

Business Case for Eco-Resort Development in Mangistau Region, Kazakhstan

Overview: The landscapes like the Ustyurt Plateau and the Caspian Sea coast. The resort will feature sustainable accommodations, cultural experiences, and adventure activities, positioning Mangistau as a premier eco-tourism destination in Central Asia. An estimated investment is \$20 million. This initiative aligns with Kazakhstan's tourism goals, promoting economic diversification and environmental conservation while providing new job opportunities in the region. The eco-resort will contribute to sustainable regional development and support Kazakhstan's efforts toward responsible tourism.

Strategic Objectives

1. **Establish Eco-Friendly Lodging and Facilities:** Construct accommodations with minimal environmental impact, utilizing sustainable materials, solar energy, and water-saving technologies.
2. **Market Kazakhstan's Eco-Tourism Potential:** Launch targeted campaigns to attract eco-conscious travelers, focusing on Mangistau's unique landscapes and sustainable tourism experiences.
3. **Risk Mitigation Strategies:** Develop comprehensive risk mitigation plans to address potential environmental, economic, and operational risks, including emergency preparedness, financial contingencies, and stakeholder engagement protocols.
4. **Evaluate Employment and Environmental Impact:** Implement metrics to monitor job creation, local economic benefits, and environmental footprint, ensuring the project positively impacts employment while minimizing ecological disruption.
5. **Create a Financial Model and Action Plan:** Make a detailed plan for business to adhere to, and project financial data for short and long run.

You have to record the video presentation, and download in as well as your presentation to Google Disk. Then, send us the link to this video by November 10, 9:00 (Astana time, UTC+5). Make sure you added the name of your team to the file names, and provided access for this link to us. Good luck and have fun!