



VII Международная студенческая  
научно-практическая конференция

*«Молодые акулы  
бизнеса»*



International  
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**YOUNG SHARKS OF BUSINESS**

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Академия  
Бизнеса**

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«Молодые акулы бизнеса»**

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## **Kok-Zhailau: to be or not to be?**

Kazakhstanis can be called the happiest people in the world because a comparatively small population owns a very large state with magnificent landscapes. Almost all natural areas are found there. However, at the same time the residents of Kazakhstan have faced the worst ecological problems, such as Aral Sea disappearing, consequences of biological, nuclear and missile weapons tests on the largest firing fields precisely on our territory. The hugest spaceport, large oil-producing, mining and metallurgical enterprises affect our nature.

One of the serious threatens can be added to this list – massive constructions on the territory of national parks. For the last 20 years in the neighborhoods of the south capital there has been a process that can be called as “Money devours mountains”. This situation might become much more critical in Алматы during next 5 years. Kok-Zhailau, people’s favorite resting place, might be spoilt by human greed and ignorance. It is quite probable that in 2014 it would be absolutely destroyed.

2012 year became fatal for Kok-Zhailau – the government decided to construct there a world-level ski resort. The issue of constructing the ski resort “Kok-Zhailau” in the tract of the same name has become the primary discussion in our society. There is a heated debate between the supporters and opponents of the project whose arguments are considered in our article.

On the one hand, the construction of a ski resort “Kok-Zhailau” is a good idea. The defenders of the project say that this resort will become the breakthrough project and allow Kazakhstan to pretend on the Winter Olympic Games in 2018. According to the authors of “Kok-Zhailau” project, this resort may bring to Kazakhstan a lot of tourists; the citizens could visit not only the “Shymbulak” and “Ak-Bulak” ski complexes. This project could be very significant for developing economy of our state. As they promise, if the government develops the sphere of tourism in this direction, they will create many jobs and attract large volume of investments. It is also noticed that as a result of construction of this complex the region of Алматы will become very popular and most-visited not only among Kazakhstanis but among tourists

all over the world.

On the other hand, the project opponents claim that the mountain slopes and snow cover in this area are not available enough for ski sport. Experts declare that only 1% of the whole territory of the Kok-Zhailau plateau is appropriate for skiing. So, how can we say about the world level? Environmentalists share experts’ opinion and find this building very dangerous and immoral for our nonrenewable nature. They consider that this might produce an irreparable damage to the national park, which contains unique species including one of our national symbols – a snow leopard. In the plans of resort builders is to cut down 27 hectares of the forest. By the way, a company-builder is “Capital Partners” that earlier promised to turn Medeo and Shymbulak into the world-class resorts, but that is what happened to them: they destroyed the hills on Shymbulak and left piles of trash there. It is expected that it will be much worse on Kok-Zhailau.

The authors of the project have powerful administrative resources. At the same time, the majority of tourists and construction professionals, representatives of political parties and social movements support the environmentalists. In addition, there is a civil movement “Let’s protect Kok-Zhailau!”

By analyzing the evidence and arguments of both opposite sides, the author of the article inclines to be in favour of protectors of Kok-Zhailau, because in our opinion the construction of ski resort may endanger the whole nature of the national park. We think it would be much better to save the pristine nature to our next generation.

In accordance with a survey, which we conducted among the students of 1st and 2nd years in the International Academy of Business, 64 students of the 1st year and 82 students of the 2nd year are against the idea of construction of Kok-Zhailau ski resort. 20 students of the 1st year and 16 students of the 2nd year are in favor of the project. Only 18% of our respondents supported the construction project and the majority - 82% - voted against it. So, the most of our students realize the primary value of our national parks and the need to preserve them.

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