

IRSTI 06.71.57

<https://www.doi.org/10.62867/3007-0848.2024-1.08>

UDC 338.48;

JELZ 32

D.O. TUBEKOVA^{1*}, B.U. MUSTAFAYEVA¹, B.S. IZATULLAYEVA¹

¹International University of Tourism and Hospitality

(Kazakhstan, Turkestan), E-mail: dana.tubekova@iuth.edu.kz

THE DEVELOPMENT OF ECOLOGICAL AND ETHNOGRAPHIC TOURISM IN KAZAKHSTAN AS ONE OF THE DIRECTIONS OF CULTURAL AND EDUCATIONAL TOURISM

Abstract. *The value of modern society lies in the careful preservation and rational use of objects of material and spiritual culture of humanity in order to popularize tolerant thinking and promote traditional values among the international community. The basis for the development of modern tourism in the Republic of Kazakhstan should be the concept of promoting a national tourism brand based on its historical past, cultural development, natural diversity, objects of material and spiritual culture with an appropriate approach to the species diversity of tourist offers. This requires the implementation of an integrated approach, in which several types of tourism will be consolidated in order to effectively achieve the objectives set. The purpose of the article is to propose the introduction of ways to develop ecological and ethnographic tourism as effective tools for preserving the natural, historical, and cultural heritage of the country, which form a new direction of tourism, in particular "Ecological and ethnographic tourism".*

Keywords: *ethno tourism, traditions, ethnos, cultural heritage, ethnography.*

Introduction

The development of modern tourism consists in the formation of an integrated approach to the species diversity of tourist destinations, which could become not only an attractive tourist product, but also contribute to the preservation of tourist resources, their popularization and promotion of the country's tourist brand at the international and regional levels. The basis of innovative tourism directions should be based on the current needs of the tourist community around the world; today it is the preservation of the natural, historical, and cultural heritage of countries in order to popularize an authentic (traditional) way of life as an important factor in the formation of a tolerant society.

According to Figure 1, the concept of "Ecological and ethnographic tourism" is not a simple combination of two types of ecological and ethnographic tourism; it is a balance between the preservation and popularization of the natural and cultural-historical heritage of countries. For a full

***Бізге дұрыс сілтеме жасаңыз:** Tubekova D. O., Mustafayeva B. U., Izatullayeva B. S. The Development of Ecological and Ethnographic Tourism in Kazakhstan as one of the Directions of Cultural and Educational Tourism // Bulletin of the International university of Tourism and Hospitality. –2024. –No1(3). –Б. 100–113. <https://www.doi.org/10.62867/3007-0848.2024-1.08>

***Cite us correctly:** Tubekova D. O., Mustafayeva B. U., Izatullayeva B. S. The Development of Ecological and Ethnographic Tourism in Kazakhstan as one of the Directions of Cultural and Educational Tourism // Bulletin of the International university of Tourism and Hospitality. –2024. – No1(3). –Б. 100–113. <https://www.doi.org/10.62867/3007-0848.2024-1.08>

understanding of this term, and the formation of principles for the development of ecological and ethnographic tourism, it is necessary to explore its theoretical and methodological components.

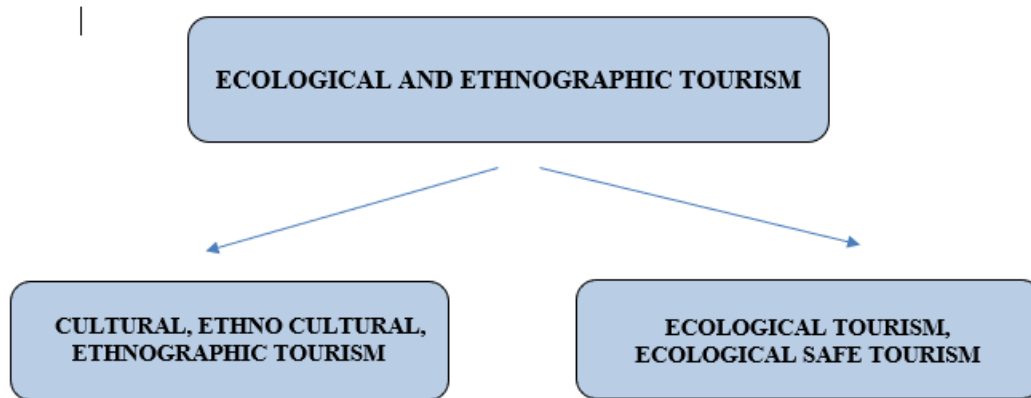


Figure 1 – The main components of ecological and ethnographic tourism

Note – Compiled by the author [1]

Ecotourism is perceived as one of the directions of active types of tourism and recreation, based on the rational use of natural resources, implying the protection of natural heritage and support for the traditional culture of local communities [2].

– At the same time, ecotourism is formed on the basis of several areas of activity, so in the scientific literature there are several terms related to the problems of ecotourism:

- biotourism, nature tourism, adventure tourism;
- agroecological tourism is tourism in rural areas, in which tourists lead a rural lifestyle on farms and farms during their holidays;
- historical and local history tourism, contributing to the knowledge of the history of a certain territory, the interaction of man and the natural environment;
- ethno-ecological tourism aimed at studying specific ethnic groups, their life in the prevailing natural conditions, and interaction with the natural environment at the present time [3].

In its modern development, eco-tourism has formed several types, forms and directions that reflect not only the existing principles of its organization, but also allow it to be combined with other industries: scientific, educational and recreational (figure 2).

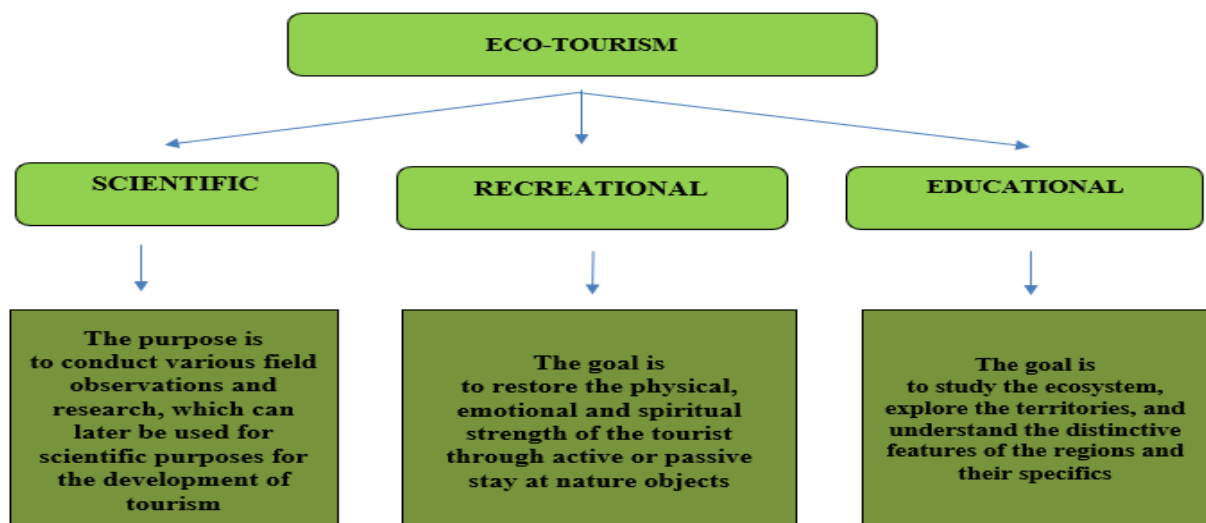


Figure 2 – The main components of ecological and ethnographic tourism

Note – Compiled by the author

Today, ecological and ethnographic tourism is beginning to develop actively all over the world, as it implements two of the most popular areas of tourism, ecological and ethnographic. At the same time, the integrality of the approach is realized not only by the essence of these directions, their theoretical and methodological basis and historical development, but also by specific features that are systematically transformed into the ecological and ethnographic direction of tourism. This approach is also revealed in the application of articles of the global code of ethics, the achievement of sustainable development goals and the principles of environmentally friendly tourism. Also pursues its main goal of preserving, popularizing and promoting the natural, historical, cultural, tangible and intangible heritage of peoples and their rational use for the development of tourism, through the involvement of local people as a source and main a translator of information about the natural territory and the ethnic group living on it.

Methods

In order to identify the degree of importance of the topic and achieve the objectives, the following research methods were used:

- **theoretical methods:** analysis of scientific and methodological, educational and methodical, specialized literature and materials of dissertations on the problem of research; study of curricula and textbooks, educational activities of students, as well as regulatory and legislative documentation of the Republic of Kazakhstan in the field of tourism and education;

- **empirical methods:** study and generalization of professional experience, organization of research, consultations with students and professionals of the tourism industry, heads of tourist enterprises, experiment, analytical processing of results, study and generalization of pedagogical experience, study of creative and experimental works of local historians and tourists.

Research sources: International and regional programs for the preservation of tangible and intangible heritage, periodicals and research publications of the Republic of Kazakhstan, countries of the near and far abroad, Internet resources, textbooks, materials of international scientific and practical conferences, scientific and methodological literature, as well as the works of scientists in the field of environmental, cultural, educational and ecological- ethnographic tourism.

Documents of the United Nations World Tourism Organization, United Nations Educational, Scientific and Cultural Organization in the field of ecological and ethnographic tourism, as well as in matters of preservation and popularization of objects of the tangible and intangible heritage of humankind, as well as standards of the tourism industry of the Republic of Kazakhstan.

Results

An important element, the basis for the development of tourism in the Republic of Kazakhstan is the process of studying, systematization and systematic implementation of the tourist resource potential, which involves:

1. Qualitative identification and study of resources located on the territory of the country in the regional context. It is necessary to comprehensively and scrupulously study the potential of the country, each region, destination, region, district, city, rural area, etc. To prepare passports of objects, to give them a full-fledged, unified characteristic.

2. Systematization of data obtained during the identification and study of the tourist resource potential of the territory, preparation and presentation to the general public of printed and

electronic materials, the use of which is necessary both in the preparation of tourist proposals and the development of the tourism industry, and in the qualitative training of tourist personnel;

3. Development of high-quality tourist maps and cartographies containing information about objects of tourist interest in individual destinations, regions, districts;

4. The formation of integral directions in the development of the tourism industry, based on the identification of all elements of the tourist resource potential of the territories;

5. Creation of innovative tourism products in the context of the identified priority areas in the development of tourism in the country's regions [4].

In Kazakhstan, today there are 116 specially protected natural territories of republican significance: Akmola region – 14, Aktobe region -2, Almaty region – 20, Almaty city – 2, Nur Sultan city – 1, Atyrau region -3, East Kazakhstan region – 12, Zhambyl region – 4, West Kazakhstan region – 3, Karaganda region – 11, Kostanay region – 5, Kyzylorda region – 3, Mangystau region – 5, Pavlodar region – 5, North Kazakhstan region – 16, Turkestan region – 10/ (Figure 3) [5,6].

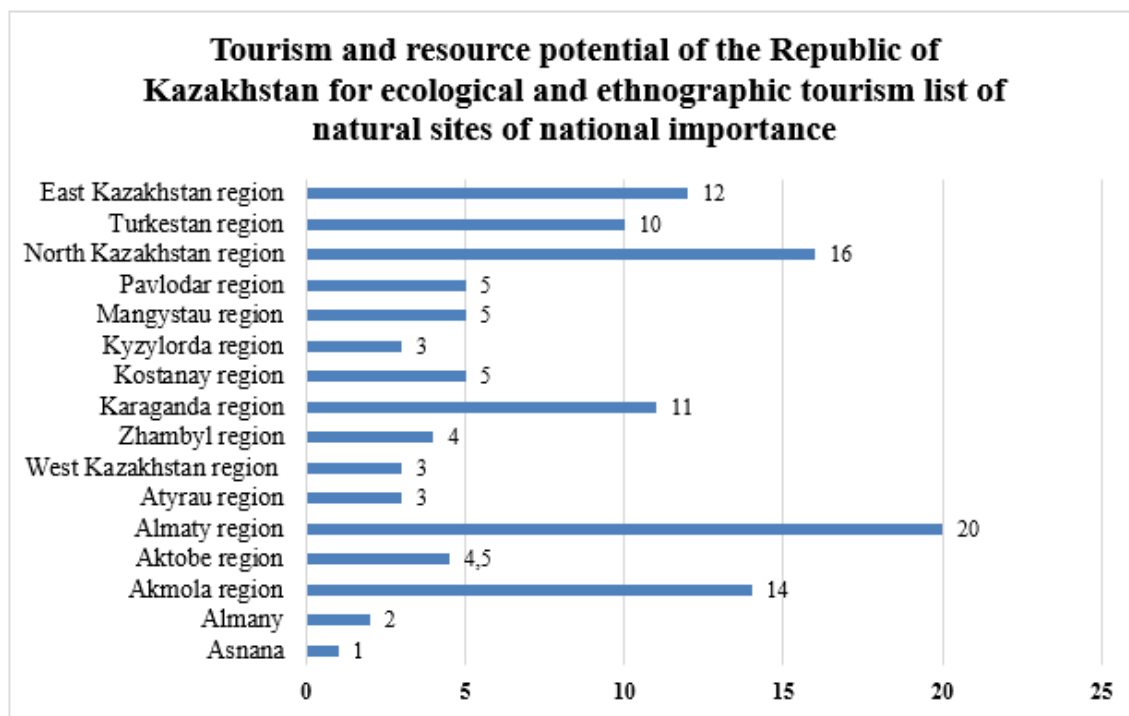


Figure 3 – Tourism and resource potential of the Republic of Kazakhstan for ecological and ethnographic tourism (list of historical and cultural sites of national importance)

Note – Compiled by the author based on the source [7]

In addition, the main growth in tourist flow is associated with the holding of the largest exhibitions in Central Asia in the city - KITF, KIOGE, Power Expo, Agro World Kazakhstan, as well as thousands of conferences, workshops and forums. In 2018, more than 5,000 travel industry professionals visited the KITF exhibition alone from 20 countries around the world. Cooperation has been established with well-known global platforms TripAdvisor, Profi. Travel. The number of visits to the Almaty page has increased 300 times on TripAdvisor alone in 3 years (Table 1) [8].

Table 1 – Main indicators of tourism development

Name/years	2020	2021	2022
Number of visitors served by accommodation places – residents (people)	485 080	616 235	719 854
Number of visitors served by accommodation places – non-residents (people)	307987	353 626	365 137
Bed-days provided (bed-days)	1 232 602	1 628 691	1 719 971
Number of placements (units)	160	184	286
The volume of services provided by accommodation facilities (million tenge)	19 662.0	22 479.5	25 710.7
Note – Compiled by the author based on the source			

According to Figure 4, there are five main steps for the development of ecological and ethnographic tourism in the country.

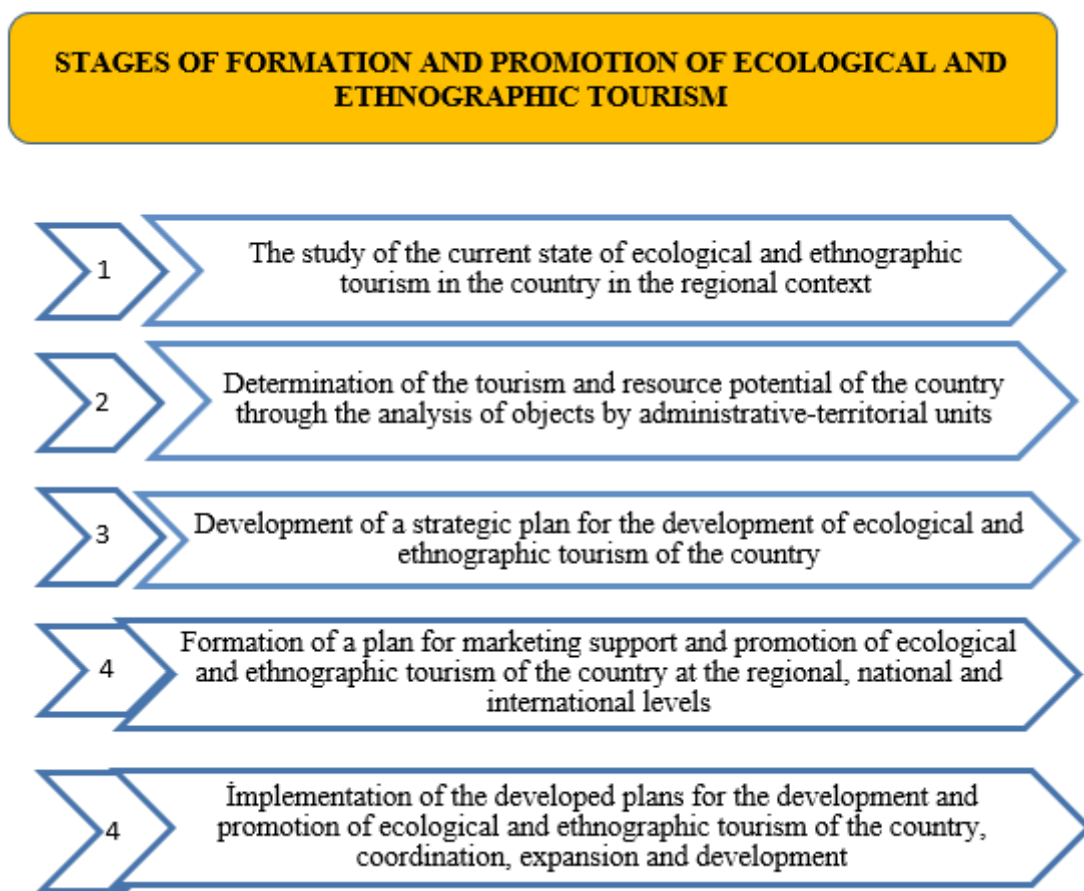


Figure 4 - The main stages of formation, development and promotion of ecological and ethnographic tourism of the country

Note – Compiled by the author

At the present stage, various types of tourism activities are actively developing in the Republic of Kazakhstan. The state program "Digital Kazakhstan" is being implemented, the goals of which are to accelerate the pace of economic development of the Republic of Kazakhstan and improve the quality of life of the population with digital technologies. The article provides an analysis of several Kazakhstani sites on the informativeness of ecological and ethnographic tourism and draws conclusions based on the research done [9].

Every year, new integral directions appear in the tourism industry, which combine both physical and mental, cognitive activity of tourists, which not only combine various classification types of tourism, but also allow combining various directions of active types of tourism with other types. Most often, active types of tourism are combined with cognitive tourism, i.e. they cease to be passive and switch to active (active) tourism. Such a direction is undoubtedly ecological and ethnographic tourism, which is not just a symbiosis of two tourism directions, but also implies the "environmental friendliness" of ethnographic tourism. It can also be understood as "soft tourism" and «sustainable tourism», which allows you to travel to areas with a traditional way of life, study economic, cultural and the natural environment without negative interference and violation of the integrity of existing ecosystems [10].

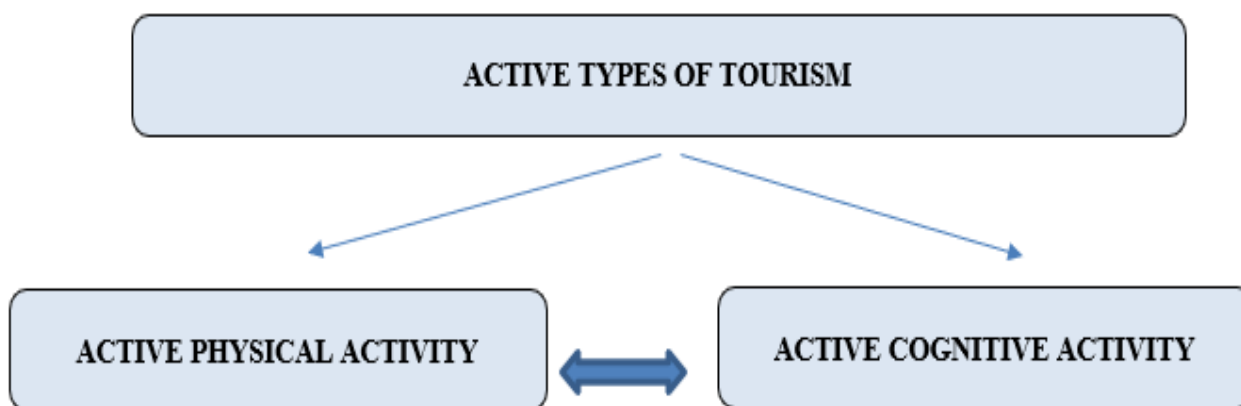


Figure 5 - Areas of activity of active types of tourism

Note - Compiled by the author

The heritage of the people, their culture, traditions, customs, embodied in the historical, cultural, natural, tangible and intangible attractions of the country, become the basis for the development of ecological and ethnographic tourism and is one of the main values of Kazakhstan. In his speeches, President of the Republic of Kazakhstan Kassym-Jomart Tokayev repeatedly stressed this priority in the development of both tourism and the country as a whole: "In matters of consolidating society, strengthening national identity, a great role is assigned to the effective use of the historical heritage and cultural potential of the country. In this regard, Kazakhstan has ample opportunities, including for advantageous positioning in the international arena." In accordance with the program of the Government of the Republic of Kazakhstan on the development of the tourism industry for 2019-2025, the provisions of the article of the First President of the state "Looking to the future: modernization of public consciousness". As well as in line with the Program "Rukhani Zhangyru", "Seven Facets of the Great Steppe" and "Sacred Geography of Kazakhstan". The cornerstone in the formation of national unity, peace and harmony of Kazakhstan is the popularization of the cultural and historical traditions of our country, both at the national and international levels [11].

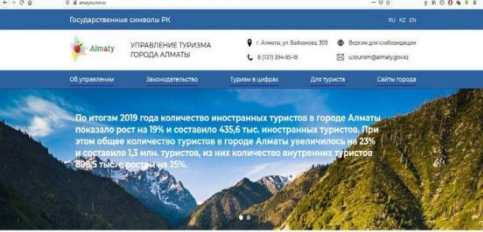
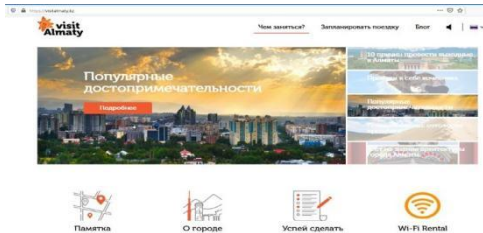
For both domestic tourists and foreign tourists, it is important to receive information about various cultural events, the date of their holding, about the possibilities of purchasing not only souvenirs, but also active participation in teaching skills in their manufacture. About the possibilities of immersion in the ethnographic environment of a particular region, getting the opportunity to simultaneously to be acquainted with traditions and the culture of other nationalities

living on the territory of Kazakhstan. In addition, here, tourist sites can play a great role in the preliminary planning of tourist routes for potential travelers. The most popular (at the time of the study) sites were analyzed:


- Official website of the Almaty City Tourism Department//<http://almatytourism.kz>.
- The official website of the Tourist hub of Almaty//<https://visitalmaty.kz>.
- // <http://www.almaty-info.net>.
- Ecotourism Information Resource Center // <http://www.eco-tourism.kz>.
- The official website of the ORDA Ethno-project// <https://www.orda.asia>.
- The official website Website of the information center of Almaty of the Lesnaya Skazka resort// <https://oi-qaragai.kz/guest>.
- Information site "Let's go"// <https://sxodim.com/almaty> [12, с.468-473].

The analysis of the informative value of sites in terms of ecological and ethnographic tourism is presented in Table 2.

Table 2 - Analysis of the informative content of sites in the field of ecological and ethnographic tourism [12].

Name of the website	Information content analysis
1	2
<p>Official website of the Almaty City Tourism Department: http://almatytourism.kz</p> 	<p>In it you can find an overview book about the city of Almaty – "Almaty is the city of a thousand colors". Very high-quality, colorful photographs of nature, unique architectural structures, buildings, hotels, sports facilities, towering mountain peaks, fountains, mountain rivers and lakes, squares and streets, shady parks and squares attract attention and arouse the desire to visit such a unique city as Almaty. The atlas of tourist routes in Almaty is mainly represented by mountain tourism, mountaineering, freeriding, cycling. Information about route schemes and duration is posted, route features, brief recommendations on equipment, etc.</p>
<p>The official website of the Tourist hub of Almaty https://visitalmaty.kz</p> 	<p>The site provides information in 7 languages. A calendar of events for the year is posted. You can immediately book a ticket here. At the same time, it can be noted that there are no links to sites, for example, the Kazakh State Academic Opera and Ballet Theater named after Abai, the site of the first national world-class eco-resort ParkResort "Eight Lakes" and other destinations offered for visiting on the site https://visitalmaty.kz . There is no information about the handicraft centers in Almaty, cultural national centers, and the possibilities of gastronomic tours.</p>

1	2
<p>Website of the information center of Almaty http://www.almaty-info.net/</p> 	<p>Website http://www.almaty-info.net very informative. It is presented in Russian and English versions. Detailed information is provided for each section with links to contact details, websites, and email addresses. It is possible to replenish the list of represented travel companies. The disadvantage for the domestic tourist is the lack of a version in the official language.</p>
<p>Ecotourism Information Resource Center http://www.eco-tourism.kz/</p> 	<p>A permanent "Ecotourism Information Resource Center" has been established in Almaty, which supports communities in developing high-quality tourism services. He also provides everyone who is interested in a trip to the nature of Kazakhstan with a friendly place where you can get information and advice on the regions on his website http://www.eco-tourism.kz /. The website contains methodological materials for tour organizers, an English-Russian-Kazakh dictionary that can be downloaded and printed. Website http://www.eco-tourism.kz / works in Russian, English and German. The disadvantage is the lack of versions in the official language.</p>
<p>The official website of the ORDA Ethno-project https://www.orda.asia/</p> 	<p>On the website, https://www.orda.asia / you can get acquainted with the beauty of the Kazakh ethnic costume. Colorful photos of the actors of the Domino Show Theater are presented (http://www.show-domino.kz /) according to the ethno-project "Horde" in national costumes at various presentations. The disadvantage of the site is its promotional nature; there is little historical information about the history of Kazakh national costumes, about the differences in costume depending on the region of Kazakhstan. There is no information about who is engaged in the manufacture of the presented costumes, there is no information about the artisans who made the presented costumes, weapons, jewelry. If the above sections had been posted on the site in question and information about the possibility of learning the craft of working with leather, silver, utensils, contact details of craftsmen, it would have enriched the site and attracted more attention to it.</p>

1	2
<p>The official website Website of the information center of Almaty of the Lesnaya Skazka resort https://oi-qaragai.kz/guest/</p> 	<p>Website https://oi-qaragai.kz/guest/ dedicated to the resort "Forest Fairy Tale", located in the picturesque gorge of the Trans-Ili Alatau, 20 km from Almaty. The resort can be reached by city bus and its territory is free of charge, which is very attractive for visiting the resort. The recreation area offers a variety of entertainment such as the Spirit of Tien Shan trolley Park, Umai SPA Center, bike park, European standard rope park, equestrian center with contact stable, children's center, climbing wall and much more. Website https://oi-qaragai.kz works on the LiveTex platform, which allows the site visitor to leave a request, order a call, send a message.</p>
<p>Information site "Let's go" https://sxodim.com/almaty</p> 	<p>Website https://sxodim.com/almaty It is distinguished by great informativeness. On this site, you can find detailed information about places, people, theaters, exhibitions, movies, concerts, and various competitions, restaurants of various cuisines of the world, free events, master classes, trainings and more. The site is presented on social networks "In contact", Twitter, Facebook. Here in https://sxodim.com/almaty/place/etno-auyl-gunny/ information about the destination "Ethnographic village "Huns" is posted. This recreation area is located in the New Stone Gorge, beyond Talgar, 35 kilometers from Almaty. In the Ethnic village "Huns", guests can choose to stay in yurts with the interior decoration of the nomadic era, as well as in yurts in a "modern way" — comfortable, cozy houses with all the necessary amenities for living in the mountains. Guests will enjoy treats of Kazakh national cuisine and traditional Kazakh games, hunting.</p>

Based on the research of seven tourist sites, it can be concluded that modern digital technologies make it possible to expand the possibilities of organizing tourist tours, plan routes, and calculate their financial capabilities for tourists who plan their own journeys. It is for such tourists and tour operators offering their services in organizing tours that specialized sites such as those discussed above should help. The expansion of the user group by posting information in the state language will certainly expand the flow of domestic tourists. Posting information in foreign languages other than English will also help attract even more foreign tourists [13].

Discussion

The main resources of ecological and ethnographic tourism of the Republic of Kazakhstan are:

- 1) The people, as the titular nation (Kazakhs), and all the diversity of peoples living in this

territory;

2) Objects of archaeological excavations that carry out "material binding" to the historical and cultural values of the society;

3) Distinctive features of the culture of the Kazakh people, expressed in the traditional way of life, ritual processes, applied and decorative arts, etc.;

4) Objects of natural heritage, protected areas, unique and endemic representatives of flora and fauna;

5) Cultural landscapes, etc. [14].



Figure 6 - An example of the organization of a KMM for ecological and ethnographic tourism
Note – Compiled by the author

It is worth noting that each of the territorial entities has its own cultural holidays and traditions, taking into account historical and ethno cultural characteristics. Their cyclical nature allows us to form a valuable resource potential both in the high tourist season and in the off-season, through the organization of cultural and animation events of an ecological and ethnographic orientation. Moreover, stimulate the growth of volume tourist flow; create a comfortable environment for the life of society; reposition territories and form a positive image of territories; They contribute to the preservation and popularization of cultural and natural heritage and the rehabilitation of old attractions takes place; stimulate business development; attract external investments; contribute to the modernization of infrastructure, etc. With the right approach to the organization, the socio-cultural tasks of forming the image of the region are successfully solved not only within the country, but also abroad, and, as a result, the tourist flow and financial influx of participants in the tourist market increase [15].

Thus, ecological and ethnographic tourism is today one of the promising areas for active types of tourism, and is also gaining an increasing role in the development of regional and

international tourism, as it combines the principles of eco-tourism and visits to natural and historical, cultural, tangible and intangible heritage of countries and peoples. Mass cultural and animation events of an ecological and ethnographic orientation contribute to the preservation and popularization of heritage sites, attractions, etc. among tourists and the general public, they involve the local population in labor activities and become an impetus for the development of the tourist infrastructure of the regions [15]. The formation of an integrated methodology for the implementation of cultural and animation events for ecological and ethnographic tourism will allow us to implement the principles of a qualitative approach to the development of this area of tourism.

Conclusion

The modern development of the tourism industry is conditioned by the desire to preserve the objects of the natural and climatic complex, the tangible and intangible historical and cultural heritage of peoples and objects of nature. In order to transfer them to subsequent generations, as well as for the purpose of education, the development of tolerant thinking and rational use, which, in essence, are the principles of an integral direction – ecological and ethnographic tourism.

Ecological and ethnographic tourism is an evolutionary development of the species diversity of tourism; it includes visiting the country in order to involve the indigenous population in the traditional way of life. Introducing them to their culture, way of life, material and immaterial sphere of life of a certain ethnic group, while not disturbing the fragile ecological balance and following the principles of sustainable development. Thus, the conceptual foundations of modern ecological and ethnographic tourism are due to the successful collaboration with tourism of such sciences as ecology and ethnography, which formed the directions of ecological and ethnographic tourism. Subsequently combined into a single direction of ecological and ethnographic tourism, which reflects current trends in the field of ecological development of all sectors of the economy.

Thus, the Republic of Kazakhstan is a state that has all the prerequisites for the development of ecological and ethnographic tourism, as one of the most promising. The successful promotion of this direction depends on the need to implement activities for high quality and specialized training of specialists in the tourism industry, the development of innovative routes and approaches to the organization of tourism activities within the framework of environmentally safe tourism, sustainable development goals and the principles of the global code of ethics for tourism.

BIBLIOGRAPHY

1. Алдыбаев Б.Б., Закирьянов Б.К. The current state and prospects for the development of ecologic-ethnocultural tourism in the Republic of Kazakhstan // Научно-теоретический журнал «Теория и методика физической культуры». - 2021 . - №4(66) . - С. 41-47.
2. Кутузов А. В. Роль экологического туризма в формировании новой системы принципов отношения к окружающей среде //Материалы. – 2002. – Т. 13. – С. 719.
3. Western D. Defining Ecotourism. Ecotourism: A Guide for Planners and Managers. The Ecotourism Society. - North Bennington: Vermont, 1993. - 7-11 с.
4. Закирьянов Б.К., Лютерович О.Г., Оразымбетова Б.К., Арстанов Б.А., Губаренко А.В., Семибратова П.А. 200 Экскурсионных объектов г. Алматы. - Алматы: «Service press», 2018. - 507 с.
5. Закирьянов Б.К., Алдыбаев Б.Б. Современное состояние и перспективы развития туризма в г. Алматы // Международная научно- практическая конференция «Теория и

практика: проблемы и перспективы»: мат... - ИВАНОВО: ПРОБЛЕМЫ НАУКИ, 2020. - С. 211-219.

6. Закирьянов Б.К., Калдыбаев Б.Б. Анализ информативности действующих сайтов для развития этнографического туризма в Казахстане // ТЕОРИЯ И МЕТОДИКА ФИЗИЧЕСКОЙ КУЛЬТУРЫ. - 2021. - №4 (66). - С. 41-47.

7. Алдыбаев Б.Б., Закирьянов Б.К. The current state and prospects for the development of ecologic-ethnocultural tourism in the Republic of Kazakhstan // Научно-теоретический журнал «Теория и методика физической культуры». - 2021. - №4(66). – Р. 41-47.

8. Губаренко А. В. Совершенствование форм и методов экскурсионного обслуживания в Республике Казахстан: Дис.... док. филос.(PhD): 6D090200. – 2021. – Алматы, 2021. – 178 с.

9. Официальный сайт «Туристского хаба города Алматы» // visitalmaty.kz URL: <https://visitalmaty.kz/>

10. Имангулова Т.В., Алдыбаев Б.Б., Губаренко А.В. Особенности подготовки и проведения культурно-массовых мероприятий для эколого- этнографического направления активных видов туризма // Научно- теоретический журнал «Теория и методика физической культуры». - 2022. - №№1 (67). - С. 190-203.

11. Zakaz V. Fostering the social utility of events: An integrative framework for the strategic use of events in community development //Current Issues in Tourism. – 2016. – Т. 19. – №. 11. – С. 1136-1157.

REFERENCES

1. Aldybaev B.B., Zakiryaynov B.K. The current state and prospects for the development of ecologic-ethnocultural tourism in the Republic of Kazakhstan // Nauchno-teoreticheskij zhurnal «Teoriya i metodika fizicheskoy kultury. - 2021. - №4(66). - S. 41-47.

2. Kutuzov A. V. Rol ekologicheskogo turizma v formirovaniy novoy sistemy principov otnosheniya k okruzhayushej srede [The role of eco-tourism in the formation of a new system of principles of attitude to the environment] //Materialy. – 2002. – Т. 13. – S. 719.

3. Western D. Defining Ecotourism. Ecotourism: A Guide for Planners and Managers. The Ecotourism Society. - North Bennington: Vermont, 1993. - 7-11 с.

4. Zakiryaynov B.K., Lyuterovich O.G., Orazymbetova B.K., Arstanov B.A., Gubarenko A.V., Semibratova P.A. 200 Ekskursionnyh obektov g. Almaty. [200 Sightseeing sites in Almaty.] - Almaty: «Service press», 2018. - 507 s.

5. Zakiryaynov B.K., Aldybaev B.B. Sovremennoe sostoyanie i perspektivy razvitiya turizma v g. Almaty [The current state and prospects of tourism development in Almaty] // Mezhdunarodnaya nauchno- prakticheskaya konferenciya «Teoriya i praktika: problemy i perspektivy»: mat... - IVANOVO: PROBLEMY NAUKI, 2020. - S. 211-219.

6. Zakiryaynov B.K., Kaldybaev B.B. Analiz informativnosti dejstvuyushih sajtoy dlya razvitiya etnograficheskogo turizma v Kazahstane [Analysis of the information content of existing websites for the development of ethnographic tourism in Kazakhstan] // TEORIYA I METODIKA FIZICHESKOJ KULTURY. - 2021. - №4 (66). - S. 41-47.

7. Aldybaev B.B., Zakiryaynov B.K. The current state and prospects for the development of ecologic-ethnocultural tourism in the Republic of Kazakhstan // Nauchno-teoreticheskij zhurnal «Teoriya i metodika fizicheskoy kultury». - 2021. - №4(66). – R. 41-47.

8. Gubarenko A. V. Sovershenstvovanie form i metodov ekskursionnogo obsluzhivaniya v

Respublike Kazahstan: Dis.... dok. filos. (PhD): 6D090200. – 2021. –Almaty, 2021. – 178 s.

9. Oficialnyj sajt «Turistskogo haba goroda Almaty» // visitalmaty.kz URL: <https://visitalmaty.kz/>

10. İmangulova T.V., Aldybaev B.B., Gubarenko A.V. Osobenosti podgotovki i provedenia külturno-masovyh meropriati dlä ekologo- etnograficheskogo napravlenia aktivnyh vidov turizma [Features of the preparation and holding of cultural events for the ecological and ethnographic direction of active types of tourism] // Nauchno- teoreticheski jurnal «Teoria i metodika fizicheskoi kültury». - 2022. - №№1 (67). - S. 190-203.

11. Zakaz V. Fostering the social utility of events: An integrative framework for the strategic use of events in community development //Current Issues in Tourism. – 2016. – T. 19. – №. 11. – C. 1136-1157.

<p>D. O. TUBEKOVA <i>Senior lecturer of International University of Tourism and Hospitality</i> (Kazakhstan, Turkestan) E-mail: dana.tubekova@iuth.edu.kz</p>	<p>B. U. MUSTAFAYEVA <i>PhD, International University of Tourism and Hospitality</i> (Kazakhstan, Turkestan) E-mail: bagila.mustafaeva@iuth.edu.kz</p>	<p>B. S. IZATULLAYEVA <i>Candidate of Economic Sciences, Associate professor</i> <i>International University of Tourism and Hospitality</i> (Kazakhstan, Turkestan) E-mail: bibigul.izatullaeva@iuth.edu.kz</p>
---	--	---

Received 22.01.2024

Received in revised form 01.02.2024

Accepted for publication 29.03.2024

Д.О. ТУБЕКОВА^{1*}, Б.У. МҰСТАФАЕВА¹, Б.С. ИЗАТУЛЛАЕВА¹

¹Халықаралық туризм және меймандостық университеті

(Қазақстан, Түркістан), E-mail: dana.tubekova@iuth.edu.kz

ҚАЗАҚСТАНДАҒЫ МӘДЕНИ-ТАНЫМДЫҚ ТУРИЗМНІҢ БАҒЫТТАРЫНЫҢ БІРІ РЕТІНДЕ ЭКОЛОГИЯЛЫҚ-ЭТНОГРАФИЯЛЫҚ ТУРИЗМДІ ДАМУ

Аңдатпа. Қазіргі қоғамның құндылығы толерантты ойлауды насихаттау және халықаралық қоғамдастық арасында дәстүрлі құндылықтарды ілгерілету мақсатында адамзаттың материалдық және рухани мәдениетінің объектілерін ұқыпты сақтау және ұтымды пайдалану болып табылады. Қазақстан Республикасының қазіргі заманғы туризмін дамыту үшін оның өткен тарихына, мәдени дамуына, табиғи климаттық жағдайына, туристік мекендердің алуан түрлілігіне тиісті көзқараспен байланыстыра отырып материалдық және мәдени әрі рухани объектілеріне негізделген ұлттық туристік брендті ілгерілету тұжырымдамасы негіз болуға тиіс. Ол үшін қойылған міндеттерге тиімді қол жеткізу мақсатында туризмнің бірнеше түрін шоғырландырылатын интегралды тәсілді іске асыру қажет.

Мақаланың мақсаты елдің табиғи және тарихи-мәдени мұрасын сақтаудың тиімді құралдары ретінде экологиялық және этнографиялық туризмді дамыту жолдарын енгізуді ұсыну болып табылады, олар туризмнің жаңа бағытын, атап айтқанда «экологиялық - этнографиялық туризмді» қалыптастырады.

Кілт сөздер: этнотуризм, дәстүр, этнос, Мәдени мұра, этнография.

Д.О. ТУБЕКОВА^{1*}, Б.У. МҰСТАФАЕВА¹, Б.С. ИЗАТУЛЛАЕВА¹

¹ Международный университет туризма и гостеприимства
(Казахстан, Туркестан), E-mail: dana.tubekova@iuth.edu.kz

РАЗВИТИЕ ЭКОЛОГО-ЭТНОГРАФИЧЕСКОГО ТУРИЗМА В КАЗАХСТАНЕ КАК ОДНО ИЗ НАПРАВЛЕНИЙ КУЛЬТУРНО-ПОЗНАВАТЕЛЬНОГО ТУРИЗМА

Аннотация. Ценность современного общества заключается в бережном сохранении и рациональном использовании объектов материальной и духовной культуры человечества с целью популяризации толерантного мышления и продвижения традиционных ценностей среди международного сообщества. Основой для развития современного туризма Республики Казахстан должна стать концепция продвижения национального туристского бренда, основанная на его историческом прошлом, культурном развитии, природном многообразии, объектах материальной и духовной культуры с соответствующим подходом к видовому разнообразию туристских предложений. Для этого необходима реализация интегрального подхода, при котором несколько видов туризма будут консолидироваться с целью эффективного достижения поставленных задач. Цель статьи является предложить внедрение путей развития экологического и этнографического туризма как эффективных инструментов сохранения природного и историко-культурного наследия страны, которые формируют новое направление туризма, в частности «эколого - этнографический туризма».

Ключевые слова: этнотуризм, традиции, этнос, культурное наследие, этнография.