

Czech University of Life Sciences Prague

Faculty of Economics and Management

Department of Economics



Bachelor Thesis

**Impact of local landscape on residents' well-being
– a case study from Kazakhstan**

Osmolovskaya Darya

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CZECH UNIVERSITY OF LIFE SCIENCES PRAGUE

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BACHELOR THESIS ASSIGNMENT

Darya Osmolovskaya

Economics Policy and Administration
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Thesis title

Impact of local landscape on residents' well-being – a case study from Kazakhstan

Objectives of thesis

Aim of the study is to better understand the relations between local landscape and well-being of residents.

The first part of the study will focus on literature review about the impacts of local environment on well-being of contemporary society. The review will also include methods of examining the relationship between the environment and human well-being. The second part of the work (analytical) will focus on a case study, where a questionnaire survey will be conducted with residents on how they perceive the local landscape as an element that impacts their well-being in different dimensions (social, cultural, economic and environmental).

Methodology

The work will start with literature review about landscape as a factor influencing human well-being. The main concepts, the landscape and the well-being, will be explained based on the up-to-date scientific information. Moreover, the existing methods assessing relation between landscape and well-being will be shortly presented.

The methodological part of the study will describe a selected case study, selected social research method for data collection, and a detailed methodological procedure.

The way of communication with local actors will be adapted to the ongoing official restrictions relating to the Covid-19 in a particular case study. If necessary, the data collection will be exclusively in online form of communication.

The work will also contain a data analysis, description of results and conclusions.

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- Bieling, C., Plieninger, T., Pirker, H., & Vogl, C. R. (2014). Linkages between landscapes and human well-being: An empirical exploration with short interviews. *Ecological Economics*, 105, 19–30.
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The Bachelor Thesis Supervisor

Ing. Diana Surová, Ph.D.

Supervising department

Department of Humanities

Electronic approval: 12. 2. 2021

prof. PhDr. Michal Lošťák, Ph.D.

Head of department

Electronic approval: 15. 2. 2021

Ing. Martin Pelikán, Ph.D.

Dean

Prague on 13. 03. 2022

Declaration

I declare that I have worked on my bachelor thesis titled "Impact of local landscape on residents' well-being – a case study from Kazakhstan" by myself and I have used only the sources mentioned at the end of the thesis. As the author of the bachelor thesis, I declare that the thesis does not break any copyrights.

In Prague on 15.03.2022

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Impact of local landscape on residents' well-being – a case study from Kazakhstan

Abstract

This dissertation is devoted to the study of the dependence of the well-being of the inhabitants of the country on the landscape. The topic is very interesting, especially because the process of urbanization has been going on in all countries in recent years. Many residents of small cities and towns are trying to find an economic activity in a larger city. This paper explores whether the landscape and size of cities really affect human well-being and whether it is true that moving to a larger city can itself be an economic and social booster for everyone.

Thesis shows interesting correlation between the people's understanding of well-being and landscape, and satisfaction of living in small and big cities. Urbanizations plays a significant role in modern Kazakhstan and the priority of people connect their well-being with living in larger cities.

Keywords: environment, human well-being, Kazakhstan, landscape, residents.

Vliv místní krajiny na pohodu obyvatel – případová studie z Kazachstánu

Abstrakt

Tato závěrečná práce je věnována studiu závislosti blahobytu obyvatel země na typu krajiny. Téma je to velmi zajímavé zejména proto, že proces urbanizace v posledních letech probíhá ve všech zemích. Mnoho obyvatel malých měst a obcí se snaží najít ekonomickou aktivitu ve větším městě. Tento dokument zkoumá, zda krajina a velikost měst skutečně ovlivňují blahobyt člověka a zda je pravda, že stěhování do většího města může samo o sobě znamenat ekonomickou a sociální výzvu pro každého.

Práce ukazuje zajímavou korelaci mezi tím, jak lidé chápou blahobyt a krajinu, a spokojeností s životem v malých a velkých městech. Urbanizace hraje v moderním Kazachstánu významnou roli a prioritou lidí spojuje jejich blahobyt s životem ve větších městech.

Klíčová slova: životní prostředí, Kazachstán, krajina, lidské blaho, obyvatelé.

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1 Introduction

As the author of this thesis originally from Kazakhstan, the author found the topic about the well-being of residents during decades as potentially interesting for the current and future analysis. The well-being of people is one of the key elements of the global success of the country. People's condition can be characterized by several elements, including the happiness index where the different options are evaluating by the designed measures. In the context of this explanation it was interesting for the author to find the correlation and links between the well-being and the local landscape in Kazakhstan. As per observation, author found that during recent years people prefer to move to the seaside or places with beautiful landscape. Even if they do not relocate their families to the permanent living place, they try to visit the recreation and relaxation places more often. Thus the impact of the landscape and the environment to people's well being can be analyzed by different approaches.

The aim of the study was described by the author as the better understanding of relations between local landscape and well-being of residents. That is why the author studied the different literature related to the many other analyses about the impact of the landscape and local environment to well-being of local people or society in common. The analytical part of the work will focus on a case study, where a questionnaire survey will be conducted with the residents on how they perceive the local landscape as an element that impact their well-being in different dimensions (social, cultural, economic and environmental). The questions used in questionnaire were selected according to the best practice and the similar studies in different countries.

The relevance of the topic is actual especially in our days, because within the globalization process all around the world we can see the tendency of demographic changes, including the movement of people within different zones of comfort. People think more about the "green" economy, "green" production and environment saving. A lot of producers selected the way of green production that also has the impact to the people's decision or preferences. The safe usage and keeping of the natural environment became one of the key slogans of the modern world. On the contrary to the natural environmental, the cultural environment is fully result of human activities, although they often have basis that lay on interaction with nature. Culture itself is defined as an

assemblage of creative human activities such as art, literature, music, religion and many more.

In previous and at the beginning of the current century people usually were tend to have faster speed of live, an enormous range of possibilities in course of work or leisure, and also more inclining towards progressive and modern ways of living. Most of people tried to move to the big cities and have flats at the central streets. That is why the houses prices in the centers of the metropolitan areas extremely increased comparing to other regions. As the example, the cities like New-York, Tokyo, Moscow, Paris, London, can be mentioned. It is possible to state that societies from big cities are initiators of social changes in lifestyle across the society in the entire rest of the country, as they usually have higher economic-based quality of life given by higher incomes.

On the other hand, cities do not always offer the best quality of life physical and mental health-wise. As people do live in rush, often work under an immense pressure, and on top of that, big cities tend to have much worse air pollution, it is possible to be witnessing more a trend of counter urbanization.

Counter urbanization is defined as situation when large numbers of people move from urban areas into surrounding countryside or rural areas. It is both a demographic as well as social phenomenon. That is why it was interesting and important to know and understand what kind of impact can be observed on well-being of people in this regard.

From one point of view, the kind of paradox here could be evaluated accordingly. It is commonly accepted that the cities and metropolitan areas have more options and opportunities for people to develop and achieve their targets and life goals. Different resources are available in the capacity that assure the people's development from intellectual and technological point of view. From another side, people tend to be more flexible at work and try to find the way to be available remotely and not depend on specific place or area. It was specially observed during the COVID-19 pandemic situation that covered almost all the world and paralyzed some key lines of development. A lot of people moved to work at the home office being also flexible to move outside of the city. Thus the author tried to complete the initial variant of questionnaire in order to cover the key answers and questions for better understanding of the tendency and thoughts of people in this regard.

It is also important to understand that this kind of researches in different countries or even different areas in the same country can give different results. It does not mean that the results in our area can be fully applicable for the analysis in another area or country. It depends on many parameters, including the differences in landscape and environment, cultural differences, happiness index, country development and especially infrastructure availability. At the same time, some landscapes and natural environment are absolutely opposite. For example, if we compare the subtropical countries with Arabian Peninsula where the climate and natural environment are absolutely different. In Arabic Peninsula starting from April till November the weather is so hot that people prefer to spend time inside under the cooling system than outside near the sea. That is why Arabic Peninsula is attracted for tourists from Europe and other continents in wintertime when the weather is more comfortable, but even in that period people can attend the beaches and have parties near the sea. The preferences of people in that case are absolutely different.

In opposite, European people prefer the winter tourism for skiing and skating. Taking into the account the globalization process people try to mix and travel all around the world in different seasons. Currently you can easily work from your home in Brazil for the company in China. Thus the complex of many other reasons can be explanation of the future development of people's preferences. In that situation the landscape and environmental features can have tangible impact to people's lives and well-being accordingly.

The classification of the landscape was given in this thesis in the following chapters, but the common understanding of landscape can be described as the mix of different interpretation including the explanation about the area of urbanization and the natural environment around. Thus the meaning of the analysis includes the understanding of the impact of the area where the person lives to his or her opportunities to growth and as the consequence the well-being of specific person and his or her family.

2 Objectives and Methodology

2.1 Objectives

Aim of the study is to better understand the relations between local landscape and well-being of residents. The first part of the study will focus on literature review about the impact of local environment on well-being of contemporary society. The review will also include methods of examining the relationship between the environment and human well-being. The analytical part of the work will focus on a case study, where a questionnaire survey will be conducted with the residents on how they perceive the local landscape as an element that impact their well-being in different dimensions (social, cultural, economic and environmental).

2.2 Methodology

The work will start with literature review about landscape as a factor influencing human well-being. The theoretical part in its paragraphs describes the relationship between local landscape and well-being of residents living in them. There are two separate parts that make up this whole theoretical research. The first part considers theoretical delimitation of key terms such as factor of the local environment and types of local landscapes and their most distinct specifics. The second part is dedicated to certain methods of examining the relationship between the environment and human well-being. The main concepts the landscape and the well-being, will be explained based on the up-to-date scientific information. Moreover, the existing methods assessing relation between landscape and well-being will be shortly presented.

The methodological part of the study will describe a selected case study, selected social research methods for data collection, and a detailed methodological procedure. The way of communication with local actors will be adapted to the ongoing official restrictions relating to the Covid-19 in a particular case study. If necessary, the data collection will be exclusively in online form of communication.

In the practical part of the thesis a questionnaire as a main research method will be used. Questionnaire pertains to quantitative methods of research. Once are questionnaires properly constructed, they can provide important and relevant information on any given topic.

Questionnaires are usually based on any given number of questions that are being asked to wide range of people, also labelled as respondents. The more respondents answer the questionnaire, the more exact data are obtained. However, it is impossible to get answers from everybody (for instance the entire population of a country). Therefore, it is necessary to determine a representative sample of population, which should contain as many groups within the population as possible (Question Pro, 2021).

There are commonly accepted for key steps in conducting the questionnaire research. First, it is necessary to define exactly the problem of research and set goals and objectives. Secondly, it is important to set the representative sample to be asked. Third part consists of decision of how the data are gathered (personally, online, e-questionnaire, by phone, etc.). Last, but not least, it is necessary to decide the form of questionnaire. Each questionnaire, as the title gives a clue, should consist of questions.

There are, however, different types of questions the questioner can ask. The questions can be standardized, that means fix questions and fix answers as yes/no/neutral; high probability; probable; low probability. Second type of questions are the open ones where respondents have obligation to answer in their own words. The last type of questionnaire is combined and includes both previously mentioned types of questions.

Place of Research and data collection

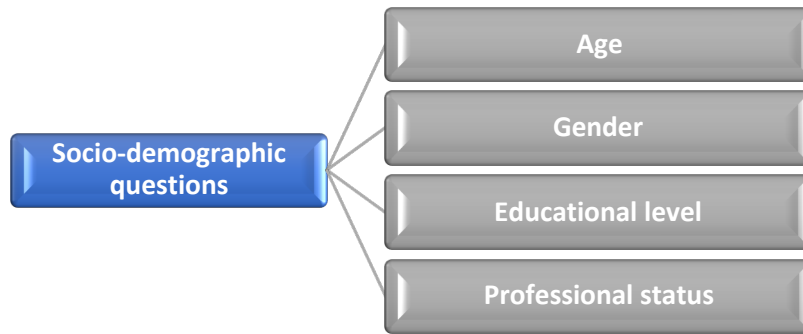
The questionnaire was prepared electronically for more convenient distribution during pandemic time. That also helped to avoid the geographical problem when the questionnaire takes place in particular city of region. Electronic questionnaire helped to cover different cities and regional entities in Kazakhstan and represented by different segments of the population. The electronic questionnaire was successfully distributed among respondents via the social networks. The data was collected from 112 respondents with the different parameters needed for classification and main factors that were selected for the analysis. All questions in all surveys were fully answered, because they were indicated as the mandatory fields, so there were 100 percent of the answered questionnaires.

The technique of non-probability was used, when the respondents were not selected by any criteria. All respondents sent their answers through the customized platform Google Forms.

Survey design

The survey was structured to collect the information from two different perspectives: demographic profile and the questions related to the living style and the preferences of respondents regarding the landscape factors (Figure 1).

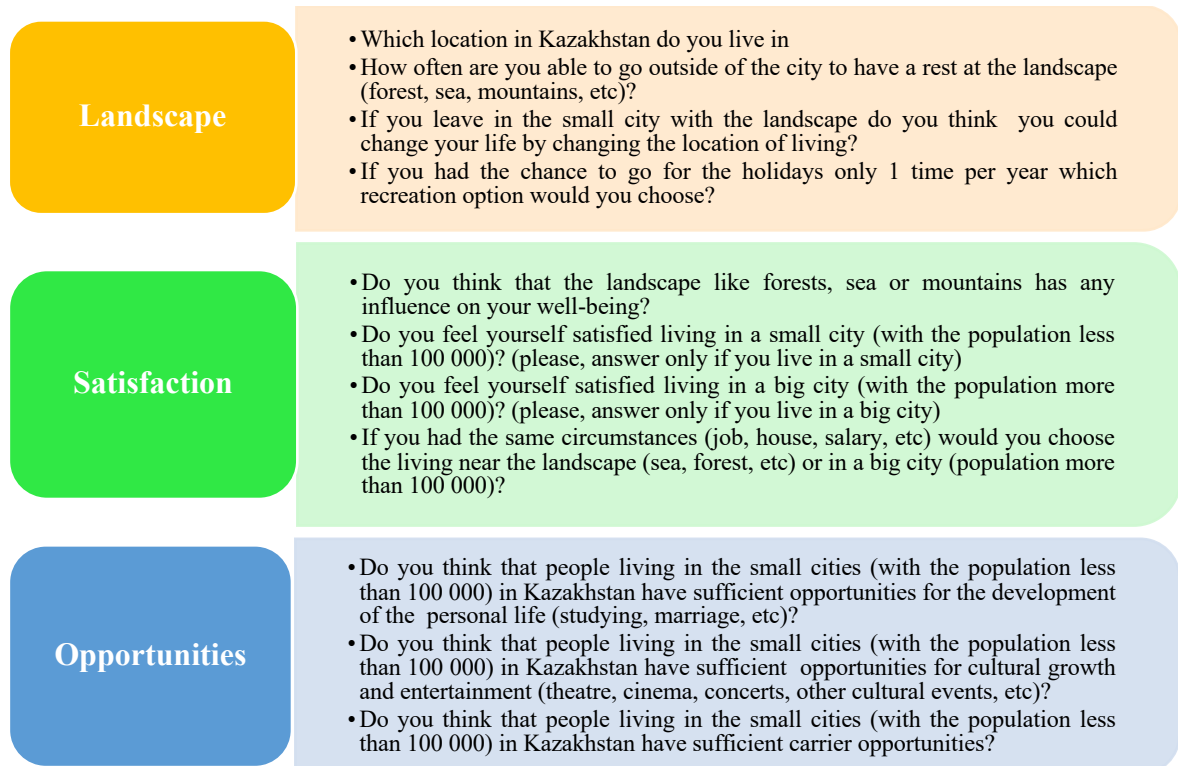
Figure 1: Socio-demographic characteristics used in questionnaire



Source: own processing

The other questions could be divided into three several groups Landscape, Satisfaction, and Opportunities (Figure 2).

Figure 2: Other groups of questions



Source: own processing

Test of Questionnaire

Test of the Questionnaire, Pilot experiment or the pilot study is the small-scale analysis before large scale quantitative research which usually helps to researchers to make any additional changes and corrections in case of any mismatching or other problems (Clough, Nutbrown, 2012). This kind of tests are usually carried with the relevant population, but not with the potential respondents who will be involved to the final stage of the survey. This is because to avoid the influence to the behavior of the pilot respondents as they will answer to the same questionnaire second time.

As quantitative research is the bulky and routine process pilot studies help to avoid any misunderstandings and create more effective survey design in accordance with the recommendations of the pilot respondents (Lancaster et al., 2004).

The test of questionnaire of this research was conducted with the people familiar to the author of this thesis. Special web page with the survey was created at Google web-platform (2021) and resent to the pilot respondents by e-mail. In accordance with the recommendations of pilot the respondents some changes in questionnaire were made accordingly.

Ethical issues

By this research paper the author totally understands the ethical responsibility which researcher should take on his side and show during the representation of the survey details. Ethical responsibility during of any activity not depending on if this activity is the working place or just the conversation between the colleagues. In the daily life you might feel the greatest level of ethical obligations to your family members, friends, relatives or just to your neighbors, but other parts of the real life, including business, corporate entities, customers and service companies with whom you have business activity also need ethical responsibilities.

There is the number of literature dedicated to the importance of ethical obligations and these are some key elements which should be taken into consideration (Sims et al., 2003):

- respect the persons and personality;
- minimize the risk and maximize the benefit for respondents;

- keep the justice on a high level;
- avoid unethical behavior during the interview or surveys;
- be clear and honest in front of potential respondents and give necessary information about the project;
- accept cultural differences of respondents and show respect to all of them.

Ethical issues are also very important in all types of research methods. Ethical issues are critical while determining the standards and norms between right and wrong. Ethical issues help to understand the difference between acceptable and wrong behavior of researcher. Why it is so important? One of the main purposes to follow ethical obligations during research is that the readers, respondents and all other participants of the research should clearly understand and believe that the researcher followed all ethical obligations, human rights, compliance with law, health standards and even safety (Kelley et al., 2003, pp. 261-266).

The author declares that all people participated in creating and distributing the survey showed the respect and ethical behavior towards all respondents, participants and all other people who participated in this conducting of this research paper. All respondents were asked about their consents to answer the questions and participate in long time experiments.

Ethical standard should also protect anonymity of respondents which is one of the primary tasks in ethical obligation issues. All surveys in this research were done on anonymous basis without collecting of any names, addresses, telephone numbers or other related private information. Only the author of this thesis has the access to the data base with the answers.

The author can also confirm that during experiments and conducted survey there were not any inconvenience from the respondents' side and all agreements were accepted from all sides. No any respondent was attracted to the survey in case of negative answer in advance.

All people who took part in research and assisted the auhor in conducting of surveys were informed accordingly about ethical issues before the survey started.

The work will also contain a data analysis, description of results and conclusions.

3 Literature Review

3.1 The impacts of local environment on well-being of contemporary society

In this thesis two basic terms are used: landscape and environment. There should be an explanation an explanation of interconnectedness of these two terms. As Wilkoszewska (2019) states, the term environment includes more explanations. The term landscape is often used for environment and vice versa. However, the author states that landscape is more about the basic determination of nature, which has numerous features and peculiarities. It is more about “seeing”. Whether environment is something based on these peculiarities of the landscape and is more about senses and emotions. *“It is better to preserve the concept of landscape in its, maybe historical, semantic shape and the new meaning, ascribed to it - in my opinion - at a push, should be left where it emerges, that is, in reference to the environment (Wilkoszewska, 2019, p. 94).”*

As it was referred beforehand, this part of the theoretical research consists of two subparts. In the first of two, factors of the local environment, such as factors like natural, cultural, industrial environment, or urbanization, are described.

The second subpart takes into consideration types of local landscapes and describes their specifics. The reader can meet here with terms such as metropolis, big city, small city, village site, etc. These terms are also delineated in terms of their impact on certain aspects of residents’ life i.e. speed of life, demand part, values, etc.

3.1.1 Factors of local environment

Local environment represents a portion of the total surroundings in contact with the system boundaries. It must be large enough for all of its intensive properties to be constant, and it must be insensitive to state changes of the system (Balmer, 2011). As a whole, environment does cover interactions between people, and their current activities with natural aspects such as flora and fauna. More than ever there is nowadays emphasis on balancing out the relationship between people and nature to be beneficial for both, so neither of those parts is registering loss or harm, but there should always exist benefits for everybody and everything that are stemming from the mutual symbiosis.

- **Natural environment**

The term natural environment refers to the non-human-made surroundings and conditions on the Earth (i.e. things that occur naturally and therefore are not artificially made), in which all living and non-living things exist (Johnson et al., 1997, pp. 581-589).

The natural environment is in complete contrast to what is labelled as 'built environment' which refers to areas that have been fundamentally transformed and influenced by human activities. Units of built environment can be cities, towns, metropolises, or the sole infrastructure itself (Institute of Historic Building Conservation, 2021). On the other hand, not all building activities shall be counted as artificial ones. For instance, building activities of animals such as beaver dams, burrows, nests, and others are seen as natural as they are not results of human activities.

The common and generally accepted concept of natural environment encompasses two following components: ecological units and universal natural resources.

Complete ecological units are characterized as natural systems that has been able, are able and will be able to function without massive civilized human interventions. Amongst the ecological units the entire vegetation, microorganisms, rocks, or soil can be counted. Another important and essential feature of ecological units is their presence within their certain boundaries and nature.

The second component, universal natural resources, lacks clear-cut boundaries and are present in the universe without exact demarcation. Phenomena such as climate, air, water, and even magnetization, biochemical reactions or energy are all terms that can be classified into this group.

Needful not to forget, that natural environment plays an essential role in human's life as it gives opportunities for living and developing. On the other hand, there has to be a balance between utilization and protection in order to keep all essential ecosystems work as they are supposed to do. Negative impacts of human activities on natural environment can subsequently end up with negative impacts of natural environment on human activities. The currently most mentioned negative impact is global warming that worries with glacier melting, water level rising, ecosystems crumbling and with more common occurrence of extreme weather phenomena that may consequently harm people on their well-being and in extreme situation of their lives.

- **Cultural environment**

On the contrary to the natural environmental, the cultural environment is fully result of human activities, although they often have basis that lay on interaction with nature. Culture itself is defined as an assemblage of creative human activities such as art, literature, music, religion and many more. Culture environment can be represented by cultural landscapes in the countryside such as urban areas, archaeological sites, forests as well as other structures on land or water built in different ages and eras of humankind (Ministry of the environment of Finland, 2013). Needful not to forget, that also intangible elements have their own place amongst the cultural environment such as traditions, habits, or customs.

In contrast to the natural environment, the cultural one does not represent renewable resources, but despite that is in constant state of renewal and development.

Cultural environments are essential for the identities and well-being of people. It indisputably has significant social, economic, and cultural value. Therefore, we can meet with countless examples of protection of cultural environments, particularly historical architectural sites, or traditions (Finnish Heritage Agency, 2021). Culture environments and the features particular to them provide a unique edge to regions and places, serve as the foundation of the development of local communities and create business opportunities.

- **Industrial environment**

A very important term is the industrial environment. It is not only a result of the human activity, but also it is for some an essential place to 'live' in order to meet the economic needs of survival. This term is used to describe working conditions that may be outside of optimal. Industrial environments are usually more harsh than normal work environments, for instance an office. In the industrial environment employees and equipment tend to be exposed to more extreme conditions as plethora of airborne chemical compounds in the form of vapours, aerosols, or biphasic mixtures of both (Berglund, 2020).

Most industrial environments are plants, warehouses, and manufacturing or fabrication facilities. Industrial environments play an important role on well-being. On one hand they can offer economic benefits in shape of wages as any other employments.

On the other hand, as people tend to work in more extreme conditions, they are more often exposed to negative consequences, most likely to respiratory problems or illnesses, stemming from perhaps unhealthy working conditions (Berglund, 2020).

However, there shouldn't be emphasis put only on the human side of this work. When speaking about industrial environment there should be implemented precautions and restrictions in order not to harm or have any other negative effects on natural environment. As a work in such environments usually consists of handling with potentially dangerous substances there must exist a guarantee that it has the least negative effect on environment as possible.

- **Urbanization**

A term that actually interconnects well-being together with environment is urbanization. Urbanization is a result of human activity and can be categorized as both, cultural and built environments. This activity also represents the very first stage of urban development.

Since the very first moments of humankind, people have tended to create basic settlements for two important reasons. Firstly, people as many other animals live in organized groups. Secondly, such settlements have given the ever-important feature of security or cooperation.

However, the term of urbanization as we know nowadays, has its foundation stones in the turn of 18th and 19th centuries. The outset of urbanization is undoubtedly linked to the first industrial revolution. As the breakthrough machinery was invented which led to establishment of factories, there was an urgent need for a human capital. The consequence was simple. Countless amount of people quickly shifted from the agricultural life on villages to industrial life in rapidly growing cities. After many centuries this was an important milestone in humankind and subsequently in their well-being, as life in cities offered way more opportunities, and, up to date, offers higher income chances (National geographic, 2021).

During the first stage of urban development (urbanization) people usually gather around the city center as it is sort of core around the industrial facilities. A typical feature for newly established cities is limited degree of public transport development and people are left to their own means of transport.

Even though, the urbanization effect is nowadays not that strong in developed countries, it is still an important ongoing process in developing countries. It is possible to state, that urbanization is an indicator of modernization and society development in course of well-being. The urbanization undoubtedly has a very positive effect on people's well-being as it brings more opportunities for higher reward. On the top of that, it is perfectly statistically recorded that the well-being of people living in big cities is way higher than for people living on the outskirts or in villages (National geographic, 2021).

- **Suburbanization**

Suburbanization is basically a continuous process of urbanization in industrial era. It is a moment when first glimpses of modernization in course of transport, housing, and infrastructure start to appear. In this period, huge factories and industrial facilities are shifted on the outskirts of the city (or at least out of the city centres) as the transport connection is ensured and there is also demand for more living space in city centre.

Third stage of urban development is labelled as deurbanization or counter urbanization. This phenomenon is thoroughly described in further subparts of follow-up chapter.

- **Stages of development of country and society**

Today, there are two commonly accepted types of developments of countries in the world – developing countries and developed countries. Another possible classification is a division of the world into the Global North, the Global South and the Third World given the state of development.

Developing countries typically have lower degree of material affluence. However, there is currently no clear and specific demarcation when the country is developing and when it is developed. In the past, the GDP indicator collectively with degree of industrialization were the two essential factors of measurement. However, nowadays there is strong emphasis on the Human Development Index (HDI) that gathers both economic and social aspects of living (O'Sullivan, 2003).

Developing countries can be further divided into newly industrialized countries, developing markets or the least developed countries. There are many typical and common features across the entirety of developing countries. Amongst the most significant belong strong urbanization effect, high population growth, higher occurrence of poverty, less

degree of education, high economic growth of the GDP indicator, or higher level of emigration of endowed people into developed countries.

3.1.2 Types of local landscapes

In this second subpart, the most common types of local landscapes (settlements) are described and characterized.

- **Metropolis**

Metropolis represents a very large city, that is often the most important city in a large area or country. The term comes from ancient Greek world that literally means ‘mother city’ (Cambridge dictionary, 2021). In the present world metropolises are usually the most significant economic, social, political, and cultural core of a country or a region as well as an important trade, or transport hub for a country or worldwide.

The metropolis is usually the capital city of a country or region as well, even though, there are some exceptions where the metropolis is not the capital city. This is for example case of Kazakhstan’s Almaty, Russian’s Sankt Petersburg, Spain’s Barcelona, and many others.

Last but not least, the metropolis may not always be only one big city, but it could consist of conurbation of many big cities. This is for instance case of Guangzhou-Shenzhen-Hongkong in China, Tokyo-Yokohama in Japan, or Johannesburg-Pretoria in Republic of South Africa.

The common features for metropolises are very high speed of live, densely populated city center (with exception of slums in Central or South America), possible huge disparities of income and wealth that counts especially for aforementioned metropolises with slums or favelas. Overall, in big metropolises there is huge concentration of work opportunities, higher incomes than in rest of the country, and different (progressive) style of living.

- **Big city and cities**

The key feature of big cities is to have population above 100 000 inhabitants as it was jointly accepted at the International statistical conference in 1887 (Körosi, 2021). Similarly to metropolises, big cities are one of the most important settlements in the country or region. Despite that, big city does not necessarily equal to metropolis. For

instance, in the Czech Republic there is solely one metropolis – Prague. However, the amount of big cities is in total of 6 – Prague, Brno, Ostrava, Pilsen, Liberec, and Olomouc.

Cities are commonly comprehended as settlements without any strict conditions considering the number of inhabitants. The minimal figure requested can change from country to country. For instance, in the United States of America, the range of inhabitants is between 1 500 to 50 000 people. Whereas, in the Czech Republic, there has to be a condition of at least 3 000 inhabitants met in order to have a right to obtain city status.

Overall, the trend of living is quite similar to what is it in metropolises. People usually tend to have faster speed of life, an enormous range of possibilities in course of work or leisure, and also more inclining towards progressive and modern ways of living. It is possible to state that societies from big cities are initiators of social changes in lifestyle across the society in the entire rest of the country, as they usually have higher economic-based quality of life given by higher incomes.

On the other hand, cities do not always offer the best quality of life physical and mental health-wise. As people do live in rush, often work under an immense pressure, and on top of that, big cities tend to have much worse air pollution, it is possible to be witnessing more a trend of counter urbanization.

Counter urbanization is defined as situation when large numbers of people move from urban areas into surrounding countryside or rural areas. It is both a demographic as well as social phenomenon. The causes of counter urbanization are given from both pull and push factors. The latter mentioned stem from the collapses of inner city in form of factors that some people may have seen impossible for living. Amongst these, air pollution, overly dense traffic, fast and unhealthy way of living could be found. In last couple of years, there are also recorded many cases of over tourism to be the initiator of this very process (Gamesby, 2021).

Pull factors can also play a role. When people reach certain level of well-being, satisfaction, or economic self-sufficiency, their interests quickly shift towards a better quality of life, and they want to be able to live in clean and quiet area. They also aspire to having larger houses with more land for way cheaper prices compared to big cities and towns (Gamesby, 2021).

In conclusion, it is needful to state that counter urbanization may not be the last stage of urban development. There is also concept of reurbanization that literally means an effort of revitalization of city centres. This effort usually comes from local authorities or developers, who try to change the look of the city in order to provide more pleasant place to live. An improvement of transport situation, an establishment of new city parks, pedestrian areas or an enhancement of social life are all possible means to reach reurbanization.

- **Village and rural areas**

Villages are human settlements that are, given by their size, smaller than towns, but bigger than hamlets. Similarly to cities, there are different conditions to be perceived as villages depending on each country's assessment. Villages are typically found in rural areas.

The lifestyle in villages is a bit different to what it is in big cities. People usually do live slower life without any excessive rush. The biggest difference may be, that village people usually know very well their neighbours unlike to big cities, where a huge degree of anonymity is present.

It has always been that people from villages tend to have smaller incomes and be way more connected with nature in form of having fields or farm animals. However, in recent years, as a result of counter urbanization, richer people can be found living in villages as they seek for higher quality of life, as it is aforementioned.

3.2 Methods of examining the relationship between the environment and human well-being

At the second part of theoretical delamination, the most common methods of examining are mentioned such as primarily questionnaire along with statistical approaches. However, at the very first place it is necessary to also define the term human well-being.

3.2.1 What is exactly well-being?

In previous chapter and its subparts there is focus on description of different types of environments and landscapes with their influence on human well-being. But what is exactly meant with this term? What is hidden beyond it?

Well-being, also called wellness or quality of life, is a term very hard and almost impossible to universally describe, since it fairly subjective think perceived differently by each human being. For some, health can be the most important variable, for someone else it can be family background and so on.

In historical delimitation this term appeared for the very first time in the 1920's. However, it was not until the period after the World War II. that this term reached broader interest. It was mainly due to the growth of quality of life in certain countries. To examine the quality of life mainly economic indicators were used, primarily the GDP per capita. Anyway, it was discovered soon that economic factors are not the only one that ensure happiness and well-being of people. Since 60's not only economic factors were the key ones, but also social and environmental factors got into spotlight.

However, based on scientific research are 11 groups defined, all with certain influence on anyone's well-being. Amongst these group are income and richness; employment; housing; health; work-life balance; education; interpersonal relations; environment; security; personal ease; good governance and civil engagement (Ministerstvo životního prostředí, 2021).

But for instance the World Health Organization (WHO) (1997, p. 4) gathers factors just into 6 groups and they are following:

- psychical health – energy and fatigue, sleep and rest, pain and discomfort.
- Psychological – positive and negative feelings, self-esteem, thinking, learning.
- Level of independence – mobility, work capacity, daily living activities.
- Social relationships – personal relationships, social support, sexual activity.
- Environment – financial resources, freedom, home environment, physical environment.
- Spiritual and personal beliefs – religion, spirituality, personal beliefs.

- **Statistical research**

Statistical research is usually conducted when a huge chunk of representative data is collected. The sources of data can either be questionnaires or national/regional statistical portals.

Statistical research predominantly investigates mutual relationship between two or more variables, how they correspond or correlates with one and another.

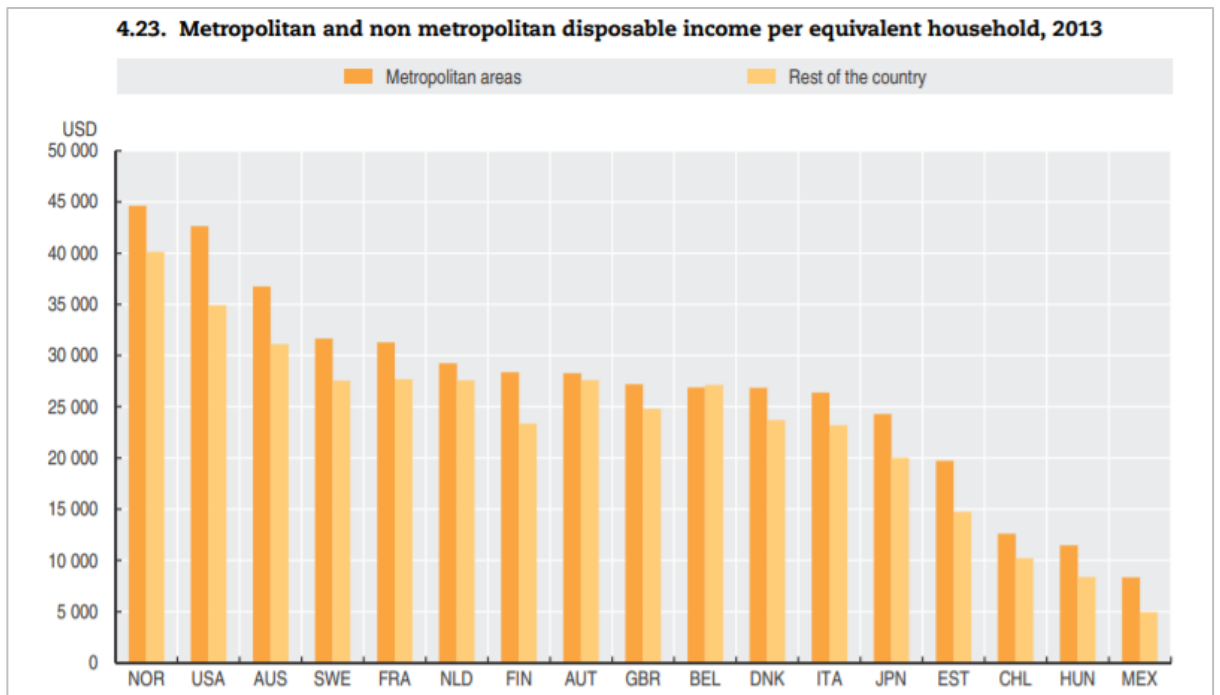
When comparing the well-being of people in urban areas with rural areas, several factors and indicators can be used. First of all, average or median household income that shows the receipt part of well-being. Hand in hand with income goes unemployment rate or poverty rate.

- **Examples of research**

Nowadays, there are several pieces of research that take into consideration this issue. For example the research of OECD conducted in 2013, that investigates the economic disparities between metropolitan areas and rural areas in certain countries.

And the statistical trend seems to be clear and rational. People in metropolitan areas tend to have higher income than people living in non-urban areas. However, as it seems, it is no longer dogma that should be applicable for every country. The research found out that in case of Belgium, the household income is higher in non-urban areas than what it is in metropolitan units. Overall, it seems that in Europe the gap between household incomes is lower than in the rest of the world. This could be given by the trend of deurbanization which was described beforehand (OECD, 2016).

Figure 3: Household income in metropolitan and non-metropolitan areas



Source: OECD, 2013

On the other hand, if the well-being of was perceived from different perspectives, favorable results would be different. When studies on health are taken into consideration, the results of them show, that living in non-urban environments is way more beneficial for overall health. People living in rural areas have way lower probability of population diseases, cancers, and other illnesses. On the top of that, it was found out, that inhabitants in rural spaces tend to have way happier social life and do not suffer from psychological problems as in urban areas (Jones, Twohig-Bennett, 2018, pp. 628,637).

4 Practical Part

In conditions of the modern globalization process people pay the attention to the environmental and well-being issues very other even in developing countries. We also can observe the same situation with the urbanization process as was mentioned above and in a literature review. So people, especially in global COVID-19 pandemic period more think about health and impact of the landscape, including the natural conditions and environment around. In case of any financial stability, there is the tendency of global movement of people in different countries, including Kazakhstan from the metropolises to the countryside. Different world movements for the green environment protection and the quick development of the information technologies, including the social media create the strengthening psychological impact to the mind changes of people.

Thus the people well-being is obviously also depend on different circumstances, including the people's perception of various conditions and terms.

4.1 The results of the questionnaire research

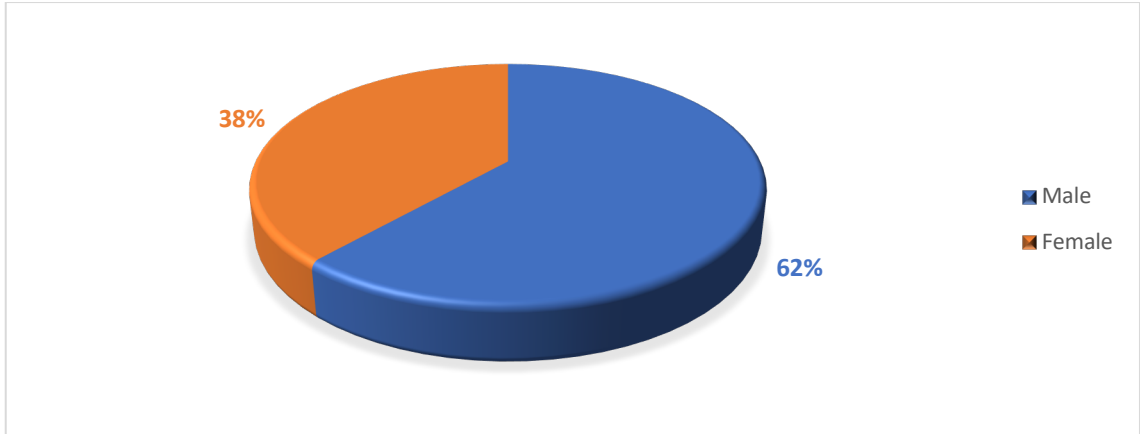
As was mentioned before, being the one of the most common analytical approaches for those types of analyses the questionnaire method was used within this project. Taking into account the questionnaire results the quantitative method was used to describe the answers and results.

As was mentioned before, for the purpose of this thesis the e-questionnaire was successfully prepared and distributed accordingly between the random respondents. Therefore, the total number of answers that were taken into consideration during this research was equal to 112.

As was mentioned above the questionnaire consists of two different parts:

- Socio-demographic characteristics (4 questions).
- Landscape and the well-being related questions divided to three different groups (11 questions).

Figure 4: Breakdown of respondents by gender

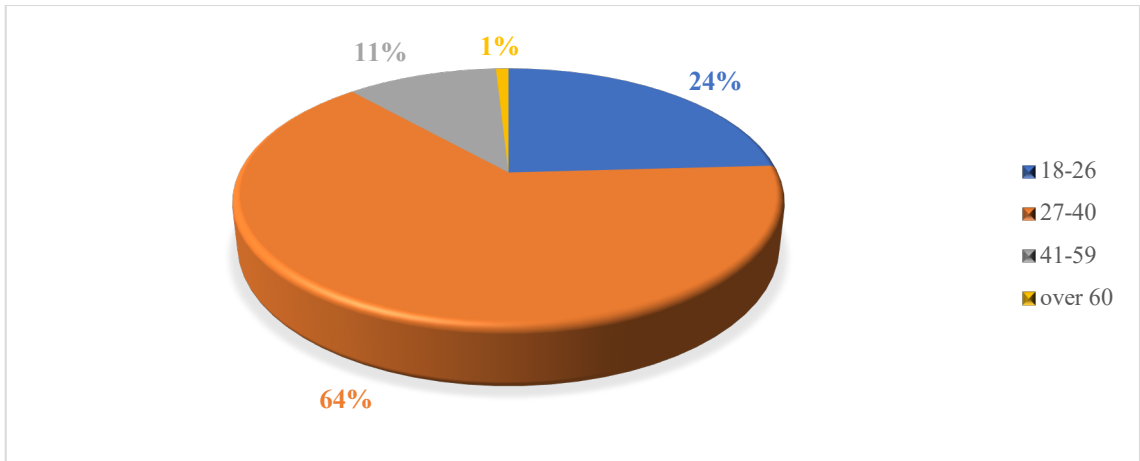


Source: own processing

From the gender perspectives, the breakdown of the respondents is the following (Figure 4):

- Males – 69 (62 %).
- Females – 43 (38 %).

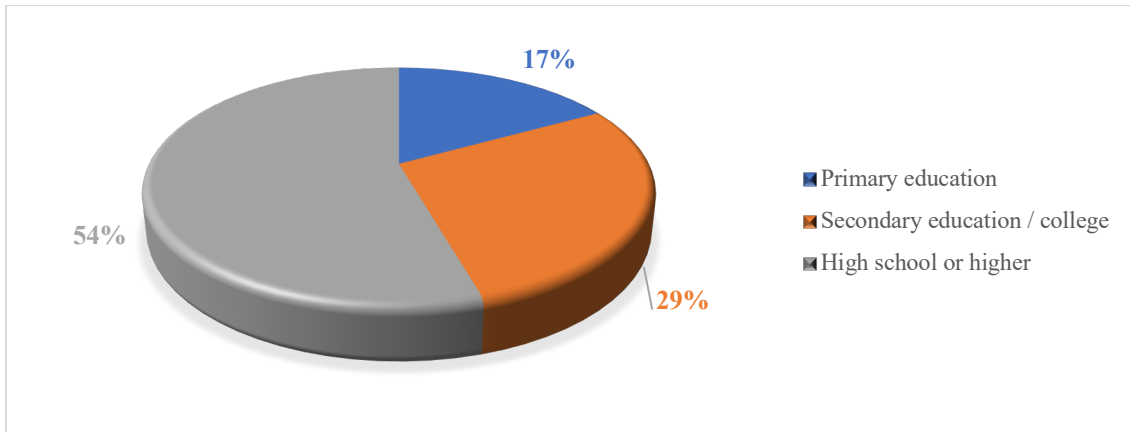
Figure 5: Breakdown of respondents by age



Source: own processing

64 % of respondents (72 people) are middle aged people from 27 years to 40 years old. 24 % or 27 people are from 18 till 26 years old, while 11 % or 12 people are between 41 and 59 years old. Only 1 person from all respondents was older than 60 years (Figure 5).

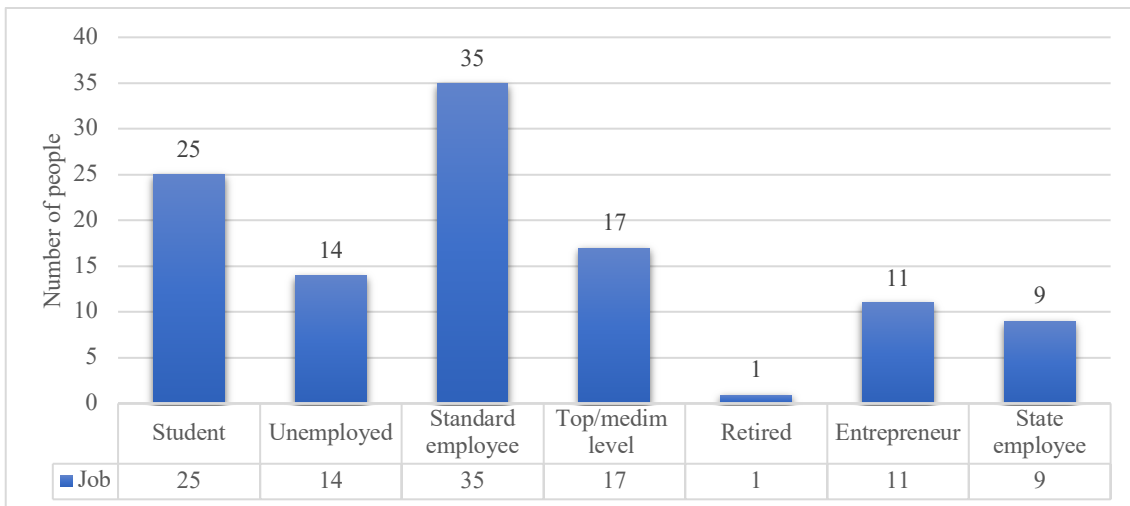
Figure 6: Breakdown of respondents by educational level



Source: own processing

For the simplification of this part, the author selected three categories within this questionnaire: Primary school, College, High school. As seen from the Figure 6, the biggest part of respondents (54 % or 61 people) has the high school or higher education while 32 people (or 29 %) have college degree and 19 (or 17 %) have only the primary school certificates.

Figure 7: Employment status of respondents



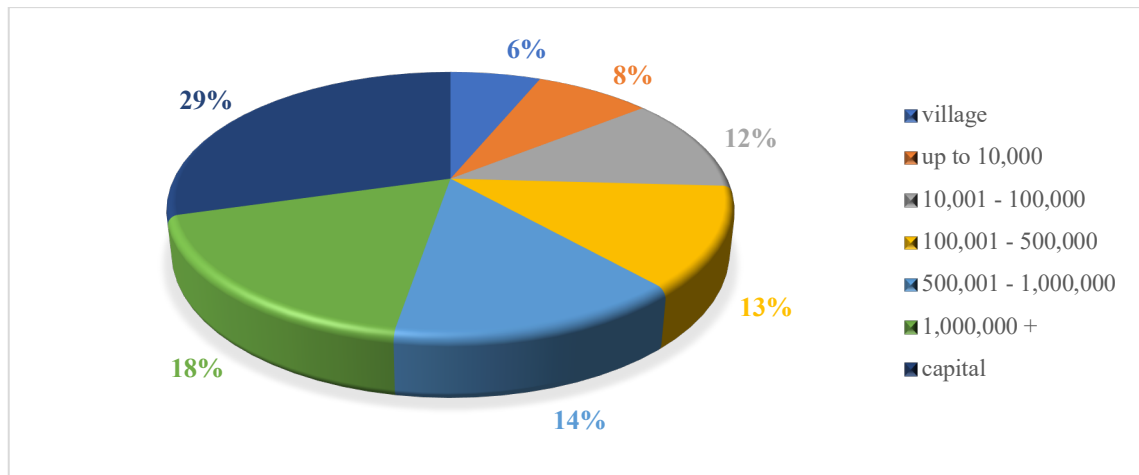
Source: own processing

The majority of the respondents (35 or 31.2 %) are the ordinary employees (Figure 7) in different commercial companies in Kazakhstan, 17 (15.2 %) are from the top or medium management, while 11 (9.8 %) are involved in their own business. Also

important to mention that 39 (34.8 %) people are jobless or students. It means that they are still waiting for their opportunities and can make some unusual decisions other than the people who has stable job and salary.

20 % (22 people) of respondents (Figure 8) live in the small cities (less than 100,000 people) or villages while 29 % (33 people) live in the capital.

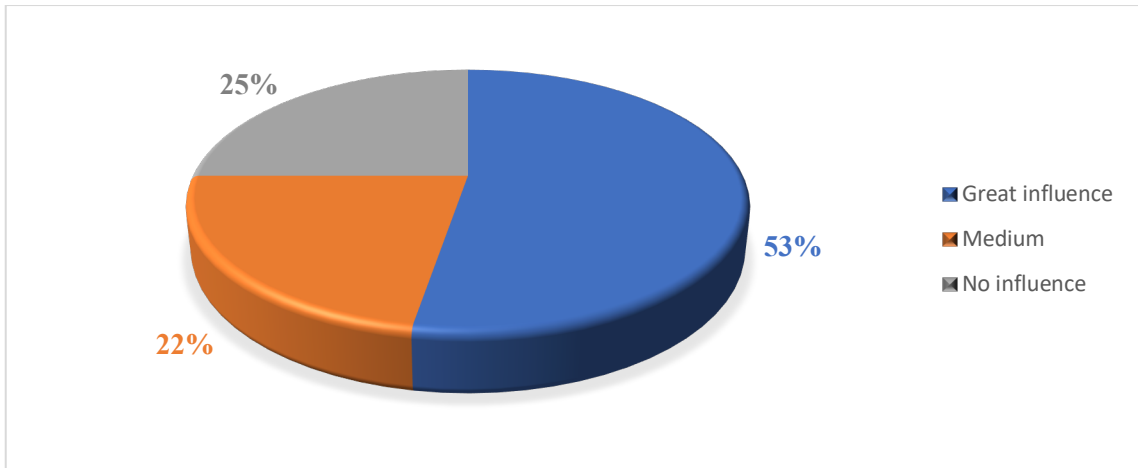
Figure 8: Place of living of respondents



Source: own processing

The interesting finding (Figure 9) is that 59 people (53 %) from the total respondents think that the landscape has the definite influence to the well-being of people by answering the question “Do you think that the landscape like forests, sea or mountains has any influence on your well-being?” It means that the people in majority think how to improve the well-being also in correlation with the landscape.

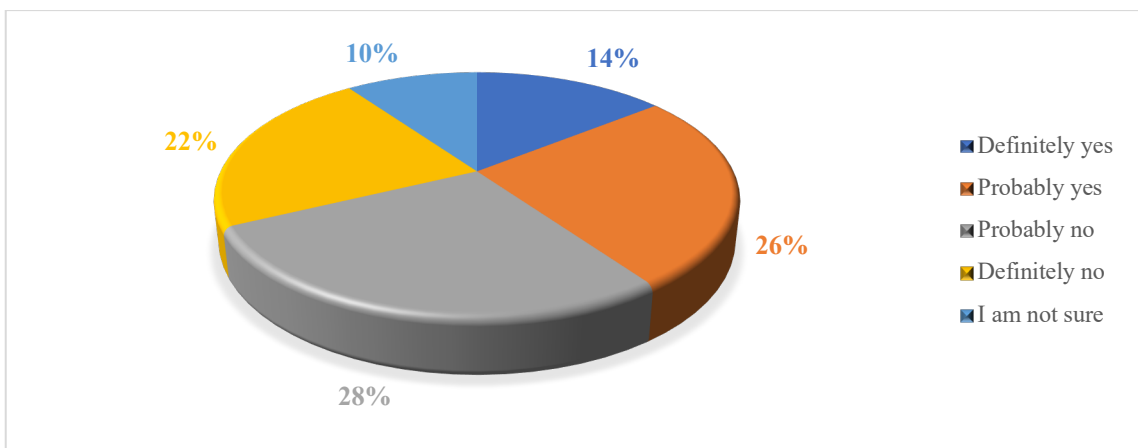
Figure 9: Level of landscape influence to well-being



Source: own processing

In total 45 people or 40 % out of all respondents (Figure 10) think that people from small cities have sufficient opportunities for the personal life development like studying, marriage or self-satisfaction while 56 people or 50 % think that the people from the bigger cities can have more opportunities for that.

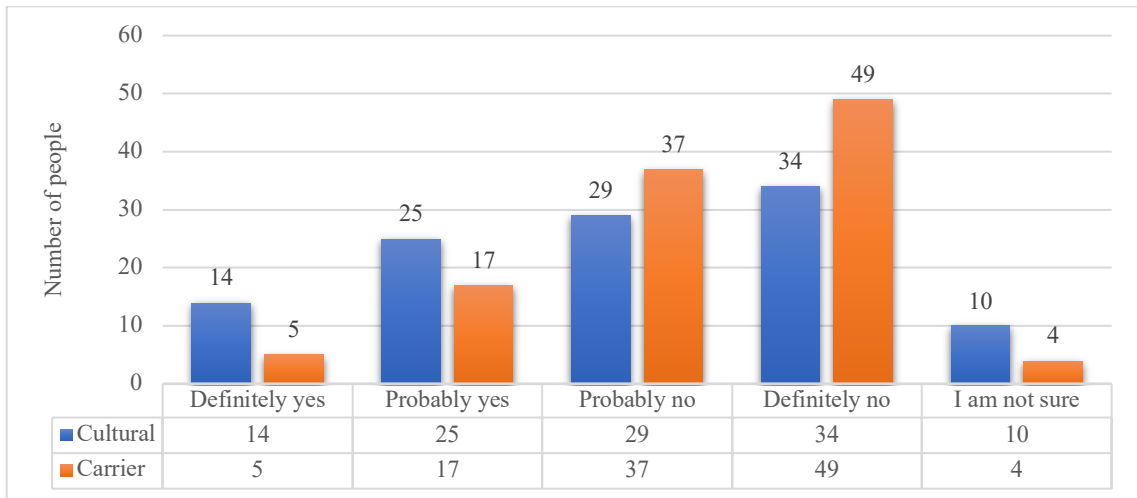
Figure 10: Living in small cities and opportunities in personal life



Source: own processing

In Figure 11 there is more or the less the same tendency of the answers related to the opportunities for the cultural and carrier development for people living in the small cities (less than 100,000 people).

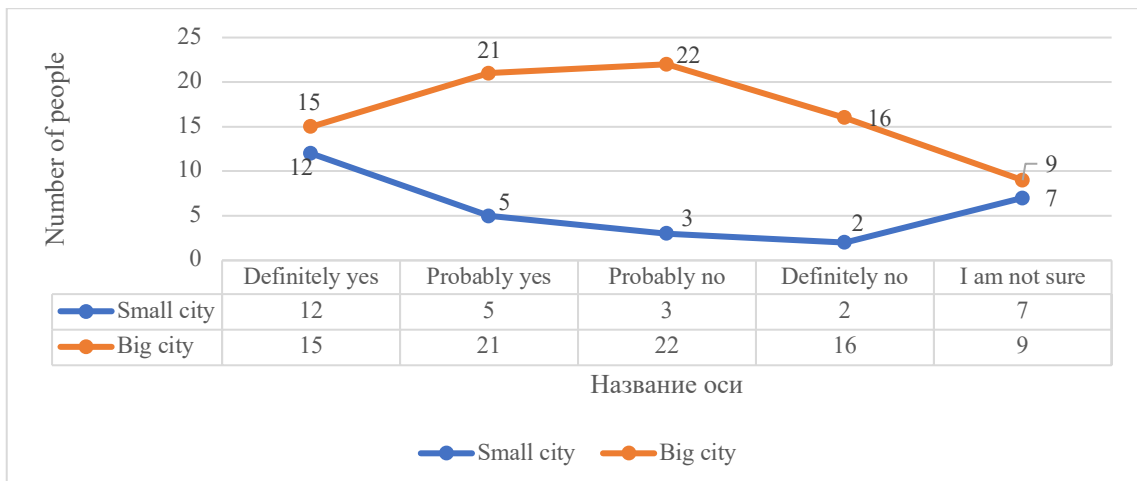
Figure 11: Cultural and carrier opportunities for people living in small cities



Source: own processing

There is also the interesting tendency of answers about the satisfaction of living in small and big cities (Figure 12). There is a convex curve regarding the answers from the big cities, while the concave curve describes the answers from the small cities. These tendencies, as well as the others, are more widely described in Discussion part of this paper.

Figure 12: Satisfaction of living in small or big cities

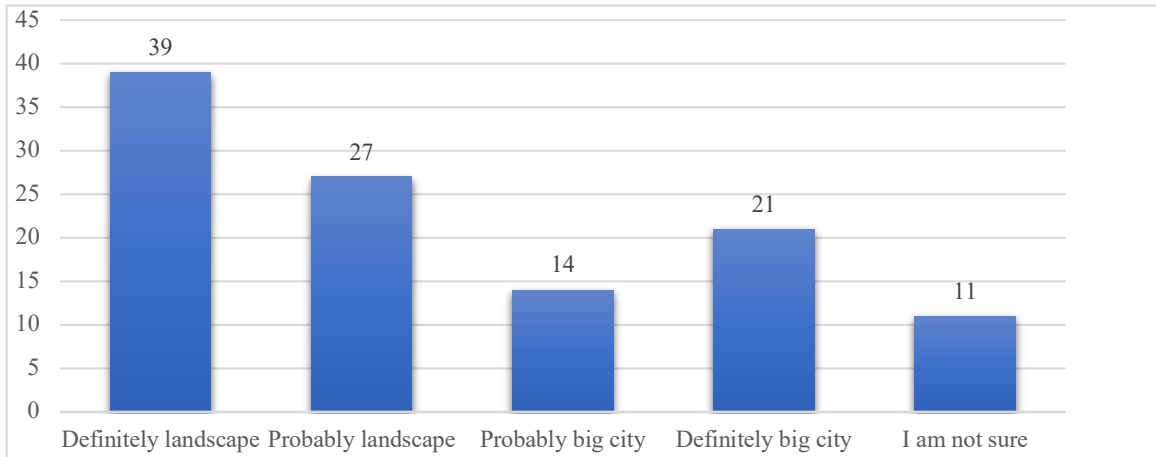


Source: own processing

There is also the interesting fact (Figure 13) that more people (39 or 35 %) think that in case of all other equal circumstances they would select the living near the

landscape than in the big cities. However, the recent tendencies in Kazakhstan from the statistical point of view show a bit different picture (please look at the Discussion part).

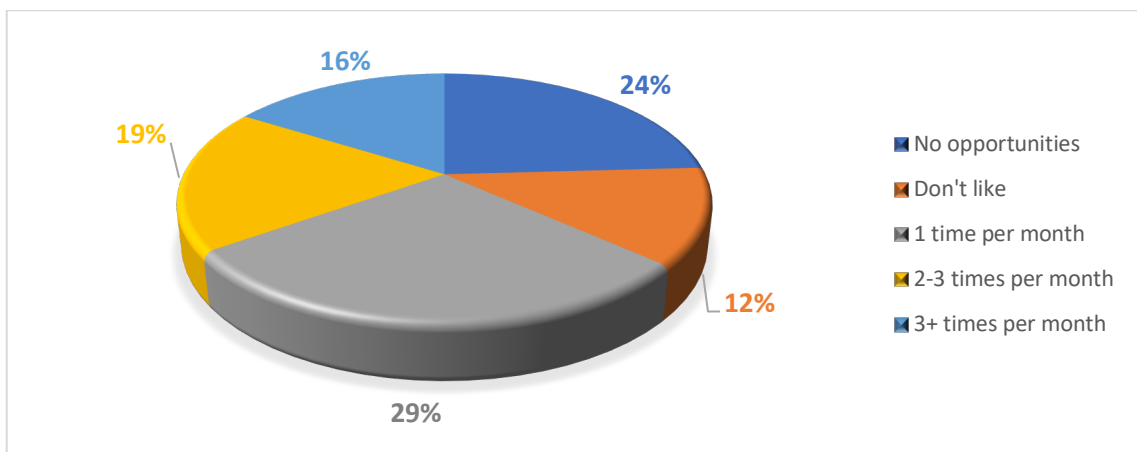
Figure 13: Selection between the landscape and the big cities



Source: own processing

27 people (24 %) do not have any opportunities (Figure 14) to go for the rest to the landscape parts, while the majority, 71 people (64 %) has at least one option per month to go for the recreation.

Figure 14: Opportunity for the rest at the landscape

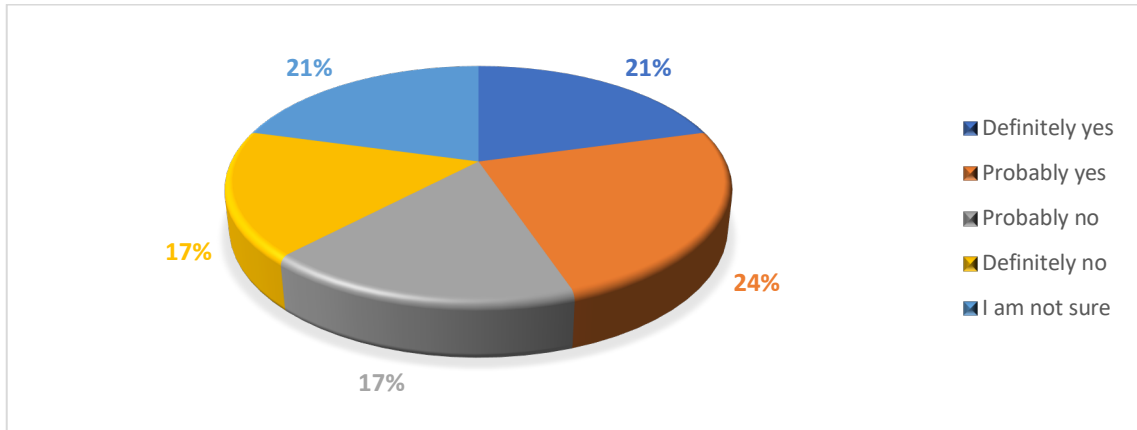


Source: own processing

By answering the question about potential changing of the living area (Figure 15) the 13 people (45 %) out of 29 thought that they can change the small city to the bigger

cities in the future, while 10 people (34 %) lean towards the solution not to move to the bigger cities in case of any potential selection options in the future.

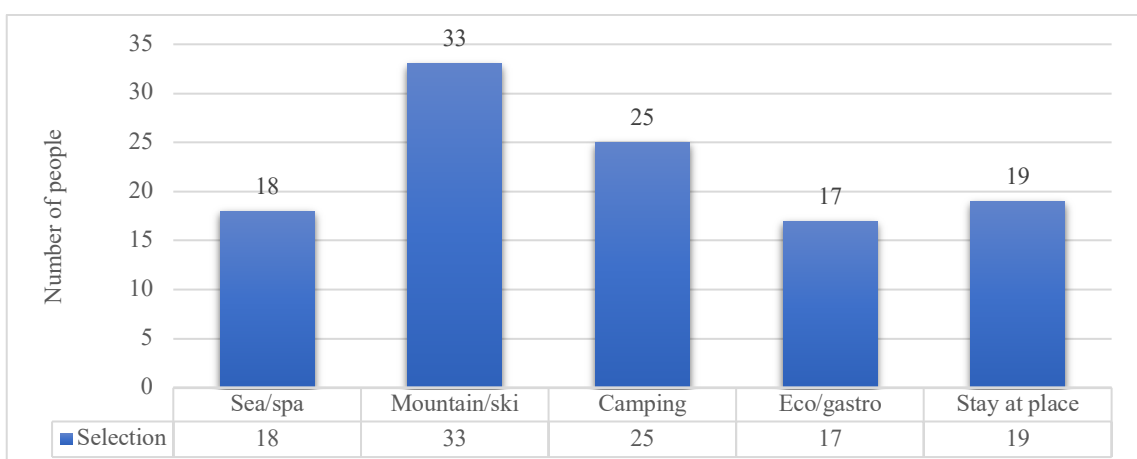
Figure 15: Changing of location for people from small cities



Source: own processing

The last question (Figure 16) offered the respondents to select the potential recreation option if they had only one opportunity in a year to go somewhere not depending on the season. Taking into account the geographical options in Kazakhstan it was not surprise that the most number of people (33 or 29 %) answered about the mountain/ski resorts while the smallest number of people (17 or 15 %) answered about eco/gastro/agricultural tourism option.

Figure 16: Selection of the recreation once per year



Source: own processing

All results are more widely discussed in the Results and Discussions part of this paper.

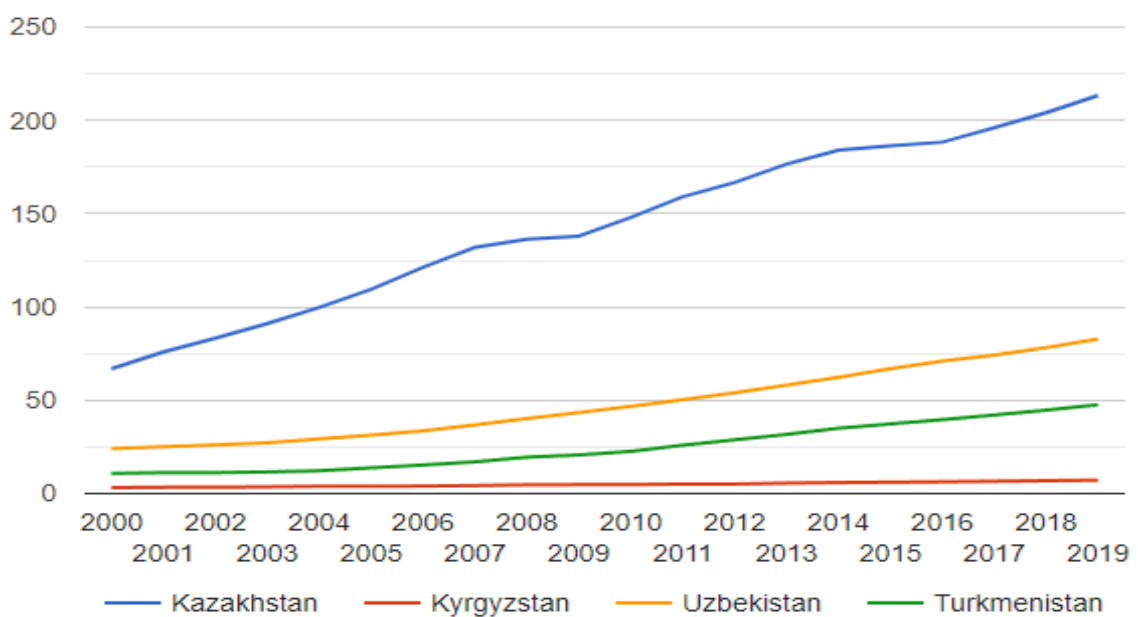
4.2 The main reason influencing well-being in Kazakhstan

As already mentioned before the well-being is the complex of indicators as from financial and economic point of view as well as from environmental, cultural, ecological and different other factors. Kazakhstan is the most developed country in the region and one of the most fast developing post-soviet countries. Kazakhstan is the ninth biggest country in the world with the population of 18.75 million people (Embassy of the republic of Kazakhstan, 2021). The economy of Kazakhstan develops very fast comparing to its neighbors. The country has pretty low employment around 4.9 %.

The poverty is also one of the key elements to understand the well-being of the country. According to the Asian Development Bank, only 2.7 % of population of the country lives below the poverty line, that is the best figure in Central and West Asia.

Another index that shows the well-being of the country is GDP. The tendency of GDP growing in Kazakhstan is quite higher that in neighbor countries (Figure 17).

Figure 17: GDP growing in Kazakhstan and neighbor countries (billion USD)



Source: Theglobaleconomy.com, 2020

The key elements and factors influencing the well-being in Kazakhstan are:

- well-designed economic model on the country level;
- paying the attention to the population from the governmental level (Kazakhstan was one of the seldom countries which government forgave the credits and loans to its population during the world financial crisis in 2014-2015);
- huge territory, different climates, small population;
- different types of landscape;
- different types of recreation options, including mountains, sea and etc.;
- the main industry of the country is oil and gas that brings a lot of money to the national economy;
- Kazakhstan develops the tourism direction and cooperation with the neighbor countries.

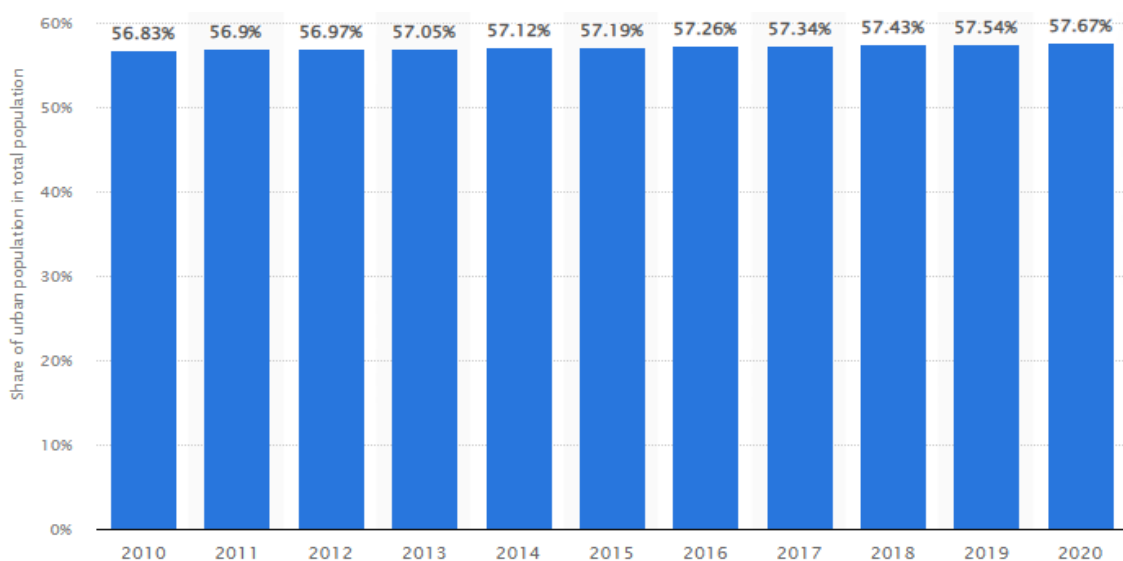
5 Results and Discussion on research conducted in the thesis

This section covers the explanations and more wide description of the research results. The results will be analyzed in accordance with the real statistical data of the country and the key elements will be found.

As already was mentioned at the beginning, the well-being of people depends on different factors, including availability of work, landscape, safety, etc. The well-being can be characterized by different parameters like GDP, GDP per capita, Happiness index and others. The research conducted in this thesis covered the questions related to the impact and influence of different aspects and elements to well-being. For example, one of the elements that can create the impact is geographical factor and the living in different urban areas.

The urbanization process also can show the movement of people from different places to the urban areas that can tell about the tendency in the country. It is important to mention, that Kazakhstan is one of the most unique countries in the world that has the ninth biggest territory and only 18.75 million people. In this regard, it is very revealing the tendency picture of the urbanization process in Kazakhstan during the last 11 years (Figure 18).

Figure 18: Share of urban population in total population

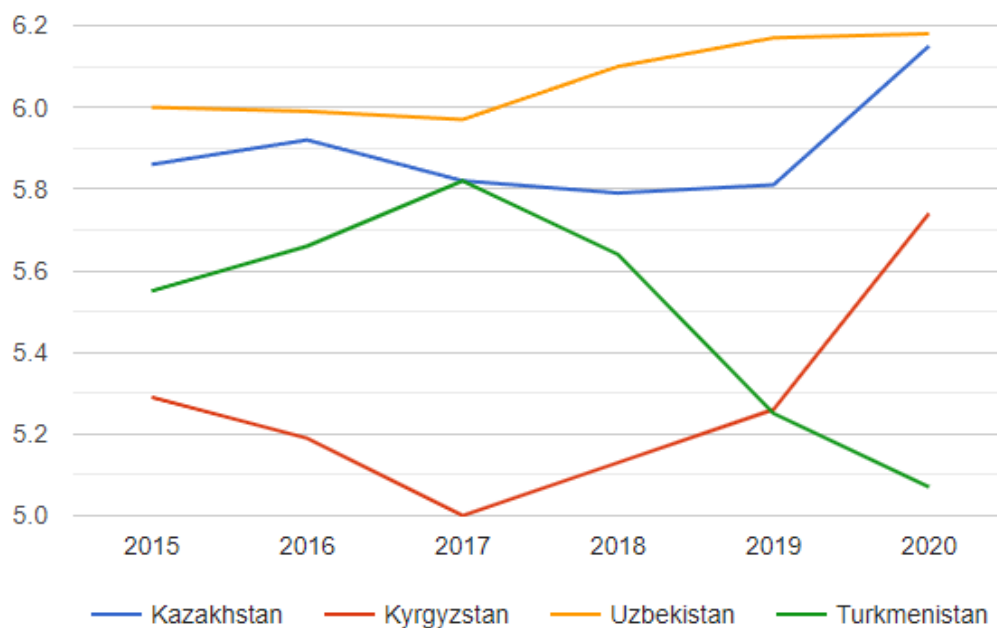


Source: O'Neill, 2021

As shown in Figure 15, the urbanization of the population during last years increased just to 0.84 % showing that people are not fully intended to move to the urban areas harshly. In that case the survey questions were aimed to understand the people's willing to move or to change their lives accordingly taking into account the landscape factors and parameters, like living near the seaside, forests, recreation centers, etc. as it is one of the common tendency during last years in different areas. People think more and more about environmental issues and try to find the solution in this regards. People want to fulfill their needs and to achieve the appropriate levels of income, cultural satisfaction, receive some necessary live needs, etc. All these components are also the part of the happiness index that composed from different surveys of people organized by well-known worldwide companies.

That is why the happiness index sometimes is indicative to explain or understand some tendencies in the country (Figure 19).

Figure 19: Happiness index tendency in Kazakhstan and neighbor countries



Source: Source: O'Neill, 2021

Kazakhstan has more or the less the stable happiness index (Figure 19) during last 5 years. Surprisingly, Uzbekistan with less economic development and less GDP (Figure 17) has higher happiness index than Kazakhstan and other neighbors. It can be explained also by the fact that cultural and other aspects also have influence to the people's happiness. The Happiness index ranking is the part of the World Happiness Report that

based on survey where people evaluate the quality of current lives on a scale from “0” to “10”.

53 % of respondents of the research in this thesis (Figure 9) answered that the landscape has significant impact to the well-being of people while 22 % think that the influence is on the medium level. Nevertheless, in total 75 % of respondents think that the landscape definitely has impact to people’s feeling of happiness and satisfaction. This is indicative, because Kazakhstan has several climate zones on its huge territory and different types of landscape elements. From one side, it is the Caspian Sea with the appropriate resorts. From another side, there are the places with the forest and steppes, the mountains with the beautiful ski resorts and hiking, different other places that can be attractive for the family recreation.

Taking into account the Figure 18, the urban population is increasing a bit every year, but also more and more people think about the healthy life and recreation. 50 % of respondents answered (Figure 10) that there are no sufficient opportunities to develop their own personal life in the small cities. Taking into account that 64 % of respondents are less than 40 years old, it can be explained that people in that age are intended to spend the time in metropolises, cities in big companies, etc.

Figure 8 shows the answers of respondents related to the cultural and carrier opportunities in small cities. 53 respondents (47 %) out of 112 answered that there are no sufficient opportunities for the cultural life in small cities comparing to the big cities. This answer can be accepted as the obvious fact, because big cities have more theatres, cinemas, trade centers, restaurants, music and dance halls, sport events and entertainment. Also it is economically efficient to open the cultural centers at places with the higher population. At the same time, 86 respondents (77 %) thought that the small cities are not capable to cover the carrier opportunities as the big cities provide much more possibilities to grow up professionally. That is also can be explained. The bigger city is the higher number of offices and work places are there. The agriculture and eco-tourism can be attractive for business in villages and small cities, but the opportunities for the carrier development there are not so wide and limited comparing to the big corporations in big cities.

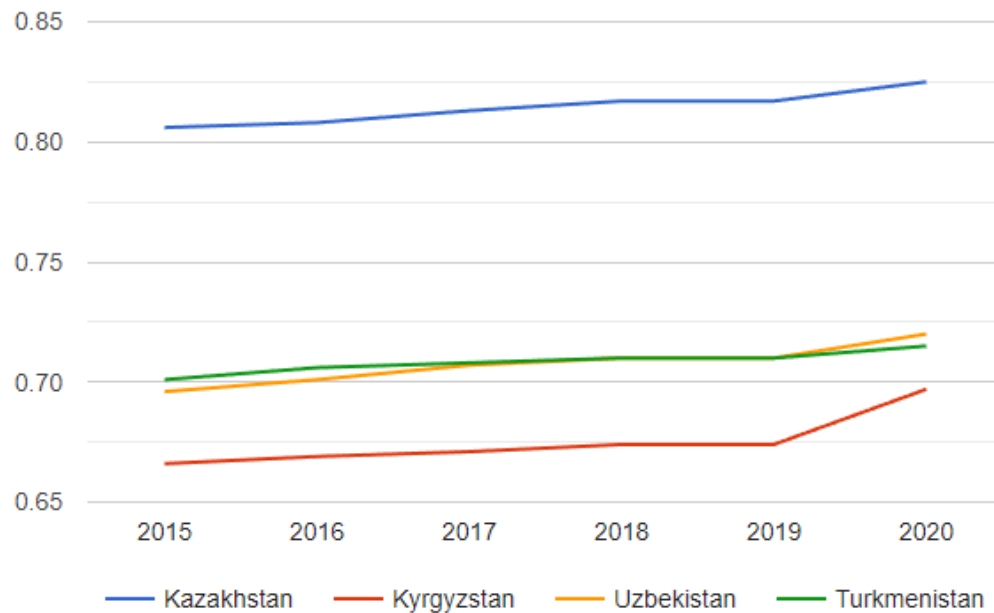
There is also the interesting tendency of answers about the satisfaction of living in small and big cities (Figure 12). The convex curve covers the answers from the big

cities, while the concave curve describes the answers from the small cities. It means that 59 % of respondents who live in small cities satisfied with what they have and only 17 % are not satisfied with the living there. This is indicative as people already used to live in small cities, they like the living near to landscape elements and they are more satisfied than dissatisfied. They like this kind of live approach. From the other hand, 46 % of people who live in the big cities are not fully satisfied with the living there, while 43 % are satisfied. The difference here is not so significant, but also indicative. As was described before, people understand that there are more opportunities for higher living standards in the big cities, but they are also intended to move near the landscape by using the same advantages that they have for the moment.

In that case, there is very indicative the answers that are shown in Figure 10. 59% of respondents answered that in case of all other equal circumstances they prefer to move to the place for living near the landscape elements, while only 31% of people prefer still to live in the big cities. At the same time, the interesting answers were received and indicated in Figure 15. Although, the respondents in common would like to move to the places near of landscapes, 45 % of people from the small cities thought that they can change their lives if they change the place of living. At the same time, 34 % answered that in any case they will not be able to change their lives. It means that people always are looking for the better living standards and new opportunities to improve their lives, have more possibilities to get more income and fulfil the cultural needs.

The satisfaction by the living standards is also one of the key elements for understanding the tendencies in the country as from economic as well as from the cultural and demographic point of view. Thus, the Human Development index that based on dimension on human development (healthy and long life, knowledge and education, acceptance of standards of living) can also show the satisfaction level by statistics (Figure 20). The index is measured from “0” to “1”.

Figure 20: Human Development index of Kazakhstan and neighbors



Source: Source: O'Neill, 2021

As it shown in Figure 20, the index in Kazakhstan is much higher that in neighbor countries like Kyrgyzstan, Uzbekistan and Turkmenistan, and the tendency of growth is visible for all the countries.

There were also two questions in the survey regarding the recreation options and the possibilities to go near the landscape elements in Kazakhstan. As shown in Figure 14, 24 % of respondents do not have the opportunity to go for the rest to the sea, forest or mountain every month. It means that they have the opportunity to go somewhere less than one time per month or even do not the opportunity at all. It can be linked with the busy working weeks and months, work at the several jobs or just simply the absence of the sufficient financial budget to cover this kind of trips. 13 % of respondents do not like to go there for the recreation at all. At the same time, 63 % of respondents try to find the solution and time to go for the recreation from one to three times in a month. It could be different trips like the bicycle trip with the family, trip to lake, camping in the forest, skiing and winter resorts, etc.

Finally, the last question of the survey was dedicated to the selection of the recreation option if the respondents can have only one opportunity during the year. The interesting question baffles the respondents, because they need to select only one option among the available places they like to visit. That is why the answers were also

interesting. 15 % of answers were linked to the eco/gastro/agricultural tourism that become popular in many countries. Kazakhstan has all opportunities to develop the eco and agricultural tourism as there are a lot agricultural places around and the people are intended to move and see the landscape abilities. 16 % of respondents prefer to go to the seaside or to the spa resorts that are, basically, popular at lakes or in forests. 17 % of respondents preferred to stay at their places. It can be linked with the different aspects: either those people already live at places where they can have the recreation, or they just do not like to move around and prefer the metropolitan life. 22 % of people want to have the different types of camping in the forests or steppes that also became very popular in Kazakhstan during the years. 29 % of people would like to go to the mountain/ski resorts that is also explainable, because Kazakhstan has different recreation opportunities in this regard.

Basically, the survey and the research itself showed the tendencies that are applicable in Kazakhstan with regards to the landscape impact on the well-being of people. Well-being depends on several factors and parameters, including economic, cultural, sport and others where the landscape plays not the last role.

6 Conclusion

As it was mentioned in the previous chapters, one of the key targets of this thesis was the analysis of connection between the landscape and well-being of people at the example of Kazakhstan. That is why the author conducted appropriate survey to understand what people think about the different aspects of landscape and local environment on the background of happiness index and the common economic development of the country.

As already mentioned above the well-being is the complex of indicators as from financial and economic point of view as well as from environmental, cultural, ecological and different other factors. Kazakhstan is the most developed country in the region and one of the most fast developing post-soviet countries. Kazakhstan is the ninth biggest country in the world with the population of 18.75 million people. The economy of Kazakhstan develops very fast comparing to its neighbors. The country has pretty low employment around 4.9 %.

According to the Asian Development Bank, only 2.7 % of population of the country lives below the poverty line, that is the best figure in Central and West Asia. Another index that shows the well-being of the country is GDP. The tendency of GDP growing in Kazakhstan is quite higher that in neighbor countries. Taking into account the main figures of country development the author was able to assume that people living in Kazakhstan has more reach well-being comparing with the neighbor countries. In that situation it was interesting to find the links and people's thoughts about the landscape elements.

Author attracted 112 respondents to the questionnaire, including 69 (62 %) males and 43 (38 %) females. All of them were accepted as reliable respondents as all questions were fully answered, because they were mentioned as mandatory.

As was mentioned above the questionnaire consists of two different parts:

- Socio-demographic characteristics (4 questions).
- Landscape and the well-being related questions divided to three different groups (11 questions).

The main age coverage of respondents was between 27 and 40 years that is basically the most active generation from perspective of any changes in the future and adopting to new realities. The majority of respondents has high school or higher education that also could be considered as the reliable mean for the analysis.

52 people out of 112 are working in commercial companies, 9 people are working in state organizations and 11 people have their own business, so in total 64.2 % are employed. It means that they have stable income and are able to accept independent decisions. 69 (61.6 %) people live in the cities with more than 500 thousands inhabitants.

As author found from the survey, 53 % of respondents of the research in this thesis answered that the landscape has significant impact to the well-being of people while 22 % think that the influence is on the medium level. Nevertheless, in total 75 % of respondents think that the landscape definitely has impact to people's feeling of happiness and satisfaction. As already mentioned above, the landscape explanation could be considered to different aspects, but here under the landscape concept the author understands the complex of different elements including the size of the cities, the nature and possibilities to be closer to such places like forest, sea, mountains, different resorts, opportunities for rest and etc. That is why under the key question in questionnaire ("Do you think that the landscape like forests, sea or mountains has any influence on your well-being?") people tend to correlate and connect different explanations with the well-being development and the appropriate acting in the future.

At the same time, as was mentioned in this thesis, the urbanization of population in Kazakhstan increasing with comparable steps. During last several years urbanization increased just to 0.84 % showing that people are not in rush to move from small or medium cities to the big cities of capital city. As the support to that 40 % of respondents answered that people from small cities have sufficient opportunities for personal life development like studying, marriage or self-satisfaction while 56 people or 50 % think that people from the bigger cities can have more opportunities. That is still acceptable, because almost 62 % of respondents are from big cities, but even in that situation they also think about new opportunities related to landscape. There is more or the less the same tendency of the answers related to the opportunities for the cultural and carrier development for people living in the small cities (less than 100,000 people).

The author found interesting correlation between the people's understanding of well-being and landscape, and satisfaction of living in small and big cities. There is a convex curve regarding the answers from the big cities, while the concave curve describes the answers from the small cities.

Almost 59 % of respondents answered that they would prefer to live connecting to landscape than in a big cities. Hereby under the landscape author understands the natural elements like sea, forest, mountains and etc. It means that majority of people thinks about the possible changes and compare the specific situations when they will be self-satisfied by having enough income and, at the same time, be more close to natural places.

Globalization process almost erased the borders for people to travel from one place to another even with permanent movement by having some home-office jobs. The situation was changed a bit during COVID-19 pandemic situation when the movement was restricted a lot from the governmental bodies to avoid the spread of pandemic in different countries. But even in that situation 64 % of respondents were able to travel at least once per month somewhere for the rest. In common the author observed that people with all equal circumstances and conditions mostly tend to move outside of big cities, especially the elder generation. At the opposite, students and people between 20 and 30 years old try to be closer to metropolitan areas as they have more opportunities such as cultural, economic and studying.

The key element of the current study was finding of correlation and impact of landscape to well-being of people living in same country. On the example of Kazakhstan, the author found that people see the definite impact of landscape to well-being and want to adopt to this situation accordingly. Thus the key the author elaborated the key elements including landscape that affect people's well-being in Kazakhstan:

- well-designed economic model on the country level;
- governmental attention to the population development;
- huge territory, different climates, small population;
- different types of landscape;
- different types of recreation options, including mountains, sea and etc.;
- the main industry of the country is oil and gas that brings a lot of money to the national economy;

- Kazakhstan develops the tourism direction and cooperation with the neighbor countries.

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8 Appendix

8.1 Questionnaire for the respondents living in Kazakhstan

1. Please indicate your age:

- a) 18-26
- b) 27-40
- c) 41 – 59
- d) more than 60

2. Your gender:

- a) Male
- b) Female

3. Your education level:

- a) Primary education
- b) Secondary education / college
- c) High school

4. Your professional status:

- a) student
- b) unemployed
- c) standard employee
- d) Manager of medium or top level
- e) Retired
- f) Entrepreneur
- g) State employee
- h) Other (please, indicate)

5. Which location in Kazakhstan do you live in:

- a) village
- b) town up to 10 000 citizens
- c) city up to 100 000 citizens
- d) city up to 500 000 citizens

- e) city up to 1 000 000 citizens
- f) city more than 1 000 000 citizens
- g) capital city

6. Do you think that the landscape like forests, sea or mountains has any influence on your well-being?

- a) Yes, it has great influence
- b) Yes, but the influence is relative
- c) No, there is no influence of the landscape on my well-being

7. Do you think that people living in the small cities (with the population less than 100 000) in Kazakhstan have sufficient opportunities for the development of the personal life (studying, marriage, etc)?

- a) Definitely yes
- b) Probably yes
- c) Probably no
- d) Definitely no
- e) I am not sure

8. Do you think that people living in the small cities (with the population less than 100 000) in Kazakhstan have sufficient opportunities for cultural growth and entertainment (theatre, cinema, concerts, other cultural events, etc.)?

- a) Definitely yes
- b) Probably yes
- c) Probably no
- d) Definitely no
- e) I am not sure

9. Do you think that people living in the small cities (with the population less than 100 000) in Kazakhstan have sufficient carrier opportunities?

- a) Definitely yes
- b) Probably yes
- c) Probably no

- d) Definitely no
- e) I am not sure

10. Do you feel yourself satisfied living in a small city (with the population less than 100 000)? (please, answer only if you live in a small city)

- a) Definitely yes
- b) Probably yes
- c) Probably no
- d) Definitely no
- e) I am not sure

11. Do you feel yourself satisfied living in a big city (with the population more than 100 000)? (please, answer only if you live in a big city)

- a) Definitely yes
- b) Probably yes
- c) Probably no
- d) Definitely no
- e) I am not sure

12. If you had the same circumstances (job, house, salary, etc) would you choose the living near the landscape (sea, forest, etc) or in a big city (population more than 100 000)?

- a) Definitely landscape
- b) Probably landscape
- c) I am not sure
- d) Probably big city
- e) Definitely big city

13. How often are you able to go outside of the city to have a rest at the landscape (forest, sea, mountains, etc)?

- a) I do not have this opportunity
- b) I do not like to have a recreation at the landscape
- c) 1 time per month
- d) 2-3 times per month

e) More than 3 times per month

14. If you leave in the small city with the landscape do you think you could change your life by changing the location of living?

a) Definitely yes

b) Probably yes

c) Probably no

d) Definitely no

e) I am not sure

15. If you had the chance to go for the holidays only 1 time per year which recreation option would you choose?

a) Sea/spa resort

b) Mountain/ski resort

c) Camping in the forest

d) Eco/gastro/agricultural tourism

e) I would stay at my place