Ural regions.

General questions of contacts of the Turkic with the Finn-Ugor peoples are considered by the linguists of our country and foreign linguists (E.I. Wiedemann, J. Budenz, N.I. Ashmarin, N.I. Zolotnitsky, B. Munkachy, J. Wichmann, E. Becke, P. Andreev, H. Paasonen, G.I. Ramstedt, U. Toivonen, H. Gombots, B. Collinder, M. Rasanen, B.A. Serebrennikov, A.I. Emelyanov, V.I. Lytkin, K. Redei, A. Ron Tash, etc.).

Udmurt-Turkic language relationships, as well as Turkic loans in the Udmurt language are described in detail in I.V. Tarakanov's research. Materials on the Mariy-Turkic language and scientific description of the Turkic (first of all the Tatar and Bashkir) borrowings in the Mariy language are fully described in the research of N.I. Isanbaev. Scientific information on the Mordovian-Turkic language contacts and the Turkic borrowings in the Mordovian language are studied in the N.V. Butylov's research in more detail.

The most studied are the Turkic loans in the Mariy and Udmurt languages, less studied - in the Mordovian. The Mariy and Udmurt languages were mostly influenced by the Turkic ones. The Mariy language is much more influenced by the Turkic languages than Udmurt [Serebrennikov 1960]. For example, N.I. Isanbaev marked out more than three thousand lexical units borrowed by the Mariy language from the Bashkir and Tatar languages, most of them have parallels in the Chuvash language. We can find words of almost all thematic groups among them: **abaga**, **avaga** «fern» – tat., bash. **abaga**, chuv. **upahha lappi**, **upa sappi**; **agas** «tree» – tat. **agach**, bash. **agas**, chuv. **yivāch**; **bukça** «bag» – tat. **bukcha**, bash. **buksa**; **sakau** «dumb» – tat. **sakau**, bash. **hakau**, chuv. **sakav**; **togiv** «rim» – tat. **tugim**, bash. **tugin**, chuv. **tukun**; **torgay**, udm. **toragay** «lark» – tat., bash. **turgay**, chuv. **tiri**; **chavak** «roach» – tat. **chabak**, bash. **sabak**, chuv. **chapak**; **chal** «grey» –tat., chuv. **chal**, bash. **sal** and others [1994].

There are about two thousand Bashkir, Tatar and Chuvash words in the Udmurt language: **taka** «sheep» – tat., bash. **tākā**, chuv. **taka**; **urobo** «cart» – tat., bash. **arba**, chuv. **uraha**; **koshtan** «dandy» – tat., bash., chuv. **kushtan**; **kuykī** «grief» – tat., bash. **kaygī**, chuv. **huyha**; **cheber** «nice» – tat. **chibār**, bash. **sibār**, chuv. **chiper** and others [Tarakanov 1982].

In modern Mordovian languages, (Erzya and Moksha) there are about four hundred Bashkir, Tatar and Chuvash words: **bazya**, mar. **biza**, udm. **bazya** «brother-in-law» – tat., bash. **baja**, chuv.; **buka** «ox» – tat., bash. **buga**, chuv.; **kaba** «lid» – tat., bash. **kabak**, chuv. **hopah**, **hupah**; **sokoro** «blind» – tat. **sukir**, bash. **hukir**, chuv. **sukkir**; **çolak** «awkward» – tat. **chulak**, bash. **sulak** «with a withered arm»; **osal** «skinny» – tat., bash. chuv. **usal** «angry» and others [2005].

There were, perhaps, more Turkic borrowings in the eastern Finn-Ugor languages, but many of them were, obviously, driven out by the words borrowed from Russian at a later time due to the socio-historical context.

Thus, the Turkic loans in the eastern Finn-Ugor languages have a lot of examples, which are generally studied in detail at all the levels of the language. As for the study of the Finn-Ugor borrowings in the Turkic languages of the Ural-Volga region, the situation is different. If Chuvash scholars have done much on this issue (M.R. Fedotova, G.V. Lukoyanova, V.G. Yegorov, N.I. Yegorov, etc.), it is obvious that this aspect of the Bashkir and Tatar linguistics is not totally investigated:

there are only a few publications as scientific articles. Research of R.G. Akhmetyanov, L.S. Arslanov, M.Z. Zakiev, A.G. Shayhulov has a special place in this series. For the first time in the Tatar linguistics the attempt to describe the system of lexical borrowings from the Volga (Mariy and Mordovian) and Perm (Udmurt) Finn-Ugor languages into the Tatar language was made by I.S. Nasyrov [2010].

According to the degree of influence on the Turkic languages of the area the Tatar linguist R.G. Akhmetyanov arranged the Finn-Ugor languages as follows: 1) Mariy, 2), Udmurt, 3), Moksha-Mordovian, 4) Erzya-Mordovian, 5), Khanty, 6) Komi [2: 37]. Obviously, the degree of influence of each of the Finn-Ugor languages on these languages can be traced on the basis of this sequence.

For example, experience shows that there are 300 lexical items referred to as borrowings from Finn-Ugor (Mariy, Udmurt and Mordovian) in the vocabulary of Tatar, or the acquisition associated with these languages. Only about 30 lexical items are used in the literary language, and they are recorded in the monolingual and bilingual dictionaries of the Tatar language. The most of the Volga Finn-Ugor borrowings recorded in the vocabulary of the Tatar language by us, find parallels in the Chuvash and Bashkir languages. Therefore the analyzed lexical items, which are associated with the Mariy language, may be found in the Tatar language and secondary borrowings [Akhmetyanov 1978].

In the Tatar language, we have recorded over 100 lexical items referred to as borrowings from the Mariy language or related to the language, as well as lexemes of common Mariy-Udmurt, Mariy- Mordovian, Mariy-Udmurt-Mordovian lexical parallels: tat. **бәке**, bash. **мәке**, chuv. **vak (bakä)** «ice hole» – mar. **väki** «ice hole»; tat. **bärtä** «ide», **bärde** «gudgeon», «grayling», bash. **birtäs** «chub», «grayling», chuv. **partas** «chub» – **map**. **pärdäsh** «ide»; tat., bash. **bükän**, chuv. **pukan** «block, chair» – mar. **püken**, udm. **pukem**, **pukon** «chair, stool»; komi. **pukan djek** «child's chair»; tat., bash., chuv. **kuris** «bast» – mar. **kur**, **kir**, udm. **kurys**, komi **kir**, **kirs** «bast, bark»; tat. **kükshä**, chuv. **kepshel** «jay», bash. **kükänäsh**, **kükesh** «zope» – mar. **koksha** «mark on the forehead»; tat. **kütämä** «whitebait», «char», «leming», «minnow», bash. **күтәмә** «minnow», «grayling», chuv. **kütim** «small fish», «gibert», «ruff», «chub» – mar. **kadama** «minnow», **kotama** «trout»; tat. **kuksha**, bash. **kukshin**, **чыв**. **kuksha**, **koksha** «bold» – **map**. **kuksho**, **kukshi** «dry»; tat. **miläsh**, bash. **mikäsh**, **mäläsh**, chuv. **piläsh** «rowan» – mar. **piläsh**, **pizle**, udm. **palez**, mord. **pizel**, **pizil**, komi. **pelis**, **peldiz**, **pelesh**; tat., bash. **närätä**, chuv. **neret** «fishing tackle» – mar., udm. **närätä**; tat. **poshi**, bash. **mishä**, **pishiy**, chuv. **pishi** «elk», «deer» – mar. **puchö**, udm. **pujey**, mansi. **paashi**, komi. **pajy** «deer»; tat. bash. **shäshke**, chuv. **shashki** «mink» – mar. **shashke**, udm. **shashka** «mink»; tat., bash. **ilis**, chuv. **lisi**, **lis** «needles» – mar. **lus**, komi, udm. **lis** «needles, branch» and many others. More than 100 lexical units from the Finn-Ugor borrowings are Udmurt words in the Tatar language. Most of them have parallels in the Chuvash and Bashkir languages: tat. **jen**, bash. **yen**, **чыв**. **chen** – udm.; tat. bash. bash. **kumta**, chuv. **kunti** – udm.; tat., bash. **köbäk**, **kübäk**, chuv. **kivapa** – udm; tat. **sosa**, bash. **hosa**, chuv. **isa**, **sisa** – ; tat., bash., chuv. **shilan** – udm. and many others. The Mordvinian languages and the Mariy language are referred to the languages of the Volga Finn-Perm branch of the Finn-Ugor languages. The influence of the Turkic languages, Chuvash, and to some extent, Tatar, reflected in the Mordovian language, but to a lesser extent than in the Mariy language and Udmurt [Sereberennikov 1960: 210]. In the Tatar language, borrowing from the Mordovian languages have parallels in the Bashkir and Chuvash languages: tat., bash. **basa** chuv. **pusa** «hemp, fiddle» – mord.; tat., bash. **kärkesh**, chuv. **karkish** «rope, frill» – mord. **kar** «bast shoe», **karks**; tat. **tätä** «father», bash. **tätäy** «elder sister», chuv. **tete** «elder brother» – mord. **tety**, **tetey** «father», etc.

The usage of the borrowings from the Finn-Ugor languages is different in the Turkic languages; most of them belong to the passive vocabulary and are marked in different types of dictionaries as obsolete words. Many of them have dialectal equivalents in the dialects (mostly middle-dialects) different in phonetic, word formation and semantic features. Turkic languages of the Volga can be arranged in the following sequence according to the degree of influence on the Finn-Ugor languages: 1) the Chuvash language, 2) the Tatar language, 3) the Bashkir language [Sereberennikov 1960: 142].

Comparative-etymological analysis allows us to establish about 20 Finn-Ugor words as borrowed in the Tatar language through the Russian language. Most of them relate to fishery (**kambliä**; **kärkesh** sib.tat. «starlet»; **keta** «chum»; **kilka**; **koryushka**; **kumja** «salmon – trout», **kundja** «type of fish, loaches»; **moyva**; **muksun**, **maksun**, **muksil**; **navaga**; **paltus**; **pinagor**; **pijyan** «kind of salmon»; **salaka**, **salakush**; **symga**; **närätä**, **märätä**, **märäshkä** «trammel, dragnet, dragnet,

fishing nets»; morda, murda, mırda, nurda «fish-trap, muzzle, fishing tackle from rods»). Most of these lexical items are normal in the Tatar language. Only a few lexemes are represented in the other thematic groups (kali; kiñkä; lawsa, kawcha; mul) and are dialectal.

The results of the study make it possible to come to the following conclusions:

1. Modern contactology as a separate linguistic discipline includes a whole complex of scientific knowledge and helps to disclose ethnic and language processes in a deeper and more profound way. The processes took place in the Volgo-Kamsk-Ural ethnolinguistic region and played a big role in the historical development of the Turkic, Finn-Ugor people of the Ural-Volga region in the context of the fates of the people of Ural and Eurasia.

2. Long correlation and centuries long neighbourship of the Turkic (Bashkir, Tatar and Chuvash) and the Finn-Ugor (Mariy, Udmurt and Mordovian) people of the Ural-Volga region have established the Volgo-Kamsk union as a result of ethnic and language contacts and as a result of mutual relations and contacts of different material and spiritual cultures which became closer on the bases of the hypothetical genetic kinship.

3. Historic-contactological aspect of the study of lexical borrowings both on the literary language level and on the level of separate dialects with the local connection results in the definition of the peculiarities of the language contacts character between separate languages in a definite region. These are the borrowings in the Mariy zakazansk group of dialects, Udmurt - in the middle nukratovsk dialect of the middle dialect and Mordovian - a dialect of Mordovians-Karataev Mishar dialect of the Tatar language.

4. It is impossible to solve separate fundamental problems of the Volgo-Kamsk union formation and private problems of mutual influence and correlation of the Turkic and Finn-Ugor languages in the Volgo-Kamsk-Ural ethnolinguistic region in isolation from the investigation of the problem of the Slavonic (Russian) component participation in the given ethnolinguistic process. Thus, it is impossible to define an integral picture of the vocabulary stock formation while studying the problems of ethnolinguistic contacts of the Turkic (Bashkir, Tatar and Chuvash) and Finn-Ugor (Mariy, Udmurt and Mordovian) languages due to the complexity of the problem to single out the borrowings from these languages and insufficiency of the available material on the Finn-Ugor borrowings in the Tatar language.

So, the role and place of the Russian literary language and its dialects in the development and enrichment of the lexical-semantic system of the Tatar language and its influence on the phonetic-grammatical system should be studied.

5. We have defined the following types of the contacts of the Turkic-Finn-Ugor languages in the Volgo-Kamsk region: 1) proximal; 2) permanent; 3) partially marginal; 4) unrelated; 5) bilateral. The same types can be defined in the Turkic-Finn-Ugor (Turkic-Mariy, Turkic-Udmurt, Turkic-Mordovian proper) language contacts the results of which are, mainly, lexical borrowings on the basis of bilateral bilingualism and convergent-divergent character of their development. The common result of the Turkic and Finn-Ugor language contacts in the Volgo-Kamsk region is the formation of the Volgo-Kamsk language union.

6. Historical contacts of the Turkic languages of the Ural-Volga region with the Eastern-Ugor languages in the Volgo-Kamsk region, traced in the lexical borrowings, make it possible to define the following genetic relations which can be divided into the following groups: 1) lexical borrowings from the Mariy language; lexical borrowings from the Udmurt languages; 4) words of Finn-Ugor (common for the Mariy, Udmurt, Mordovian, Komi languages) origin; 5) words of Finn-Ugor origin borrowed into the Tatar language through the Russian language.

7. Historical contacts of the Turkic languages with the Finn-Ugor languages in the Volgo-Kamsk region, found in the lexical borrowings, let us define the following formally semantic types of bonds: 1) lexical borrowings characterized by a strong formally semantic bond with the corresponding Finn-Ugor words; 2) words with the partially or fully lost formally semantic bond with the corresponding Finn-Ugor words due to their adaptation in the Turkic languages; 3) words borrowed from other Turkic languages (the Chuvach and Bashkir languages); 4) words of Finn-Ugor origin borrowed through the Russian (mainly literary) language.

8. The Tatar language as a representative of Kypchak branch of the Turkic languages has much in common with the

Finn-Ugor language family in the Volga-Kamsk region in all the structural levels. The Turkic (Tatar) influence on the Finn-Ugor languages is presented in great number of coincidence in all main thematic groups of words and in some number of common phonetic-grammatical aspects, but nevertheless Finn-Ugor influence on the Tatar language is not presented so deeply.

The urgency of the study of language contact in the Ural-Volga region is determined by the interest of modern linguistics to the interlanguage contact as a basic principle of the development of languages and to individual corps of vocabulary, having focused a huge stream of historical and cultural information. In addition, the study of the functioning of borrowings is one of the promising trends in linguistics, providing interesting material for the solution of problems of language and ethnicity.

A comprehensive study of the Turkic-Finn-Ugor language contact is of great linguistic, cultural and historical significance. The role of the Finn-Ugor component in the formation of the Bashkir, Chuvash and Tatar ethnic groups is well-known. Thus, Volgo-Kamsk-Ural region presented in ancient and medieval times and presents nowadays a heterogeneous ethnolinguistic picture. Long contacts of the Turkic (Bashkir, Tatar, Chuvash), the Finn-Ugor (Mariy, Udmurt, Mordovian – Moksha and Erzya) and the Slavonic (Russian) presents the cultural-historical peculiarity of the region. That's why these factors must be taken into account while organizing touristic business and studying tourism problems.

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TOURISM AND THE CHALLENGES OF A SUSTAINABLE DEVELOPMENT IN ALBANIA



Total area 28.748 km²; Population 3.6 million; Over 1 million Albanians lives abroad;

Abstract

The issue of tourism is increasingly taking place in media debates during the recent years, due to the increased number of the visitors, our brothers from Kosovo and tourists from all over the world. Actually it is created the full concept that the tourism development should be seen as a goal to increase its influence in the Albanian economy.

I have been trying to collect data over 20 years and to be in touch with every progress in the field of Albanian tourism. I agree when you say that tourism is still in our infancy stages, but although it is talked of a "golden baby", let me remind you that it's "a baby" born many years ago ... Recently it is talked about the important role that tourism plays in the economy of the country. In fact, this problem is discussed by all governments that have come to power after the

90s. But if you see reality, you are convinced that in most cases it was only PROPAGANDA. For someone who is in contact with the Albanian tourism developments, the more difficult question to answer is: Why aren't we developing our tourism with an accelerated and perspective system and to the pace of development why are we the lowest compared with all Eastern European countries? If we used the metaphor of the train entering in the proper rails, where the train symbolizes the Albanian tourism and the rails the proper ways of development, We would say that our current tourism has begun to join the rails. I say this more to relax myself with optimism and to show the civilized world that Albania has inexhaustible resources.

In my presentation there are some ideas, but if the interested parties get together with the concerns and problems as treated above, we should discuss such ideas in detail through round tables, conferences or seminars on tourism (which continue to be a rare phenomenon in Albania!), to find the optimal solution, and to implement it as soon as possible in practice. Now it's time to seriously think about human resources and culture of service, before the traditional Albanian hospitality commercializes and transforms to the culture of negligence, poor service, or extortion of the customer, facing the irreparable consequences of non - refoulement and flow of the number of tourists. It is time to understand that we are actually entreating to be included in the Courtyard of the Great European family; there we cannot go with these concepts. We must make the comparisons with the owners of the courtyard, because otherwise they won't even open the door of that yard, let alone to enter inside the house.

Key words: Albania, Tourism, Professional education, Promotion, Sport recreational programs, Development ,National Resource,Property, Conclusion,,,

I. Actual situation of tourism in Albania

Before a few years, two Scottish friends, my ex-professors at the University of Strathclyde (Scotland), were my guests for an Albanian " weekend ". I preferred to guide them to Durres beach and to Shkodra City. I'm proud that I'm from Shkodra. Trying to be as " modern " as possible I provided them with a tourist guide. The title of the tourist guide was really thrilling for the Scottish " Welcome to Albania ". Occasionally I came across a luxury guide, written in English. I take this opportunity to thank the author, Mr. Agim Neza, who with an easy, interesting and contemporary style, informed about the geographical position, history, population, national parks, seaside, language, religion, rituals, organization of state, etc. The coloration of the guide was even more impressive because of the photographic collages by the Irish photographer Joe Mc Mahon. To be more concrete about Durres, a friend in the prefecture provided me in the " underground " with a local guide, compiled by the " heads " of the University of Ancon and in particular by Prof. Renato Novelino. Until then everything was O.K. As I am an old guy from Durres (half of me originates from Durres), I thought to start my odyssey from the beach of the Durres inhabitants, the famous " beach of Currila ". As an old Durres guy " half of me from Durres ", I started to play the hypocritical role of a guide: There are 86 hotels and motels in Durres, 1036 rooms, 1320 beds, 214 bars - buffets - restaurants, six tourist agencies, etc. (no doubt that I was talking rubbish, but I wanted to look interesting). Then I told them that Durres seaside is 68.1 km long, from which are only 4.8 km are exploited. My friends, highlanders of Scotland, looked at me astonished and said: Dear Ilir, why did you joke with us, you were our friend in Glasgow ? You have told us that you are the poorest people of Europe. We say you are poor in mentality and strategy (I thought as " poor in the brain "). During lunch they gave me a good " shower ", once as a tourist guide and then as an Albanian. With plenty of finesse, they took from my hand the patriotic guide of Mr. Neza and gave me a study of a very prestigious research society " Eurispes ". " Eurispes " is an Italian research company, established since 1980. It is an autonomous public information and orientation institution in the study fields of politics, economy and sociology. It is a powerful and financing promoter of researches in the fields of important social, cultural, editorial interests.

The conclusion of " Eurispes " published in the annual report " Italy 2008 ", was that Albania, although geographically is part of the Mediterranean countries, even in a strategic tourist position, is not part of the map of the tourist development of the Mediterranean resort!!!!. I was shocked. From the last former - communist President, " Comrade " Ramiz Alia, I heard that, we, Albanians: " we are neither east nor west ", but I didn't expect the fact that we are not even in the Mediterranean.

The information of the Scottish friends was not confident, but it was made public by the Italian news media. In the

mentioned report were analyzed even the natural trends of each country that had the honor to be called Mediterranean. I have no doubt in the objectivity of " Eurispes ", simply given the fact that Italy was presented to us with the lowest rates of development and investments in comparison with other countries (until end of 2014). The conclusion is clear: in this field, Albania was a " black map " in Mediterranean tourism. Being an Albanian and economist at the same time, it was shocking to me the statistics of the influence of the tourism sector on the overall output (GDP). Of all the countries that surround us and who have influence and relative access in the Mediterranean, Albanians for their bad historic luck, in that period were unacceptable.

II. Tourism and environment

It is known that Albania is among the countries with severe environmental problems across Europe, and that Albania ranks among the last countries in the environmental organizations reports, especially regarding the irreparable damage to the seaside. Naturally rises the question, where are state institutions for environmental protection ? Before 2001 there existed NEA (National Environment Agency) which was indifferent to what was happening with the sea, (perhaps it didn't have the competences). But after the year 2001 to give to the environmental issues the importance that they really deserved, NEA became the Ministry of Environment. But it was surprising that in this case the Ministry made a blind eye and a deaf ear and didn't take any responsibility for the irreparable damage to the coast, although the high functionaries of this " ecological catastrophe " have had lunch and dinner on the shores of this seaside and are shareholders of most hotels, villas of the Albanian coast.

III. Tourism, national property

As an intensive participant during the changes of the '90s, I have seen the salvation of Albania from the economic point of view unequivocally on its own natural resources, to its geography. An old professor, a friend and a great man (Prof. Vladimir Misja), in a confident moment, told me " Ilir, remember one thing, tourism is our mine. Tourism is our golden baby ". Such sentences, spoken in those years represented a political heresy. I have the impression and belief that this is a national reality. It is known that tourism is the biggest industry in the world. Its development in our terms means that there is a huge political, economic, social and historical cost. It is enough if I remind to the readers that only during the last year Albanians in the position of the tourists, have spent about 567 million dollars abroad. To be attentive to the importance of this indicator, we simply mention that this figure represents 57.6 % of the remittances. On the other hand, it is important the actual ratio of the income by the services with the export of goods. Only during the year 2008, tourism generated 11 % more income than exports, or more precisely 677 million dollars. It's pitiful, but during the recent years the tendency to spend holidays abroad has increased. This extra flux to go abroad relates to the lack of comfort of the domestic tourism. If we add to the realized profits from businesses in the area of services, the money that Albanians spend abroad, then the approximate figure obtained would be over a billion dollars.

IV. Sport and recreational programs in tourism

Industrialisation and urbanisation has significant effect on the decrease of human physical activities. Even though these processes brought a number of improvements of lives of people they created many inconveniences and negative phenomenon's. One of them is decrease of human physical activities and different forms of pollution that have an impact on human health and environment. The consequence of these changes is increased need for sports and recreation with an aim to preserve the health and rehabilitation of people.

Therefore, the style of work and life conditioned with the development of technique, technology and market have defined the need for sports and recreational programs in tourism. The income of the population have significant on the demand of the people for this programs. Sports recreation is every day becoming motive of tourists who choose to take touristic trips. Recreation includes different elements that get chosen by the tourists in accordance with their needs and possibilities. Active vocation provides the rest from the stressful work and gives the feeling of pleasure, indicates following forms of sports tourism:

- competitive sport tourism
- winter sport and recreational tourism
- summer sport and recreational tourism and similar activities are performed on the seaside, mountains, rivers, lakes, etc.

Sport recreational includes activities of tourism that fulfil the needs for the physical activities and different sorts of sports. Sport and recreational offer in tourism is exposed in three basic forms of activities:

- free use of natural resources and sport facilities
- organizational forms of sport and recreational activities,
- programmed forms of sports and recreational activities.

In accordance with the changed needs of the modern consumer of eco-tourism, cultural tourism, sport and thematic tourism, nautical tourism and circular trips, connect the opportunities of the continental and coastal areas in unique product. In this case the needs for expedited inclusion of tourism in Albanian touristic offer is evident. This is necessary for the extension of the touristic season and diversification of the total tourism on the national level and there is a role of this kind of tourism in the development of the touristic offer which is provided by the research conducted in the area of tourism. Here we emphasize the need for urgent inclusion of tourism.

The importance of the qualitative management for leading the contemporary organisation is unquestionable, due to the dynamic environment (internal and external) managers cannot make decisions only on the basis of the information from the past, but it is necessary to foresee the future of the business through the function of planning. Planning is the basis for performance of other functions of the management. Planning and development of the touristic offer requires good knowledge of all elements of the touristic demand and offer in the contemporary tourism, sport and recreational activities do not have the role of the secondary elements only, but in most of the cases they present the main motive for the choice of the touristic destination. The role and way of the management over touristic destination significantly affects the development of sport tourism. It is needed to pay attention to the selection of the elements of the touristic content which should cooperate in management of the touristic destination, more specifically destination management, and up to what extent the macro management defines the opportunity for micro development of the level of the business organisations.

An important part of the contemporary management is the function of planning. To ensure qualitative offer of sport and recreational programs in tourism it is important that during the planning of the construction of touristic facilities to plan development of sport content. Planning of the sport and recreational programs requires qualitative planning of the investments in sport facilities, equipments, requisities and professional staff who will conduct sport and recreational programs, sport animators and staff who will maintain sport facilities and equipments. Some of the sport and recreational programs that appear as integral part of the touristic offer are :

1. Renting of sport facilities,
2. Usage of sport facilities and equipment,
3. School for teaching of various sport disciplines,
4. sport games, tournaments, and different competitions,
5. Sport and entertainment attractions,

Sport and recreational programs can be implemented :

1. Within existing organisation – as the addition to the offer and creation of competitive advantages.
2. As completely new project within existing investment in touristic complex.
3. As the organisation of sport and recreational programs.

Since the sport and recreational programs for years had a role only in tourism supporting facilities, the new concept of modern tourism is becoming increasingly important recreational sport facilities, which thus becomes part of tourist offer. Sports and recreational programs are thus important element of the tourist destinations, and can be shaped to the wishes and the need of tourists. The role of management at all levels, whether you are thinking about travel business organisations, local community or state, is essential to creating and managing recreational programs. It is particularly important to note that in times of recession is not easy to fund new programs in tourism and thereby contribute to the overall development.

V. Tourism and Government transparency

So far the public discussions are more involved in what is called " hardware " or visible page of tourism: infrastructure and construction of accommodation units. While less attention has been paid to what constitutes " software " and that is intangible, i.e.: the service, the people, the behavior of the hosting community or the hospitality in market economy conditions and problems associated with it.

I'm glad when I read that it is acknowledged that " It is time to speak openly, ... it is really true that there has been evidenced an inconsistency between the statements we make and the concrete work ". But nevertheless I am not clear why this discrepancy exists and what is the role of the specialists and the ministry that deal with this key problem of the Albanian vulnerable economy. If politics and our politicians will continue to be the regressive part of the development of this country, shall we wait until they learn to do their duty properly? Would it be better that everyone does his duty, instead of waiting for solutions from " above "?

It is true that God has given us this " golden " baby, but to harvest its gold, a " master plan " is not sufficient, which is predicted to lay eggs of gold. A wise Shkodra saying says " With a swallow doesn't come the spring ". The fact that we are still in the infancy steps in this field, it shows that everything must start from the very beginning with a clear strategy for the tourism development, which I think is still not complete or not totally transparent! Excuse me if I am wrong but isn't it the duty of the responsible institution for the field of tourism with all its components ?

Tourism is an industry characterized by an intense involvement of the workforce. Human resources for this industry are rated as " raw material " or are described by experts as the most important factor to be afforded by this industry over the last decades and ongoing.

But what quality do the human resources offer in the Albanian tourism ? It is needed to emphasise that the quality of the services offered is condition for the satisfaction of the tourists that will also have an impact on the wish of the tourist to stay longer at the destination or to come back to the destination, but also for the structure and the level of spending of the tourist. Since planning presents the basis for the performance of all other functions of the management, both on the macro level of purist business organisation, for every business project it is needed to draft business plan. For an qualitative tourism business plan presents important instrument of the contemporary management. Does it satisfy the current customer requirements and needs, i.e. of the tourist ? I think that despite the innovative efforts, it still remains too much to be done in this direction.

It is time to assess the motivation of visitors who pay to be satisfied. But when these tourists pay that amount that may be the same or even higher than in another country, they expect that the service is just as high, or better. It is this factor that will determine competitive advantages of our local tourism, but also between it and the tourism of our competitors.

During the many meetings held by CRTRA except the decision to demolish illegal buildings, often it is discussed about the future of tourism in Albania. My idea is that the time has come to have a scientific discussion on the concept of massive tourism and elite one. I want to express my opinion only on these two concepts.

First is to be congratulated the fact that at last it is paid attention to the tourism as one of the most important resources of the economic growth in Albania.

Tourism is one of the largest industries in the world and its effects on the economy of a country are equally great. On the other hand other than the very large and visible positive effects (mainly economic ones) the tourism is associated with negative effects such as big, such as environmental, culture damage, social problems etc. All these turn the dream of development through tourism disappointing, if they are not controlled or prevented by the right time. Long ago the main branch of our economy has been agriculture. Finally we are becoming even more conscious of the importance that tourism can have in the Albanian economy. Being still in the early stages of awareness on the importance of tourism, this branch has not yet reached the stage of overestimation, to consider it as " a solution to all our problems ". So we must take care that in macrolevels, to combine tourism with other branches of the economy to eliminate the dependence from a single branch.

VI. The massive and elite tourism

Let's look inside the development of the tourism itself in our country. As we know the current developments in our tourism have been chaotic, without respecting the proper and no state - controlled laws. However, a positive factor to note is that these chaotic developments are not spread in alarming sizes throughout the country but only on a few hot points of it, mainly in Durres, Vlora and Saranda. This has kept me alive the optimism that even so far non-development of our tourism has its positive side, because it is easier to develop something better there where doesn't exist any form of development, rather than recreate something good where the bad has given its effects on the environment and society.

20 years ago our politicians (who surprisingly had the decision - making about the fortunes of this country in every sector, ignored the opinion of the experts) : decided to make the division with a knife: the Adriatic coast shall belong to the masses and the Ionian to the elite!!! Under such a logic it results that 2 / 3 of our coast to be destined for massive tourism! It also makes you not be enthusiastic about the decision of the recent demolitions... At least for the moment we have only a few hotspots. While with this massive way it exists the tendency only for mass tourism.

Which are the effects of a massive tourism I believe that all those who have little knowledge about tourism, know them. If you want to do such a thing, after several years we will need to demolish 100 times more of these that we are demolishing today. Have you ever thought to ask directly in these areas, the local residents and investors whether they agree with this kind of division ? When will we begin to think more about the future prospects for tourism ? To determine the future of tourism areas are made detailed studies and should be taken into account many factors. How can I believe that every decision is " well studied " ? It is time that the only master plan for the tourism perspective development, doesn't mold in the drawers of the Ministry but to fight for its rigorous appliance ? My advice is that before such radical decisions, it should be thought of all the consequences.

Albania is a very small country, and by now is too polluted in many areas. There should not make decisions for the death of the other untouched areas! In this case I would be more satisfied if they were left in their primitive form, as nature made them, and we could turn back to agriculture and not think of tourism. All the factors (except for the short-term economic factor) show that Albania should avoid the massive tourism. Such a small country would not need more than a few years to return to " the successive hell " with the following consequences behind. We cannot shelter massive tourists, when you think of the small space, the unspoiled beaches, our culture (we are generous to a friend, but also say " too much but badly done "). The effects of the massive tourism in such places unexplored yet, with virgin nature and unique culture, we read every day in the tourism literature, media, the experience we have when travelling in these countries. When shall we learn from these bitter experiences of the others, who need millions of dollars and years to repair the consequences and improve the image ?

I wouldn't like that the Albanian generosity vanishes because of the commercialisation and turns to a shock and frozen smile as a result of another side of the medal of tourism, for which we hadn't warned. I would not like that pelicans of Karavasta, carp of Shiroka, the koran of Prespa or other unique beings that we have the luck to have them, disappear from the influx of tourists masses. Instead I would like the Albanians to have the pleasure to offer his generosity to the tourists coming to know the culture, history and our nature.

We don't need massivity. What we would receive for 2 - 3 years from 100 tourists who belong to the " so-called massivity " (but which later would drastically decrease), we can get for a much longer time by 10 quality tourists (not just elite) . If we want to attract these kind of tourists, we must not become a bad copy of a phenomenon already ugly, but we should enter the tourism market as unique, as Albanians. This is the only reason why these tourists would come to us and not to our competitors. We mustn't forget that tourism is not only the Adriatic and Ionian, but is also Korab, Lura, Thethi, the lakes, the castles, the characteristic cities etc. Tourism is not done only during summer but during the whole round.

In both Serbian / Montenegro and Albanian, the name means „ accursed mountains „, probably because they are perceived as wild. Albanians also called it the Albanian Alps, meaning „ Alpet Shqiptare “. Albanian Alps tourist region is the space capital for tourism development. According to specifications and natural characteristics and the characteristics of relief, bio – geographical diversity of rich aquatic resources, landscape and environmental grounds, the Albanian

Alps are great potential value to the property, frequency, diversity of forms of relief (mountains, gorges, canyons, caves, etc) the specifics of them attractive. Morphological conditions for the development of winter sports, to mountaineering and cave tourism. Level and potential capacity of ski trails with sufficient space and other associated conditions for the development of winter sport tourism. Natural attractions are the high values which give aesthetic space. Albanian Alps space potential in the mood has its good basis for development of tourism and its forms : mountain tourism, health tourism, cultural tourism, sports tourism and recreation, rural tourism, ecotourism, tourism transit, congress tourism, winter tourism, hunting and fishing, etc.

Tourism has been known for the inhabitants of north of Albania, when citizens from Shkodra and other cities went there on summer vacations in the houses of the highlanders. Thethi is included in the Protected Zone, National Park as a second category since 1966. At the beginning of 70 - s the summer vacation residency was built and visitors attended it in summer. Meanwhile, the beginning of 90 - s seemed that everything was going to be ruined. Although the devastation embraced the inherited tourist residence, the wonderful nature still had a good influence on people. The inhabitants considered their region as a great chance to secure incomes out of it and to try to live better in another state system.

Even migration brought about the movement of population the North of Albania, still emigrants have paid attention for the birthplace. Meanwhile, the inhabitants have clearly understood that tourism might be the only means of living and securing incomes. Therefore, they have begun to welcome visitors in their dwellings in summer time. The devastated infrastructure, the bad road conditions, lack of phone contacts, of TV signals, of power supply, have hampered the initiative of the locals to invest on tourism. However, the wonderful natural resources have prevailed over the obstacles that the whole Albania, especially the north of Albania is suffering for the moment. Due to a very difficult life because of no employment with any support of emigration, some of the inhabitants have started to renovate the houses. They are adapting them for summer visitors which they hope to increase in number. The visitors are mountain climbers, explorers fond of nature or just ordinary people who prefer to enjoy fresh air. Therefore, the number of visitors has been increasing everyday. High mountains, beech woods, pastures, cold fresh springs, special potentialities of a mountainous touristy zone, the beauty of nature enables great chances for the development of tourism in all seasons.

This kind of long lasting tourism needs more time to develop, requires more studies by the specialists of the tourism and the fields that are related to it, but we will harvest its fruit for a long time, and the coming generations will be grateful to us that at last we will leave something easier to be developed later and not chaos and destructions.

VII. The quality of tourism

Now in Albania you can find hotels and restaurants built with expensive materials, marbles and granite, with TVs and air conditioners, bathrooms with bath etc. But meanwhile the bathroom is not cleaned well, the hotel may not have water or lights, the shower doesn't work, you cannot find anyone to communicate in foreign languages, the service starts to be offered after half an hour, the prices are higher for foreigners or for the Kosovars, and when you complain to the owners they say you can go somewhere else. All these have to do with the culture of service and influence in shaping the image of the tourism service in Albania.

The one who tries and lives the experiences of the tourist or the client of these services observes a " feature " of the Albanian tourism: luxury buildings, but in many cases remain icy, not filled with vitality and warmth of hospitality, and lose the luxury and elegance because of the offered service. It must be emphasized that guilty for this are not only the owners and employees. The latter often have the desire and willingness to do something nice, but the lack of adequate professional culture to distinguish which are the requirements and needs of tourists and their priorities.

If we analyze the history of the Albanian tourism industry we will see that we have very little tradition, taking into account the 40 year history of a regime which fought the concept of a consumer society, where the offering of the services of leisure and entertainment was considered foreign and micro bourgeois, where culinary art did not develop because of poverty, where in the area of services existed only popular restaurants or social food canteens, and the construction of the hotels in the main cities was made in the 1970s only when the need for foreign currency deemed necessary.

This explains the low interest of the public opinion on the tourism. Even though something has begun to move these last ten years, it still remains under the political propagandas during the tourist season. Still it is not thought about the advertising sensitizing spots that show the public the importance of the domestic tourism in our economic development. They promote civilized behavior and the service at the right level or criticize the phenomenon of benefit, robbing attempts, the indifference that is being seen frequently in the services sector in general. These should be financed by the Albanian government (in cooperation with the relevant NGOs) and to be broadcasted continuously a few months before the grand opening and during the tourist season, with the clear slogan " Message of the Albanian Government " at the end of the spot. This practice is often applied in western countries for combating negative phenomena, but also to transmit new ideas for positive development.

VIII. Albanian tourism, professional education, marketing and promotion

Since the time that I am watching the development of tourism in Albania, I have noticed that exhausting efforts have been made to show the profitability of this gift that nature has bestowed us. If Albania is lacking an awareness of the public on the importance of tourism, this is mainly because of the lack of a contemporary level of professional education in the field of tourism, there are no institutions that offer consulting, statistical data, studies and project designs on our tourism, seminar events, and training by foreign experts in this field (I believe you agree with the fact that some specialists who are qualified or are expected to be qualified again in the frame of " the swallow "), publications on the perspective tourism developments in our country (we heard that here are built hundreds of hotels, but the intention is to make these hotels known by the tourists), etc. So if you are missing all these mentioned above (and many other things that media and politics are interested to bypass), shouldn't we think that all the above mentioned factors, may play the most important role to somehow fill this gap ?

Mustn't we think that for the moment we have what to show with modesty and that the promotion is on of the main tasks of these policy makers of this field, at least if we want to make our future way simpler ? Because with the image of " a country with a fragile economy in the middle of Europe " only with an aggressive promotion and well studied may be the optimal solution and what the Albanians and our brothers and friends from all over the world are looking for.

Special attention should be given to the knowledge of the market, marketing and the evaluation of the financial efficiency of the project. Dynamic changes in the environment and the need for better adjustment of the business organisations to new conditions on the market contribute to the perception of the market as the dominant business function. Literature defines the marketing in different ways, some of them are a science, conception, business philosophy or the way of the business activities. The need for different conception of the marketing and defines it as " social and management process through which the individuals and groups get what they need and wish through creation and exchange of the product and values with others ". Marketing in tourism is characterised through specifics that derive from the particular characteristics of the touristic demand, offer, buying and consumption. Therefore marketing in tourism applies general postulates of the marketing activities under specific conditions in which the interaction between different elements of touristic market takes place.

The essence of the term marketing consists of the term market, and therefore the knowledge of the market, especially the demand and the offer of tourists that come from development markets, creates the assumption for the qualitative planning of the marketing activities. Planning of the marketing activities presents the process through which the organisation predicts future market events and defines the way through which the defined marketing goals will be achieved. By marketing planning organisations get the opportunity to adjust to the changes in the environment, predict the changes and react to them timely. Marketing of the touristic business organisation and planning of the marketing activities should be explored in paralel with the marketing of the touristic destination particularly because the organisations on the touristic market offer their own products and services, as well as other holders of the marketing in tourism (NGOs, governments or touristic desination).

There is challenge in front of the marketing of touristic destination which is presented through using the best benefit of the impact of tourism and achievement of strategic goals. This task is difficult given the fact that the various

stakeholders of the touristic destination (visitors, local residents, the public sector, hospitality companies and others) involved in the development and manufacture of destination products, often have different and conflicting interests. Only managers who manage any touristic business or public sector organisations need to think about marketing in new ways before making a business plan, especially the segment that refers to marketing.

The fact that it is a " real success " to know what is being done with our tourism, has to do with little changes that happen in it, or with the negligence to give it the due importance to the promotion? It can't be different when it is not being understood that the internet is becoming the golden key of tourism in every aspect.

During my stay in Germany in the year 2002, and this time I couldn't leave without visiting the most important event of tourism here, the Fair of Keln. This Fair is one of the most famous in Europe and it is known that the German market is one of the most attractive for the business of tourism, because the German tourist, except being a tourist with high income, has the other advantage of going on vacation more than once a year in different countries of the world.

Besides the professional interest, the other reason that made me visit this Fair has been the Albanian representation in it. Before visiting the Fair I checked the internet if Albania would be represented or not, but I didn't find it. I asked at the Information Center when I entered the Fair, if there was any section where Albania was represented, but after they checked they told me that it didn't have any representation. Being bored I thought that our " tradition " didn't exist, because two years ago I barely found a little Albanian stand somewhere without any representatives in it, but only a few posters, while the last year I couldn't find them anywhere

So I began to see with what were represented our Balkan and Mediterranean neighbors. I started to visit the stand of Macedonia that has always been presented every time I've been in this Fair. It seemed interesting the fact that Macedonia has always had its stand near the Mediterranean countries! (which seems to me a very tactically smart solution while there is no any way out of it in the Mediterranean.). There, to my great surprise, told me that Albania is represented somewhere, but not in the Mediterranean stands, even not in those of the Eastern Europe or Balkans but.....in the booths of the Farway Countries!!! The reason was very " simple": in those stands the Albanian presentation was sponsored by an NGO organization

I waited no longer and hurried to find our stand at the " Farway Countries ", but just like other times for my bad luck I found there only a few posters instead..... Disappointed I asked the Macedonian who had visited our stand before to see what our stand offered, with what they were presented this year, and he showed me some leaflets which had been given to him and that I had seen them since 3 - 4 years... In contrast to what I found the first two years, at our stand was added the " famous " poster of the girl with the red dress that has turned her back, which for coincidence perfectly symbolised our tourism in relation to our visitors. So we " accidentally " continued to say to the visitors : " Sorry, but even this year we are turning you our back ...". On the other hand as for irony in that poster was written : " Discover (know) Albania ", while those words meant to me the opinion that we should first discover and know Albania ourselves, because with that presentation we are making to our country we don't know it properly ourselves yet... This presentation not at all dignified (in succession), and the dignified presentation of our neighbors, made me get upset at the beginning, but later the revolt converted into a sad taste.

At first I was upset for that meaningless representation of an agency, which although it is not yet known whether it still exists or is dissolved, practically operated better than the Association (the legitimate one) of Tourist Agencies!!! On the other hand I was thinking if it is worthwhile to be represented in vain, or not appear at all when you do not have what to offer. Thinking to find the trace of the problem, the logic followed a spiral that led to the same weak point as well as important to our tourism: to the former - main leaders of tourism or in other words, to the former - Ministry of Tourism.

First of all this Ministry had to be presented itself to such important fairs like its counterparts. If it is presented itself, it should provide one or more tourist products. But to create a tourist product, the Ministry should formulate strategies for the development of the tourism in our country, should stimulate local and foreign investors to invest in a particular form of tourism, in accordance with the draft strategy, which should have taken into consideration our internal economic,

social, cultural, demographic and natural factors. And this is the main problem. So, after a long term strategy was compiled, where all the factors mentioned above were taken into account, and the most important, after it is applied, it will be easier to advertise its products not only by the Ministry of Tourism, but also by the tourist agencies themselves.

A good and contemporaneous strategy (though to my opinion - was not complete), was developed at that time (in the year 2002), with the help of GTZ, but that was not never applied... At that time, from an interview of the Minister of Tourism we could know that a new strategy was being drafted. As mentioned above, not that the previous strategy did not need to be improved but who guarantees us that the new strategy will not undergo the fortune of the former one?

There are more than 20 years that we are not giving a specific direction to our tourism. There are years that we remind of our tourism only some weeks before the tourist season starts. The experience of the developed countries shows that for the summer season of this year, the work begins since the closing of the season of the last year, so around August - September. While we by November start to think only for the demolition of the illegal buildings and in January we begin working to develop a new strategy!!! But when shall we start to rebuild ? What will we offer to the vacationers this summer except some fewer illegal accommodations ?! The fact that we think to develop a new strategy in January makes me think that its application (if it ever happens) may impact some small effects only next year. I repeat the question : What has thought the Ministry of Tourism about this year ?! Shall we go again a week before the season starts, to beg to our brothers from Kosovo to spend their holidays to us, in order not to fail the summer season ? I am sure that with what we offer, they will again answer to us with the enthusiasm of the last year ?!

Like me, there are many others interested ones (Albanian and foreigners), who want to receive information from this Ministry what has been done, what is being done, and what is planned to be done in the field of the Albanian tourism. The invitation of the ex - Minister of Tourism in his article to the newspaper " Shekulli " for the need to exchange opinions with the other interested parties to our tourism, was to be congratulated, but first I think that this exchange of opinions should not be done in the common media but in a specialised media such as in the internet web - site of the Ministry. One another form of communication or information would be at that time the publication of a periodical paper by this Ministry, but when you think about the illogical lack of the web - site, the latter seems a " luxury ".

However I repeat that, the invitation for giving opinions on the future of our tourism, which I consider as an invitation of cooperation with all interested parties - can be a turning point to our tourism fortunes. It is precisely the lack of cooperation and knowledge that have left our tourism in such a passive stage.

I think that together, Albanians and foreigners, interested in our tourism development, should create an independent Albanian Club Tourism, with the aim of contributing through articles in media on our tourism problems and possible ways of solutions. Let us contribute together in building a modern Albanian and longlasting tourism, and not to be presented any more at the " Farway Countries ", but where we belong to.

In fact, more than a full awareness on the potentials of the tourism in our country, there is a confusion, an uncertainty, either in the public sector or in the private one. Nobody is able to say what direction our tourism will take, who will define these directions, how, and when shall be applied. The " salvation " from such questions which add confusion, comes with the answer : " There is a tourism master plan ". This they say when they want to " get rid of " you in the Ministry, even in the communes with tourism development potential they say the same, although they don't know what is this " master plan " that will come from " those who are in the government ".

The most tragic result of this indifference to our tourism, is that it is still not been seen as such a potential even by the new generation. This comes precisely as a result of the lack of public awareness that was mentioned above. And therefore, Albanian students who have the opportunities to study abroad prefer far less the tourism branch. So someone who spends large amounts to be educated abroad, still doesn't see tourism as a sector that will take sufficient importance and development, to ensure that student a source of income to build his life.

But if this guarantee won't be given by our governors (because they themselves have no idea what will be done with the tourism), the private sector should be the one who must do more. Here we do not refer to those tourist agencies

held with contraband visas, or those hotels that formally kept a float, but for those serious private entities that have experience in tourism and will try to change something. It is their duty to try to create a new generation of managers, because they should look at them the increase of their profit and the survival from the competition. Of course that they should require to do this in cooperation with the relevant ministries of tourism and education.

Even a "master plan" that won't be rigorously applied will not solve the problems of our tourism, even a ministry official who hears for the first time about the tourism when he is assigned to do such a task. The only solution to the problems of tourism comes through education with contemporary levels.

Modern tourist today, doesn't ask any more where he will spend the holidays, but what he will do when he gets there. Our tourism leaders, must answer to the first question, as well as to the second. Therefore, to capture the rhythm of time, it must begin to think immediately about the preparation of the new generation of future tourism managers.

Conclusions

It exists a very large gap between the demand for such managers and the educational structure of the tourism profile. The high schools that we have cannot prepare these managers. Even that half - semester of our universities cannot do this. It is time to think seriously about opening a University (attaching hectically to the very professional job and with the genuine profile of the contemporary program completely full and with objection the professional education for the tourism), which will prepare the best students of these high schools to the level of managers.

Opening such a school is not easy when you think about our conditions and experience, but if its importance is seriously assessed, the Ministries of Tourism and Education collaborated with the private sector, and the high schools and the existing universities, this solution is not impossible. And if all parties give their contribution, the patterns or even the experience may be taken from similar western schools, which are always ready to help in such cases, when they see a serious engagement from the local party.

Until such a school is opened it must be seen the prompt opportunities (to precede the close tourist seasons) for the preparation and absorption of new managers. We think that there are alternatives: The most important is the one which deals with the absorption of those few students who have done or are doing such a school in countries with the tourism more developed than ours. To attract such students in the public or private sector, it should be taken into consideration that this is not done offering them a job as a receptionist or ticket seller. Also such students that often may have a richer background than their potential Albanian bosses themselves, cannot be paid with a salary of 10 000 lek when meanwhile the most common work they could find in the West is paid at least 1 000 Euro.

It is known that such amounts are not given by all companies in Albania, so a solution (especially for those students who have difficulties finding a job abroad), may be the compensation through the commitment offset by Albanian companies to local tourism product. If for example a travel agency undertakes the challenge to " reveal ", to include in the tourist package, and sell the Albanian product, then this product will develop more, which would bring the increase of the rate of profit, and therefore rewarding the employees. At the same time it will attract the attention of the foreign tour operators, and as a result the number of tourists shall be increased. So the orientation toward domestic product will provide more income and security for the future, as well as providing more opportunities for such students to put into practice their knowledge - and this may be a reason for them not to expect the same salary.

The second alternative is sponsoring the best students of tourism in Albania to study in a western school. This can be done through cooperation of the private sector (individually or organized) with the respective schools in the country. With these students may be bound a contract, in which different companies can pay a scholarship (the experience shows that it's not a big amount for these companies) to these students, while the students must achieve satisfactory results and turn back to Albania to work for that company after graduation. The latter is achieved by cooperating with the authorities that give the permission to stay in the country where the student is going to study, making this staying permission with the condition to turn back.

These were just some ideas, but if the interested parties get together with the concerns and problems as treated above,

we should discuss such ideas in detail through round tables, conferences or seminars on tourism (which continue to be a rare phenomenon in Albania !), to find the optimal solution, and to implement it as soon as possible in practice.

Now it's time to seriously think about human resources and culture of service, before the traditional Albanian hospitality commercialises and transforms to the culture of negligence, poor service, or extortion of the customer, facing the irreparable consequences of non-refoulement and flow of the number of tourists. It is time to understand that we are actually entreating to be included in the Courtyard of the Great European family; there we cannot go with these concepts. We must make the comparisons with the owners of the courtyard, because otherwise they won't even open the door of that yard, let alone to enter inside the house.

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NATURAL RECREATIONAL RESOURCES OF KHERSON REGION OF UKRAINE

Kherson region is situated in the south of Ukraine within the Black Sea Lowland. Area Kherson region in its present boundaries – 28461 km², representing 4.7% of state territory, from west to east it extends for 258 km and from north to south - almost 180 km. Kherson region is bordered on the east - Zaporozhye, in the northwest - with Nikolaev, on the north - Dnipropetrovsk regions in the south of Sivash and Perekop isthmus - the Autonomous Republic of Crimea.

The total length of the boundaries of the Kherson region 1813 km, including a border of 458 km, including 350 km of Black Sea and 108 km in the Azov seas. There are 4 checkpoints: the airport, river port, ports Kherson and Skadovsk. Distance from Kherson to the capital of Ukraine - Kyiv - 664 km-railway, highways - 605 km. Note that is very advantageous transport-geographical region as the Kherson region serves a large number of transit cargo transported by all modes of transport. The territory is divided into 18 districts, 260 rural councils, has 3 cities of regional importance (Kherson, Kakhovka and New Kakhovka), 6 cities of regional subordination, 3 inner regions of Kherson. Development strategy of the Kherson region defines tourism as one of the three pillars of development. Kherson region of Ukraine has not a long history and the world's historic monuments. However, with excellent natural recreational resources. The prerequisites for this, apart from geographical conditions are the social conditions. Kherson region - the most sparsely populated region of Ukraine. The population density is less than 40 persons per square kilometer. It identifies opportunities for tourism development based on the attractive properties of natural objects.

Features of the nature of the Kherson region defined by its position within the steppe zone of the East European Plain in the south Black Sea lowland. The territory of the region is washed by two seas - the Black and Azov, available Kakhovske Reservoir, Dnieper River. The nature of Kherson presence Nizhnedneprovskiy smooth and sand outcrops of rocks, forests, meadows and more is diversifying.

Kherson region is characterized by unique to the steppe zone of the complex natural environment and recreational resources. First is the hydrogeological conditions and orographic characteristics of the territory (plainness, no sharp natural barriers) that allow unlimited recreational activities, including construction of recreational facilities, transport routes, laying tourist routes and excursions. In Kherson region is unusual for the desert dune relief - Nyzhnyodniprovsk sands. They extend from Kakhovka along the Dnieper to the Dnieper estuary and Kinburn spit. This is an important recreational resource that may be subject to excursions and tourist routes. Unique not only salt but also medical resources in the Kherson region is brine salt lakes of the Azov-Black Sea coast. Outstanding medical importance mud lakes, located near town Hola Prystan'. On the basis of one of the lakes sanatorium "Gopri" functioning. Comfort rest and other recreational determine climatic conditions.

In Kherson region climate is characterized as moderately continental with mild winter and hot dry summers. In particular, Kherson region is characterized by one of the largest in Ukraine duration of sunshine and solar radiation values. Water resources are of great recreational value in a desert. Kherson river network consists of the Dnieper River (216 km length of the region) and 19 small rivers the Black Sea basin. Standing year that would fell into the Sea of Azov, no. In the lower Dnieper formed a unique floodland complex with huge boggy areas, water and land vegetation, location of many species of animals and birds. Smooth take 2/3 of the delta, another 1/3 occupied sleeves and lakes. Despite the unique recreational value and potential, this area is predominantly local use. It is used for mass recreation residents of Kherson and the surrounding settlements mainly in summer.

All of them have extremely high recreational value and can be used with various recreational purposes. However, a wide range of recreational potential of these resources are used Kherson little. Lake is a recreation area and treatment, mostly locals. In the lower sand arenas (Oleshkivski (Nyzhnyodniprovski) sands) are Oleshkivski, Kohanski, Burkutski lake. Mud from the bottom of these reservoirs therapeutic effect provides. The reserves in the development of tourism are protected natural areas. According to Ukrainian legislation, the most important function of national parks is the development of recreational activities. The speaker is one of the authors of a national natural park "Oleshkovsky Sands." Extremely large recreational importance of the sea and foreshore Kherson region. North-western Black Sea, which washes the territory of Kherson, is shallow. Her big acting within the Black Sea area resorts (with recreational centers in Skadovsk, Krasne, Zheleznyi Port, Bolshevik, Khorly) due to favorable landscape and climatic conditions. Already as of June 1973 in Kherson region identified four resort areas, which are located in resorts, homes and recreation and more. The coastal strip of Kherson is divided, which creates its special charm and picturesqueness. The largest bays are Yavorlyts'ka, Tendrivska, Dzharylgachska, Karzhynska, Kalanchatska, Shiroka, Perekopskaya, Dniprova-Bug estuary. Characteristic is the accumulation of sand and shell formation - spit-island. The most significant of these is Tendrivska, Dzharylgachskoe, White Kuchugury. However, these resources are not used with recreational purposes. Some exception is Dzharylhach with equipped beach on which to walk town Skadovsk pleasure boat.

The coastal strip of the Black Sea almost the entire length suitable for a sand and shell beaches. Sea water in summer warmed to 25 - 27°C. Salinity is relatively small and varies in the range 10 - 18.5 g / liter. Note that the negative environmental factor in the development of recreation is a small (4 - Grade 5) resistance of indigenous breeds that make up the banks (sandy, sand, loam), to abrasion. The average rate of abrasion for the coast region and much is 0.45 meters per year.

Azov Sea washes the south-eastern region. It is a shallow basin with a flat bottom and an average depth of 7 - 8 m. Within the Kherson region makes it rather isolated bay with a kind of hydrochemical regime - Sivash and Utylytskyy estuary. The banks are low-lying Sivash and gentle, very dissected. The most developed in the recreational attitude is the natural eastern boundary - Arabatskaya arrow. It runs for 110 km and has a beautiful beach width from 20-30 to 50-60 m. Less is mastered Utylytskoho coast estuary and spit Byryuchyy island as an object of nature.

Salinity waters of the Azov Sea has significant seasonal fluctuations and akvatorialni. In the summer it reaches 15 g / l in the Genicheska and 120-270 g / l in the Gulf Sivash. Extremely comfortable for bathing is the Azov water. She warmed up to 22 - 28°C on the coast near Ghenichesk to 30 - 35°C - in Syvash. Good heating and lighting contribute to a large transparent water - from 1.5-2 m to 3.4 m. Significant recreational potential of forest plantations have as atypical (ekstrazonalni) for the steppe zone. Against the background of the total forest cover 3.4% of recreational role of forests increases. Significant recreational potential also possess a variety of protected areas and natural monuments.

For accommodation and recreational resources of the Kherson region and species (component) composition by a significant irregularity is characterized. Thus, the most significant and diverse recreational potential have coastal areas - Golopristansky, Skadovsky, Belozersky, Kalanchatsky, Genichesky. Thus even in this group are significant differences. Golopristansky area is characterized by the presence of local recreational resources - spa vacation at sea, mud treatments and areas of the Dnieper and the Black Sea, a large area of sea beaches, the presence of mud lakes, properties which are similar to properties of Dead Sea mud, sand dune unique landscapes and forest plantations (pine forests Dnieper sands), the presence of forestry, hunting, unique protected areas (the Black Sea Biosphere Reserve), floodland complexes, monuments of nature. Similar recreational resources (except mud lakes and pine forests of the Dnieper) has Belozersky

suburban area. But the worst properties of water through the Dnieper-Bug estuary, the worst beach resort center of republican value is missing. Recreational resources are used mainly for local residents in almost the same complex as the previous. Thus, there is considerable room to expand recreational activities.

Recreational specialization Skadovsk area determines sea, beach, climatic conditions and resources. It posted the most significant and famous resort centers - Skadovsk Azure, Red, built resorts and rest homes, good transport links with the regional center. Less significant is the recreational possibilities of irrigation channels, which are used for recreation. A worse (Kalanchatsky district) or uncomfortable (very far from the regional center, transportation hub Genichesk Kherson region) transport less intensively used marine and beach recreational resources of these areas. However Genichesk they certainly used much more widely than in the recreational center Khorly (Kalanchatsky district).

Another group of districts where recreation associated mainly with the convenience of Dnieper position and resources of the Dnieper, is Prydniprovski regions - Right Bank Novovorontsovsky, Breslavsky, left-bank Verhnorohachytsky, Velykolepetysky, Gornostaivskyi, Kakhovka. The third group included areas with the smallest recreational potential - Vysokopolskoye, Velykooleksandrivske, Nyzhnosirohozky, Ivanivsky, Novotroicky, Chaplinsky. They are characterized by the domination of plowed flat monotonous steppe landscapes, which are broken and shelterbelts in southern areas - channels. The only exception is Chaplinsky district with world-renowned Biosphere Reserve Askania Nova. Thus, zoning made shows not only the diversity, heterogeneity and uneven allocation of recreational resources, but also the dependence of their use of social and economic conditions that stimulate or restrict it. It is necessary to take into account environmental factors and recreational nature, which can radically change the picture of the existing recreational potential.

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KURGANS AS A REFUGE OF STEPPE FLORA IN AGROLANDSCAPE (ON EXAMPLE UKRAINE)

The highest concentration of kurgans is found in the steppe zone along the Silk Road. Kurgans are similar in shape and features, therefore, they are a convenient object of comparative studies of species richness and regional features of the steppe flora. A study of biodiversity of kurgans could be the subject of scientific collaboration between faculties and universities belonging to Eurasian Silk Road Universities Consortium (ESRUC).

The archaeological value of the kurgans has been widely recognized and appreciated. However, not much is known about the natural value of these structures.

Kurgans, known also as barrows or mounds, were built by many cultures during different historical periods, as burial sites. These conical or dome-shaped burial mounds had a frame constructed of wood (where wood was available), stone or combination of wood and stone. The frame was covered by soil from the surrounding area forming characteristic mound shape. Each kurgan contained one or several graves with urns or skeletons. The kurgans date from Neolithic times to the early Middle Ages. They are found throughout the temperate zone in Eurasia (e.g., Great Britain, Poland, Russia, Kazakhstan and Mongolia). The oldest kurgans in Ukraine were built over 5500 years ago. The most recent ones are over 700 years old. They date from Copper Age, Bronze Age, Early Iron Age, Pre-Roman and Roman Times, Migration Period to Middle Ages. Kurgans were constructed by nomadic populations of Cimmericians, Scythians, Sarmatians, Huns, Bulgarians, Magyars, Polovtsians, Nogays and others.

In Europe the biggest number of kurgans exists in Ukraine where they form a characteristic and unique element of the landscape. It is generally accepted that originally there was about half a million kurgans in the current territory of Ukraine. Today only 100 to 150 thousands kurgans remain. These remaining kurgans are usually 1 to 15 (24) meters high and range from 8 to 100 (180) meters in diameter. Some of them are still used as cemeteries (Fig. 2).

On a European scale, the steppe vegetation was destroyed to a greater degree than any other type of zonal vegetation. Before the "taming of the steppe", which occurred about 200 years ago in southern Ukraine, the barrows were surrounded by virgin steppe vegetation. These surroundings promoted formation of the plant cover similar to the natural steppe vegetation on the mounds. Nowadays, about 82% of the steppe area in Ukraine has been destroyed due to agricultural activities (plowing) and development of human settlements. The original conditions of the mounds are

preserved into different degree on each kurgan which has survived until today. In the 1970's “an action against the kurgans” was taken. Smaller kurgans were destroyed and incorporated into agricultural fields. Fortunately, the bigger burial mounds have remained and are now registered as archaeological monuments. Kurgans are extremely valuable objects for archeological studies. Our investigation showed that kurgans are valuable for scientific studies of plant cover and nature preservation. Very few botanical studies on kurgans have been made so far (e.g. in Hungary: Barczy, Joó 2000, Barczy 2003, in Bulgaria: Paczoski 1933, in Poland: Cwener 2004, 2005, in Russia: Dzybov 2005).

The first complex research on the flora of the kurgans in the steppe and forest steppe zones was initiated in 2004 and conducted in two phases: in the years 2004-2007 (grant financed by Polish Ministry of Science and High Education titled „Kurgans as a refuge of steppe flora in agricultural landscape of southern Ukraine”) and 2008-2012 (grant financed by Polish Ministry of Science and High Education titled "Kurgans as centers of floristic diversity requiring special protection in the anthropogenic landscape of steppe and forest steppe zone of southern Ukraine"). Floristic studies were carried out on the kurgans in southern Ukraine within an area of about 32100 km², in the Black Sea Lowland and Dnieper Upland, within the Kherson, Mykolaiv, Kirovograd, Cherkasy and Poltava regions in the three steppe zones and in the forest steppe zone (Fig. 1). During our expeditions we evaluated about 450 large kurgans (more than 3 m in height) in four climatic-vegetation zones of Ukraine (Fig. 1) according to the nomenclature proposed by Bohn et al. 2000). We have chosen 106 best preserved kurgans (Fig. 3) to study their flora: 26 in the desert steppe zone, 26 in the west Pontic grass steppe zone, 29 in the Pontic herb-rich grass steppe zone and 25 in the forest steppe zone (Moysiyenko, Sudnik-Wójcikowska 2006, 2009, Sudnik-Wójcikowska, Moysiyenko 2006, 2010). We conducted research by defining abundance of each species using three-point scale. We evaluated five microhabitats of a kurgan: 1) the top, 2) the south slope, 3) the north slope, 4) the south foot (base) and the north foot. Characteristics of the flora of kurgans – see Table 1 and above publications.

Table 1. Characteristics of the flora of kurgans in the three steppe zones and in the forest zone

Characteristics of the kurgan flora in different zones	Zone			
	Desert steppe (D)	West Pontic grass steppe (P)	Pontic herb-rich grass steppe (R)	Forest steppe (F)
Total number of species	305	355	435	460
% of total described flora of kurgans in 4 zones (721 species)	42,3	49,2	60,3	63,8
The average number of species per kurgan	82,3	110,0	125,5	107,5
Minimum and maximum number of species on a kurgan	48-103	72-141	89-171	85-189
% of native species in kurgan flora	77,2	70,4	74,2	75,4
% of nonsynanthropic species in kurgan flora	39,6	38,9	41,2	41,8
% of steppe species	41,0	56,1	49,9	49,0
% of alien species (anthropophytes) in kurgan flora	22,8	29,6	25,8	24,6

Characteristics of the flora of kurgans We concluded the following:

1) A total of 721 species were recorded on 106 kurgans in the four zones studied (other floristic parameters – see Table 1). In this gradient we have observed a decrease of therophytes (annuals) and an increase of hemicryptophytes and phanerophytes. Thus, floristic composition of the kurgans reflects principles observed on much bigger scale in the flora of climatic-vegetation zones. In contrast, floristic composition of areas surrounding kurgans in different zones is quite monotoneous with domination of native and foreign weeds: archeophytes and kenophytes.

2) The distribution of species in microhabitats of kurgans shows certain rules, especially in the slope and the foot microhabitats (Sudnik-Wójcikowska, Moysiyenko 2008a). The most steppe species occur in the slope microhabitats of kurgans, with north slopes richer than the south. In this microhabitat we found many species listed in Red Data Books and Red Lists of different importance (Fig. 4; Moysiyenko, Sudnik-Wójcikowska 2008a, 2008b, Sudnik-Wójcikowska et al. 2011). Some of these species occurred in abundance. We found several species of international importance: *Allium regelianum* A.Becker ex Iljin, *Astragalus borysthenticus* Klovov, *A. dasyanthus* Pall., *A. pallescens* M.Bieb., *Dianthus lanceolatus* Steven ex Rchb., *Eremogone rigida* (M.Bieb.)Frenzl, *Galium volhynicum* Pobed., *Linaria biebersteinii* Besser, and *Phlomis hybrida* Zelen. Some species, listed in „Red Data Book of Ukraine”, were especially valuable for the country: *Adonis vernalis* L., *Crocus reticulatus* Steven ex Adams, *Pulsatilla pratensis* (L.) Mill., *Stipa capillata* L., *Stipa lessingiana* Trin. & Rupr., *S. ucrainica* P.Smirn., *Tulipa biebersteiniana* Schult. & Schult f. s.l., *T. schrenkii* Regel. In these slope microhabitats we also found many species, listed in Ukrainian region (Kherson, Mykolaiv, Kirovograd, Cherkasy and Poltava) Red Books, including: *Allium guttatum* Steven, *Amygdalus nana* L., *Anemone sylvestris* L., *Hesperis tristis* L., *Hyacinthella leucophaea* (K.Koch) Schur, *Limonium tomentellum* (Boiss.) Kuntze subsp. *alutaceum* (Steven) Moysiyenko, *Muscari neglectum* Guss. ex Ten., *Iris pumila* L., *Iris hungarica* Waldst. & Kit., *Salvia austriaca* Jacq., *S. nutans* L., *Vinca herbacea* Waldst. et Kit. Also, the presence of plant communities from the *Amygdaletia nanii*, *Stipetea capillatae* and *Stipetea lessingiana* classes, which had been included in the “Green Data Book of Ukraine” (Didukh (ed.) et al. 2009), was noted on the kurgans. In contrast to the slope microhabitats, we found that the foot microhabitats have higher concentration of meadow species, trees and shrubs due to higher moisture content of the soil. The further north the more tree and shrub species can be found (e.g. *Acer tataricum* L., *Amygdalus nana* L., *Fraxinus excelsior* L.).

3) Synanthropization of flora is visible on kurgans (Sudnik-Wójcikowska, Moysiyenko 2008b). The tops of the kurgans are frequently disturbed by triangulation towers, old crosses, etc. Similarly, the bases of the kurgans show signs of human impact. Besides meadow species we found there common weeds present in nearby agricultural fields. Simultaneously, we found there species which have always accompanied human settlements but are nowadays rare and slowly disappear, such as *Agrostemma githago* L., *Adonis aestivalis* L. and *Bupleurum rotundifolium* L. Frequently, besides native species, we found foreign species of trees and shrubs such as *A. negundo* L., *Fraxinus pennsylvanica* Marshall and *Robinia pseudoacacia* L.

Our research confirmed that the kurgans constitute unique refuge of steppe flora. It seems that they can also provide refuge for the flora of bryophytes, fungi, lichens and certain animal species. Research in this area is, however, very limited to this day.

Kurgans are human-made structures which have persisted in the steppe landscape for hundreds or even thousands of years. The vegetation of kurgans was probably similar to the vegetation of the surrounding area until the steppes were plowed. It may also be assumed that the vegetation of the plain steppe (Ukrainian: “plakornyj step”) was destroyed first and to the greatest extent and is now practically absent from large areas of Ukraine. This vegetation is slightly different from the enclaves of natural vegetation, e.g. in river valley sides, ravines, canyons and in balkas, where soil is subject to more severe erosion and rock is exposed. It cannot be excluded, therefore, that the present-day vegetation, particularly that of the slopes of kurgans, reflects to some degree the plant composition and structure of the former plain steppe flora.

Large-scale land cultivation led to the scattered distribution of higher kurgans, which resemble “islands” – enclaves of more or less well preserved natural vegetation in “a sea of field vegetation”. Kurgans, therefore, constitute very interesting focus for research on isolation, environmental islands, etc. In areas where they occur in high numbers, kurgans can constitute important centers of the steppe biodiversity, even on a European scale. As such, they are starting points for the expansion of steppe species to adjacent areas, for example, to abandoned fields. In the future they may play an important role in the restoration of steppes.

The steppe vegetation has been destroyed to the greater extent than any other type of zonal vegetation in Europe. Kurgans persisted in the large-scale, intensively cultivated land of Ukraine and constitute the isolated micro-centres of steppe biodiversity (i.e. unique enclaves of natural steppe flora, typical for an exact climatic-vegetation zone).

The loss of landscape connectivity, caused by habitat fragmentation and changes to land use, is considered one of the greatest threats to biodiversity of the rural areas. The landscape mosaic (including the character of matrix) influences organisms' availability to disperse, migrate and intermix across the landscape. Yet, spatial connectivity will not automatically provide functional connectivity for all taxa and for this reason should be assessed from the perspective of particular species of interest – taking into account their biological characteristics, which influence dispersal rates. Further research, concentrated on kurgans as the starting points for steppe restoration, should constitute a quantitative analyses of landscape pattern influence on ecological processes (i.e. persistence and dispersion of species, as well as gene flow directions among local populations) performed for different spatial and temporal scales. Especially important would be: (i) identifying spatial and temporal patterns of land cover change during the last two centuries and assessing the isolation extend, (ii) recognizing availability, spatial configuration and condition (i.e. habitat alternation level, species composition and fitness) of neighbouring natural or semi-natural steppe vegetation patches (e.g. steppe reserves, ravines, abandoned fields, dry slopes, river valleys, etc.), which counteract isolation of kurgans, (iii) identifying mechanisms of the long-term persistence of 'self-maintaining steppe gene bank' (as named by Dzybov in 2006).

Successful conservation of kurgan flora requires maintenance of gene flow between local populations (in form of pollen and diaspore transport). Essential is also sustaining the possibility of colonisation and recolonisation of suitable habitats (kurgans, ravines, roadsides) through effective diaspore transfer. Both processes could ensure the survival of many species, despite significant habitat fragmentation and isolation of individual subpopulations (Hanski & Simberloff 1997). Research on effectiveness of wind and insect pollination of certain steppe plant species as well as ability and frequency of their long-distance diaspore transfer is needed to gain more knowledge about above phenomena. Studies of pollination should include genetic research (long distance pollen transport) and research on pollinators efficiency (in terms of short- and long-distance pollination) for example through studies of pollination networks (Bascompte & Jordano 2007). Research on long-distance seed dispersal require molecular studies (Ouborg et al. 1999) and also description of population properties (age structure, viability, diaspore production). Such dispersal can be also described by mechanistic models (Nathan et. al 2008). However, they require precise information about vectors such as wind or animals carrying diaspores. Collected data would allow modelling of metapopulations of certain plant species and thus enable to develop effective methods of conservation and restoration of steppe.

The integrative procedure should be applied to all climatic-vegetation zones (steppe and forest-steppe) and make use of a spatial-ecological approach (linking the research tools of landscape ecology, landscape genetics and spatial statistics). It is also known, on the base of earlier paleobotanical research conducted by Ukrainian scientists, that kurgans contain valuable palinologic and karpologic materials containing preserved information on diversity of flora during times when kurgans were constructed. These materials, in conjunction with archeological data and relatively precise dating system, could help to reconstruct history of flora and paleoclimatic changes of the area.

Because of their importance, kurgans should be protect not only as archeological monuments but also as valuable nature preserves. Studies on biodiversity give strong arguments to support kurgans conservation.

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Figure captions

Fig. 1. The location of the investigated area (zones according to Map of the natural vegetation of Europe, Bohn et al. 2000).

Fig. 2. Some of kurgans still used as cemeteries.

Fig. 3. Investigated kurgans in zones: a) in the desert steppe; b) in the west Pontic grass steppe; c) in the Pontic herb(-rich) grass steppe; d) in forest steppe.

Fig. 4. Most interesting kurgan species: a) *Adonis vernalis*, b) *Allium guttaum*, c) *Amygdalus nana*, d) *Astragalus dasyanthus*, e) *Iris pumila*, f) *Muscari neglectum*, g) *Phlomis hybrida*, j) *Stipa capillata*, k) *Tulipa biebersteiniana*, l) *T. schrenkii*, m) *Vinca herbacea*.

Fig. 5. Authors of the contribution (Ivan Moysiienko & Barbara Sudnik-Wójcikowska) on kurgan.

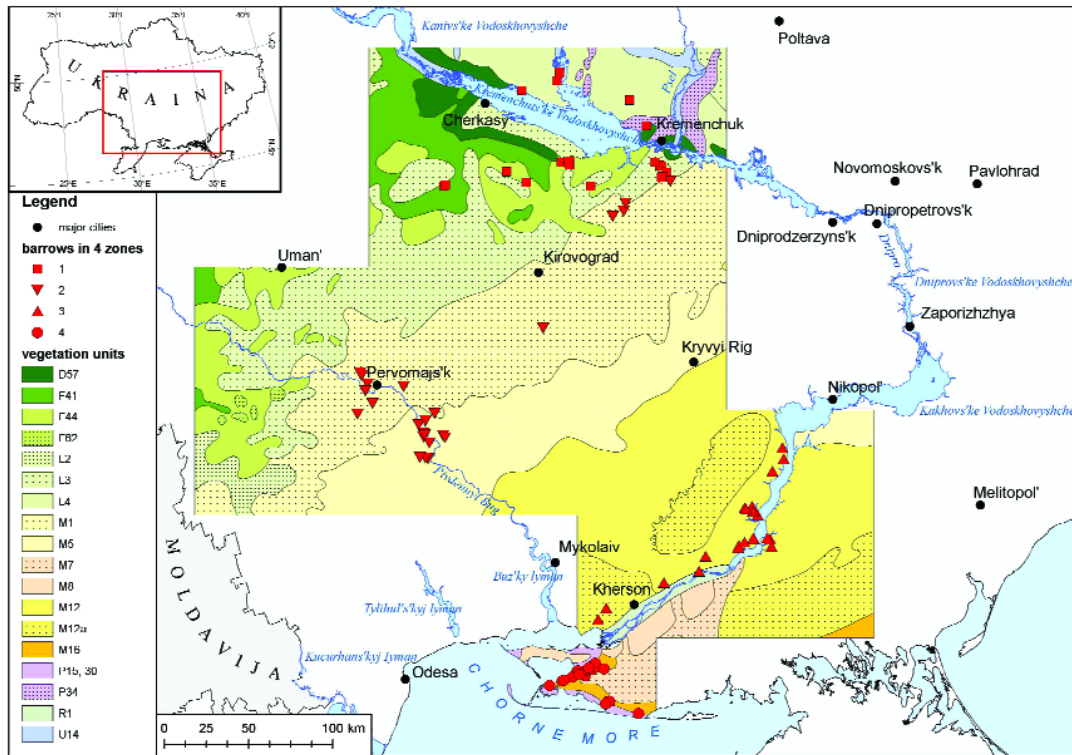


Fig.1



Fig.2



Fig.3a



Fig.3b



Fig.3c



Fig.3d



Fig.4a



Fig.4b



Fig.4c



Fig.4d



Fig.4e



Fig.4f



Fig.4g



Fig.4j



Fig.4k



Fig.4l



Fig.4m



Fig.5

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ROLE OF THE INTERNATIONAL DEPARTMENT IN DEVELOPMENT OF COOPERATION WITH FOREIGN HEI IN THE SPHERE OF EDUCATION

Development of international activities with an educational focus is necessary for creating an effective European standard system of quality and achievement essential for professional trainings of specialists.

With a view of realization of this primary goal put before Kyrgyzstan's educational system, its occurrence in the international educational space and educational services, the Talas state university (TSU) carries out the following forms of the international activity:

- developing a cooperation between the international organizations, educational institutions, and the diplomatic organizations;
- implementation of international educational research programs and projects, an attraction for international investments into institute development;
- the organization and seminar training for students and post-graduate students, training staff and employees of institute abroad;
- hosting international scientific conferences and seminars.

Talas State University International relations department is at the center of developing this international cooperation. Our primary goal is maintenance of students relationships with foreign experts and training. TSU also develops business cooperation with foreign educational institutions, by operating contracts with foreign establishments of education. The geography of the international cooperation constantly extends.

With these goals in mind, Talas State University has achieved considerable results. We have strong relationships with many international institutions, in particular the universities of the CIS countries, German, Turkey, Belgium, Spain, Austria etc. TSU also has contracts with HEI universities such as Anadolu University and University Ataturk, Turkey, where our students in partnership with Erasmus Mundus program are trained and have signed bilateral contracts. Contracts that focus on cooperation between foreign universities, educational centers, and international organizations — an important obligatory indicator of productivity of our international activity. Also TSU Academic staff and students take part in working out on various international projects and receive grants on scientific researches.

Thanks to the international projects and programs our material knowledge and educational-methodical base of TSU is stronger. Our curricula is better developed and with the new programs being developed, preparation of professional skills for teachers and trade-union workers has improved. One example of our improvement, we now have the specialty major “Bachelor in agriculture” which opened by the project TEMPUS. We plan to open a specialty on water resources. These programs will then help improve the urban development of our Talas oblast.

As well, thanks to the Erasmus Mundus project academic staff and students of TSU have been trained abroad. More than 30 mobility of our University gained experience in the European universities. This international department also contacts and works with the international educational organizations, funds, and establishments such as: the Fund "Soros Kyrgyzstan", Fund "Eurasia", IREX program, ACCELS program, United States Peace Corps, DAAD program, LOGO program and many others.

Our department of international relations also works to establish cooperation with embassies of foreign countries in Kyrgyzstan. So, for example the Embassy of the USA has allocated a special library fund for the Resource Center of this university, as well language trainings for the teachers of English department. Then together with coordinators IREX include more seminars on educational development for teachers, post-graduate students and students.

Since 2006 TSU has participated in many projects with TEMPUS and partnered with the European universities and universities of the Central Asia. (see Table 1) Educational Trips for staff and students expand their outlook. Students and teachers of our university have used grants, and have got a training private experience abroad. Thanks to these programs TSU cooperates with many universities and institutions and has maintained these partner relations.

N.	Name of the projects	period
1.	ARCADE Erasmus Mundus lot 10	2011 -2014
2.	MARCO XXI Erasmus Mundus lot 10	2011 -2014
3.	TEMPUS CIBELES JEP 511172-DE-2010	2011 -2011
4.	Plan to Establish Research Science Enterprise Oriented Universities for the benefit of Society TEMPUS 145171-2008-ES-SMHES	2009-2011
5.	"Erasmus Mundus External Cooperation Window": EMECW Lot 9	2007-2010
6.	"Extending Centers on the Bologna Process and supporting Tuning Teams in Kyrgyz Republic (Bologna, KGZ)" – "SCM T057A06-KYR" Web-site: http://www.bolognakg.net	2007
7.	"Establishing a Bachelor in Agricultural Sciences at 2 Universities Kyrgyzstan (EBAK)" - "JEP_26179_2005" Web-site: http://www.ebak-web.eu	2006-2009
8.	"Workshop to Establish Modularized Study Structures in Kyrgyz Universities – WEMOSK" (SCM-T014A05-KYR)	2006

With the knowledge gained from our educations aboard, we then create and organize the technical information for the departments of our own university. This academic and scientific knowledge is then passed to local organizations, government and even foreign delegations. Our department leads the organization of these significant international actions.

In the past years, the internationalization of universities has taken on greater and greater meaning. Today, it is one of the central themes for this university. It not only helps achieve the purposes of goal-setting and financing; we also see

the acquisition of qualified international students as an additional way of securing the consistency and quality of teaching and research. Furthermore, thanks to this internationalization we have more means of acquiring additional financing for our university.

For the most part, internationalization efforts at our university are left to the respective international offices. They serve as a central coordination center for all of the organizational, monetary, and administrative tasks of internationalization. With this in mind, our international office has a central role and influence in our university's organizational structure. As a rule, foreign students come to Kyrgyzstan from Turkey, Korea, and China and from some of the countries members of the Commonwealth of Independent States CIS, like Kazakhstan, Uzbekistan.

For today our quality of education is still developing due to the previous Soviet influence which does not meet international standards so our HEI cannot fully meet all the needs of incoming foreign students. One of the main reasons for international students being interested in studying in Kyrgyzstan is the low cost of training. As compared with Russia, Kazakhstan or even Uzbekistan, study in Kyrgyzstan is more viable option.

Planning and carrying out activity on training internationalization, the university can use the approaches borrowed business, including planning, financial modeling, market studying by request and methods of identification of risks. The received information doesn't predetermine character of actions. Clearly that the reputation of university depends on the academic quality of its curriculums. Decision-making process is in that case supervised by council, to be exact, its academic commission and the consulting council consisting of executive group of the senior teachers of university and involved representatives of the public.

For consideration of not academic aspects of requirements of the international formation new structures are created. Many universities create the companies completely belonging to them, on a contractual basis rendering following services:

- the international marketing of curriculums of university;
- transfer and administrative support of students from other countries;
- reception and acquaintance with given services of students from other countries;
- consulting service of foreign students on the questions which have been not connected with training (for example, consultations under immigration requirements, cultural adaptation);
- preliminary consultation on contract system for foreigners;
- identification, negotiating and management of new educational institutions;
- advancement of projects of the international consultation and management.

Thus, it is possible to assert that the role of the international formation can't be overestimated during the period when globalization leads to a rigid competition in the market of educational services: it not only time requirement when new information technology promotes global knowledge, but also the step to a permanent job over improvement of quality of formation that at the moment is the guarantor of steady position in the market.

Inclusion of Kyrgyzstan to Bologna process, every year extending contacts to leading foreign universities, development of the academic and professional mobility tell about necessity of the scientific approach to questions of the international and internationalization of education. The main things for each high school still have at the moment definition of own mission: whether to be to it regional branch high school or the competitive higher educational institution interested in development of the international education.

Lastly, the international department is also engaged in the inquiries, concerning placing, visas, and foreign language courses.

In conclusion, I have addressed several aspects of how our international department has worked hard on improving the standard of education. Our biggest hope is to continue cooperation with international organizations to provide a higher educational standard in our own university and impart opportunities and access for local specialists who need it the most.

Dr. Said Agha TARAKHAIL

Polytechnic University Kabul Afghanistan



GLOBALIZATION OF SPORT

Introduction

Nowadays there is no doubt that sport and physical activities have become universal Phenomena. All countries could find common points in their cultures and strengthen them.

In the era of globalization, close cooperation among countries is more urgent than ever. This necessity has become more visible due to special conditions of the world and gradual growth of communication started at late 1950's and early 1960's.

The international Federations, international World Cup associations and common wealth country competitions are good examples of globalization in sport. Under such condition, one could claim that every change in the vision of a nation could affect other nation too.

Additionally, it could be expected that social demands, ideas, interests and even world values are being manipulated and are beginning to resemble each other more day by day.

Since even a tiny event can be seen live throughout the world, it is not difficult to predict people's interactions during forthcoming 21st century. It is now obvious that planning for each and every phenomenon entails a global vision and sport is not an exception to this trend.

Globalization is a process of political, economical, social and cultural changes that culminates in improvement of relations and more interaction and mingling in the world. Researchers claim that forming of a third universal culture, the combination of available cultures, is underway.

The emergence of various amenities such as the internet, e-mail, satellite communication and so on plays an important role in the development of organization. In most cases, the emergence of such amenities increases the information transfer and exchange in a less expensive manner. The incurred cost recovery due to these amenities, in terms of transportation, manpower and other resources makes the role of globalization and communication more plausible. Therefore, in most countries of the world, the increasing investment is occurring for purpose of developing communication facilities and improving information systems in sports organization.

Growth of sport in Afghanistan in the past one decade

The aim of this paper is to analyze the achievements of Afghan nation in sports and the overall impacts of sport on war stricken countries like Afghanistan.

In post conflict countries, taking Afghanistan as an example this paper is based on material collected from a number of documents on sport in developing countries, newspapers and material from the Internet. E-mail correspondence was exchanged with a number of officials employed by the Afghan Olympic committee.

The results of the research showed that Afghanistan has made great strides in the administration and organization of sport and several other sectors since the transitional Government, but all the advances that have been made are being threatened by the insecurity that has become the most devastating emergency in the nation's history.

Afghanistan is bordered on the north by Turkmenistan, Uzbekistan, and Tajikistan, on the extreme northeast by China, on the east and south by Pakistan, and by Iran on the west. The country is split east to west by the Hindu Kush mountain range, rising in the east to heights of 24,000 ft (7,315 m). With the exception of the southwest, most of the country is covered by high snow-capped mountains and is traversed by deep valleys.

Population of Afghanistan

Afghanistan has the highest proportion of young people in the world, with 60% of the country's population below the age of 21 and the surveys that has been carried out in Afghanistan shows that most of the Taliban recruits are at the ages of 15 to 20 years, the main reason for this is the unemployment and lack of entertainment sources for the target population.

The role of sport in general, and its specific eminence for a war- stricken country like Afghanistan

UNICEF recognizes the critical role of sport and physical play in children's lives.

At the most fundamental level, sport and play are a child's right, as detailed in article 31 of the Convention on the Rights of the Child: States shall "recognize the right of the child to rest and leisure, to engage in play and recreational activities appropriate to the age of the child and to participate freely in cultural life and the arts."

Added to this is the broad consensus that regular physical activity is essential for the physical, mental, psychological and social development of children and adolescents. Involvement in sport can boost children's health, improve academic performance and help reduce crime.

UNICEF believes that sport can be an effective programmatic tool to help achieve goals in health, education, gender equality, HIV/AIDS, child protection and child development. That is the concept of sport for development – that sport is not just an end in itself, but also an effective tool to help improve the lives of children, families and communities.

Sport, recreation and play are a fun way to learn values and lessons that will last a life time. They promote friendship and fair play. They teach team work, discipline, respect, and the coping skills necessary to ensure that children develop into caring individuals. They help prepare young people to meet the challenges they will face and to take leadership roles within their communities.

"Sport, as a universal language, can be a powerful vehicle to promote peace, tolerance and understanding by bringing people together across boundaries, cultures and religions. In conflict or post-conflict situations, sport can help to create a structured, constructive outlet for the people affected, an outlet that is oriented towards peaceful resolution of aggression and tensions.

Governments and international agencies are increasingly recognizing sport as an important, powerful and underexploited tool for development in post-conflict reconstruction."

UN Report on the International Year of Sport and Physical Education, 2005: "Sport for a Better World."

UN Resolution 2010

The UN “invites Member States to promote greater awareness and action to foster peace and accelerate the attainment of the Millennium Development Goals through sport-based initiatives and promote the integration of sport for development and peace in the development agenda.”

UN, 14 October, 2010

The resolution speaks of “using sport as a tool for development and peace.”

UN Resolution A/65/270

Sports Special to Afghanistan

- Tent-pegging
- Kite Fighting--Participants cover the strings of their kites with a mixture of powdered glass and flour. Then they outmaneuver each other in order to cut the string of an opponent's kite. They do this by rubbing the strings together; this sport is mostly played by children and young teenagers.
- Topay-danda--(Similar to stick ball)
- Buzkashi

Popular Universal Sports Played in Afghanistan

- Wrestling (Palwani)
- Boxing
- Martial Arts
- Basketball
- Soccer
- Bicycle racing
- Archery
- Shooting
- Running

History of Afghan Olympic Medals pre Transitional Government:

Games	Gold	Silver	Bronze	Total
<u>1936 Berlin</u>	0	0	0	0
1948 London	0	0	0	0
1952 Helsinki	did not participate			
1956 Melbourne	0	0	0	0
1960 Rome	0	0	0	0
<u>1964 Tokyo</u>	0	0	0	0
<u>1968 Mexico City</u>	0	0	0	0
1972 Munich	0	0	0	0
1976 Montreal	did not participate			
1980 Moscow	0	0	0	0
1984 Los Angeles	did not participate			
<u>1988 Seoul</u>	0	0	0	0
1992 Barcelona	did not participate			
1996 Atlanta	0	0	0	0
2000 Sydney	did not participate ¹			

In 1999, Afghanistan was banned from the Olympics due to its discrimination against women under Taliban rule as well as its prohibition of sports of any kind, and thus missed out on the Sydney Olympics of the year 2000. The country was re-instated in 2002, following the fall of the Taliban, and sent five representatives to the Athens Game in 2004. Among them were two women, Robina Muqim Yaar and Friba Razayee, the first ever women to compete for Afghanistan at the Olympics.

The achievements of Afghanistan in sport in the past one decade

2000

Cricket was one of the few sports allowed by the Taliban in Afghanistan.

2001

Afghanistan's national cricket team was formed.

Afghan cricket team became a member of the International Cricket Council (ICC).

2002

Afghanistan was reinstated and allowed to once again compete in Olympic competition.

2003

Afghan cricket team became a member of the Asian Cricket Council (ACC).

2004

The Afghanistan Paralympics Federation (AFP) was founded on February 14th. AFP is a sovereign body that represents all the various categories of disabled athletes from around Afghanistan.

Afghanistan returned to the Olympic Games at the Summer Olympics in Athens. Female athletes Friba Razayee and Robina Muqim Yaar represented Afghanistan for the first time in the country's history. No medals were won. In mid-September, two athletes from Afghanistan, one of them a woman named Mareena Karim (first time in history), traveled to Athens to compete in the Paralympics Games.

The Kabul Golf Club reopened - nine-hole golf course located near Kargha.

Afghanistan's Handball Federation became a member of the International Handball Federation.

2005

Afghan cricket team was finalist in the Asian Cricket Council (ACC) U-15 Cup.

2006

December 1 to 15: Afghanistan participated in the Asian Games held in Doha, Qatar.

Afghan cricket team was finalists in the Middle East Cup.

2007

January 28 - February 4: Afghanistan participated in the Asian Winter Games which was held in Changchun, China.

July 15: Afghan Mixed Martial Arts (MMA) fighter Siyar Bahadurzada defeats Japan's Shikou Yamashita to win the Shooto light heavyweight championship.

August 1: The National Basketball Association of Afghanistan was established.

November 2: Afghanistan and Oman shared the Asian Cricket Council (ACC) Twenty20 Cup.

November 7: For the first time, a female boxing federation was established by Afghanistan's National Olympic Committee.

November 11: For the first time, an Afghan Wushu team competed in the International Wushu Tournament in Beijing.

December 29: Bodybuilding club for women was inaugurated in Parwan province.

Afghan cricket team were finalists in the Asian Cricket Council (ACC) U-19 Elite Cup

2008

Afghanistan's first-ever Kabul-Jalalabad cycle race (also known as the Ghazi Amanullah Khan Cycle Race) began on August 15th.

In late August, the first female weightlifting competition was held in Kabul.

Afghanistan competed at the Summer Olympics in Beijing, China. Rohullah Nikpai made history by winning Afghanistan's first Olympic medal. He defeated world champion Juan Antonio Ramos of Spain to take the bronze in the men's under 58-kilogram Taekwondo competition on August 20th.

A five member Afghan Paralympics delegation participated in the Beijing Paralympics held from September 6 to September 15.

Afghan cricket team won the Asian Cricket Council (ACC) U-17 Challenge Cup, won the Pepsi International Cricket Council World Cricket League Division 4, came in third in the Asian Cricket Council Trophy Elite, and won the International Cricket Council World Cricket League Division 5.

2009

April 17: Afghan cricket team achieved ODI (One-Day International) status. In the Super Eight of the 2011 World Cup Qualifiers, Afghanistan finished fifth.

October 29: Construction completed on the first-ever all-inclusive skatepark and educational facility (Skateistan Skatepark) in Kabul.

2010

January 26: Afghanistan Sports Committee for the Deaf formed.

January 29 - February 9th: Afghanistan participated in the 11th South Asian Games in Dhaka, Bangladesh. Overall, they won 32 medals - 7 gold, 9 silver, and 16 bronze.

February 13: Afghanistan's cricket team defeated the team from the United Arab Emirates - securing themselves a place in the World Twenty20 finals. This was the first time an Afghan team made it to the finals of a major ICC (International Cricket Council) tournament.

April 9: In cricket, Afghanistan defeated Nepal to win for the first time, the Asian Cricket Council (ACC) Trophy Elite competition.

October 10: Museum of National Olympics Committee was inaugurated in Kabul by Minister of Information and Culture, Sayed Makhdom Rahin.

November 17: Afghan golf team (Ali Ahmad Fazel and Hashmatullah Sarwari) makes Asian Games debut in Guangzhou, China.

November 26: Afghan cricket team won a silver medal in the 16th Asian Games in Guangzhou, China.

November 29: Afghanistan Rugby Federation officially registered with Afghanistan's National Olympic Committee.

December 4: Afghanistan defeated Scotland by 7 wickets to win the International Cricket Council (ICC) Intercontinental Cup trophy.

2011

January 15: Afghanistan joined Bangladesh, India, Nepal, Sri Lanka and Pakistan to create the South Asian Association for Regional Cooperation (SAARC) Baseball Federation (BBF). President of the Afghanistan Baseball Federation: Hamid Ullah

April 24: Afghan women boxers, Sadaf Rahimi and Shogofa Haidarzada, competed in the inaugural AIBA (International Boxing Association) World Youth and Junior Championships in Antalya, Turkey.

June: Afghan bodybuilding team wins the 8th South Asian Bodybuilding Championship.

April 30: Mohammad Seyar Azadani, representing Afghanistan, won the Kata competition in the 3rd USA Kyokushinkan Karate Open Championships.

December 11: Afghanistan defeated Hong Kong to win the ACC (Asian Cricket Council) Twenty20 Cup.

December 11: Afghanistan finished in second place at the South Asian Football Federation (SAFF) Cup.

Abdul Hameed Akbar

Khurasan institute of Higher Education, Afghanistan



AFGHANISTAN'S TOURISM AND SPORTS- UNSEEN OPPORTUNITIES FOR INTERNATIONAL COLLABORATION



Afghanistan, in the past decade, with help from international community, has made considerable progress in health, protection of human rights, education, agriculture and other sectors. Numerous efforts are being made and a large amount of aid is being spent on improving security and political stability. Although there is still need for much more international support and cooperation to improve health, education and all other sectors, sports and tourism are the sectors that need immediate attention. Paying attention to sports and tourism in Afghanistan will help break down cultural barriers and bridge the gaps between Afghanistan and the rest of the world. It will ensure the creation of an open, self-sustained Afghan society and will contribute to paving the way for strengthening international collaboration. Afghanistan is located in a strategically important geographic location. It links Central Asia with South Asia and the rest of the world. Therefore, it has a great potential to become an amazing tourist spot. Developments in sports and tourism in Afghanistan will give people around the world an opportunity to experience seeing the beauty of a long-forgotten, culturally rich nation.

This paper identifies areas that international institutions, by working together with Afghan institutions, can explore to promote sports and tourism in Afghanistan. These are, in fact, the unseen opportunities for international collaboration.

Background Information

The world we live in today is in many ways different than the world our ancestors lived in. You are all familiar with the evolution and extraordinary progress mankind have made during the past few centuries.

Early human beings who were covering themselves with leaves are now wearing jeans, suits and other famous clothes. Those using raw meat and vegetables for eating and stones for cooking fire are now benefitting from French fries, hamburgers, tens of different types of cold drinks and cooking oil and electric ovens. Human beings traveling hundreds of miles to communicate with each other can now get connected to any corner of the globe with the single click of a computer mouse or a mobile cell phone. Information on any subject today seems to be the most inexpensive commodity. A child of today's digital age is far more skilled and aware than a child of the recent past decades because today's child uses internet, latest communication devices like mobile phones and watches almost every single country of the world on TV.

The new fast-paced age of globalization recognizes no ethnic, religious or geographic boundaries. A person using internet can have access to any part of the world. Because of increasing global access, cultural, religious, ethnic and all other barriers that too often divide us are breaking down. Overall awareness and understanding of and respect for each other's cultures, religions and values are on the rise. Citizens of our world today are closer to each other than ever before.

These things would not have been possible, had we closed our borders to each other and banned the exchange of knowledge and information. It's because of open borders, strengthening international collaboration and extraordinary developments in education, trade, health, tourism and sports and technology that our world today is a great place to live in.

The theme of my presentation is sports and tourism and the opportunities these two industries have for international collaboration in Afghanistan.

Introduction

Tourism and sports have become a popular global leisure activity. In 2010, including the sports tourists, there were over 940 million international tourist arrivals worldwide, representing a growth of 6.6% when compared to 2009. International tourism receipts grew to US\$919 billion (€693 billion) in 2010. Tourism and sports are a rapidly growing phenomenon and have become two of the largest industries in the world. Tourism and sports play an important and certainly positive role in the socio-economic and political development in destination countries by creating new employment opportunities. They also contribute to cultural understanding by creating awareness and respecting the diversity of cultures and ways of life. Tourism and sports are powerful agents of change. International tourism and sports act as a catalyst for the transition from traditional ways of life to healthy and modern forms of society.

Tourism and sports are important and in some cases vital for many countries, such as France, Egypt, Greece, Lebanon, Israel, the United States, the United Kingdom, Spain, Italy, Turkey and Thailand, and many island nations, such as Mauritius, The Bahamas, Fiji, Maldives, Philippines and the Seychelles. Only tourism brings in large amounts of income in payment for goods and services available, contributing an estimated 5% to the worldwide gross domestic product (GDP), and it creates opportunities for employment in the service industries associated with tourism. These service industries include transportation services, such as airlines, cruise ships and taxicabs; hospitality services, such as accommodations, including hotels and resorts; and entertainment venues, such as amusement parks, casinos, shopping malls, music venues and theatres.

Sports serve as a unifying element in society and are accessible to all - in particular children, women and disabled. Now I would like to give you some incredible statistics about the tourism industry:

World Tourism Statistics and Rankings

1. Most Visited Countries by International Tourist Arrivals

In 2010, there were 940 million international tourist arrivals, with a growth of 6.6% as compared to 2009. The World Tourism Organization reports the following ten countries as the most visited in terms of the number of international travelers. In 2010, China overtook Spain to become the third most visited country. Most of the top visited countries continue to be those in Europe, followed by a growing number of Asian countries.

Rank	Country	UNWTO Regional Market	International tourist arrivals (2010)	International tourist arrivals (2009)	Change 2009 to 2010
1	 France	Europe	76.8 million	76.8 million	+0.0%
2	 United States	Americas	59.7 million	55.0 million	+8.7%
3	 China	Asia	55.7 million	50.9 million	+9.4%
4	 Spain	Europe	52.7 million	52.2 million	+1.0%
5	 Italy	Europe	43.6 million	43.2 million	+0.9%
6	 United Kingdom	Europe	28.1 million	28.2 million	-0.2%
7	 Turkey	Europe	27.0 million	25.5 million	+5.9%
8	 Germany	Europe	26.9 million	24.2 million	+10.9%
9	 Malaysia	Asia	24.6 million	23.6 million	+3.9%
10	 Mexico	Americas	22.4 million	21.5 million	+4.4%

Fig. 01: List of Top 10 Most Visited Countries by Tourists

What's pleasing about this data is that you don't find any reduction in the number of tourists to any of these countries except the UK. And even in the UK, the reduction is only 0.2% which is negligible. Another interesting thing is the overall growth rate where Turkey, despite not being among the top ten biggest spenders on tourism, is growing at the rate of 5.9% and has become, according to the comparative growth rate, the 4th most visited country as shown in the graph below:

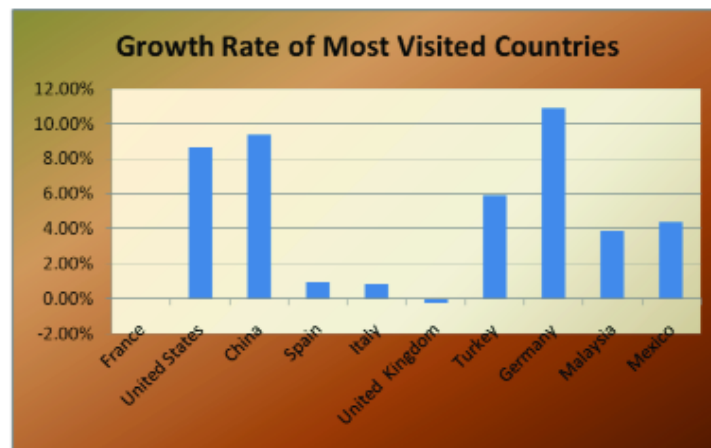


Fig. 02: Growth Rate of Most Visited Countries

Now let's move on to the list of the top ten biggest spenders on tourism:

2. International Tourism Expenditures

The World Tourism Organization reports the following countries as the top ten biggest spenders on international tourism for the year 2010.

Rank	Country	UNWTO Regional Market	International Tourism Expenditures (2010)
1	Germany	Europe	\$77.7 billion
2	United States	North America	\$75.5 billion
3	China	Asia	\$54.9 billion
4	United Kingdom	Europe	\$48.6 billion
5	France	Europe	\$39.4 billion
6	Canada	North America	\$29.5 billion
7	Japan	Asia	\$27.9 billion
8	Italy	Europe	\$27.1 billion
9	Russia	Europe	\$26.5 billion
10	Australia	Oceania	\$22.5 billion

Fig. 03: List of Top Ten Biggest Spenders on Tourism

What’s most surprising in this chart and then the growth rate graph is that Turkey, despite not being among the top ten biggest spenders on tourism, is growing at the impressive 5.9 % rate. This indicates how amazing the history of great Turkey is, how hospitable and welcoming its people are and how naturally beautiful the country is itself. I can tell you how popular Turkey is in Afghanistan. Last year, there was a single official from Khurasan Institute of Higher Education attending the 2nd ESRUC Conference. This year, because of the strong interest our institution and people take in Turkey and its people and culture, we are five. So, there is a 400% increase in the number of people from our institution visiting the historic nation of Turkey.

Now let’s narrow down the statistics and turn to the most visited cities:

3. Most Visited Cities by International Tourist Arrivals

Rank	City	Country	International visitors (millions)	Year
1	Paris	France	15.1	2010
2	London	United Kingdom	14.6	2010
3	New York City	United States	9.7	2010
4	Antalya	Turkey	9.2	2010
5	Singapore	Singapore	9.2	2010
6	Kuala Lumpur	Malaysia	8.9	2010
7	Hong Kong	Hong Kong (China)	8.4	2010
8	Dubai	United Arab	8.3	2010
9	Bangkok	Thailand	7.2	2010
10	Istanbul	Turkey	6.9	2010

Fig. 04: List of Top Ten Most Visited Cities by Tourists

Wow, do you know what’s interesting here in this chart. It’s the fact that out of top ten most visited cities, 2 are in Turkey and they are the beautiful cities of Antalya and Istanbul. So, looking at these amazing figures, the government of Turkey has a solid reason to increase its spending on tourism.

To give you a heads up on who are the biggest earners from tourism, let’s see the following table.

4. International Tourism Receipts

International tourism receipts grew to US\$919 billion (€693 billion) in 2010, corresponding to an increase in real terms of 4.7% from 2009. The World Tourism Organization reports the following countries as the top ten tourism earners for the year 2010. It is noticeable that most of them are on the European continent, but the United States continues to be the leading earner.




Rank	Country	UNWTO Regional Market	International Tourism Receipts (2010)
1	 United States	North America	\$103.5 billion
2	 Spain	Europe	\$52.5 billion
3	 France	Europe	\$46.3 billion
4	 China	Asia	\$45.8 billion
5	 Italy	Europe	\$38.8 billion
6	 Germany	Europe	\$34.7 billion
7	 United Kingdom	Europe	\$30.4 billion
8	 Australia	Oceania	\$30.1 billion
9	 Hong Kong (China)	Asia	\$23.0 billion
10	 Turkey	Europe	\$20.8 billion

Fig.05: List of Top Ten Earners from Tourism

Our observation of this table is that as earnings from tourism are increasing, more internationally-coordinated efforts should be made to further strengthen the tourism industry.

Recent Developments in Tourism

There has been an uptrend in tourism over the last few decades, especially in Europe, where international travel for short breaks is common. The developments in technology and transport infrastructure, such as jumbo jets, low-cost airlines and more accessible airports have made many types of tourism more affordable. On April 28, 2009 The Guardian noted that "the WHO estimates that up to 500,000 people are on planes at any time."

There have been a few setbacks in tourism, such as the September 11 attacks and terrorist threats to tourist destinations, such as in Bali and several European cities. Also, on December 26, 2004, a tsunami, caused by the 2004 Indian Ocean earthquake, hit the Asian countries on the Indian Ocean, including the Maldives. Thousands of lives were lost including many tourists. This, together with the vast clean-up operations, stopped or severely hampered tourism in the area for a time.

Tourism and Sports in Afghanistan

When we Afghans look at these mind-blowing figures and see how nations around the globe are benefitting from sports and tourism industries, we on the one hand, feel extremely pleased about the way world communities are

coming together and experiencing each other's cultures and ways of life while on the other hand, we feel disheartened about why we are so unfortunate. We feel saddened about not being able to compete with the rest of the world although we have no lack of talents and opportunities.

Afghanistan has extraordinary talent in sports. You may have heard stories about the Afghan Cricket, Football, Volleyball, Taekwondo and other teams who, with almost no prior proper training and facilities, competed bravely against some of the strongest teams of the world and secured numerous championships, honors, and medals. Similarly, there is a lot that Afghanistan, as a strategically important geographic nation, can offer to the world in tourism. Afghanistan has amazing historic places for people around the world to learn more about Afghanistan and it being home to some of the oldest religions and civilizations of the world. When it comes to natural beauty, Afghanistan has wonderful long rivers, beautiful canyons, high snow-capped mountains and springs and lakes.

So, Afghanistan, in terms of sports, history and natural beauty has so much to offer to the world. All there is need for is a sincere commitment and political will to expose Afghanistan's potential in sports and tourism and attract visitors from all corners of the world.

The tourism industry, run by the Ministry of Information and Culture of Afghanistan, developed with government help in the early 1970s, has been negligible since 1979 due to instability. The Sports in Afghanistan are run by the Afghan Sports Federation, which promotes cricket, football, basketball, volleyball, golf, handball, boxing, taekwondo, weightlifting, bodybuilding, track and field, skating, bowling, snooker, chess, and other sports. At the moment, cricket and football are the most popular sports in Afghanistan.

Unfortunately, neither tourism nor sports have been given the attention they deserve. The current Afghan government and international community have been focused more on improving the security and political stability to help Afghanistan become a democratic, prosperous nation, but they fail to realize that if a country is to prosper and get democratized, there are, in addition to security and political stability, other sectors like tourism and sports, that have to be supported and paid attention to.

To give you a quick list of some of the most famous tourist sites in Afghanistan, I would like to share the following list with you.

Some of the Most Famous Tourist Sites in Afghanistan

1. KABUL

The capital of Afghanistan is one of the oldest cities in Central Asia. Kabul is situated on the Kabul River and is one of the highest capital cities (1800 m - above sea level) in the world.

As the Nation's chief economic and cultural center, it has long been of strategic importance because of its proximity to the Khyber Pass. This city grew as an industrial center after 1940 and the main products of this city were textiles, processed food, chemicals and wood products.

In a 2003 article for Outside Magazine, Patrick Symmes discussed the former "luminous mystery" that drew backpacking travelers to Afghanistan in the 1960s. "Kabul was the antique capital of a romantic nation," and a roadway dubbed "Chicken Street," full of eateries and hotels, "was a ghetto of global hippies and seekers," Symmes wrote.

Famous Tourist Sites in Kabul:

1. Kabul Bala Hisar



Bala Hisar Fort in Kabul

2. Kabul Museum

3. Gardens of Babur



Gardens of Babur in Kabul

4. Mausoleums

5. Bazaars

6. Mosques

7. Kabul University



Kabul University

2. HERAT

Herat was one of the largest cultural and Islamic centers in Central Asia in 14th through 16th centuries. Herat is the third largest city in Afghanistan.

Famous sites in Herat

1. Masjid-e-Jam



Masjid-e-Jami in Herat

2. The Citadel (Qala-e-Ikhtiyaruddin)

3. Mousallah Complex

4. Tomb of the Poet Jami

5. Guzar Gah

6. Charsuq

7. Chishti Sharif

3. BAMMIYAN

Bamiyan is a province in central Afghanistan and has long been considered one of the safest in Afghanistan. According to an Associated Press article entitled “Looking for vacation? Try Afghanistan,” visitors to the area have increased, if only by a few hundred. A representative of the information and culture ministry said hotel and airport records indicate that about 400 foreigners had been there by June of this year, up from 180 at the same time last year. By October the major historical sights are set to be free of the dangerous land mines that have kept many tourists at bay — and it would seem that there is plenty to see in the region. Also, with the completion of a new Tourist Information Center in the isolated Bamiyan Valley, local officials, residents, foreign donors, and a handful of international aid agencies are hoping to attract visitors and their money to the area.

Famous Sites in Bamiyan

1. Bot – e- Bamiyan (Buddha’s Statues)



Site of Historic Buddha Statues in Bamiyan

2. Band-e Amir Lakes

One particularly enticing attraction in Bamiyan is Band-e Amir, a valley that the BBC's Alastair Leithead likens to the Grand Canyon, but "flooded with deep sapphire lakes.



Band-e-Amir (Blue Lakes) in Bamiyan

3. Shahr – e- Golgola

4. Shahr –e- Zohak

4. BALKH

The town of Balkh, which is also the name of the province, has a very glorious past. It is located in northern Afghanistan close to Mazar-i-Sharif. It is claimed to be one of the world's oldest cities and the legendary birthplace of the prophet Zoroaster. Alexander the Great reputedly founded a Greek colony here. The city later attained great wealth and importance as Bakhtar, capital of the independent kingdom of Bakhtar. In the early centuries A.D., Balkh, a prominent center of Buddhism, was renowned for its Buddhist monasteries and stupas.

The Arabs came in the 08th century and made it an important center and especially it became important in the world of Islam as the original home of the Barmakids. Under the Abbasids caliphate its fame as a center of learning earned Balkh the title "mother of cities". By the 09th century, during the rule of the Samanid Dynasty, about 40 Friday mosques stood within the city.

Balkh is also known as the home of Rabia Balkhi, the first woman poet of Islamic period and of Mauwlana Jalal-ud-din Balkhi (Rumi), perhaps the most distinguished Sufi poet. His Masnawi is considered as the greatest poem ever written in Persian language.

MAZAR-I-SHARIF

Mazar-i-Sharif means "The Noble Grave" is one of the most prestigious and religious cities in Balkh, Afghanistan that is located in northern part of the country. Based on the historical facts and local suggestions; the tomb of Hazrat Ali (Caliph Ali), cousin and son-in-law of The Holy Prophet Muhammad (PBUH) is located in this city. Each year thousands of people come to this city to attend the New Year celebration of Nowroz and visit the grandiose Mosque of Roza Mubarik.



Tomb of Hazrat Ali in Balkh

Other Famous Sites in Balkh:

1. No-Gonbad Mosque (Mosque of Nine Cupolas)
2. Tapi-e- Rustom and Takhti-e-Rustom

5. KANDAHAR

Kandahar, the birthplace and first capital of modern Afghanistan, founded by Ahmad Shah Durrani in 1747. The area is rich in ancient history. Here Alexander the Great founded Alexandria of Arachosia and the region was repeatedly fought over by the Saffavids and Moghuls.

Famous Sites in Kandahar

1. Mausoleum of The Great Ahmad Shah Baba

Ahmed Shah Durrani, the founder of modern Afghanistan ruled Afghanistan from 1747 to 1773 A.D. In October 1747, an assembly of Afghan chiefs elected him King of Afghanistan. The Afghan tribesmen rallied to his banner. He added Kashmir, Sindh and Western Punjab to his domains and founded an empire that extended from Eastern Persia to Northern India and from Amu Darya to the Indian Ocean.

Ahmad Shah Baba managed his extended empire not by power, but by giving equal participation to local elders of all the regions he ruled. By laying the foundation for inclusive administrative, political and military systems, he was able to effectively run the affairs of Afghan empire. Trade caravans traveled smoothly and unhindered from India to Iran and from Samargand to India.



Mausoleum of Ahmad Shah Baba in Kandahar



The Great Ahmad Shah Baba

2. Da Kherqa Sharif Ziarat

The shrine of the cloak of the Holy Prophet Muhammad (PBUH) adjoins Ahmed Shah Baba's Mausoleum. This is one of the holiest shrines in Afghanistan. Ahmed Shah Baba received The Holy Prophet's (PBUH) Cloak from Murad Beg, Amir of Bukhara, in 1768, as a part of treaty settling the northern boundaries.



Da Kherqa Sharif Ziarat

3. Arg (Citadel)

4. Char Suq (Four Bazaars)

5. Shrine of Hazrat Ji Baba

6. Chihlzina (Forty Steps)

7. Mausoleum of Mirwais Baba

8. Shrine of Baba Wali

6. GHAZNI

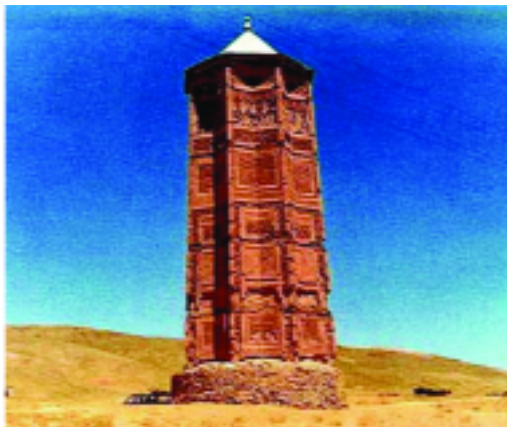
It lies beside the Ghazni River on a high plateau at an elevation of 2,225 meter. Afghanistan's only remaining walled town; it is dominated by a 45 meter high citadel built in the 13th century. Ghazni has been named as the Islamic Cultural Capital by UNESCO for the year 2013.

Famous Sites in Ghazni

1. The Citadel

2. Palace of Sultan Masood

3. The Minaret



Minarets in Ghazni

4. Museum of Islamic Art

5. Tapa Sardar Stupa

There are tens of other interesting tourist sites in Afghanistan in different provinces like Nooristan, Kunar, Nangarhar, Panjsher, Logar, Paktya, Helmand and others.

Now with so much to offer in sports and tourism, you may be surprised why there are only a handful of tourists visiting Afghanistan as compared to the millions that visit other countries. Based on our observation and research, we feel the following crippling barriers are the major causes of why tourism and sports have not been supported and promoted in Afghanistan.

Barriers in Promoting Sports and Tourism Industries:

Although the new Afghan government's Ministry of Information and Culture together with international donors; especially, Japan has made efforts to revive tourism and sports in Afghanistan, there is still need for far more efforts in this area. Developments in sports and tourism are not possible unless the following key challenges are effectively addressed.

i. More Emphasis on Security and Political Stability

It makes sense for the Afghan government and international community to focus their energies and efforts on improving security and political stability because these are the cornerstones of a nation's development. But we need to keep in mind that development does not come with emphasis on security only. To bring about real development in all sectors, there has to be a multi-dimensional foreign aid spending mechanism developed through which all sectors, especially sports and tourism can be promoted. Paying attention and adequately financing the neglected sectors like sports and tourism will ensure balanced growth and development.

ii. Lack of Public Awareness about Sports and Tourism

Another serious barrier that obstructs the promotion of sports and tourism is the lack of awareness among ordinary Afghans about how beneficial sports and tourism can be for Afghanistan. To enhance public understanding about the importance of sports and tourism, Afghan Ministry of Culture and Information supported by its international partners, can launch public information campaigns to raise the level of awareness of ordinary Afghan citizens.

iii. Lack of Commitment on National and International Level

No initiative can generate positive outcomes unless it is backed by a strong commitment. The sports and tourism industries of Afghanistan have suffered badly due to lack of commitment on the part of national government and international community. There is sometimes some positive news coming out of the local media about agreements on sports and tourism cooperation and development being signed, but there is very little done in terms of actual practical work. News and documentaries are not going to make any difference if there is no mechanism established and deep interest involved to revive and support these two industries.

iv. Absence of Electricity and other Energy Sources

Not having electricity is one of the most crippling barriers lying in the process of tourism and sports development. Many sites in Afghanistan have not been worked on and developed because there is no energy to power hotels and sports products manufacturing companies, etc. Energy remains the most serious challenge not only for sports and tourism promotion, but also for other sectors. According to some rough estimates, only 2 or 3 Mega Hydro Power Dams, if built, can fulfill Afghanistan's energy needs.

v. Absence of Sports and Tourism Ministry

The tourism department established under the Ministry of Information and Culture will function more effectively if it acts as a separate ministry and the department of sports gets merged into it. This will allow for a more focused approach towards the promotion of sports and tourism. Ministry of Information and Culture in a country ethnically rich like Afghanistan has many other concerns.

vi. Lack of Attention by Local and International Media

Afghan and international media unfortunately have been portraying the violent side of Afghanistan. On TV channels, radios and newspapers you find nothing but suicide bombs, insurgent attacks and human rights violations. International news and radio channels like CNN, BBC, Aljazeera and others including the Afghan media can report and make documentaries on tourist sites and the achievements different Afghan sports teams have had in Cricket, Football, Volleyball, and Taekwondo, etc. Afghanistan's national cricket team in an incredibly short period of time surprised the world with its countless victories and championships. In December of last year, Afghanistan's national cricket team defeated Hong Kong and became ICC (International Cricket Council) Intercontinental Cup Champion. Similarly, Afghanistan's national football team on the same day played against the 3-time Asian Football Champion India and secured the title of the runner up team. In addition to that, Afghanistan's volleyball, taekwondo, snooker and other teams have had similar great achievements in different sports competitions around the world. These are indeed, the hidden and unseen corners where hope lies. These are the shining facts that should have been covered extensively by international and national media because in today's fast-paced world, media is what constitutes people's perception of how they view the world events. Extensive media coverage of Afghan sports teams' achievements can reduce the psychological tension and distress created by acts of terrorism.



Afghan National Cricket Team



Medal Winning Afghan Taekwondo
Player- Rohullah Nekpa



Afghan National Football Team

vii. Lack of Adequate Information on Sports and Tourism

If we look at some of the world's statistics on sports and tourism, there is more than enough information available not only on sports and tourism industries, but also on other sectors of the economy. As I showed at the beginning of my presentation, you can find information on the most visited countries by tourists, most visited cities, the amount of money spent on sports and tourism and so on.

Regrettably, in Afghanistan we don't find this mechanism. There are only a few tourist sites and sports that are spoken of. Besides the so few sports and tourist sites that are sometimes spoken of, Afghanistan has hundreds of amazing tourist sites and numerous traditional sports that can attract tourists from around the world. Nooristan province or the province of shining light or sun as the name signifies; is full of remarkable signs of natural beauty. Investment in Nooristan, although now not fully-stabilized, and some others like Bamiyan, Ghazni, Balkh, Kandahar, Kabul, Herat, Nangarhar, Logar, etc. can be a huge success. Moreover, we have a large number of amazing tourist spots in the eastern, northern, southern and western parts of the country. When it comes to sports, Buzkashi or goat-grabbing, for instance, is one of the oldest Central Asian sports and is very common in northern Afghanistan.

Regrettably, there is not much data available in these areas. Here is what institutions like the ones in ESRUC (Eurasian Silk Road Universities Consortium) can do. A group of institutions if they really want to help a wounded nation get out of the trouble it is in, can work with Afghan institutions like Khurasan and conduct joint research activities on introducing to the world the unheeded sides of Afghanistan. Teams of researchers and experts can be set up to collect data on exposing the natural beauty and potential of tourism of Afghanistan. This is where opportunities for international collaboration are numerous.

viii. Lack of Infrastructure for Sports

The promotion of sports leads to the promotion of tourism. Let's look at some of the mega sports events like the Olympic Games, Football World Cup and Cricket World Cup, etc. In China, for instance, during the 2008 Olympic Games, there were roughly 6.5 million tourist arrivals, for the 2011 Cricket World Cup, there were 700,000 people only in Sri Lanka attending the Cricket World Cup, in Germany for the 2010 Football World Cup, there were 800,000 tourist arrivals expected, 2 million plus came. What did all these arrivals mean? Growing sports tourism. These arrivals meant that developments in sports promote tourism. Let's speak about one of the famous sports festivals – The Bogazici University's International Sports Festival, held annually in Turkey. Look at the incredible statistics. This amazing sports festival is attended by 800 participants from universities and institutions all over the globe. You know what festivals like these do. They bring us together to feel the spirit of competition and friendship. They unite us as responsible and healthy citizens of our world. Deplorably, in Afghanistan, we have so few sports committees and even the ones we have are not effective enough because we don't have the basic infrastructure like stadiums, clubs, gymnasiums and equipments, etc. Helping Afghanistan develop its sports and tourism infrastructure is one of the many areas where international community can play its vital role.

Recommendations on How Efforts on International and National Levels Can Help Revive Sports and Tourism Industries:

1. International community and current Afghan government should take concrete steps in promoting sports and tourism by allocating the required funds and obtaining technical assistance from countries like, the US, Turkey, Germany, France, China, and other countries. Sports and tourism promotion should be part of agenda's for international conferences like, Bonn, Paris and London, etc., where world leaders pledge their support for Afghanistan. More can be done by creating a separate Ministry of Sports and Tourism, so more focus can be put on specific sports and tourism promotion programs.
2. International academic and cultural institutions like Atatürk University, ESRUC member universities and others can play their part by implementing collaborative projects with Afghan institutions like Khurasan Institute of Higher Education and others to organize sports events, cultural seminars and other gatherings.
3. Experts from the sports and tourism committees of various international institutions can advise the Afghan government and institutions to develop and implement tourism and sports promotion strategies and identify key tourist spots.
4. International and national media can play an important role too by giving extensive coverage to famous and historic tourist sites in Afghanistan and achievements made by Afghan sports teams and also assisting the government in creating public awareness about the importance of sports and tourism.

5. Promoting sports on all levels should be perceived as a prerequisite of promoting tourism.

If sports and tourism in Afghanistan are promoted and supported, we can become, just like any other attractive nation; a self-sustained and developed nation. We just don't understand why these facts are being ignored by our international friends and the Afghan government.

Thank you so much;

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INFLUENCE OF AGRICULTURAL MACHINERY ON DECISION OF GLOBAL ENVIRONMENTAL PROBLEMS

Now in connection with the increasing intensification of the industry and agriculture there is actual an establishment of consequences of anthropogenous influence. In the given work attempt to familiarize with the consequences of anthropogenous influence studied at present on soil is undertaken. The given approach has the pluses: by consideration of changes of physical characteristics of soils exposed to anthropogenous influence, also recommendations about restoration of these characteristics to an initial condition or on their improvement. But at this approach is as well the minus which consists that those physical characteristics of soil which, according to authors, influence directly fertility are considered only.

Manufacture of agricultural production on intensive machine technologies demands the big expenses of power resources. In Tajikistan it is for this purpose consumed more than 1,5 million T fuel. At burning of ton of fuel the working diesel engine throws out in atmosphere to 17 kg of soot. The agriculture share in pollution of atmosphere carbonic gas (CO₂) makes about 13 %. The negative factor is loss of lubricants, fuel and working liquids. Only from rupture of sleeves and pipelines of hydrosystems of tractors, combines and agricultural cars it is thrown out annually about 100 thousand T working liquids.

The problem of anthropogenous loading on soil, for today is rather actual. One of aspects of anthropogenous loading on soil are the agricultural machinery concentrated activities.

It is possible to allocate some aspects of influence on soil:

- Influence owing to consolidation by agricultural machinery
- Destruction of structure owing to application of various ways of ploughing and cultivation
- Influence of watering on a water mode, a parity of water and gas phases of soil, on level of ground waters, salinization etc.
- Influence of fertilizers and durga the substances applied in agriculture, on a chemical compound, structure, soil structure.

It is possible to result research of some scientists of professor Dzhabborov N.I., Mirakilov D.H., Ahmadov B. R in a question on agricultural machinery influence, etc. It is spent theoretical and an experimental research of influence of repeated passes of tractors and other cars on the is intense-deformed condition and soil density.

Prof. N.I.Dzhabborov considers that the major direction of economy of resources are the newest resource saving technologies. System engineering of technologies and cars for manufacture of agricultural production in which all technological operations necessary for reception of finished goods and corresponding cars are specified became

considerable achievement of collective effort of scientists for last period. Working out of a technique of the feasibility report on each operation and technology on expenses of work, fuel, the electric power and metal became the main achievement thus. Optimisation of structure of autotractor park and block design the power sated tractors can provide economy of fuel 15 ... 20 %. The author offers that application of new technology with the combined cars will reduce number of passes of the unit on fields and in 2 times will reduce fuel consumption and work expenses.

It is established that at performance of all technological operations on cultivation and harvesting various cars pass across the field from 5 to 17 times and the total area of traces propulsion these cars more than in 2 times exceeds the area of the field, there are soil consolidations, its pollution as a result of operational losses and emergency floods of oil products, emissions of harmful substances in atmosphere engines that leads to a crop shortage.

Candidate technical naug ampere-second Nasriddinov in the work has proved structure of fuel and energy expenses for wheat manufacture on typical and power saving up technologies on irrigated and provided with deposits rainfed the earths of the Gissar valley of Tajikistan. It also develops power models of manufacture of wheat on typical and power saving up technologies, and also practical recommendations about increase of power production efficiency mentioned above culture. It is established that full fuel and energy expenses for 1 hectare at cultivation of wheat in the conditions of the Gissar valley make:

- On typical technology on rained the earths - 28818,5 MDz;
- On typical technology on the irrigation earths - 28113,5 MDz;
- On power saving up technology on rained the earths - 23390,7 MDz;
- On power saving up technology on the irrigation earths - 27648,8 MDz.

Introduction of power saving up production technologies of wheat developed on the basis of realisation of optimum parametres and operating modes of agricultural units, effective receptions of processing of soil, rational use of fuel and energy resources, increase of level of mekhanisation of works has allowed to lower expenses of energy on 1 c grains on the irrigation earths on 12,8 %, and on rainfed the earths on 29,8 % in comparison with typical technology.

For technical realization of technology idge crops of a cotton in the conditions of Republic Tajikistan G.D. Mirzoev and N.I. Dzhabborov had been developed the combined unit for a hand-made article of crests and ridges. The combined unit for one pass along with a hand-made article of crests or ridges introduces fertilizers and herbicides.

Because the combined units are capable to provide realization resource technologies, allow to gain the big economic effect. In the Republican scientific and technical centre on agricultural mechanical engineering and mechanization of agrarian and industrial complex Tajik Academy of Agricultural Science the combined unit under mark KM-2,4, intended for processing of soil with simultaneous cutting of crests or ridges has been developed. The car is aggregated with tractors of classes 3,0 or 4,0 and intended for application in a zone cotton and potato growing.

Technical characteristics of combined car KM-2,4 and its indicators of an ekspluatatsionno-technological estimation.

Introduction of the combined units allows not only to reduce number of passes parking of tractor unit across the field, losses of time for single passes and arrivals to increase productivity, but also to lower labour and power expenses.

The combined cars most full answer a modern line in tractor construction, consisting in creation of the power sated tractors, to load which by one-operational cars not always probably, especially on fields of the small sizes, on slopes and irrigated sites. At separate performance of operations the considerable part of energy of a tractor is spent for repeated transportation across the field of so-called «dead cargo». Application of the combined cars as numerous researches of scientists testify, will allow to lower expenses of work on 30 ... 50, fuel consumption on 20 ... 30, metal consumption - on 20 - 25, and productivity of many agricultural crops thus raises on 10 - 15 %.

The agricultural machinery not only directly influences physical properties of soils thanking their consolidation, but also indirectly. The certain problem in this sense is represented by preseeding processing.

On overwhelming majority fields the cotton economy of Tajikistan intensive preseeded processing of soil with repeated pass across the field of heavy tractors and other soil-cultivating tools is annually applied. It leads to high consolidation of the arable layer, especially irrigated soils of a deserted zone with heavy granulometric structure which negative impact on their many physical properties, growth and cotton development makes.

With a view of working out of measures of struggle against this undesirable phenomenon the field experiment on irrigated soils has been spent.

Preseeded processing of soil was carried out with various intensity and technology, i.e. with accruing number of pass of soil-cultivating cars before cotton crops on a usual way and crests where in 3-4 times the number of pass of units across the field in comparison with the last is reduced.

By results of researches it is revealed that higher consolidation and deterioration of some agrophysical properties soils is observed on variants of experience with more frequency rate of pass of units across the field. For example, if on an experience variant: unitary pass of tractors to two directions, the size of density of addition of an arable layer (0-30/35sm) soils for the vegetative period of plants was in limits of 1,33-1,42 g/sm³ on a variant with triple pass of units its size has increased to 1,56-1,64/sm³.

On a variant of experience with cotton crops on crests, values of volume weight of soil for its vegetation were up to standard of its optimum parameters (1,23-1,40g/cm³). Thanks to what, the best soil conditions for growth, developments and receptions of a big crop of a cotton are created at its cultivation on crests, than on other variants of experience. Theoretical and experimental study of the effect of multiple passes of tractors and other machines on the stress-strain state and the density of the soil. Academic I Sattori, Akhmadov B. P, Savart M, and others have created a machine "Kishovarz" KM-1,8 for a six passages performs operations.

Ecological requirements are so essential and essentially important that, without observing them, it is impossible to speak about economic efficiency of agrarian manufacture. Efficiency of agricultural production, rates of its growth depend on a condition of soils, and also from the correct organization of actions for their use.

Use of the above-stated cars as a whole allow to receive a big crop, unmeshed number of passes and soil consolidation and as to execute for one pass some operations.

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BIOLOGICAL RICHNESS OF EASTERN ANATOLIA (TURKEY): A GOOD SAMPLE TO CONCURRENT FAUNA AND FLORA WITH ZOOGEOGRAPHICAL NOTES

Introduction

Turkey shows a notable diversity of habitats, with significant variations in altitude, rainfall, temperature, topography and geological history, which is reflected in its richness of animal and plant life. Its biogeography is therefore of considerable interest. In this study, a brief biogeographical analysis of the fauna and flora of East Anatolia (Turkey) is presented.

Based on the distribution of thousands of animal species belong to numerous families in East Anatolia shows the existence of three major faunas, one influenced European-Siberian region, the others by the Eremia and Mediterranean Turkey has a rich diversity of plant species and is an active species-formation center and also Turkey is one of the world's most important countries in terms of endemic plants. Floristic studies have shown that Turkey houses about 12000 plant taxa and still a great number of new species are being discovered progressively. In Turkey, rate of endemism is relatively high when compared with other European countries. While the rate of endemism is more than 34 % in Turkey, it is 14.9 % (Greece), 2.9 % (France), 18.6 % (Spain), or 0.1 % (Poland) in some other European countries. The number of endemic species in Turkey is more than 3000.

Turkey is the only country in the world under the influence of 3 phytogeographical regions called as Euro-Siberian, Mediterranean and Irano-Turanian phytogeographic regions. The distribution of endemic plants of Turkey according to main phytogeographical regions is as follows: 1220 in Irano-Turanian phytogeographic region, 1050 in Mediterranean phytogeographic region and 300 Euro-Siberian phytogeographic regions. Similarly, East Anatolia is situated at the junction of three floristic regions. In Turkey, Mediterranean region is the most important area in terms of richness of endemic plants. This area constitutes most of the endemic plant species distributed in Turkey. East Anatolia Region has also a rich diversity of species and ranked secondly in terms of endemism rate. The most important diversity centers found in East Anatolia are the Erzincan and Erzurum provinces and high mountains found in the South of Van Lake. Floristic studies carried out until now have shown that Erzurum province constitute about 255 endemic plant taxa. Most of them belong to the Aceraceae, Fabaceae, Scrophulariaceae, Lamiaceae, Asteraceae plant families.

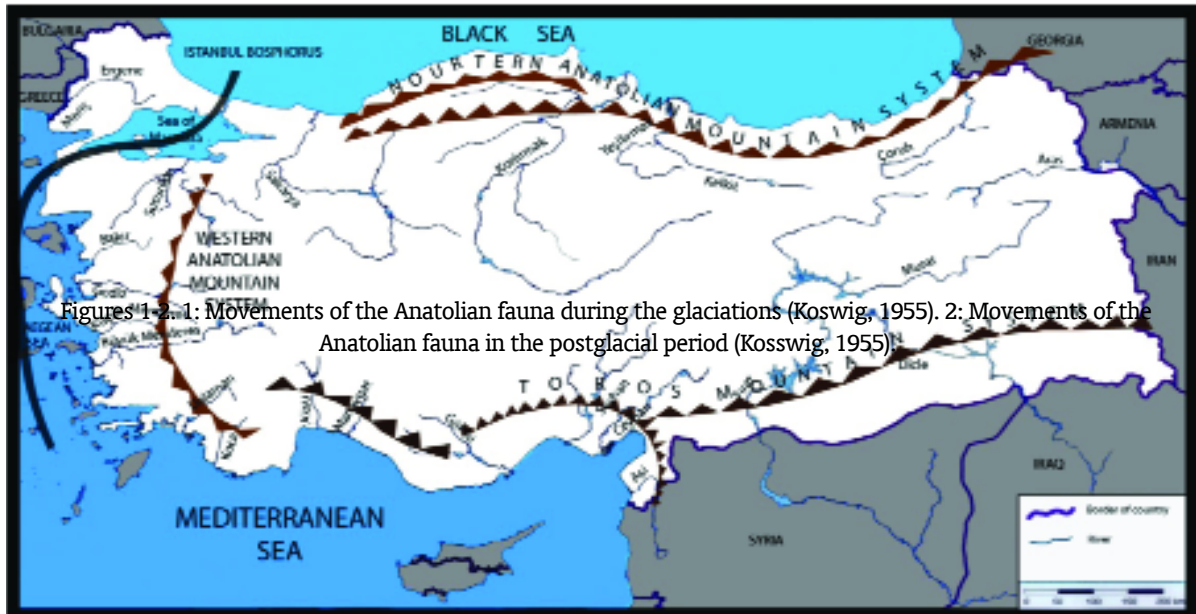
The distribution of endemic plants of Turkey according to main phytogeographical regions is as follows: 1220 in Irano-Turanian phytogeographic region, 1050 in Mediterranean phytogeographic region and 300 Euro-Siberian phytogeographic regions.

Geographical Background

To be able to analyze Biological Richness of Eastern Anatolia truly, it would be good to know about historical background of the Anatolian geography (Figures 1-3).



Figures 1-2. 1: Movements of the Anatolian fauna during the glaciations (Koswig, 1955). 2: Movements of the Anatolian fauna in the postglacial period (Koswig, 1955).



Figures 1-2. 1: Movements of the Anatolian fauna during the glaciations (Koswig, 1955). 2: Movements of the Anatolian fauna in the postglacial period (Koswig, 1955)

Figure 3. Main modern barriers to the distribution of species in Turkey.

According to “Biodiversity Hotspots” report, there are 34 biodiversity gene centre worldwide. Of these, East Anatolia is situated at the junction of four biodiversity gene centre (Figure 4). These are: 1)- Caucasus; 2)- Iran-Anatolia; 3)- Mediterranean Basin; 4)- Middle Asia Mountains.



Figure 4. Biodiversity Hotspots.

Animal Biodiversity in Turkey and Eastern Anatolia

Based on the distribution of thousands of animal species belong to numerous families in East Anatolia shows the existence of three major faunas, one influenced European-Siberian region, the others by the Eremia and Mediterranean. All animal species occurring in Turkey is more than occurring in whole Europe continent (one point five times more). Many animal species are introduced to science from Eastern Anatolia as: *Helophorus erzurumica* n. sp.; *Johnstoniana hakani* n.sp.; *Terellia askaleensis* n. sp.; *Ledermuelleriopsis ayıldizi* n. sp.; *L. bisetalis* n. sp.; *L. sezeki* n. sp. etc. These species are samples only. Ofcourse, the real number of species are higher.

In Eastern Anatolia, serious studies have not been conducted on many animal groups. And therefore, more studies should be conducted on these groups intensively.

Plant Bio-diversity in the World

Endemism Rates

Table 1. Endemism rates of some countries.

Country/Area	Total plant species	Endemism Rate
Australia	15.638	90%
South-East Asia	45.000	88%
Madagaskar	9.704	80%
Brasil	70.000	78%
China and East Asia	45.000	41%
India and Sri Lanka	23.000	40%
*Turkey	12.000	34%

The number of endemic species in Turkey is more than 3000. Some countries have very low endemism rate. For example: In Switzerland, there is only one endemic plant.

Plant Bio-diversity In Turkey

Turkey has a rich diversity of plant species and is an active species-formation center and also Turkey is one of the world’s most important countries in terms of endemic plants. Floristic studies have shown that Turkey houses about 12000 plant taxa and still a great number of new species are being discovered progressively. In Turkey, rate of endemism is relatively high when compared with other European countries. While the rate of endemism is more than 34 % in Turkey, it is 14.9 % (Greece), 2.9 % (France), 18.6 % (Spain), or 0.1 % (Poland) in some other European countries. The number of endemic species in Turkey is more than 3000. Turkey is the only country in the world under the influence of 3 phytogeographical regions called as Euro-Siberian, Mediterranean and Irano-Turanian phytogeographic regions. The distribution of endemic plants of Turkey according to main phytogeographical regions is as follows: 1220 in Irano-Turanian phytogeographic region, 1050 in Mediterranean phytogeographic region and 300 Euro-Siberian phytogeographic regions. Similarly, East Anatolia is situated at the junction of three floristic regions. In Turkey, Mediterranean region is the most important area in terms of richness of endemic plants. This area constitutes most of the endemic plant species distributed in Turkey. East Anatolia Region has also a rich diversity of species and ranked secondly in terms of endemism rate (Figure 5). The most important diversity centers found in East Anatolia are the Erzincan and Erzurum provinces and high mountains found in the South of Van Lake.

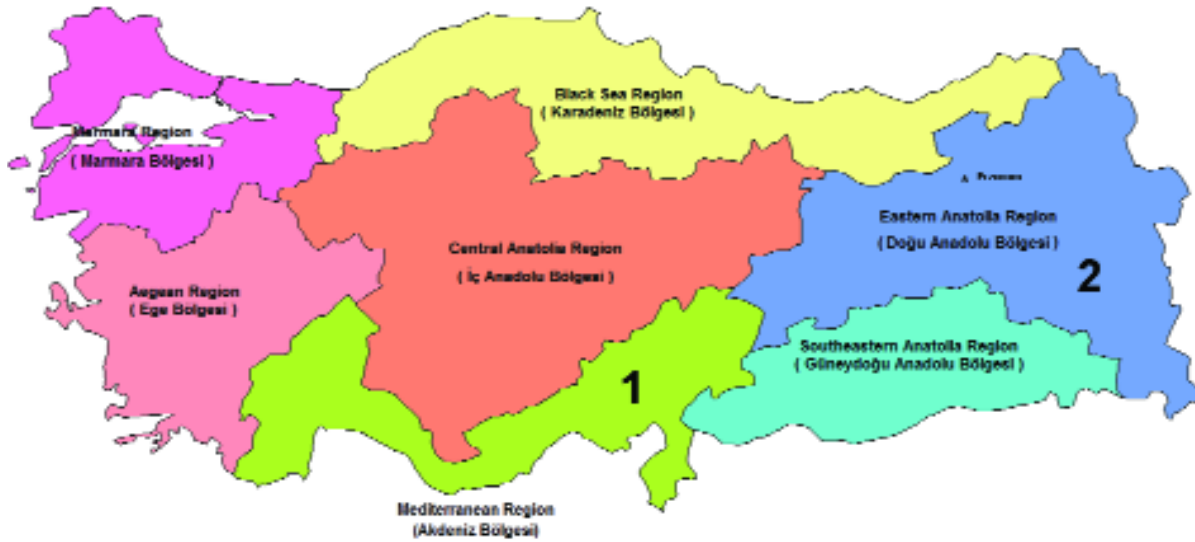


Figure 5. Endemic plant rates in Turkey (based on geographic parts).

Floristic studies carried out until now have shown that Erzurum province constitute about 255 endemic plant taxa. Most of them belong to the Aceraceae, Fabaceae, Scrophulariaceae, Lamiaceae, Asteraceae plant families.

The distribution of endemic plants of Turkey according to main phytogeographical regions is as follows: 1220 in Irano-Turanian phytogeographic region, 1050 in Mediterranean phytogeographic region and 300 Euro-Siberian phytogeographic region.

Latest event: *Fritillaria michailovskyi* “crying tulip” “reverse tulip” “crying bride”

These plants (Figures 6-10) are known as “crying tulip” “reverse tulip” or “crying bride” among Turkish people. It is believed that the “crying tulip” was grown using Mother Mary tears as nutrient after Jesus Christ was crucified. Therefore, this flower is holy among many christians. In Turkey, 20 of 43 species are endemic. The “crying tulip” *Fritillaria michailovskyi* is distributed in Erzurum (Karayazi) province only.



Figures 6-10: crying tulip sp.

There was a bad event in the recent months. The last remaining 57 species have been removed by foreign experts. Fortunately, they were caught while trying to smuggle the bulbs through the border. Thankfully, the bulbs were brought back to Erzurum, their homeland. Atatürk University 'ATA Botanic Park' is planning to replicate this plant. This is very good recent news.

Results and Discussion

The most comprehensive study and analysis on the Anatolian zoogeography was carried on by Koswig (1955). The author had summarized his opinion on the Anatolian zoogeography as: “Suddenly one feels oneself in a foreign country, among an unfamiliar fauna from the central or eastern Anatolian steppes, or from the mountainous regions of northern, eastern, or western Anatolia” (Koswig, 1955). Main reason of this is rather high mountain barriers. In the south and in the north, high mountains separated the central Anatolian lake from the Mediterranean as well as from the Black Sea (Figure 3). Firstly, Euro-Siberian elements entered the Anatolia from the North-East Anatolia and Eremian elements from the East and South. (East: Iğdır-Aralık province; South: Hakkari-Van plateau) (Demirsoy, 1999). Secondly, entrance of major aquatic beetle groups into central Anatolia was more or less open and facilitated by the upper reaches of the eastern Anatolian rivers, which flow from east to west.

On the other hand, according to Prof. PH Davis of Edinburgh University, who spent 50 years authoring “The Flora of Turkey and East Aegean Islands”: Turkey is the only country in the world under the influence of three botanical geographical regions, and therefore Turkey shows a notable diversity of habitats, with significant variations in altitude, rainfall, temperature, topography and geological history, which is reflected in its richness of animal and plant life. Its biogeography is therefore of considerable interest.

Unfortunately, this diversity and endemic animals and plants are under considerable threat. The habitats in mountainous and coastal dunes are under threat of human beings due to tourism activities. According to many researchers, the wildlife in Turkey is having hard time in regenerating as the other countries on the Earth. That is the reason why is really is significant to protect the diversity of animals and plants.

Many plant and animal species are waiting human's help to survive in East Anatolia, Turkey and various parts of the world. It is hopeful observe that there is increased sensitivity towards the protection of biodiversity in Eastern Anatolia.

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THE VISION AND HISTORICAL DEVELOPMENT OF MOSCOW STATE TOURISM INDUSTRY

We are one of Moscow oldest tourism Institutes and leading academic centres, and a self-governed community of scholars. MSIT comprises 4 faculties and over 20 departments.

The Moscow State Institute for the Industry of Tourism is located in the North of Moscow, 10 miles north-west of the Kremlin. It is well served by road and the metro links, and is within easy (about 5 miles) distance of the major Moscow airport of Sheremetyevo.

Moscow State Institute for the Industry of Tourism roots in 1966 when the Higher Courses for Foreign Tourism of the Department for Foreign Tourism under the Council of Ministers of the USSR were established, and in 1975 transformed into the Institute of Advanced Training for high-level personnel and specialists of the Chief Directorate of Foreign Tourism under the Council of Ministers of the USSR. In 2000 by a resolution of the Moscow Government, the Institute was reformed into Moscow Academy of Tourism and Hotel & Restaurant Businesses, and in 2004 – into Moscow Academy of Tourism and Hotel & Restaurant Businesses (Institute) under the Government of Moscow.

In 2009, our tertiary school received a new name – the State Educational Institution of Higher Professional Education of the city of Moscow “Moscow State Institute for the Industry of Tourism.” In July 2010 by an order of Moscow Government, the Institute was named after the famous Russian researcher Yuri A. Senkevich, so today the Institute is called the State Educational Institution of Higher Professional Education of the city of Moscow “Moscow State Institute for the Industry of Tourism n.a. Yu.A. Senkevich. The Institute has a branch in the town of Kislovodsk.

At present the Institute is a diversified educational institution providing –

- Higher professional education for bachelors and specialists in the sphere of tourism, economics and management of hotel industry enterprises;
- Vocational training for specialists in the sphere of tourism, hotel and restaurant businesses (advanced level);
- Re-training and advanced training for specialists in the sphere of tourism, hotel & restaurant businesses;
- Post-graduate courses;
- Training in foreign languages;
- Organisation and holding of business-seminars on new technologies in hotel servicing; international tourism, urgent problems of financial activities of hotels and travel agencies, legal maintenance for tourist business, etc in Moscow and Russian regions;

- Preliminary training for entering the Institute;
- Advanced training for teachers of specialized (branch) educational institutions;
- Holding 1 or 2 joint week seminars abroad together with foreign specialized educational institutions;
- Preparation and publishing of textbooks, study guides and tutorials;
- Consulting, researching in territorial development of tourism, hotel building, diagnosing enterprises practicing in the sphere of tourism, etc.

The Institute's curricula are intended for training and re-training of specialists from travel agencies, hotels and restaurants. The students gain practical knowledge in organizing successfully functioning enterprises in the market economy, and specificity of receiving and servicing customers at hotels and enterprises of public catering. The success is facilitated with students' in-depth training at the most prestigious foreign schools allowing students to get acquainted with activities of hotels, restaurants, travel agencies and establish business contacts.

The Institute comprises five faculties, 12 departments, a post-graduate school, a preliminary training department, and training structures.

The list of faculties includes –

The Faculty of Tourism and Hospitality, uniting 5 departments;

The Faculty of Economics and Management, uniting 6 departments;

The Faculty of Extramural Education;

The Faculty of Tourist Services including the Department of the English Language and the Subject-Cycle Board;

The Faculty of Supplementary Education.

MSIIT offers the following forms of studying – full-time, part-time and extramural. Taking into account the latest tendencies and training requirements for tourism industry, the Institute constantly adopts and introduces innovative methods on the basis of the practice-oriented approach to educational process. The Institute's transfer to the 3-cycle educational system is under way. New educational programmes have been developed and licensed recently including those for Bachelor in Tourism, Bachelor in Management, and Bachelor in Economics. Also, new programmes for supplementary education have been developed and licensed including programmes for –

- Manager in Resort and Hotel Businesses and Tourism;
- Foreign Language in the Sphere of Tourism;
- Translator in the Field of Professional Communication;
- Higher School Teacher.

In collaboration with the Institute of Tourism and Market Development under the State University of Management, MSIIT provides MBA training (professional re-training programme, supplementary for higher education) in hotel and tourism businesses certifying the graduates as Masters of Business Administration.

MSIIT provides consulting and conducts researches in –

- Feasibility analysis of tourism development in Russian regions;
- Establishing travel agencies, hotels, and restaurants and organizing their successful activities;
- Computerization of enterprises of tourism industry.

In 2008 MSIIT opened a post-graduate school, where 20 post-grads study at present. The post-graduate school publishes the professional journal "MSIIT Scientific Bulletin." 26 monographs of the Institute's professors have been published recently.

Together with the Committee for Tourism and Hotel Sector of the City of Moscow, MSIIT organizes and holds international research conferences within the annual International Tourist Fair MITE, organizes and holds annual students' conferences and publishes their Proceedings.

In order to provide willing students with an opportunity to study a term or two abroad, foreign tertiary schools for tourism industry make their presentations for the students of the Institute. All students undergo educational, practical and pre-diploma training at various enterprises specializing in tourism, hotel and restaurant businesses. Part of the students undergoes practical training abroad.

The Institutes' alumni are in demand within tourism industry; a majority part gets employed according to their certificate specialisations and makes successful careers.

The Institute has been numerously awarded with high-level awards for its activity in the sphere of training for the hotel and tourist aggregate of Moscow.

Today MSIT is an Institute that by right can be called a tuned producer of well-trained and motivated personnel for the tourist industry of Moscow.

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QUALITY CONTROL OF SOME WATER SAMPLES IN ERBIL CITY, IRAQ

Abstract

A rapid and sensitive method for the determination of nitrate ion based on the reduction of nitrate ion by amalgamated cadmium, followed by diazo-coupling reaction was studied. The produced nitrite as a result of reduction was reacted with acidified N,N-dimethyl-p-phenylenediamine dihydrochloride to yield a water-soluble and colorless diazonium ion, which subsequently coupled with resorcinol to form an azo dye in alkaline medium, having maximum absorption at 472 nm. The calibration graph showed that Beer's law is obeyed over the concentration range of 0.07- 4.5 μ g/ml of nitrate, with the detection limit of 0.04 μ g/ml and the molar absorptivity was 2.7516×10^4 l/mol. cm. The precision and the accuracy were acceptable depending upon the values of relative standard deviation and error percentage. The influence of common interferences was studied and the method was applied for the determination of nitrite ion in cured meat samples. The results were agreed with those obtained by the NEDA standard method.

Introduction

The nitrate anion is an important environmental and human health analyte, therefore, its detection and quantification are considered to be essential. Nitrates can occur in significant concentrations in water, particularly in agricultural areas, and produce toxic or fatal methemoglobinemia in infants after conversion to nitrite (1). Nitrate is highly mobile in soil and migrates readily to the water table when present in excess of the amount utilized by plants as an essential nutrient (2). Increased levels of nitrate can lead to excessive growth of unwanted aquatic plants and algae that can harm an aquatic ecosystem through toxicity or oxygen depletion(3). The US. EPA maximum contaminant level for nitrate ion in drinking of 45.0 μ g/ml, while the WHO (2004b) guide line for nitrate ion was 50.0 μ g/ml (4,5). The value of total nitrogen at the outlet of wastewater plant or in rivers and lakes should be below 18.0 μ g/ml, which equivalent to 79.7 μ g/ml of nitrate (6).

Several spectrophotometric methods were reported for determination of nitrate involves the use of common reactions, such as reduction reaction followed by diazotization-coupling reactions (1).

In the present work, a simple procedure for the spectrophotometric determination of nitrate is described. The method is based on the reduction of nitrate to nitrite with the aid of using amalgamated cadmium reductor column, followed by color development with acidified N,N-dimethyl-p-phenylenediamine dihydrochloride (NDMPDAH) and resorcinol to give orange color azo dye in alkaline medium (Scheme 1) having maximum absorption at 472 nm. The method has been successfully applied to the determination of nitrate in wastewater samples.

Experimental Apparatus

The spectral were carried out on a CECIL CE 3021 UV/Vis double beam spectrophotometer. While absorbance measurements were carried on JENWAY 6305 UV-Vis spectrophotometer.

Reagents

All of the chemicals used were of analytical reagent grade.

Stock nitrate solution (100 µg/ml) was prepared by dissolving 0.1371 g of sodium nitrate (Fluka) in distilled water. A pellet of sodium hydroxide was added to prevent liberation of nitrous acid and 1.0 ml of chloroform was added to inhibit bacterial growth, and diluting to 100 ml in a volumetric flask (6). Each working standard solution was freshly prepared by diluting the stock solution with distilled water.

N,N-Dimethyl-p-phenylenediamine dihydrochloride (NDMPDAH) solution (0.5%) (BDH): 0.5 g of the compound was dissolved and diluting to 100 ml in a volumetric flask with 0.1 M hydrochloric acid.

Resorcinol solution (0.5%) (BDH): was prepared by dissolving 0.5 g of the compound in distilled water and diluting to 100 ml in a volumetric flask.

Sodium carbonate solution, Na₂CO₃ (0.5M) (Riedel-deHaën): was prepared by dissolving 2.65 g of the compound in distilled water and diluting to 50 ml in a volumetric flask with distilled water.

Recommended procedure

A column with 25-cm length and 10-mm internal diameter packed with amalgamated cadmium was used to reduce nitrate to nitrite ion. Certain volume of 50.0

µg/ml nitrate solution was passed via the column with flow rate of 0.5 ml/min and the eluent was collected, and series of nitrate concentration from 1.75-112.5 µg

Precision and accuracy

was transferred into a series of 25 ml volumetric flask, in which 1.0 ml of 0.5% acidified NDMPDAH, 1.0 ml of 0.5% resorcinol solution and 0.9 ml of 0.5 M sodium carbonate were added, the volume was made up to the mark with distilled water, and then mixed well. The maximum orange color developed directly and the absorbance was measured in a 1.0-cm quartz cell at 472 nm against a reagent blank prepared in a similar way without nitrate ion.

Sample preparation

Wastewater samples were treated according to the procedure recommended by the NPDES and SDWA, Method 353.3 (7).

Results and discussion

Absorption spectra

When nitrate ion was treated according to the recommended procedure, the absorption spectra of the azo dye showed maximum absorption at 472 nm. Where as, the blank has no absorbance in this region. The spectra shown in Fig. (1).

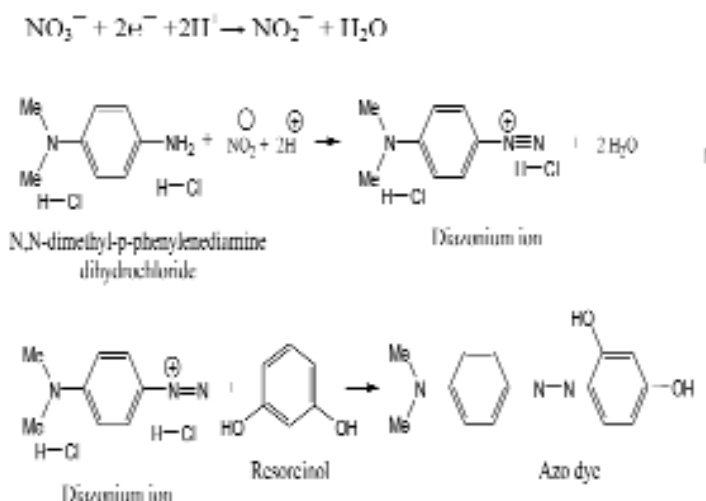
Optimization of reaction conditions

The effect of the reductor type, length of packing, internal diameter, and flow rate of the reductor column were studied; these conditions were chosen for the best reduction process (amalgamated cadmium, 25-cm length, 10-mm i.d., and 0.5 ml/min flow rate of the eluent). The concentration of acid for dissolving NDMPDAH was studied. The use of 0.1 M hydrochloric acid was found to give better results than 0.1 M of each one of sulfuric, nitric and acetic acids. The effects of volume of 0.5% acidified NDMPDAH and resorcinol solutions as diazotizing-coupling reagents were examined, 1.0 ml of acidified NDMPDAH and 1.0 ml of resorcinol solution gave the maximum color intensity, therefore, were selected for the recommended procedure. Because of the orange azo dye formed in alkaline medium, the effect of concentration and type of the alkali solutions were tested, the results showed that the use of 0.5 M Na₂CO₃ gave a constant and maximum absorbance than the 0.5 M of NaOH and KOH, therefore, the use of 0.9 ml of 0.5 M Na₂CO₃ is recommended. The order of addition of the reactants should be followed, as mentioned in the recommended procedure.

Statistical data of the calibration curve

The color system was found to obey Beer's law in the concentration range of 1.75 -112.5 µg of nitrate per 25 ml (0.07-4.5 µg/ml), with the detection limit of 0.04 µg/ml. The molar absorptivity and Sandell's sensitivity were found to be 2.75×10^4 l/mol.cm and 0.00225 µg/cm², respectively.

The precision and accuracy of the determination of nitrate ion were studied depending upon the value of the relative standard deviation percentage (RSD %) and the relative error percentage (Error %) for five replicate measurements, respectively. The results are summarized in Table (1).



Scheme (1): reaction of resorcinol with diazotized (NDMPDAH) to produce azo dye

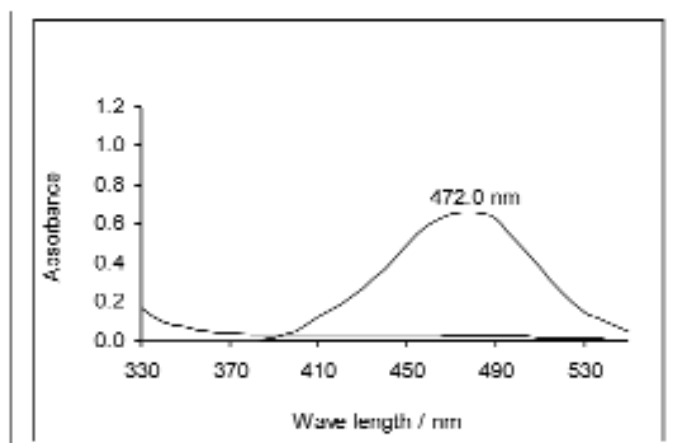


Fig. (1): Absorption spectra of (1) azo dye against reagent blank and (2) blank against distilled water treated according to the preliminary tests.

Table (1): Precision and accuracy of the proposed spectrophotometric method

Nitrate concentration ($\mu\text{g/ml}$)	error %	RSD %
0.07	- 3.140	2.700
2.00	- 0.212	0.126
2.25	- 0.109	0.114
4.5	- 0.565	0.157

Table (2): Tolerance limits of interfering species in the spectrophotometric determination of 50.0 $\mu\text{g/ml}$ of nitrate ion in a final volume of 25.0 ml

Interfering species	Amount added to nitrate (μg)	Error %
Calcium (II)	6250	- 4.61
Magnesium (II)	5000	+ 3.35
Mercury (II)	5000	+ 1.39
Potassium (I)	3750	+ 2.78
Zinc (II)	3750	+ 4.61
Barium (II)	2000	4.73
Aluminum (III)	1875	+ 4.85
Ammonium (I)	1500	+ 2.55
Cadmium (II)	875	+ 4.15
Chromium (III)	750	+ 4.36
Cobalt (II)	250	+ 4.85
Manganese (II)	250	+ 4.50
Nickel (II)	250	+ 2.77
Iron (III)	125	+ 3.80
Copper (II)	625	+ 4.04
Copper (I)	6250	+ 3.07
Phosphate	3750	+ 4.32
Acetate	3000	+ 3.18
Bicarbonate	3000	- 3.41
Bromide	2500	- 3.53
Chlorate	2500	+ 2.27
Chloride	1500	+ 2.61
Cyanide	1250	+ 3.41
Oxalate	1250	2.80
Fluoride	625	+ 4.50
Iodate	375	+ 2.55
Bromate	250	+ 4.77
Sulphate	125	- 3.04
Metabisulphite	125	+ 4.64
Sulphite	75.0	- 4.99
Iodide	75.0	- 3.64
Thiosulphate	50.0	+ 4.87
Periodate	25.0	- 3.30
Thiocyanate		

Interferences study

The effect of different cations and anions on the determination of 2.0 µg/ml nitrate ion by the proposed method was studied. A species considered as the interferent, when it caused a relative error percentage greater than in the absorbance of the sample. Results are summarized in Table (2), by using 1.25ml of 5.0% EDTA solution as masking agent, the interfering effect of some of the investigated cations was removed completely.

Application of the method

The proposed method was applied to the determination of nitrate ion in wastewater samples. In the present method, 1.5 ml of treated wastewater samples, which collected from different location in Erbil city, was taken and the recommended procedure was applied. The results obtained are compared with the standard NEDA method. Table (3) shows the results.

Table (3): Determination of nitrate in wastewater samples

Wastewater Samples	Nitrate found in 25.0 ml of final volume (µg)	
	Proposed method	NEDA method
Mukhmar way	450.0	467.5
Pishasazy	502.75	480.0
Nusoran	435.0	450.0
Nawroz	396.0	407.75

Table (4): Comparison of spectrophotometric methods for the determination of nitrate

Diazotizing and coupling reagents	λ max nm	Determination limit µg/ml	Molar absorptivity × 10 ⁴ l/mol.cm	Ref.
Sulfanilic acid + phenol	480	0.01 – 0.33	1.82	8
Sulfamethiazole + 1-naphthol-4-sulfonate	537	0.0015 – 0.003	10.4	9
Dopamine + MBTH	530	0.04 – 1.0	1.073	10
3-Amino-5-methylisoxazole + resorcinol	354	0.03 – 6.00	2.482	11
NDMPDAH + resorcinol				

Conclusion

The proposed method for nitrate determination has a good sensitivity and wide range of applicability. The present work was applied successfully to the determination of nitrate content in wastewater samples.

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CULTURAL AND LINGUISTIC EFFECT OF TOURISM

Abstract

Tourism, today, is considered such an important industry throughout the world that the economy of some countries is based on it. Like any other industry, it certainly exerts different effects on the societies and people's lives. Most people think of tourism in terms of economic impacts, jobs, and taxes. However, tourism has a broad range of impacts and often influences areas beyond those commonly associated with tourism. The Leaders of the countries who know the potential impacts of tourism can integrate this industry into their community in the most positive ways. The impacts of tourism can be discussed in several different categories of which the author of the present paper will discuss cultural and linguistic matters. Intercultural communication or the communication between the people with different cultures and languages studies situations where people from different cultural backgrounds interact. As stated above, the present study is going to focus on the cultural and linguistic effects of tourism from the theoretical point of view.

The results of the study show that tourism may have both negative and positive effects and we should consider both of them in our studies. As an example, from the cultural point of view, a negative impact can be when tourists bring some of their own culture with them and it is then integrated into the place they visit and a positive impact could be that tourism is a way of experiencing other cultures and when a person experiences new things, it broadens his or her knowledge and influences the society's culture positively. Linguistically speaking, it can be claimed that increased intercultural contact through tourism will lead to enhanced language attitudes and language learning motivation which can be considered a positive effect. From the other hand, language contact between the residents of the destination and tourists may, in the long term, damage the language of the residents and ultimately may result in language change.

Key words: Tourism, Cultural effects, Linguistic effects, Language change, Language learning motivation

1. Introduction

Tourism is travel for recreation, leisure or business purposes. The World Tourism Organization defines tourists as people "traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes". Tourism is important and in some cases vital for many countries. Today, it is not only sightseeing and entertainment. In fact, it has now acquired the status of a fully-developed and widely-praised industry all over the world. It brings in large amounts of income in payment for goods and services available and it creates opportunities for employment in the service industries associated with tourism. But tourism, in addition to economic matters, has a deep cultural impact on the societies. Tourism is a chance for people to get into contact with each other and this can create an understanding between peoples and cultures and provide opportunities for an exchange of culture and ways of life. Tourism can contribute to the vitality of communities in many ways. An example of this is

festivals, fairs and local events which are often revitalized and developed in response to tourist interest. Tourism boosts the preservation and transmission of cultural and historical traditions. This often contributes to the maintenance and management of natural resources, the protection of local heritage and a renaissance of native cultures, cultural arts and crafts. Tourism also helps raise local awareness of the financial value of natural and cultural sites. This can encourage a feeling of pride in local and national heritage and interest in its conservation. These points are positive impacts of tourism that can only arise when tourism is practiced in a sustainable and suitable way.

Many writers on the social and cultural impacts have tended to react negatively to tourism development. However, it is clear that tourism has both negative and positive impact on the host societies. Recent research on this subject in Ghana (Sirakaya, Teye and Sonmez 2002) shows that it is not simply the existence of an exchange that is important, but the nature and value of the exchange that influences attitudes and perceptions. Hence, traditional social exchange theory would hold that if someone is employed within the tourism industry then that person would be expected to hold a positive attitude towards the industry. However, if the experience of employment within the industry was negative, then this would result in a negative attitude towards the industry as a whole. Information about the consequences and impacts of tourism from host residents' perspectives is an important factor that needs to be considered in planning. Irrespective of how tourism is introduced and developed in a community, residents are important players who can influence the success or failure of the local industry. Residents may contribute to the wellbeing of the community through their participation (in varying degrees) in the planning, development, and operation of attractions and by extending their hospitality in exchange for the benefits obtained from tourism. On the other hand, residents may be instrumental in discouraging the industry by opposing it or exhibiting hostile behavior toward tourism advocates and or tourists (Crompton and Ap 1994).

Greenwood (1978) argues in his article on tourism as cultural commodification that "local culture...is altered and often destroyed by the treatment of it as a tourist attraction. It is made meaningless for the people who once believed in it". As an example, dancing in Bushmen culture was a healing activity for both individuals and the community as a whole. When dancing is done for tourists, some of its elements are left out, and thus the dance no longer functions in the same way. It is merely done for money.

Tourism is really powerful for change in the local community, particularly in social and cultural life. A number of studies in recent years have examined host residents' perception of the socio-cultural impacts of tourism on their community. A major reason for rising interest is due to the evidences that tourism not only leads to positive, but also has the potential for negative outcomes at the local level (Lankford 1994). Huang and Stewart (1996) indicated that tourism may change residents' relationships with one another and their community. It is generally felt that the community perceptions toward the socio-cultural impacts of tourism are likely to be an important planning and policy consideration for successful tourism development (Ap 1992).

Tourism impact is one of the most popular topics in tourism studies involving communities. Kreag (2001) states tourism impacts have been positive or negative, depending on the community and each impact differs by community. However not all types of tourism activities have the same impacts on every community. It is clear that tourism and its impacts in local communities is a multi-dimensional phenomenon that encompasses economic, social, cultural, ecological, environmental and political forces (Singh et al. 2003). Indeed the socio-cultural impacts of tourism are often very different and varied, based on individuals or groups in local communities. Socio-cultural elements on the other hand, also play important roles in the contribution of tourism in local communities. Socio-cultural impacts of tourism can be more difficult to assess as they are more of a subjective or qualitative measure of impacts on a destination in contrast to quantitative economic measurement (Mason 2003).

When tourists enter the host country, they do not just bring their purchasing power and cause amenities to be set up for their use. Above all, they bring different behaviors and beliefs, which can profoundly transform local social habits by removing and upsetting the basic and long-established norms of the host population. Tourism is a social event which may lead to structural changes in the society. During the tourist season, the resident population not only has to accept the effects of overcrowding, but they may be required to modify their way of life (increase in seasonal work, shift working) and live in close contact with a different type of visiting population who are there simply for leisure. It often

leads to social tension particularly noticeable in very popular tourist areas or where the population, for psychological, cultural or social reasons, is not ready to be submitted to 'the tourist invasion'. This may lead to a change in social values. A decline in moral and religious values is also not uncommon and may show itself through increased crime levels.

At the same time, tourists are changed by their experiences. In short, tourism is an interactive phenomenon, affecting both the hosts and the visitors. But this effect is nearly one-sided. The influence of tourists on the societies they visit is generally more pronounced than vice versa. The majority of global tourists come from a few affluent countries with dominant cultures, which are relatively unaffected by visitors from smaller local cultures. On the other hand, tourism increases the risk of irreversible cultural disruptions in smaller societies.

Preservation of culture is many times encouraged by the fact that tourists visit an area to see or take part in that culture. Ethnic cultural festivals help preserve the ties of people with their roots, as well as attract visitors to an area. For instance, the Hopi Cultural Center in Arizona helps preserve and interpret Hopi culture, and is funded by the visitor accommodations connected to it. Tourism enhances cross-cultural understanding. People from different cultures are brought together in tourism experiences, either by visiting a different culture or by different cultural groups mixing together at a tourist destination. This leads to greater understanding of each other's cultures. Tourism can be important in increasing a community's access to information as well as new language skills and knowledge. It is a powerful agent for a community's social and cultural change. Tourism constitutes a method of developing and promoting certain poor or non-industrialized regions, where traditional activities are on the decline. With proper management, tourism can ensure the long-term conservation of areas of outstanding natural beauty which have aesthetic and/or cultural value. Tourism contributes to the rebirth of local arts and crafts and of traditional cultural activities in a protected natural environmental setting. It promotes the local community's interest in expanding their education and "how to" knowledge while seeking to provide better tourist services (Nyaupane et al. 2006). Furthermore, interaction between host residents and tourists introduces new ideas, values and lifestyles. Socio-cultural impacts of tourism needs careful consideration, as impacts can either influence community positively or negatively. The influx of tourists brings diverse values to the community and influences behavior and family life (Kreag 2001). Tourism has been linked with increased awareness of other's cultures, practices, behavior, values and heritage. It helps local communities and visiting tourists gain a better knowledge of each other's languages through interaction (Singh et al. 2003).

Regarding the relation between culture and language, it is commonly accepted that language is a part of culture, and that it plays a very important role in it. Some social scientists believe that without language, culture would not be possible. Language simultaneously reflects culture, and is influenced and shaped by it. In the broadest sense, it is also the symbolic representation of a people, since it comprises their historical and cultural backgrounds, as well as their approach to life and their ways of living and thinking. Brown (1994) describes culture and language as follows: 'A language is a part of a culture and a culture is a part of a language; the two are intricately interwoven so that one cannot separate the two without losing the significance of either language or culture.' In a word, culture and language are inseparable.

Some people say that language is the mirror of culture, in the sense that people can see a culture through its language. Another metaphor used to symbolize language and culture is the iceberg. The visible part is the language, with a small part of culture; the greater part, lying hidden beneath the surface, is the invisible aspect of culture.

There is always an interactive influence between language and culture: the two cannot exist without each other. They combine to form a living organism. Therefore, when the culture of a society is influenced by tourism, the language of that society should also be inevitably influenced and as we mentioned before, the resultant effects may be both positive and negative. If we look at this subject positively, it can be said that tourism encourages and motivates the host residents learn another language. In other words, tourism increases the language learning motivation among the members of the destination and as a result, the rate of understanding and communication between the residents and the tourists increases.

From the other hand, the language diversity used by the tourists from different countries may damage the native

language of the residents. This, in long term, may result in language change and language loss. This matter gains much importance especially regarding the minority and less-prestigious languages. So, much care and attention is needed in order for the language of the destination not to be damaged and changed to such an extent. Of course, language change is a natural process which happens in all languages and is the result of both internal and external factors. However, here, we do not mean this natural process but the change occurred under the influence of tourists' languages. The language change is mostly observed in the regions where the language of the tourists is a dominant and international language and that of the destination a small and a less-known one.

2. Conclusion

As with any economic activity, tourism can have negative and positive impacts on communities. The negative effects must be minimized and measured against the benefits, i.e. the positive effects (both economic and non-economic) that tourism brings.

Some people believe that tourism development may cause the destinations lose their cultural identity. However, research shows that most tourists travel to experience the personality and true character of cities, communities and attractions. The tourism experience includes experiencing the real life and lifestyle of the destinations they visit.

Sustainable tourism is thoughtful and planned tourism. A community involved in the planning and implementation of tourism has a more positive attitude, is more supportive and has better chance of making a profit than a population which is passively ruled by tourism. One of the positive outcomes of sustainable tourism development is community development. Tourism is an interface for cultural exchange, facilitating the interaction between communities and visitors. People want to interact with other cultures and learn about other peoples' traditions.

Market-led planning can fail to achieve the objectives of sustainable tourism and has a tendency to forget social and cultural impacts. Like all industries, tourism has negative effects, too, but we can minimize these negative effects. Most of the negative effects are socio-cultural and the outcome of lack of information, false impressions, misinformation, poor communication and poor knowledge. Therefore, obtaining necessary knowledge, reliable information and being able to communicate successfully may help minimize the negative effects of tourism.

As a final note, it should be mentioned that, in order to minimize the negative and maximize the positive effects of tourism as an important industry, the tourism authorities and planners should inform the people of the host societies and also the tourists of cultural, linguistic and social aspects of tourism.

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SPECIAL ECONOMIC ZONES AS A STIMULATOR OF ECONOMIC DEVELOPMENT AND ITS APPLICATION IN THE REPUBLIC OF KAZAKHSTAN

The formation of financial legislation of the Republic of Kazakhstan since the day of state sovereignty has been the one of the priorities for providing economic growth, attracting investment, as well as to overcome raw material orientation, to promote entrepreneurial initiatives, to achieve goals of development, including the resolving socially important problems.

Change of economic structure, self-determination of directions of development and ways for achieving goals with the need to resolve existing problems required very urgent review of the positions on structure and operation of the country's financial system. For these purposes a number of laws and regulations were adopted. Meanwhile, the global financial crisis has demonstrated the shortcomings of existing models of financial relations, both globally and nationally. Weaknesses were identified in the structure of public regulation and the activities of financial institutions. The problems of financial institutions appeared in imperfection and inconsistency of risk management systems to the current trends and level of available risks (both in extent and quality of risks), low level of corporate management, lack of transparency, and, consequently, inefficiency of business models that were sensitive to negative trends.¹

At the same time, only through the creation of reliable legal environment the rule of law is achieved and the confidence of individuals and business entities in protection of their legitimate rights and interests, a sense of personal security, low transaction costs for doing business are ensured. That is a powerful stimulus for domestic and foreign investment. The State Program on Accelerated Industrial and Innovative Development for 2010-2014 is realized in the Republic of Kazakhstan. This document includes provisions on necessity of further creation of favorable conditions for investors who are ready to implement projects in such priority sectors of Kazakh economy as oil refining and oil and gas infrastructure, in mining and metallurgical complex, nuclear and chemical industry with transition of primary production to higher redistribution, engineering, construction industry, pharmaceuticals, information and communication technologies, biotechnology, alternative energy, space, agriculture, light industry, and tourism.²

It should be noted that in order to provide favorable regime for investment each country pays great importance to the legislation that as may stimulate business initiatives as restrain the development of entrepreneurship as whole. Turkey is not an exception. And developed tourist business of this country is a perfect evidence of proper legislation stimulating investment activities and business initiatives in this sector of Turkey economy.

¹ Concept of the Republic of Kazakhstan on Financial Sector Development in the Post-Crisis Period. Approved by the Decree of the President of the Republic of Kazakhstan No. 923 dated 01/02/2010

² Foreign Investment in Turkey. Changing Conditions under the New Economic Programme. Organisation for Economic Co-operation and Development, 1983, p.44-50.

In order to achieve this goal the Law for the Encouragement of Foreign Capital was adopted in Turkey in January 18, 1954. And Decree on Foreign Investment put into force from January 25, 1980 provides special rules for investment in tourism.

One of the most effective mechanisms for the development of business initiatives and market economy, establishment of modern competitive enterprises, attracting investment and improvement of employment in the country is establishment and operation of special economic zones (SEZ).

According to the types of activities that are most emphasized, the zones have been given various names, ranging from free-trade zones, duty-free zones, free-export zones, free-investment zones, free economic zones, free-enterprise zones, free manufacturing zones, economic and technology development zones, export processing zones (EPZ), special economic zones, and industrial estates, to industrial or scientific parks. Bonded warehouses free ports, and duty free shops can be regarded as zones of special types, where services are at the center stage of economic activities. Free banking zones or free insurance zones also fall into this category.³

A typological analysis of such zones shows that their defining characteristics are similar, with some differences among them regarding their claimed objectives. They are all customs-free and export-oriented manufacturing areas, are provided with preferential incentives and streamlined administration, and equipped with better infrastructure and cheap utilities. Most are spatial enclaves located next to major ports. All of them aim at promoting employment, export, and foreign investment. Several zones have some additional goals, such as the promotion of national or regional development, encouragement of technology transfer, creation of linkage effects, and experimentation with new industrial strategies.⁴

SEZs have also been regarded in the literature as a useful stepping stone from a closed economy to a fully open and integrated economy⁵ and have become increasingly common as countries have shifted from import-substitution policies to export-led growth policies.⁶ There are currently 2,301 zones in 119 developing and transition countries, clustered mainly in Asia and the Pacific and the Americas (Table 1).

Zones in Development and Transition Countries

Number of Countries with Zones	119
Number of Zones	2,301
Asia and the Pacific	991
China	187
Vietnam	185
Americas	540
Central and East Europe and Central Asia	443
Middle East and North Africa	213
Sub-Saharan Africa	114

Notes: Excludes single factory zone programs and sponsoring countries. Zones of the entities of Macau, Hong Kong (China), and Taiwan (China) are included in the Asia and the Pacific Region.⁷

Sources: BearingPoint; ILO database; WEPZA (2007); FIAS research.

The first EPZ, Shannon Industrial Estate, was established in Ireland in 1959 in an attempt to revitalize the old Shannon Airport. The first Asian zone was the Kandla EPZ opened by the Indian government in 1965. The next year Taiwan established its first EPZ (Kaosiung), and South Korea follows in 1970 (Masan EPZ).⁸

³Wei Ge. The Dynamics of Export-Processing Zones. No.144. December 1999. UNCTAD/OSG/DP/144. http://www.unctad.org/en/docs/dp_144.en.pdf

⁴Hooshang Amirahmadi, Weiping. Wu Export Processing Zones in Asia. <http://www.people.vcu.edu/~wwwu/publications/AsiaSurvey-EPZ.pdf>

⁵World Trade Report 2006. Exploring the links between subsidies, trade, and the WTO. – World Trade Organization. – Geneva, Switzerland, 2006, p.78.

⁶Michael Engman, Osamu Onodera, Enrico Pinali. Export Processing Zones: Past And Future Role In Trade And Development. OECD Trade Policy Working Paper No. 53. TD/TC/WP(2006)39/FINAL

⁷Special Economic Zones. Performance, Lessons Learned, and Implications for Zone Development. April 2008, pp.23, 26.

⁸The Role of Free Economic Zones in the USSR and Eastern Europe. United Nations. New York, March 1990, p.831

Open economy sector zones are inherent for the post-socialist countries of the Eastern and Central Europe, the main aim of which is accelerated development of market relations. Economic mechanism of such type of zones is aimed for creating a favorable investment climate for foreign investors and active attraction of capital (Bulgaria, Hungary, China, Poland). Zones of depressed areas and industries development are widespread in industrialized countries (the Great Britain, Germany, USA, France). In the USA these formations are called "enterprise zones".⁹ Enterprise zones have enough long history. Established in the 80th years in the USA this financial institute was implemented in the Great Britain and France. The enterprise zone concept arose in recognition of the fact that inner city areas, where such zones are often located, were centers of vital small business but which were being eroded over time, inter alia because of the growing burden of government regulations and restrictions. As such, an important feature of such zones, as in case in the United Kingdom, is the reduction of government intervention and red tape to promote the working of free-market forces, and these zones have been set up since 1981 attract enhanced capital allowances, enjoy a relaxed planning regime and considerably streamlined administration of remaining controls. The features of the US zones are substantially reduced local property tax, concessions on capital gains tax and tax benefits for the use of local labour.¹⁰

The questions of establishment and operation of economic zones are actual especially for developing countries. There are different researches devoted to the role and classification of the incentives using for the development of SEZ and attracting companies on its territory. Some researchers make a conclusion about existence of such groups of incentives as enhanced physical infrastructure, streamlined administrative services, fiscal incentives, relaxed legal and regulatory requirements, export promotion services.¹¹ In the OECD case study on the investing in free export processing zones the incentives are subdivided on the three groups: tax incentives, financial incentives, other incentive measures (capital grants, grants in the form of interest, rent subsidies, etc.). Meanwhile, tax incentives are the one of the financial incentive tool too. It is known that "finance" definition may be considered in different viewpoints – from the synonym of "money" to the limitation of such funds being in public ownership. At the same time, it is generally recognized that Financial Law is a set of legal provisions regulating social relations arising in the process of forming the monetary system by a country and ensuring its normal functioning, as well as in the process of formation, distribution and organization of utilization of the public monetary funds,¹² the primary method of legal regulation of which is the method of power and subordination (imperative method). And Tax Law is an institute or sub-branch of Financial Law.

As for the first classification proposed by Michael Engman, Osamu Onodera and Enrico Pinali it is important to note that such incentives as enhanced physical infrastructure, streamlined administrative services, fiscal incentives, export promotion services have to be stipulated by law. Thus, it is possible to make a statement that all above-listed incentives can be considered as a part of relaxed legal and regulatory requirements. Otherwise any incentive which hasn't proper legal regulation can be the cause of corruption offences and inequity of rights and obligations of the actors operating in a SEZ as whole, and thus to create disproportion in competitive market environment.

At the present time several SEZs are operating in Kazakhstan: "Astana - new city" SEZ, "Information Technologies Park" SEZ, "Ontustyk" SEZ, "Burabai" SEZ, "Seaport Aktau" SEZ, "National Industrial Petrochemical Technology Park" SEZ, "Pavlodar" SEZ, "Saryarka" SEZ, "Horgos – Eastern Gates" SEZ. For the information, there are 20 free zones in Turkey (19 are operational) located close to the EU and Middle Eastern markets adjacent to major Turkish ports on the Mediterranean, Aegean, and Black Seas, with easy access to international trade routes.¹³

⁹ Сапарбаев Б.М. Специальные экономические зоны в Казахстане: тенденции и закономерности развития. – Алматы: Ылым, 1998, с.10.

¹⁰ Investment Incentives and Disincentives: Effects on International Direct Investment. Organisation for Economic Co-operation and Development, 1989, p.37-38.

¹¹ Michael Engman, Osamu Onodera, Enrico Pinali. Export Processing Zones: Past And Future Role In Trade And Development. OECD Trade Policy Working Paper No. 53. TD/TC/WP(2006)39/FINAL. p.17

¹² Худяков А.И. Финансовое право Республики Казахстан. Общая часть. – Алматы, ТОО «Издательство «Норма-К», - 2002, с.74.

¹³ <http://www.invest.gov.tr/en-US/investmentguide/investorsguide/Pages/SpecialInvestmentZones.aspx>

"Burabai" SEZ has been specially established by the Kazakh President's Decree for the period till December 1, 2017 in order to create a highly efficient and competitive tourist infrastructure able to meet the demands of local and foreign tourists. The priority activities of this SEZ are:

- organization and development of cultural-cognitive, health, ecological, business, sports and other kinds of tourism;
- providing a variety of tourist services conforming to international standards in fields of rehabilitation, entertainment, transport, hotel, nourishment, tour and information services, etc.;
- organization of production of a variety of souvenirs with national symbols.

It should be noted that Kazakh legislation regulating SEZs' activities was a subject of sufficiently frequent adjustments and additions aimed at creating as much as possible attractive environment for doing business on these territories.

Analyzing the SEZs' legal regulation it should be noted that at the present the Law of the Republic of Kazakhstan "On Special Economic Zones in the Republic of Kazakhstan" dated 21/07/2011 regulates relationships in this field. This Law from the day of its putting into effect repealed the Law of the Republic of Kazakhstan "On Special Economic Zones in the Republic of Kazakhstan" dated 06/07/2007, that in its turn repealed the Law of the Republic of Kazakhstan "On Special Economic Zones in the Republic of Kazakhstan" dated 26/01/1996.

The current Law is intended to regulate social relations arising from the establishment, operation and abolition of special economic zones of the Republic of Kazakhstan for the purposes of accelerated development of modern high-performance competitive industries, attracting investment, new technologies in industries and regions, as well as increasing employment.

According to the Kazakhstan Socio-Economic Development Forecast for 2012-2016¹⁴ implementation of the Law "On Special Economic Zones in the Republic of Kazakhstan" and the Program on Attracting Investment, Special Economic Zones Development and Export Promotion in the Republic of Kazakhstan for 2010 - 2014 will create attractive environment for direct investment in non-commodity export-oriented and high-tech productions and integration into the global trading system through the promotion of export.

First of all, it should be noted that the new Law on special economic zones has considerable innovations based on the study of successful experience of operational foreign SEZs.

The one of the most important novelty of the current Law is a new model of management of a special economic zone by the management body that can be in form of a management company or a public institution of the local executive body of the capital.

This model of management of such zones is drawn from the study of laws of foreign countries and is based mainly on the practice of the Russian Federation. It will be possible to discuss the results of effect of the new Law, achievement of goals and objectives in our Republic after a certain period of the validity of this Law. However, it is not logical to implement various forms of management for different SEZs, i.e. the governing body for all Kazakh SEZs is a management company - a legal entity in the organizational-legal form of a joint-stock company, and only for "Astana - New City" SEZ this function is from the public institution of the local executive body of the capital. Moreover at the time of elaboration of the draft law on SEZs, the Vice-Minister of Industry and Trade of the Republic of Kazakhstan emphasized the problems that didn't allow Kazakh SEZs to fully implement all the advantages. And among them the lacks of SEZs operation and insufficient amounts of attracting investment.¹⁵ The Laws on SEZs of 1996 and 2007 years provided norms about the management of such zones by the special administrations - territorial divisions of the authorized body acting on the territory of special economic zones. The provisions of the current Law about management company as a SEZ management body were implemented in order to provide proper management of these institutions, for attracting highly qualified foreign specialists, experts in management of such zones and due to the inefficiency of the management by public institutions.

¹⁴ Approved at the meeting of the Government of the Republic of Kazakhstan (Protocol No 30 dated August 27, 2011).

¹⁵ <http://www.zakon.kz/pravovye-novosti/197977-v-mazhilise-prezentovan-zakonoproekt-o.html>

At the same time poor zone development practices—inappropriately designed or over-designed facilities, inadequate maintenance and promotion practices, inadequate administrative structures or too many bodies involved in zone administration, as well as weak coordination between private developers and governments in infrastructure provision are determined as the most common obstacles to success for zones by the FIAS.

Let's also consider some new and problematic aspects of this Law. Thus, in accordance with subpoint a) Article 1, special economic zone is a part of the territory of the Republic of Kazakhstan with precisely defined boundaries and special legal regime of a special economic zone for implementation of priority activities. At the same time, Article 24 "Special Legal Regime of Special Economic Zone" spreads special legal regime established by this Law, tax, customs, land legislation of the Republic Kazakhstan, as well as the legislation of the Republic of Kazakhstan on employment, for participants of a special economic zone. As indicated in subpoint 5) Article 1 of the Law, participants of a special economic zone shall be legal entities engaged in priority activities on the territory of SEZ, and included in the register of participants of a special economic zone. In this regard, it is possible to note that the wording of the Article 24 is not conforming to the provisions of the Constitution of the Republic of Kazakhstan on the equality of all before the law, freedom of entrepreneurial activity, and limitation of monopolistic activity by the law. The statement above can be also confirmed by the provision of the Law of the Republic of Kazakhstan "On Competition" where we can find a rule that this Law operates on the territory of the Republic of Kazakhstan and covers relations that affect or may affect competition on the markets of Kazakhstan in which market actors, consumers and government agencies participate (point 1 Article 3, Law "On Competition").

For the purpose of fulfillment of innovation and strategic investment projects, implementation of priority activities¹⁷ an appropriate legal framework encouraging domestic and foreign entrepreneurs to engage in activities in these areas has to be created. In this regard, it seems correct to stipulate a provision on spreading special legal regime of a special economic zone for fulfillment of priority activities by SEZ participants on the territory of a SEZ.

Subpoint 2) Article 4 of the Law of the Republic of Kazakhstan "On Special Economic Zones in the Republic of Kazakhstan" stipulates such a power of the Government of the Republic of Kazakhstan as assertion of normative legal acts regulating activities of the special economic zones. Meanwhile, it should be not forgotten that law is a normative legal act too. Even in the preamble of the Law on SEZs there is a statement that it regulates social relations arising from establishment, operation and abolition of special economic zones in Kazakhstan. At the same time, as is known, the Government has no power to approve laws, other legislative acts within its competence, and it means that this provision has to be clarified. Thus, subpoint 2) Article 4 of the Law should be supplemented with the words "within its competence".

Accordingly subpoint 11) Article 5 of the Law monitoring of performance of the contract terms on implementation of activities as well as analysis of monitoring data are in the competence of the central executive body responsible for state regulation of establishment, operation, and abolition of special economic zones (authorized body). Meanwhile, one of the functions of the management body of a special economic zone is to monitor the performance of the contract terms on implementation of activities (subpoint 10) Article 18 Law on SEZs). Article 21 of the Law also states that the monitoring provided by subpoint 10) Article 18 of this Law is implemented by management bodies of special economic zones on a regular basis.

It is necessary also to pay attention to the rule provided by the Article 21 of the Law on SEZs according to that the monitoring of performance of contract terms on the implementation of the activities is carried out by the authorized body on the base of information provided by the management bodies of a special economic zone in the form of reporting, as well as information about participants of special economic zones in accordance with this Act. In this regard, in order to avoid ambiguity in the provisions of the Law with respect to the competence of the authorized body it seems appropriate to add subpoint 11) Article 5 of the Law with the reference to the information provided by the management body of a special economic zone.

¹⁷ Priority activities - activities that meet the objectives of establishment of special economic zones, which are subject to special legal regime of the special economic zone (subpoint 10) Article 1 Law on SEZs)

Under the point 1 Article 17 of the Law after the enactment of the act of the President of the Republic of Kazakhstan on establishment of a special economic zone the Government of the Republic of Kazakhstan or local executive body of a region, the city of republican status, the capital has to take a decision on establishment and (or) participating in establishment of management body of the special economic zone. As it was mentioned above, management body of a special economic zone is a management company or a public institution of the local executive body of the capital. Under the point 6 Article 17 of the Law, management body of a special economic zone is recorded at the location of the SEZ in accordance with the legislation of the Republic of Kazakhstan on state registration of legal entities and record registration of branches and representative offices. Thus, according to the afore-mentioned provisions of the Law the activity of a SEZ is managed by the only one body specially established for this purpose and responsible for the operation of such zone. Meanwhile, in the Article 21 of the Law on SEZs there is a provision that management bodies of a special economic zone have to submit information to the authorized body for monitoring. As a result of, presumably, grammatical error the legal possibility was set to establish several management bodies for a special economic zone. That is impractical and may be the cause of disorganization in the management of a SEZ and creation of additional barriers for the zone's participants. In this regard the words "management bodies of a special economic zone" in the Article 21 of the Law should be replaced by the words "management bodies of special economic zones".

Under the point 1 Article 10 of the Law of the Republic of Kazakhstan "On Special Economic Zones in the Republic of Kazakhstan" the activities of a participant of the special economic zone have to follow the contract on implementation of activities. This provision is just partly correct because the activities of a participant of SEZ have to be in accordance as with the legislation of the Republic of Kazakhstan as with the contract on implementation of activities. This statement follows from the concept of the Kazakhstan legislation on special economic zones (Article 2 of the Law) and other provisions of the Law on SEZs, for example, on responsibility, state control over maintenance of the legislation on SEZs, etc.

According to the point 3 Article 8 of the Law on SEZs the land lots, on the territory of which a SEZ is established for implementation of priority activities can be provided for temporary compensatory land tenure (lease) to a participant of a SEZ in accordance with land legislation of the Republic Kazakhstan for the period of operation of such zone. It means that this zone has not been established yet, but the land lots are available for the lease by the participants of SEZ. Meanwhile, accordingly the point 1 of Article 6 of the Constitution of Kazakhstan the country shall recognize and by the same token protect state and private property. However under the afore-mentioned provision of the Law on SEZs the land lots can be compulsorily alienated from land owners and land users for public use in accordance with the land legislation of the Republic of Kazakhstan for these purposes. At the same time it is not clear how such a legal entity can be recognized as a participant of a SEZ if such zone does not exist, it is just in the process of establishment, and such organization can't be included in the register as not entered into a contract with the management body of this zone.

The same can be noted for the second part of this Article according to which the land lots intended for construction of infrastructure facilities and support activities of establishing SEZ can be provided for temporary compensatory land tenure (lease) to a management company in accordance with the land legislation of the Republic of Kazakhstan for the period of operation of a special economic zone.

At the same time, according to the point 1 Article 17 of the Law on SEZs only after the enactment of the act of the President of the Republic of Kazakhstan on establishing a special economic zone the Government of the Republic of Kazakhstan or local executive body of the region, city of republican status, and the capital have to take a decision on establishment or on participation in establishment of the SEZ management body. And only SEZ management body can provide land lots for secondary land tenure (sublease) and infrastructural objects for lease (sublease) to organizations engaged in ancillary activities. Management body of a SEZ is also authorized to enter into and to terminate the contracts on implementation of activities on the ground of which the participants of the SEZ implement their activities in the zone.

Meanwhile only the act of the President is a legal ground of SEZ establishment. This act provides the moment of its putting into effect and operational terms of a special economic zone, and only in this case land lots can be granted for land tenure (lease) to the participants of a special economic zone or management company in accordance with current legislation of the Republic of Kazakhstan. This conclusion follows from the rule stipulated in the point 8 Article 7 according to that the decision on establishment of a special economic zone and priority activities conforming the aims of establishing SEZ shall be taken by the President of the Republic of Kazakhstan on the proposal of the Government of the Republic of Kazakhstan.

Regulation on special economic zone, target indicators of operating SEZ, critical level of failure to reach target indicators are approved by the President of the Republic of Kazakhstan.

It is important to specify the Article 30 of the Law on special economic zones that contains a provision according to which state control over observance of the legislation of the Republic of Kazakhstan on special economic zones shall be in the form of check and other forms. The question arises immediately - in what other forms? The law should encourage implementation of priority activities in special economic zones, regulate the most important public relations in field of establishment, operation, and abolition of such zones. It is also necessary to take into account that supervisory and other administrative procedures are always one of the important factors when doing business and taking managerial decisions. For the purpose to develop business the moratorium on tax audits was once provided in Kazakhstan by the Presidential Decree in response to the entrepreneurs' requests.

The novelty of the Law on SEZs is also the provisions introducing the "one window" principle that means minimization of participation of applicants – legal entities which apply to the management body of a SEZ for implementation priority or auxiliary activities, in the collection and preparation of documents, and in restrictions of their direct contact with the subjects of public service delivery, including the introduction of electronic documents and (or) by the constant presence of the authorized representatives of state bodies in a special economic zone. This measure follows from the Recommendation No 33 of the UN Economic Commission for Europe, pursuant to which an organizations operating under the "one window" principle shall be established in order to eliminate factors that hinder the solution of socially important issues by citizens and legal entities in public authorities and local self-governing bodies, to develop coordination and improvement of activities of supervising institutions, to preserve and to protect the lawful rights and freedoms of citizens. The "one window" mechanism allows to improve the link of the existing governmental systems and processes when promoting more open and simple methods of functioning of state bodies and their work with participants of SEZ.¹⁸

International legal framework in this field is also developing. The Agreement on Some Issues of Free (Special) Economic Zones on the Customs Territory of the Customs Union and Customs Procedures of Customs-Free Zone (St. Petersburg, June 18, 2010) was ratified by the Law of the Republic of Kazakhstan dated June 30, 2010. According to this international treaty the parties have agreed that special economic zones shall be established in order to promote socio-economic development of Member Countries of the Customs Union, attraction of investments, creation and development of industries based on new technologies, development of transport infrastructure, tourism and recreational areas or for other purposes defined when a special economic zone is established.

The questions of SEZ establishing and operating, timing of operation, cessation of operation (abolition) of SEZ, activities that can be performed in such zones, special (legal) regime of entrepreneurial and other activities, the provisions on customs procedures of customs-free zone, etc. are also regulated by this international treaty.

¹⁸ <http://thenews.kz/2011/02/03/714317.html>

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VEGETABLES BIODIVERSITY IN GEORGIA

Georgian agriculture development of the modern stage of its natural, agricultural and economic conditions due to the many fields, it significantly depends on the population and the country's economic strength, vegetables` care – is the main care from Georgian agronomists from the ancient times. Georgia is thinking such as origin of vegetables diversity.

In the world about 1200 varieties are belong to the vegetables, which are include in the 78 families. Many of them are cultural plants, while the rest of the wild relatives. 70 varieties of vegetables are producing in Georgia; including some of them are very small quantities.

A vegetable for human nutrition is a necessary product. Nowadays, Georgia occupied approximately 886 766 ha of land area, from which vegetables occupied 30 728 ha of vegetables, by kitchen garden -20 272 ha /BY STATİSTİCAL DATA /.

Ration in human by the research data $\frac{1}{4}$ part to hold various kinds of vegetable consumption. People need to use during the year 125- 140 kg of vegetables and kitchen garden product.

Biodiversity of local vegetables are characterized with high content of elements, such as vitamins, salts, organic acids and other element. They also have high values of food and diet. They contain large amount of potassium, sodium, calcium salts, have the ability to neutralize increased acidity of multiply products or fleshy. Some vegetables, like onions and garlic contain many pithoncides, which have high bactericidal properties.

In Georgia, vegetables produced in the both soil conditions: open and protected areas (greenhouses), and to this last one pay big attention in maintenance with new vegetables in fall-winter and early spring, but the main supplier of vegetables on market is open ground and especial attention is paid to its production.

Vegetables – it is a collection of different types of plants (differ vegetative and reproductive organs), which are joint in the different families and are differs from each other by biological features, producing technology and methods of use.

In terms of food, vegetables with their different nature of vegetative organs are divided into the following groups:

- Fruits - cultures of the young fruits are used for food (cucumber, Vegetable marrow, bush pumpkin, eggplant, kitchen garden peas, beans, legumes, sweet corn),

- And ripe fruit (tomato, watermelon, melon, pumpkin),
- Leafy (cabbage, beet leaf - alfalfa, lettuce, watercress, spinach, rhubarb, sorrel, leaf parsley and celery, leaf mustard, perennial onion),
- Like onions (onions, leeks, garlic),
- Root vegetables (carrot, table beet, black radish, the radish, swedes, turnips, parsley and celery),
- Root crops (early potatoes),
- Leafy fruits (kohlrabi),
- Proliferations' (cauliflower, broccoli, etc.),
- Fungus / mushrooms / etc

The above vegetables belonging to the different botanical species, which includes the following families:

- Crusaders (cabbage, swedes, turnips, black radish, the radish, Chinese radish, mustard),
- Umbrellacea (carrots, parsley, celery, coriander, Pasternak),
- Pumpkin crop (cucumber, watermelon, melon, pumpkin, patison),
- Solanaceae (tomato, pepper, eggplant, potatoes, fizalis),
- Legumes (peas, beans),
- Composites (salad, tarragon, Artichoke),
- Liliaceae (onions, leeks, garlic),
- Cereals (vegetable garden sweet corn).

18th century's historian and geographer VAKHUSHTI BAGRATION in his work "The geographical description of Georgia" – mentioned Georgia, as a lot of vegetable biodiversity, the selection of folk species; cabbage crop headed cabbage, onions, root crop, pumpkin crop, legumes, greens. By IVANE JAVAKHISHVILI (1934) many species of vegetables are wild origin. In Georgia many centuries ago there were brought vegetables and has been grown: watermelon, melon, pumpkin, cucumber, onion, garlic, radish, eggplant, cabbage. In Georgia received above noted varieties and has been located in the Institute of Farming Plant genetic resources Gene Bank, which has been created with financial support ICARDA (International research center for agricultural research in dry areas). Currently, more than 3000 seeds stored in Genebank, 600 of them more than vegetable seed material, the purpose of scientific research in the areas involved.

Georgia is a member country of the – CACVEG – network of the research and development of vegetables, which was created in 2006, and collaborate with AVRDC - world center of vegetables with mediatorate of Georgian Agrarian University's I.Lomouri farming institute. In 2007-2011 from the AVRDC by the Institute request are received more than 60 varieties of tomato, sweet pepper, mosh, vegetable garden Pea, vegetable garden soy-bean, vegetable garden beans, Chinese cabbage. All of this leads to the increase of biodiversity.

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GLOBAL CHANGE AND ITS IMPACT ON TOURISM

Abstract

Background of the Paper

Research studies and relevant efforts have been taken to minimize the effects of global changes to every effect that impacts global scenarios. Where today designing the global order to many of the headings. International voice is raised and steps and measures have been taken collectively as well as individually by countries and individuals. Thus, those are in a mass scale according to many of the subject areas, but this paper will be focusing on global changes and its impact on tourism. Global measures in application of regional scenarios are discussed in the paper. How global changes affected tourism and its oscillation, as well as negative and positive affects and to what extent gaps can be filled will also be focused. For example, due to climate changes tourists distribution diverts to different destinations, resulting in oscillation of data, due to pollutions and health risks; attractiveness is also a means for behavioral change of tourists.

Objective of the Paper

Global change is an international phenomenon that affects all aspects of global scenarios of the world order both positively and negatively. Tourism is a dependent industry resulted to oscillate on the global impacts where global change is positively and negatively affected. Oscillation affects a country's economy and its fluctuations affect the stability of the industry globally. It is necessary for many of its development and sustainability against its impacts. Many countries have taken many steps, measures throughout the years to eradicate and minimize such effects that cause tourism nationally and internationally.

Thus, this paper focused to evaluate for how far these measures have been taken and how far it has been effective to minimize such global changes on the tourism based on the hypothesis that 'if the conditions of global changes are in effect and if is impact on tourism is how far has it been and what are the conditions are expected and taken to that effect to minimize them and how far thus has resulted positively and negatively.

Introduction

Global change has resulted, indicated and exemplified potential impacts on the industry of tourism due to its dependent nature. The two main identified negative and positive impacts that could hit tourism have been; firstly the impacts on the physical natural environment and secondly on the income generated to the national economy due to the implications of global change. Having indicated these two main impacts due to the reasons of global change to the effect of tourism as a dependent industry; it poses a question - what are the conditions of global change that are to the effect and impact

on the tourism? And if those conditions impact on tourism; to how far has it been to the negative effect and what are the conditions that are expected to be taken measures to the positive effects in order to minimize those negative effects? and what are those applicable considerations to the positive effect of the industry of tourism would be?

Thus, through this paper is intended to evaluate how far these measures have been taken and how far it has been positively effective to minimize such global change on tourism. The answers to the posed question will be leading through below questions and with the answers against them;

1. What are the implications of global change that are to the negative effect of industry of tourism and to what extent?
2. What are measures and steps taken and to what extent?
3. What are the measures that are taken to the positive effect and how far have those resulted positively?
4. What are the gaps and how far could they be addressed and through what adaptation could it be resulted to the positive effects of the industry globally and regionally?

1. Implications of global change that are to the negative effect of industry of tourism and its extent

Attributed ramifications of global change that have taken keen interest on the impact on industry of tourism by the research studies and relevant efforts are for a labyrinth of reason of the global change. In such scales of studies, numerous efforts have had been experienced taken to minimize such implications of global changes to every effect that impact on the global scenarios including tourism industry. These implications of global change direct the global order to many of the headings of tourism as a global industry. International voice is raised and steps and measures have had been taken collectively as well as individually by countries whose main source of income to the country. Yet those implications are in mass scale that requires further attention in consideration and adaptations pertaining to bringing down of such a vast implications of global change where not only the tourism industry may suffer but also many other ends.

This paper is yet to discuss focusing on global change and its implecation and its impact on tourism where many have focused as a result of. Global measures in application of regional scenarios are discussed in the paper. However, the analysis of this paper focuses how implications of global change affected tourism as an industry to its environment and income to the national economies regionally. Also, these implications of global change not only resulted to negative impacts but also resulted to its oscillation of the flow. The extent of gaps in vary of scaled to change of environment of tourism than of addressing those gaps permanently as to the parameter is extensively huge of global changes. It behaves comparably parallel than of seeking for reparable solutions to the errands of global change that required to be adapted measures. This is a noticeable gap that required to be addressed to in seeking permanent solution in filling such gaps. The behavioral change or oscillation tourism has been evaluated and measured by the scholars or researchers and scientists using models or measuring tools as follows;

- Changed and extended version of the Hamburg Tourism Model (HTM). Behavioral change polar wards
- Hamilton et al., 2005 a,b study (total holiday demand – domestic and international)
- Bigano et al.—Tourism simulation study on economic cost
- Tourism version –climate index on Human comfort¹

1.1. Physical and Natural environment impact on tourism

It is identified that change of physical environment is major factor that impacts the tourism industry. Global climate change is identified in many studies and researches as main impact to the physical environment of the tourism industry.² "Scientists have predicted that will be 0.3-0.7degree Celsius rise in temperature per decade with advent effects in ten to fifteen increase in winter rain which result in more wetter, warmer winters and drier, more intensely hot summers for sub-Saharan Africa (Buhalis, pg 43)".³ Global environment and climate change have impacted changing tourist

¹ Refer References for referred texts for models

² Details, Global Change and Economic Crisis in Tourism, IGU Commission on Tourism Leisure and Global Change Conference, 5-9 2010, Stellenbosch, South Africa.

³ Ada Adoley Allotey, Climate change: impacts on tourism industry, October 4th, 2009; <http://www.tourism-master.nl/2009/10/04/climate-change-impacts-on-tourism-industry/>

behavior and preferences affecting the roles and potentials of tourism for development, sustainability regionally and locally due to tourism being the climate dependant industry that has direct links global process of change of environment and in effect due to change of natural physical environment and its vulnerabilities. Since tourism is a climate dependant industry⁴ and climate is an important factor in the destination choice of tourists⁵ diverts tourists towards latitudes and altitudes and its distributions.

Also tourism has identified that influences to the change of natural resources and wider impact on its development and sustainability due to change of natural environment.

There are many global changes discussed in this paper that affect natural environment. It is reportedly well-known prediction of global change made by the great scientist Dr. Arthur C. Clarke's due to the age of the earth and natural disaster and manmade implications. Besides these predictions other global change discussed in this paper are climate change; weather change; elnino and lanino; heat and colder weathers, sea level rise; vanishing of small islands, coral reefs etc., due to natural and human made errors and natural disasters, tsunami and volcano eruptions which is purely through the cause of nature and pollution due to human errors are some of them.

Climate change has larger impact on tourism and for its behavioral change among many other global changes, for example following quote states that;

*“Tourism is a climate-dependent industry, and many destinations owe their popularity to their pleasant climates during traditional holiday seasons. This article explores the potential implications of climate change for global tourism, with special emphasis on seasonality. Combination of two climate change scenarios with the Tourism Climatic Index reveals that the locations of climatically ideal tourism conditions are likely to shift poleward under projected climate change. Whereas destinations such as the Mediterranean may see shifts in their peak seasons from summer months to current shoulder periods, regions in higher latitudes are likely to experience a lengthening of their summer seasons. The effects of these changes will depend greatly on the flexibility demonstrated by institutions and tourists as they react to climate change, with substantial implications for both spatial and temporal redistribution of tourism activities. The reader is referred to <http://www.carrs.msu.edu/Main/People/faculty%20bios/extra/nicho210-journal.pdf> to view the full series of color maps accompanying these analyses.”*⁶

In addition to climate change being a main implication of global change, there are many other reasons of global change of the physical environment has impact on tourism as tourist flow take on demand driven approach. Natural disasters such as tsunami, whether change such as heat and colder weather; elnino or lanino, droughts and floods, sea level rise and pollution impact on tourism. These were better exemplified with implications of resent years. These are factors for the distribution of tourist as well as their destination of choice of as similarly as behavioral change of tourism according to climate change.

More number of tourist flows to destinations for better periods with better weather and less natural disasters or better health conditions. According to the data of Sri Lanka Tourist Board during tsunami of 2004 number of tourist flow to Sri Lanka has shown less than later years due to the devastation of after math, tourist attractions are heavily destroyed and reported that tourist destination divert to Maldives due to less affects of tsunami. In 2011 reportedly highest number of tourist recorded and exceeded 500,000 in numbers. Perhaps this is due to high floods in other East-Asian countries (Bangkok) and pacific tsunami in Japan. Changes in the climatic attractiveness as measured by comfort⁷ on the flow of tourists to particular destinations. The volume has been increased after 2006 and up to date and by 2009 it was increase of 4%.⁸ These are better example for change of tourist destinations over the factors as stated above. Due to vulnerability

⁴ IAJ, Vol. 7, Iss. 1 (2007), Pg. 26

⁵ IAJ, vol.7, Iss.1 (2007),pg.26

⁶ Bas Amelung; Sarah Nicholls; David Viner; Implications of global climate change for Tourism flows and seasonality, Sage Journals; Journal of Travel Research February 2007 vol. 45 no. 3 285-296

⁷ IAJ, Vol. 7, Iss. 1 (2007), Pg.

⁸ http://www.sltda.lk/sites/default/files/Annual_Report_2009.pdf

of the ecosystem due to climate change tourist attractions are to changes less attractive places be popular over the popular tourist attractions. Food, water and sanitation on the other hand is factor as of health and security further concern on tourist flow as to the global change impact on them that indirectly effect oscillation of tourist flow. Therefore, there is a high demand to cater for and to taken such measures to increase domestic demand. On the other hand temperature; heat & cold and weather have demonstrated effected on attracting tourist distribution over seasons. For instance, website of the Sri Lanka tourist board of 2012 showcase oscillation of during the year and the volume has been shown high during colder months of the year where as more wet and during summer and autumn less international tourist flow as it winter seasons for Europe and upper axis of the countries. On the other hand it is evaluates global warming result to more domestic tourists where international tourist volume come down. Climate change increases the attractiveness of cooler countries, and reduces that of warmer ones.⁹

Since climate change impact on biological and eco system on the other hand it affects nature parks and botanical gardens as these of tourist attractions and water and food on the other hand. In Sri Lanka tourists attracted more natural safer and health friendly foods. Organic farming (Tea and Vegetables), spring water and more sanitation, hotels build closer approach to ecosystem and environmental friendly manner has more attracted tourist and distribution and better volume to those areas (personnel experience). Bangkok Post states that tourist would more focus on their staying in hotels that are more focused on sanitation, water conservation in tourist friendly manner for as it measures the guest comfort.¹⁰ This is an example for deliberate effort taking by human to protect tourist industry though water conservation and being harmony with the environment. India has put much effort to that effect.

1.2. Impact on the national economy

Climate change as an implication of the global change has an increasing impact on the tourism as source of income generation to the national economy of the local and regional development on the other hand providing through new opportunities, employment and economic benefits that attract direct foreign investments.¹¹ 'The current global economic credit crisis has, in addition, underlined the impact of shifting economic influences on the global tourism system'.¹² It has been addressed how solid measures to be developed focusing on regional and national economics.

In addition to the above following quote on climate change reflects the stated effects according to the Humburg model; *We use an updated and extended version of the Hamburg Tourism Model to simulate the effect of development and climate change on tourism. Models extensions are the explicit modelling of domestic tourism, and the inclusion of tourist expenditures. Climate change would shift patterns of tourism towards higher altitudes and latitudes. Domestic tourism may double in colder countries and fall by 20% in warmer countries (relative to the baseline without climate change). For some countries international tourism may treble whereas for others it may cut in half. International tourism is more (less) important than is domestic tourism in colder (warmer) places. Therefore, climate change may double tourist expenditures in colder countries, and halve them in warmer countries. In most places, the impact of climate change is small compared to the impact of population and economic growth. The quantitative results are sensitive to parameter choices, both for the baseline and the impact of climate change. The qualitative pattern is robust, however. Climate change is more important to tourism than is sea level rise, because the latter heavily affects only a few places where beach nourishment is a viable option.*¹³

Economic implications due to climate-change induce changes in tourism according to following model.

Climate is an important factor in the destination choice of tourists. Hamilton et al. (2005a,b) found that climate change shifts international tourism flows towards higher altitudes and latitudes. The redistribution of tourism flows could negatively affect countries and regions that depend heavily on income from tourism. On the other hand, it could also bring benefits to places that are currently not popular with tourists. The size of this impact is potentially important economically; tourism and recreation

⁹ IAJ, Vol. 7, Iss. 1 (2007), Pg. 38

¹⁰ Global Changes Changing the World, India tourism to be more water conscious, One Post at a Time, 9th January 2012.

¹¹ Op. Cite 7.

¹² Op. Cite 7.

¹³ Andrea Bigano & Jacqueline M. Hamilton & Richard S.J. Tol, 2006. "The Impact of Climate Change on Domestic and International Tourism: A Simulation Study," SSRN, Working Papers 2006.86, pp. 26-49 Fondazione Eni Enrico Mattei. : File URL: <http://www.fnu.zmaw.de/fileadmin/fnu-files/publication/working-papers/htm12wp.pdf> accessed 11 February 2012

is, after health care, the second largest economic activity in the world. Certainly, the media shows a greater interest in tourism than in other aspects of our climate impact work. Tourism is omitted in estimates of the economic impact of climate change, and this may bias cost-benefit and other decision analysis of mitigation policy. Tourism does feature in discussions on adaptation policy, but competition between resorts is typically ignored. This paper does not inform those debates directly, but it does provide an updated set of estimates of the impact of climate change on international tourism and includes, for the first time, tourist expenditures, domestic tourism, and sea level rise.”¹⁴

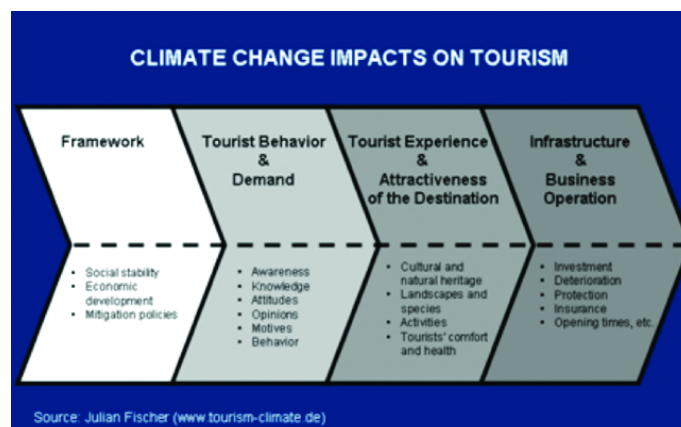
Also it is stated that besides temperature while keeping “area constant full coastal protection against sea level rise would be economically viable, even for small island countries as to the performed sensitivity analysis of the sea level rise erodes beaches...”¹⁵

...The global mean temperature change is downscaled to national means using the COSMIC model (Schlesinger & Williams, 1998).The 1995 model values for the total number of tourists, the number of domestic tourists, the length of stay, and the expenditures are as observed.”¹⁶

Though, the main impacts on tourism as global industry on the physical natural environment and on the income generated to the national economy analyzed as to the above models separately global change impact on tourism for the oscillation analyses on many factors. Human behavior, attractiveness, change of patterns varies on many grounds. In addition natural resources influences and wider impact on its development and sustainability due to change of natural environment on the other hand. Answer to the question “why climate is an important factor or greater impact?” would be that the impact would affect destination of choice, shift patterns of tourism towards higher altitudes and latitudes, or warmer and colder. Referred studies of the scholars shows that change of distribution of patterns has a larger impact internationally than domestically. Also the research shows colder weather increases expenditures. Also effects on food & security and health risks due water pollution have a larger impact on population and economic growth due to climate changes consequently impact on tourism.

Bigano et al.’s tourism simulation study based on economic cost and it evaluates based on the capacity of expenditure of the tourists. These effects fluctuate of income generation on the national economy. When tourists are substituted by cost effective means or patterns opted for domestic and international tourism.

Besides above models of evaluation tourism version based climate index on Human comfort in evaluating gauge of tourism towards destinations considering complex factors. For this analysis the basis for impact assessments are climate models, in particular the IPCC scenarios and regional downscaled model variations has used.



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¹⁴IAJ, Vol. 7, Iss. 1 (2007), Pg. 26

¹⁵Bigano et al.—Tourism simulation study

¹⁶IAJ, Vol. 7, Iss. 1 (2007), Pg. 34

¹⁷Tourism Version; online magazine, impacts on tourism and climate change
<http://www.tourism-climate.de/article-tourism-climate.htm>

Own threats

- UN's World Tourism Organization (UNWTO) 2008 Report

"Our report underscores the threats and the opportunities. It confirms the fact that tourism contributes some 5% of greenhouse gasses – in line with its global impact and way below its development contribution in poor countries. It identifies institutional change directions for transport, accommodation and all tourism service providers, as well as the users – business and leisure." (UNWTO Assistant Secretary-General Professor Geoffrey Lipman)

2. What are measures and steps taken and to what extend?

Tourist projections

Future concerns related to tourist projections focused on many areas. As discussed before climate being the major factor and priorities have been focused on patterns and behaviors of the tourists towards certain regions. According to UNWTO data, states that "Climate change would drive tourists towards the poles and, for those not interested in sea and sand, up the mountains." Reportedly, it is stated that the Asia will take the lead related to tourism. Towards these end countries in the Asia has focused on achieving these objectives through the steps to minimize such environmental degradation such as policies and acts. For example, India's water conservation policy witness to the same.

Sea level rise is another concerns due to its devastative nature since many of the small islands are risked vanishing and submerging. Protection of coral reefs and natural coast or beaches has become major focused at these studies and implementation. This is one of the priorities of United Nations Millennium Development Goals.

Challenges to be addressed

Concerns were raised by the international community and developed nations at a G8 summit declaration that underestimation of climate change that could severely threat in achieving millennium development goals which states "We underscore that climate change severely affects developing countries and it becoming a major threat to their ability to achieve internationally agreed development goals including the MGDs." This reflects the bitter story of challenges to be addressed and where lack of concerns in addressing the issue and underestimation of the gravity of its devastation of environmental delay ultimately that affect any development encounters including tourism as many of the countries source of income generation. Protection of environment priority concerns at many summits, forums which became a major and that of which implementation is a challenge. While increase attractiveness; wild life, biodiversity and organic farming; facilities; cultural attractiveness, adventurous, minimize health risks, improve water conservation and organic farming develop nature friendly tourism downscaling and mitigating bottlenecks – Policies, Law reforms, structural adjustment, action plans and adaptabilities inconsideration of streamlining and implementation is a became a priority. There are some good practices which underline the process and implementation.

3. What are the measures that are taken to the positive effect and how far thus those have been resulted positively?

Best Practices

The stated quote of the Lipman reaffirmed UNWTO's Davos Declaration Process of 2007, which undertakes to support the UN's Bali Roadmap that provides a broad direction for all tourism stakeholders. "Now it's all about implementation," also stated that "We will increase our collaboration within the UN family and our efforts to bring the public and private sector's full capacity to bear on this issue. Innovation is the big opportunity.

"In this regard, UNWTO is pleased to announce a collaborative arrangement with ICAO, whereby UNWTO will promote the application of the new ICAO Carbon Emissions Calculator, a tool for calculating CO2 emissions from air travel. The Calculator is unbiased, transparent and was vetted by the international aviation community."

"We are confident of our sector's ability to play its part in the establishment of an effective and comprehensive global climate response network. We have been working in close collaboration with UNEP and WMO for many years to analyze the impacts, the stress points and the lines for an effective response in both the long and the immediate term."

"We also know that climate change cannot be addressed without losing sight of other humanitarian and development priorities, particularly tourism's overall contribution to economic growth and to the UN Millennium Development Goals. We are making

all efforts to ensure that tourism will manage to reduce its contribution to GHG emissions at a faster rate than the growth rate of international and domestic tourist movements, thus continuing to play a key role in the fight against poverty and serve as a tool for developing countries' economic and social growth.”¹⁸

Some of the international measures and attempts taken towards positive implecations;

- UN Supported-The intergovernmental panel on climate change 2007 – sea level rise that may submerge small islands
- UN study on climate change on the development prospects of the least developed countries and small island developing states, UNOHRLLS,2009
- United Nations framework Convention on Climate Change, UNFCCC,2007
- Millennium development goals (UNMDGs) in mitigating and protection of environment
- UNFCCC, United Nations Framework Convention on Climate Change, Climate Change, Impacts, vulnerabilities and adaptation, in developing countries

Implementations undertaken

- ICAO is currently in the process of developing a methodology for its Carbon Calculator intending that the calculator should be used as the primary tool for calculating aviation emissions for use in the UN's Climate Neutral Initiative. It will also be a source of data for use in carbon offset programs.¹⁹
- UNWTO publishes climate change report and urges the tourism sector to seek long term carbon neutrality coinciding with World Environment Day, the UN's World Tourism Organization (UNWTO) in June 2008 to respond global challenges. “2008 report ‘Climate Change and Tourism, Responding to Global Challenges’, which it developed in cooperation with the UN Environmental Programme (UNEP) and the World Meteorological Organization (WMO). UNWTO is also to collaborate with the International Civil Aviation Organization (ICAO) to promote ICAO's new air travel carbon calculator. The 268-page report, says UNWTO, is to provide a basis for the tourism sector to address global climate change and suggests ways to develop practical tools that can be used by tourism policy-makers and managers to foster the sustainable growth of the industry. It has a technical section that analyzes the relationship between tourism and climate change, the impact of climate change at destinations, the adaptation options and strategies, as well as the implications for tourism demand patterns. The economic section contains the first detailed assessment ever made of GHG emissions from tourism-related activities, together with an analysis of mitigation policies and measures.”²⁰
- Sri Lanka's commitment to tourism focuses policy framework with programme vision for the tourism sector is to make Sri Lanka the foremost leisure destination in the South Asian Region. Under this framework the human resources and natural and cultural endowments values and ethos will be fundamental in transforming Sri Lanka into a centre of excellence and offer tourists the highest values of authentic experiences in its unique setting.²¹

4. What are the gaps and how far those gaps could be addressed and through what adaptation could it be resulted to the positive effects of the industry globally and regionally?

Gaps

- Distribution more towards small islands, higher altitudes and latitudes
- Assess through number of tourists
- Bottle necks and red tapes-Economic impacts, other difficulties laws and regulations; immigration , cost effectiveness, distance ,purpose of visit
- Decision making, Lack of implementation, policies and adaptations
- Lack of structural changes, policies and adaptations, statutory provisions

¹⁸ (UNWTO's Secretary-General- Francesco Frangialli)

¹⁹ Source: UNWTO

²⁰ UNWTO

²¹ His Excellency the president Mr. Mahinda Rajapaksa

Vision: The Sri Lanka Tourism Development Authority (SLTDA) was formed as the apex body for Sri Lanka Tourism under Section 2 of the Tourism Act (No. 38 of 2005)....., formulating and implementing Tourism Development Guidelines, and facilitating and implementing the legal and administrative process for new product and service development.

Challenges to be addressed regionally

- Long term policy implementations (long term climate projections- green house gas, carbon neutrality etc.)
- Mitigation of policies and measures that effect any environmental degradation
- Sustainable mechanism in mitigating effects
- Adaptability and strategies
- Individual and common efforts-national adaptation and initiatives, action plans
- Develop biases and accountabilities
- Ratifications, law enactments for Enabling statuses countries following dualistic approach (non binding nature), reservations - legal bottlenecks – Singharasa Supreme Court of Sri Lanka case (which halt international instruments in a country adopted dualistic approach)
- International negotiations (Developed countries up to their responsibilities when it is not affect equally – watch dog, raise a voice
- Resources and allocations

Conclusion

Tourism industry is a vast and fast growing global industry with higher potentials for growth and developments for countries to a better distribution of revenues to their national economies and developments. Nevertheless the sustainability of the industry is in a phase of doubt due to its vulnerabilities. Besides its own threats global changes have been the major threat impact on tourism consequently impact of national economies and social development. Thus these threats were measured based on scientific models hence it is yet to be protected addressing gaps of the implementation mechanisms and adopted tool throughout the past by the individual and combined efforts of the international community. In addition international organizations including United Nations play considerable role in implementing such measures focusing them for such adaptabilities. These mechanisms should be collaborative efforts as well as self sustain maintaining sustainable focus for better prospects. While protecting environment from its degradation and hazardous which have been the main cause for global change the industries growth should be maintained minimum fluctuations or maintain it in a upper phase. However, while climate and environment are some of major factors which play a bigger role for tourist distribution and for its behavioral change, comforts, environment with better sceneries, destination of choice and expenditure on the other hand reasons for its oscillation. Thereby measures were applied in suited these problems but those measures and implantations have minimum considered factors were the other bottlenecks such as immigration laws etc. Regional distribution of tourists on polar wards and seasonality is another factor for its oscillation and may be factor that rather ensuring and finding sustainable solutions countries may get used to welcome tourists based on the same reason. Therefore it is vital address those gaps for permanent solutions. Mechanisms and strategies along with long term policy frame work are necessary in addition to solutions implemented for sustainable development of the industry. Good practices should be welcomed internationally and application of those regionally. In this regard states as entities have better role to play should opted for long term sustainable industry while protecting environment to minimize global changes that occur due to our own mistakes in addition to natural disasters. Finally evaluate best responses upon applicable measures in crisis of natural environments will harmonize both aspects.

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TIME FOR A NEW PARADIGM ON GLOBAL CHANGE

Introduction

The term management is one of those words that may be losing its value in today's world. This is due to the fact that its usage is so broad and diverse that its meaning needs to be qualified in order for people in organizations to have a workable operational definition of the term.

Change can be a time of exciting opportunity for some and a time of loss, disruption or threat for others. Change is an inherent characteristic of any organisation and all organisations whether in the public or private sector must change to remain relevant (Moss, 2012, p.47).

Change can originate from external sources through technological advances, social, political or economic pressures, or it can come from inside the organisation as a management response to a range of issues such as changing client needs, costs or a human resource or a performance issue (Jeffrey & Nadler, 1992).

There are many different types of change and different approaches to managing change.

Popular approaches include the linear, step by step methods exemplified by Kurt Lewin's classic three-phase model of change: unfreeze, move or change, and refreeze (Lewin, 1958). John Kotter's popular 8 step change model, the McKinsey's 7-S model (Henry & Wakefield, 2001). Each approach has its pros and cons, however no one framework is "best" in all situations. Finding an approach that suits you and your situation goes to the heart of being an effective and professional manager in any sector. Indeed it is not so much the actual model or theory that is important, but more that the approach that is taken is relevant to the circumstances. In fact the best change approaches appear to use and adapt aspects of various models to suit the culture of the organisation and the context of the change.

"Change is not the same as transition. Change is situational: the new site, the new structure, the new team, the new role, the new procedure. Transition is the psychological process people go through to come to terms with the new situation. So, change is external and transition is internal (Argyris, 1990).

Irrespective of the way the change originates, change management is the process of taking a planned and structured approach to help align an organisation with the change (Andrews, Cameron & Harris, 2008, p.104).

Change management is a strategic activity aimed at getting the best outcomes from the change process. Making the connection between ‘strategy’ and ‘change management’, describes strategy as “making choices about which customers to focus on, which products to offer, and which activities to perform”, and describes it as “a dynamic and ongoing activity”. Strategic management is about identifying, choosing and implementing activities that will enhance the long term performance of an organization (Barron, 2002).

Change management is about managing the changes that are part of or a consequence of that strategy in such a way “to suit the particular organisation’s context and the type of change required. Change management is a sub-set of strategy making (Callan & Latemore, 2004).

The process for change management and the actions that are part of a change management strategy are unique and specific to a particular organisation. Each organisation has unique requirements – their circumstance and resources differ, clientele and relationships are unique, cultures differ, and their aims, objectives and very ambitions may be different. It is about exploring choices and choosing pathways (Heilpern & Nadler, 1992).

Future Trends In Management

No one can accurately predict what tomorrow will bring. We do know that volatility, uncertainty, complexity, and ambiguity will define our future work environment. According to Drucker, successful strategic managers and leaders are those who become change leaders. They identify opportunities and threats to the organization and subsequently establish an environment wherein people can meet these challenges and still grow as individuals (Henry & Wakefield, 2001).

For a flexible learning regime to be implemented successfully a change management philosophy and framework for action stems from, and needs to connect with, the overall strategic planning process.

Within institutions, programs and strategies likewise need to be part of a strategic process to implement articulated visions and objectives of that organisation.

Specific reasons why organisations manage change are to:

- maximise the opportunities presented by the proposed change
- identify and overcome impediments
- minimise disruption to programs and services
- ensure staff are engaged with the change process to achieve the best possible outcomes
- maintain harmony and good relations within the organisation and externally
- prepare, and support students and staff, to ensure effective change and to achieve strategic goals and vision (Moss, 2012).

Some factors common to successful change management activities include:

- Commitment at the top and across the broad spectrum of an organization (with representations on working committees) (McAlpine & Jackson, 2000).
- Consultative and open processes.
- Strategic visioning and strategies that aim to realign and integrate services to provide effective and needed services seamlessly for students and for staff (Barron, 2002).
- “Creative leadership is required to shape the necessary vision through consultation, dialogue and expert advice, and to ‘sell’ the vision, and the operational process for its implementation, to teaching and support staff across the Institute.” (Argyris, 1990).

To implement change management in an organisation requires a number of concurrent changes in academic and administrative practices resulting in a new institutional culture with changed performance expectations and communication channels”, and “a practical and seamless alliance between the various service sectors of the Institute” (Moss, 2012).

Change management strategy required for effective investment and management are driven by the interplay between five major impact areas:

1. strategic thinking and business planning for change
2. risk assessment and management of systems and technologies
3. understanding/managing human capital and organisational capability
4. reorienting the teaching role and the teaching/learning relationship
5. building collaborative values and strategies teamwork/partnerships (Andrews, Cameron & Harris, 2008).

SUMMARY

As stated in the beginning, the purpose of this text is to provide an overview for executives who need to review some of the concepts in the field of management as well as to provide some insights as to the dynamics of managing organizational change.

There appears to be a general tendency that when managers or leaders are solving organizational problems, they are quick to discard the lessons that the various theories teach us and move directly into a problem solving mode based on their instinct and past experiences.

Some may ask, "What is wrong with that?" The answer is that using one's instincts and past experiences is not wrong, but it is not the total picture. What a deeper understanding of management offers is a resource of accepted theories that will help frame the issues to be resolved. Thus, through this deeper understanding of management and in combination with critical thinking, one can better frame the questions that will address the core issues. In doing so one may find an answer or at least a partial solution to a problem.

Management is not a business phenomenon that is relegated to only profit-driven organizations. It is an intrinsic process of all organizations that attempt to harness human energy in order to accomplish common goals. As the Information Age forces people within organizations to sort and critically evaluate the myriad of information that is readily becoming available, an orderly process becomes even more necessary. Many management thinkers in the past have provided us invaluable insights into who we are at work. The continuing theme appears to be that we are not working to discover the intrinsic order of the universe, but rather that we ourselves are an integral part of what the universe is. Thus, as we stake out temporary relationships to achieve common goals, strategic thinkers, managers, and ultimately leaders need to be mindful that they are indeed temporary relationships fixed by reference points that we ourselves fixed. How long these reference points remain fixed is, and always will be, left to the discretion of managers and leaders and those who follow them.

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THE ACCUMULATION OF URANIUM IN WILD PLANTS (LOGONYCHIM FARCTUM) IN NINEVEH GOVERNORATE/IRAQ

ABSTRACT

This article describes the pollution of wild plants (*Lagonychim farctum*) with uranium from the surrounding environment in the Nineveh Governorate .These species *lagnoyichium farctum* ,(*Prosopis farcta*) of the genus *Prosopis* L. It is native Wild *Prosopis* growing in Iraq's desert.

The levels of U pollution found in most soil samples were (2- 64 mg U kg⁻¹ dry weight of soil), the higher levels found in points 10-13 ,these samples were collected in an area of low-lying areas , torrential streams and valleys, other sample the uranium concentration between 1-9 mg U kg⁻¹ , while the study shows the levels of U in different parts of *Lagonychim farctum* plants collected in the same area large differences between the samples dependent upon the sampling point. The levels of U were 37- 120 mg U kg⁻¹ in all plant parts, but were on average higher in the root (63- 142 mg U kg⁻¹); the roots were found to penetrate into the soil for several meters. The relatively similar concentrations of U found in all plant parts indicate that U is highly mobile in *Lagonychim farctum* and is thus not strongly retained in the roots. The correlation of uranium concentration in the soil and different parts of *Lagonychim farctum* is shown U increased as the soil level increased. However, the relationship was not statistically significant, but strong and statistically significant relationships were found between the plant parts. The relationship between the concentration of U in the roots and fruits was less strong, but the data strongly suggest that the uptake of U into the root from the soil regulates the concentration of U found in the leaves and fruits. In addition the very strong relationship between the U concentration in the fruits and leaves suggest that the leaves can be used to predict the concentration in the fruits before they develop. Within areas of the same site, fruits and leaves of *Lagonychim farctum* show elevated levels of U. The relationship between the plant parts and the soil suggests that the U has been taken up from the soil and transported to the fruits and leaves. In addition it would appear that U is very mobile in both soils and plants, and that even relatively low levels of U contamination have the potential to move into the food chain.

Introduction

Uranium is a radioactive toxic heavy metal, (Craft, et al., 2004), (Hindin and Panikkar,2005), naturally it is present in all environments in different concentrations , widely dispersed throughout the earth's crust in low concentrations of a few parts per million in soil, rock and water , with an average concentration of 2–4mg/kg of the earth's crust (ATSDR, 1999), (Ebbs, et al. 1997) and (Hore-Lacy, 2003). The pollution of uranium as uranium ores or depleted uranium are present in certain areas some of them in high levels due to humane activates .

Depleted Uranium (DU) is the remaining uranium after removal of the enriched fraction , and contains about 99.8%

U238, 0.2% U235 and 0.001% U234 by mass and considered as a heavy metal, produced by refining and processing natural uranium, and 40% less radioactive than natural uranium and contains at least three times less U235 than the natural uranium (WHO, 2003).

The Iraqi environment, in some regions, is heavily polluted by uranium oxides and DU especially in the soil. Contamination sources range from military ammunitions used in the two Gulf Wars 1991 and 2003, land-filled waste, military research and weapons testing, as well as remnants of wars. These pollution pathways have had serious impacts on the regions' food chains and subsequently on human health across Iraq; largely through plant uptake into edible food crops. Soil contaminated with uranium or DU poses a long-term hazardous radiation to human health through exposure via the food-chain and other pathways. DU has the same chemotoxicity as natural uranium and poses a threat to human populations (Min & al., 2005).

Nineveh is located in Iraq. Nineveh Coordinates: $36^{\circ}21'34''\text{N } 43^{\circ}09'10''\text{E}$ / $36.35944^{\circ}\text{N } 43.15278^{\circ}\text{E}$ (Figure 1).



Figure 1: The location of Nineveh province

The sources of radioactive pollution in Nineveh Governorate from the destruction of Iraqi nuclear centers of researches (Al- Jezirah- Rehanyah site (30 km form Mosul), (Alremah old army factory) is located 30 km west of Mosul centre (N 36 23 23.4, E 0.42 49 32.4)), and Adayah site (40 km from Mosul city) (N 36 11 21.1, E .42 45 44.7; N 36 11 19.7, E 0.42 45 42.3; N 36 12 5.8, E 0.42 45 6.1), with area about 4-5 km², during 1991 and 2003, this area used as landfill on 1991 of the equipment, machines and containers filled with uranium waste (Figure 2), the quantity of uranium waste was estimated by the International Atomic Energy Agency (IAEA) about 2-3 tons of radioactive materials (oxides and chlorides natural uranium).



Figure 2 : Adayah site showing the uranium oxides distribution on the soil surface and old barrel container of uranium waste (Al-salim and Kader,2010).

The remote sensing technique also used by Iraqi researchers from Remote Sensing Center of Mosul University to detect the areas contaminated with radioactive activities (Figure 3 ad 4), (Kassim, et al , 2010) (Al-Daghastani,2011).

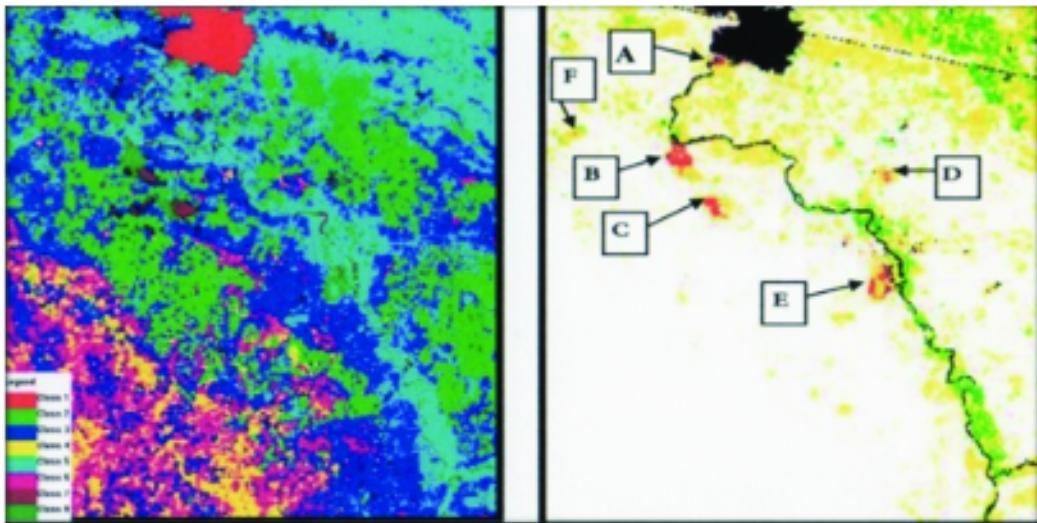


Figure 3 : Landsat image of Nineveh province showing the contaminated area of radioactive martial (Al-Daghastani,2011)

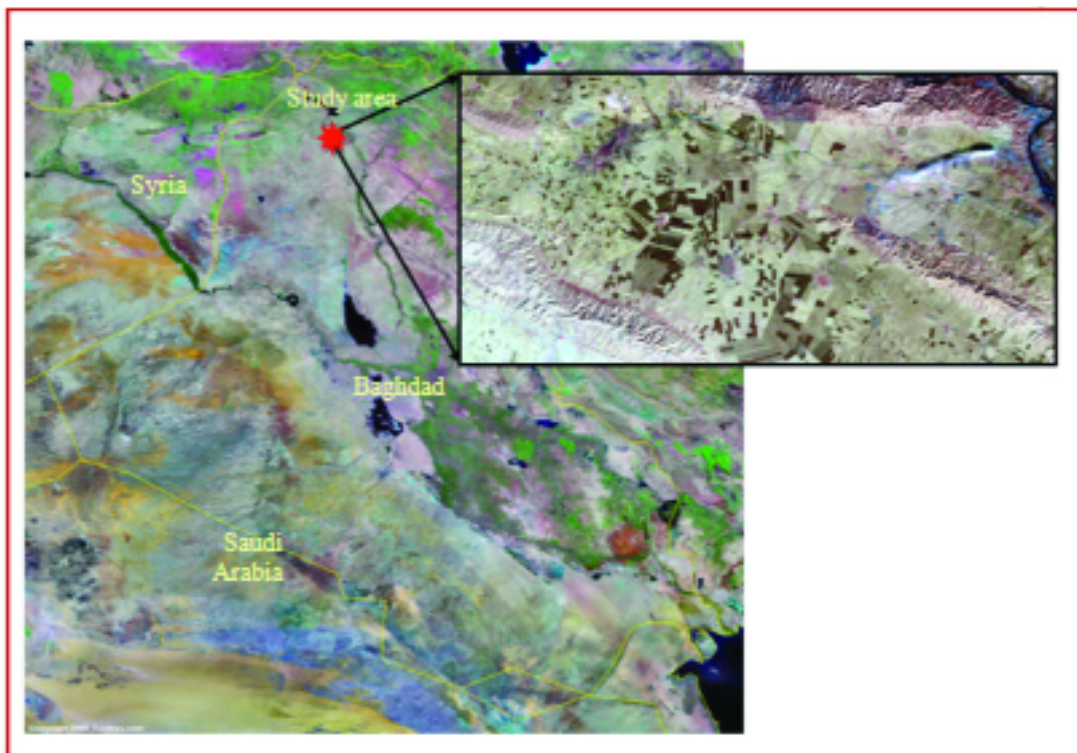


Figure 4: The location map of the study area (Kassim,et al. ,2010)

The military operations during the wars in Iraq (1991, 2003 and later) have left huge pollution of DU across the country, as well as the remnants from army testing and chemical researching. The DU weaponry has been used against Iraq since Gulf War 1 in 1991 has been estimated to be between 320 and 800 tons; and was mainly shot on the withdrawal of the Iraqi troops from Kuwait to the north of Basrah City. In 2003 the DU weaponry used estimated more than 1200 tons at all Iraqi regions, at least 250 tones DU munitions still lie undetected in Iraq and in surrounding countries , leading to the dispersion of thermodynamically unstable DU metal into the environment. (Aitken, 1999), (Al-Azzawi, 2006).

Plants may remove and stabilize heavy metals contaminate (Andrei A. Belimov¹, et al, 2003),(Meagher, RB, 2000).The wild plant studied is lagnoychium farctum ,(Prosopis farcta) is native Wild Prosopis growing in Iraq's desert (Figure 5), this species of the genus (Prosopis L.) are distributed throughout the arid and semi-arid regions of Iraq especially in Nineveh lands (Marchiori, et al., 1983). Uranium is found in food and drinking water with some limitations on average, approximately 90 µg (micrograms) exist in the human body from normal intakes of water, food and air; approximately 66% is found in the skeleton, 16% in the liver, 8% in the kidneys and 10% in other tissues.(WHO, 2003).



Figure 5: Plant of Lagonychium farctum

Martial and Methods

This study provides information about the levels radioactivity and the concentrations of uranium contamination, the uptake of uranium by wild plant growing in Nineveh province soil, to investigate the uptake of uranium from the surrounding contaminated soil to plant parts in the same area, and the accumulation of uranium in plant parts.

Soil and plant of Lagonychium farctum samples were selected from some of the most extensively contaminated areas throughout the Nineveh Governorate around Mosul city ((Adayah (which is considered as a place of landfill of radioactive waste) , Rehanyah (old site of centre research of nuclear military product) and Damerchy site (contaminated with DU during military activities in 1991, 2003 and later)), Mosul is the provincial capital of Nineveh, northern Iraq geographical coordinates: 36° 20' 6" North, 43° 7' 8" East, Nineveh Governorate with latitude of 36.37 (36° 22' 0 N) and a longitude of 43.15 (43° 8' 60 E) .

Plant and soil samples were collected from the contaminated areas, then plant parts were washed three times with distilled water, after that were dried separately in an oven at 85°C for 48 hours, grinded by ball mill and sieved to < 25 µm to remove any large particles. Between 20-30 mg of each sample was diluted with 1% Triton in aliquot. 10 µl of arsenic was added as standard. 5 µl of the homogenized sample was applied directly into a polished carrier made of quartz or acrylic glass, and dried on heat plate (80 OC). The disc was then placed in the TXRF for analysis, uranium and other elements were measured by quantitative analysis Total Reflection X-ray Fluorescence spectrometer (Bruker,S2 PICOFOX , USA),which is optimally suited for trace element analysis , The S2 PICOFOX uses the principles of X-ray Fluorescence (XRF) analysis for the testing of liquids, powders and solid samples. The spectrometer detects trace elements in liquids down to 0, 1 ppb. And in contrast to most analytical methods, ng to µg sample amounts are sufficient for quantitative results.

Results

Uranium pollution was found in all sites studied in wide range of concentration at the surface layer of soil. The data are summarized in the following table 1. At Adayah site the U quantity arranged between 5-13 mg kg⁻¹ soil, with little variation between the sampling points. However at Rehanyah site a wide range of concentrations of U was shown, close to the basins which had been used to collect U waste, extremely high values (7731 mg kg⁻¹) were found. The levels of U detected was lower at the other sampling points and progressively decreased from the centre point of the transect over 1000 meters. At the Damerchy site, the levels of U found in most soil samples were similar to the lowest levels found at the other sites. Only at 4 points on the transect were higher levels found (points 10-13). These samples were collected from of low-lying areas, torrential streams and valleys.

Site	Uranium in soils (mg U kg ⁻¹ dwt soil)													
	0	1	2	3	4	5	6	7	8	9	10	11	12	13
Adayah	13	13	10	6	13	10	7	11	7	11	5	6	5	5
Rehanyah	7731	6251	2158	11	12	5	3	4	5	2	4	3	1	-
Damerchy	-	4	2	3	9	3	1	5	6	3	40	27	64	49

Table 1: Uranium concentration in the soil samples of different sites around Nineveh Governorate.

Table 2 shows the levels of U in different parts of *Lagonychim farctum* plants collected in the area of Damerchy. There are large differences between the concentration of U in the samples dependent upon the sampling point. The levels of U were similar in all plant parts, but were on average higher in the root. The roots were found to penetrate into the soil for several meters. In all plant parts the highest concentration of U was found in samples number 10 – 12. The relatively similar concentrations of U found in all plant parts is an indication that U is highly mobile in *Lagonychim farctum* and is thus not strongly retained in the roots.

Plant parts	Samples of Plant <i>Lagonychim farctum</i> mgkg ⁻¹ Uranium in Dry Weight													
	1	2	3	4	5	6	7	8	9	10	11	12	13	
Fruit	91	49	41	40	40	37	41	40	51	117	116	103	49	
Shoot	89	76	40	40	42	40	40	40	42	117	119	90	51	
Root	122	98	61	89	66	89	63	76	78	132	142	118	87	

Table 2: Uranium concentration in different parts of *Lagonychim farctum* Plants were collected at Damerchy site .

The correlation of uranium concentration in the soil and different parts of *Lagonychim farctum* is shown in figures (6-9). In both roots and fruits the level of U increases as the soil level increases (figure 9). However, the relationship was not statistically significant between soil samples and plants roots, the reason is due to the soil samples taken from the soil surface and plant roots penetrate the soil to lower soil horizons and the plants roots absorbed the uranium pollutants from these lower layers of soil not from the surface only, in addition to these soils are exposed to constant washing by the rain and the presence of these pollutants from passed period of time. But strong and statistically significant relationships were found between the plant parts (figures 7 and 9). The relationship between the concentration of U in the roots and fruits was less strong (figure 9), but the data strongly suggest that the uptake of U into the root from the soil regulates the concentration of U found in the leaves and fruits. In addition the very strong relationship between the U concentration in the fruits and leaves suggest that the leaves can be used to predict the concentration in the fruits before they develop (figure 8).

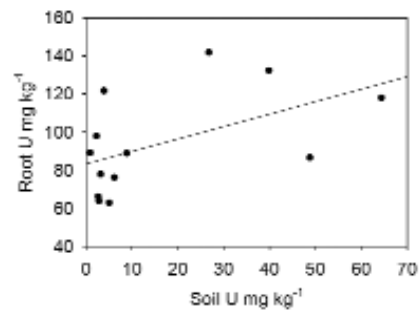


Figure 6: The correlation of uranium concentration in the soil and the root of *Lagonychim farctum*.

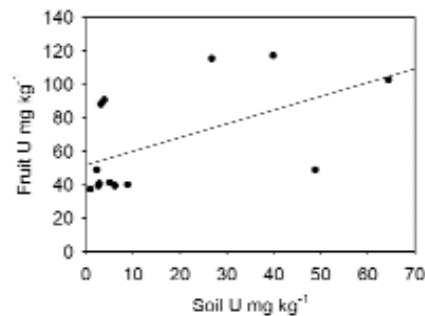


Figure 7 : The correlation of uranium concentration in the soil and the fruit of *Lagonychim farctum*.

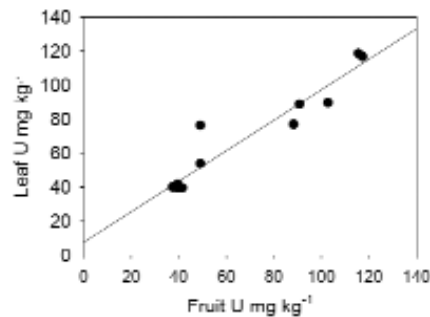


Figure 8: The correlation of uranium concentration in the leaf and the fruit of *Lagonychim farctum*.

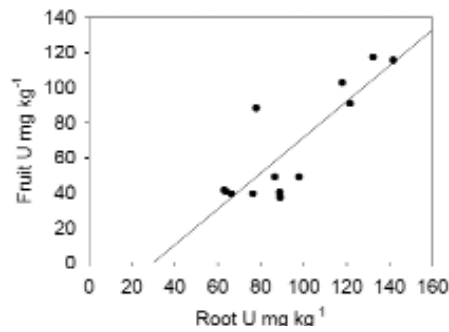


Figure 9: The correlation of uranium concentration in the root and the fruit of *Lagonychim farctum*.

Discussion

Nineveh sites contamination with uranium; the two sites, Adayah and Rehanyah, were investigated for both radioactivity and U contamination. These two sites contain material from the landfill of uranium oxides from the old nuclear researches centers. The determined radioactivity is consistent with the results of other Iraqi investigations of radiation activity in these areas (Ali, 2011), (Al-Daghstani, 2011), (Kassim, 2011) and (Al-Azzawi, et al. 2002) . At Adayah no elevated levels of U were determined. This suggests that either the radioactivity is from other sources or that due to the nature of the U contamination the sampling density was not high enough. The nature of the U contamination is evident at the Rehanyah site. Many of the samples did not show elevated levels of U; however others showed extremely high levels making it the most polluted site. This is not surprising if the presence of open basins of uranium waste (IME, 2004) is taken into consideration. However, this also suggests that U is spread over large area within the environment. The study in Damerchy sites was investigated for the first time in terms of the contamination with U of soil and wild plants, such as *Lagonychim farctum*. This site is an area of military activity during the wars of, and later this area has been used by the US military forces as a dumping site, according to eye witnesses' account of the local population. In addition there have been anecdotal reports of an increase cancer cases among residents of villages surrounding this area. The plant *Lagonychim farctum* is used for the grazing of goats and medical plants by the local population. Increased levels of U were found in a number of sampling points at Damerchy, suggest again discreet pockets of pollution from a local source. Apart from military use no other activity has ever been recorded at the site, strongly suggesting that the point pollution is from military activity. Within areas of the site, fruits and leaves of *Lagonychim farctum* show elevated levels of U. The relationship between the plant parts and the soil suggests that the U has been taken up from the soil and transported to the fruits and leaves. In addition it would appear that U is very mobile in both soils and plants, and that even relatively low levels of U contamination have the potential to move into the food chain. If we knew the level of U which induces poisoning, we could calculate how many kgs of fruits or leaves a goat would have eaten to have negative effects.

However the plant *Lagonychim farctum* considered as hyper accumulator of uranium.

Radiation exposure due to all natural sources amounts to about 2.4 mSv a year (IAEA,2012).For the human health, the average daily intake of uranium from food ranges from 0.07 to 1.1 micrograms per day, and the maximum dose to an individual from uranium in the air is 10 millirem (EPA,2011). Daily intake of uranium nuclides is 1.9 μg (Eisenbud & Gesell,1997) .The uranium affect people's health should be the intakes not exceeding EPA standards which can lead to increased cancer risk, liver damage, or both. (EPA,2011).

WHO1998 and Konietzka, et al. 2005, estimate about 0.6 $\mu\text{g}/(\text{kg}\cdot\text{d})$ of tolerable Daily Intake (TDI), 15.3 mg Annual Limit on Intake (ALI)based on 70 kg body weight, 31 $\mu\text{g}/\text{l}$ Derived Drinking Water Concentration (DDWC)based on 500 l/a . In any case the values that were reached at in some samples are too height to WHO and other standards. When we compare the amounts of uranium in samples of plants, especially leaves and fruits we note that these plants are very toxic to grazing animals

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CONCLUSION REMARK



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We are very proud of mentioning that during the series of conferences of ESRUC Consortium organized by Atatürk University, we all together have been like a small world community convening from over 30 countries of 4 continents involving nearly 200 Higher Education Institutions. Such enormous events will probably become a brand for Erzurum and Atatürk University and possibly for all the member universities of ESRUC.

During this particular Winter Summit organized under auspicious of Silk Road Universities Consortium and themed the issues such as tourism, sports, biodiversity and global changes, there has been a huge interest of nearly 70 institutions of countries from the United States in the far west to Malaysia in the Far East. 65 very valuable keynotes, invited talks and selected contributions have raised highlighting experience and ideas, discussing all the related issues in very detailed and diverse manner. Spectral range was so wide that.

- Sport was discussed from youth to professional ones; the effects of it were discussed from the geographical and environmental conditions to the global changes and factors.
- Tourism was discussed from winter ones up to educational ones. Its effects were discussed from the history to economy.
- Biodiversity was so diverse starting from Malaysia, Tajikistan ending up in the UK, with the intervenes of tourism, sport and global climate changes.
- And the big and the most important issue; the global factors and changes were handled so professionally by our keynote speakers and contributors that all the countries from highly developed to less developed will benefit from the invoked experiences.

As far as tourism is concerned, Turkey is the only country in the world that has two cities within the top ten list; Antalya and Istanbul. Antalya is a brand for summer tourism and so Istanbul is for cultural one. As Ataturk University, our aim would be Erzurum becoming a third brand for winter and sports tourism. We also picked up lessons from the lived experiences in Europe and North America.

It is thought that this congress will result in a right pathway for Erzurum and other similar ski resorts of silk road countries to achieve such purposes.

We also held a quite beneficial meeting of ESRUC executive board members involving generally faculty recruitments, exchange programs, networks, possible European projects such as Erasmus-Mundus, sistership and next possible events and activities on those we will take and execute necessary actions as the Presidency and secretariat of the consortium.

Prof.Dr. Sebahattin TÜZEMEN
Secretary General of ESRUC

