

**A. TAZHEN, D. TUBEKOVA<sup>2✉</sup>, B. ALMUKHAMBETOVA<sup>2</sup>, A. BAIMBETOVA<sup>1</sup>**

<sup>1</sup>L.N. Gumilyov Eurasian National University (Kazakhstan, Astana)

<sup>2</sup>International University of Tourism and Hospitality

(Kazakhstan, Turkistan), e-mail: [dana.tubekova@iuth.edu.kz](mailto:dana.tubekova@iuth.edu.kz)

### **WAYS OF USING MARKETING TECHNOLOGIES IN THE DEVELOPMENT OF ETHNOGRAPHIC TOURISM**

**Abstract.** *Ethnographic tourism holds strategic importance as an instrument for preserving cultural heritage, strengthening national identity, and diversifying regional economies. The Turkistan Region, characterized by its rich historical and cultural resources, represents a promising destination for the development of ethnographic tourism. The purpose of this study is to identify effective approaches for promoting regional ethnographic tourism through the application of social media and modern marketing technologies. The research was conducted using a quantitative methodology. Data were processed through descriptive statistics, correlation analysis, and segmentation analysis. The findings indicate that the target audience demonstrates a strong preference for visual and interactive content, while historical sites and traditional crafts constitute the core elements of the ethnographic tourism product. A strong positive correlation was identified between the level of interest and the likelihood of participation. Furthermore, social media platforms were found to exert a significant influence on the formation of the regional tourism brand image. Among digital channels, Instagram and TikTok proved to be the most effective marketing platforms. In conclusion, the implementation of a comprehensive digital strategy based on social media and a coherent brand-platform approach enables the effective promotion of ethnographic tourism, enhances audience engagement, and increases the value of the regional tourism brand.*

**Keywords:** *ethnographic tourism, Turkistan Region, digital marketing, social media, brand platform, tourism product.*

#### **Introduction**

In the context of globalization, tourism has evolved into a strategic sector characterized by a high multiplier effect and a significant contribution to territorial development. In recent years, the global tourism market has demonstrated increasing demand for products based on authenticity, cultural experience, and direct interaction with local communities. Within this trend, ethnographic tourism has gained particular relevance not only as a recreational activity but also as an instrument

---

\*Бізге дұрыс сілтеме жасаңыз: Tazhen A., Tubekova D., Almukhambetova B., Baimbetova A. Ways of Using Marketing Technologies in the Development of Ethnographic Tourism // Bulletin of the International University of Tourism and Hospitality. – 2026. – No. 2(12). – P. 250–263. <https://www.doi.org/10.62867/3007-0848.2026-2.15>

\*Cite us correctly: Tazhen A.N., Tubekova D., Almukhambetova B., Baimbetova A. Ways of Using Marketing Technologies in the Development of Ethnographic Tourism // Bulletin of the International University of Tourism and Hospitality. – 2026. – No. 2(12). – P. 250–263. <https://www.doi.org/10.62867/3007-0848.2026-2.15>

for preserving cultural heritage, strengthening national identity, and diversifying regional economies [1].

The Turkistan Region is one of Kazakhstan's areas with a high concentration of historical and cultural assets. Among its distinctive heritage sites are the Mausoleum of Khoja Ahmed Yasawi, ancient settlements, traditional craft centers, and ethnocultural spaces [2]. These resources provide a solid foundation for the development of ethnographic tourism and contribute to the region's symbolic and cultural capital. Moreover, traditional crafts, including ceramics, jewelry-making, wood carving, and felt production, enhance the tourist experience and reinforce the economic potential associated with the creative industries [3].

However, the competitiveness of ethnographic tourism depends not only on the availability of resource potential but also on the effectiveness of promotion mechanisms. In the contemporary digital environment, the commercialization of tourism products requires systematic brand development, audience segmentation, image management, and the strategic use of social media tools. Intensifying competition among regions for investment and tourist flows necessitates the scientifically grounded integration of modern marketing technologies [4].

In this regard, the purpose of the present study is to systematize the theoretical and methodological foundations for applying marketing technologies in the development of ethnographic tourism in the Turkistan Region and to elaborate practical recommendations aimed at enhancing the region's tourism potential. The research focuses on the effective positioning of regional ethnographic tourism products within the digital environment.

### **Literature Review**

Issues related to ethnographic tourism have been widely examined in the fields of tourism management, territorial marketing, and cultural policy. Scholars commonly conceptualize ethnographic tourism as a component of cultural tourism, defining it as an experiential product grounded in the daily life, traditions, crafts, and intangible cultural heritage of local communities. Within the framework of experience-based tourism, ethnographic tourism is interpreted as a value-creation model centered on active tourist participation and emotional engagement [5].

The principles of sustainable cultural tourism development are systematically articulated in the strategic documents of the World Tourism Organization (UN Tourism). The organization emphasizes the preservation of cultural heritage, the inclusion of local communities, and the protection of authenticity as strategic priorities. In parallel, the concept of destination marketing is substantiated as a comprehensive mechanism for managing and promoting cultural resources in competitive tourism markets [6].

In tourism marketing theory, particular attention is devoted to territorial branding, positioning, and image formation. The effectiveness of a destination brand is widely considered to depend on its unique cultural code, historical continuity, and symbolic identity. From this perspective, the Turkistan Region, characterized by a high concentration of historical and cultural assets, is regarded as a promising area for regional branding. The Mausoleum of Khoja Ahmed Yasawi, recognized as an internationally significant cultural monument, functions as a symbolic anchor of the region's tourism identity [7].

Under conditions of digital transformation, social media has become a central channel of tourism marketing. Empirical studies demonstrate that visual content and user-generated content (UGC) exert a direct influence on tourists' decision-making processes, destination image perception, and travel intentions. In particular, interactive formats and video-based materials show a strong

positive correlation with destination awareness and attractiveness [8].

The literature associates the effectiveness of social media marketing with several interrelated components:

- content marketing and the stimulation of UGC;
- ensuring visual identity and brand consistency;
- interactive communication with target audiences;
- platform-adapted strategies and data-driven management [9].

These approaches contribute to increasing brand equity and strengthening customer engagement in tourism markets [10].

Recent studies further indicate that the rapid development of digital technologies has significantly transformed destination marketing practices. In particular, the integration of artificial intelligence, big data analytics, and machine learning enables tourism organizations to analyze consumer behavior, forecast tourism demand, personalize marketing communications, and optimize promotional campaigns across multiple social media platforms. AI-powered recommendation systems and sentiment analysis tools improve audience targeting and enhance the effectiveness of digital marketing strategies, making them increasingly important instruments for destination competitiveness [11].

Another important stream of research highlights the role of local communities in the sustainable development of ethnographic tourism. Scholars argue that authentic tourism experiences can only be achieved through the active participation of local residents in tourism planning, cultural preservation, and digital content creation. Community-based tourism not only safeguards intangible cultural heritage but also strengthens destination authenticity, increases visitor satisfaction, and supports long-term regional development. Moreover, cooperation between local stakeholders, tourism authorities, and digital influencers contributes to creating trustworthy destination images and improving the credibility of social media promotion [12].

At the same time, although Kazakhstani studies address the resource potential and regional development aspects of cultural and ethnographic tourism, comprehensive analyses of social media as a strategic promotion tool remain limited. Existing research primarily focuses on tourism resources, heritage preservation, and regional planning, while comparatively little attention has been paid to empirical assessments of digital marketing effectiveness, audience engagement, and platform-specific promotion strategies. In particular, there is a need for empirically grounded research on the integration of marketing technologies within specific regional contexts, including the application of contemporary digital communication tools for promoting ethnographic tourism in the Turkistan Region [13].

Thus, while the existing body of literature establishes the theoretical foundations of ethnographic tourism and destination marketing, the systematic application of digital marketing instruments in the context of the Turkistan Region remains insufficiently explored. This gap determines the scientific novelty of the present study and justifies the need for an integrated analysis of both theoretical and applied aspects of promoting ethnographic tourism through social media.

### **Materials and methods**

This study aims to assess the marketing effectiveness of ethnographic tourism development in the Turkistan Region. The research is based on a quantitative approach and was conducted using a structured survey method. This method enabled the identification of tourists' levels of awareness, interest, primary information sources, and the degree of influence exerted by social media platforms

on their travel intentions and destination perception [12].

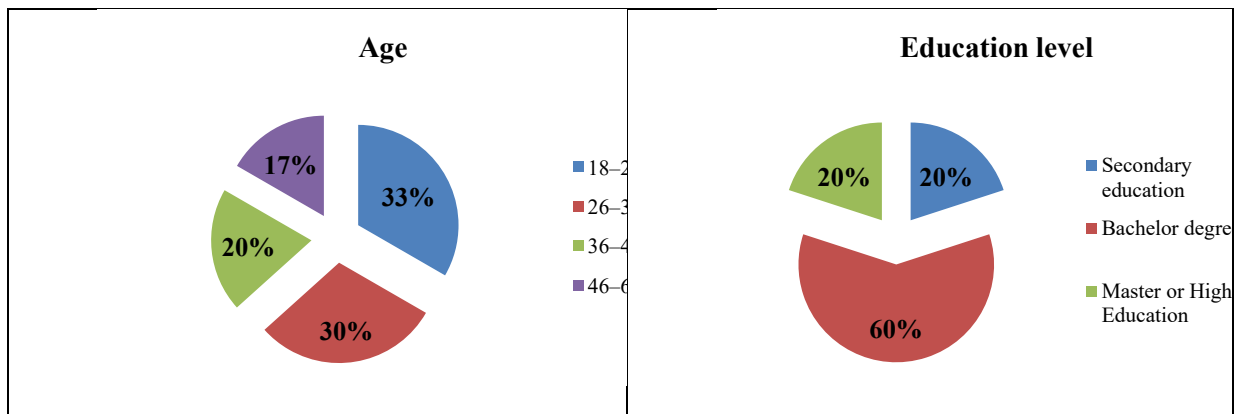
The survey was administered to 150 respondents. The questionnaire structure included socio-demographic characteristics, behavioral indicators, perception variables, and marketing-related factors. The composition of the survey instrument is presented in Table 1.

**Table 1 – Structure of the Survey Instrument**

No	Question Content	Response Format / Options
1.	Have you heard about ethnographic tours in the Turkistan Region?	Yes / No
2.	What is your level of interest in participating in an ethnographic tour?	5-point Likert scale (1 – Not interested at all, 5 – Very interested)
3.	From which social media platform do you obtain information about ethnographic tours?	Instagram, TikTok, VKontakte, Other
4.	Does social media advertising influence your decision to participate in an ethnographic tour?	4-point scale (1 – No influence, 4 – Strong influence)
5.	What type of content attracts you the most?	Video, Photo, Craft demonstrations, Text
6.	How would you evaluate the Turkistan Region as an ethnographic destination?	5-point scale (1 – Low, 5 – Very high)
7.	Which element of an ethnographic tour is most important to you?	Historical sites, Handicrafts, Traditional cuisine, Animation programs
8.	How do you evaluate the image of the ethnographic tourism brand?	5-point scale (1 – Poor, 5 – Excellent)
9.	What is the likelihood of your participation in an ethnographic tour in the future?	4-point scale (1 – Will not participate, 4 – Definitely will participate)
10.	Does social media activity influence the image of ethnographic tourism?	Yes / No

*Note: The survey questionnaire was developed by the authors.*

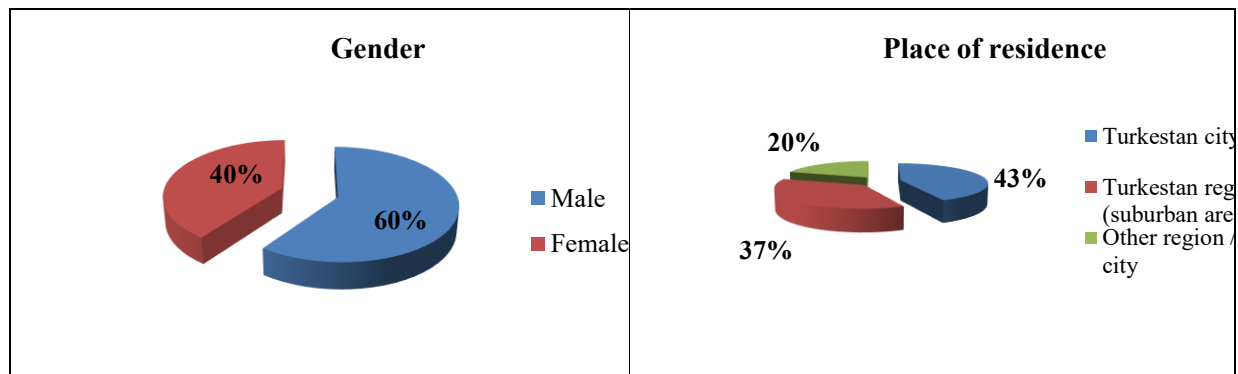
All survey questions were designed to identify respondents’ intention to participate in ethnographic tours, their level of trust in information channels, and the perceived influence of social media on their attitudes and decision-making processes. The questionnaire structure allowed for the assessment of behavioral intention, communication effectiveness, and destination image perception within the context of ethnographic tourism development in the Turkistan Region. The socio-demographic characteristics of the survey participants are presented in Figures 1 and 2.



**Figure 1 – Socio-Demographic Profile of Survey Participants (Age and Education Level)**

*Note: Compiled by the authors based on survey results.*

According to the survey, the majority of respondents are aged 18–25 (33%), followed by 26–35 (30%), while 36–45 and 46–60 age groups account for 20% and 17%, respectively. Education level is high: 80% university graduates (60% Bachelor's, 20% Master's or higher), and the rest 20% with vocational/specialized secondary education.



**Figure 2** - Participant's Gender Distribution

*Note: Compiled by the authors based on survey results.*

The survey included the following geographical area responses: 43% of respondents were from the City of Turkistan, 37% were from the Turkistan Region, and the remaining 20% were from a rural area outside of the Turkistan Region or the Turkistan Region itself.

By gender, women comprised 60% of the audience, and men 40%, indicating that female participants are more actively engaged with visual and cultural content, particularly materials related to handicrafts and history.

The survey was conducted online and distributed via social media and electronic platforms of tourism organizations. Participants were informed of the study's purpose in advance, and data confidentiality was ensured. All responses were collected anonymously.

Data processing was performed using SPSS software. The following statistical methods were applied:

- Descriptive statistics: mean (Mean), standard deviation (Std.Dev), minimum (Min), maximum (Max) [13];
- Correlation analysis: to identify potential relationships, e.g., between interest level and likelihood of participation [14];
- Segmentation analysis: to categorize the audience based on content preferences, important tour elements, preferred platforms, and social media influence [15].

## **Results**

Studying the dynamics of tourist flows in the Turkistan Region allows for an assessment of the region's tourism attractiveness and the development of ethnographic tourism. Turkistan region has shown sustained increases in tourism, as confirmed by the official data. Even though the increase in tourist arrivals to this region began in 2022–2023, an additional peak towards the region emerged in 2024–2025, specify that demand continues to grow in this area.

This positive trend is associated with several complementary factors, including the active development of tourism infrastructure, increased investment in cultural heritage preservation, and the growing use of digital marketing tools for destination promotion. At the same time, the expansion of social media communication and the increasing visibility of ethnographic attractions have contributed

to strengthening the region's image and attracting a broader domestic and international tourist audience.

**Table 2 – Turkestan region tourism flow (2022-2026)**

Year	Year Number of tourists (total)	Growth, %
2022	470 000	—
2023	562 800	+19,7%
2024	611 500	+8,7%
2025	708 113	+14,5%
<i>Note: Compiled by the authors based on data from <a href="http://stat.gov.kz">stat.gov.kz</a> [16].</i>		

The table presented above show a fairly consistent increase in overall travel demand throughout the increasing trend (2022–2025) and an obvious increase in demand from year to year. In 2022, the number of tourists reached 470,000, which increased by 19.7% to 562,800 in 2023. Growth slowed somewhat in 2024, reaching 8.7% with 611,500 tourists. In 2025, tourist flows accelerated again, rising 14.5% to 708,113. Overall, the period under study demonstrates a consistent positive trend, reflecting the ongoing development of the region’s tourism sector.

In 2025, the total investment attracted to the region’s tourism sector amounted to 81.2 billion KZT [17]. These funds were primarily allocated to the development of tourism infrastructure, construction of new hotels, enhancement of information systems, and improvement of service quality. This level of investment indicates the establishment of both institutional and material foundations for systematic modernization of the tourism industry in the region [18].

The increase in investment not only supports the effective utilization of tourism resources but also emphasizes the need for professional-level promotion of these resources in the market [19]. In particular, the implementation of marketing technologies in the ethnographic tourism segment is of strategic importance, as competitiveness in the modern tourism market depends not only on infrastructure but also on the quality of communication policies [20].

The characteristics of tourism products directly influence advertising and marketing content. First, since tourism offerings are largely intangible, promotional information requires high accuracy and authenticity. Second, service quality is initially “invisible,” making informational campaigns, image-based communication, and PR tools crucial. Third, the visual component plays a decisive role: high-quality photos, videos, and interactive content increase the attractiveness of tourism sites and influence potential tourists’ decision-making [21].

Thus, combining investment growth with digital marketing tools creates an opportunity to elevate ethnographic tourism to a qualitatively new level. The survey conducted for this purpose produced the following descriptive results (Table 3).

**Table 3 – Descriptive Statistical Analysis**

No.	Variable	Mean	Std. Dev	Min	Max
1	Awareness of ethnographic tours	1.72	0.45	1	2
2	Interest level	3.88	0.94	1	5

*Table 3 (continued)*

*Continuation of Table 3*

3	Information source (coded)	1.98	0.97	1	4
4	Influence of advertising	3.06	0.88	1	4
5	Preferred content type	1.90	1.02	1	4
6	Evaluation of the region	4.14	0.89	1	5
7	Important tour element	2.02	1.01	1	4
8	Brand image	3.84	0.91	1	5
9	Likelihood of participation	3.08	0.87	1	4
10	Influence of social media on image	1.74	0.44	1	2
<i>Note: Compiled by the authors based on survey results.</i>					

The results of Table 3 quantitatively illustrate how ethnographic tourism in the Turkistan Region is perceived by the audience. According to the survey, 72% of respondents were aware of the tours, while 28% had not yet received information (Mean = 1.72, Std. Dev = 0.45). Interest in the project was about average as was respondents' likelihood to participate (interest M=3.88 SD=0.94); and likelihood to participate M=3.08 SD=0.87). The social network most commonly used for information was Instagram (42% of respondents), while 26% of respondents used Tiktok; and 20% of respondents used VKontakte (Mean=1.98 SD=0.97). Advertising had a moderate effect on participation (Mean = 3.06, SD = 0.88) but is not being utilized to its fullest extent. The most compelling type of media was visual content (like videos) and 44% of individuals said they prefer using it (Mean = 1.90, SD = 1.02).

The most highly valued tour content included heritage sites (38%) and craft products (34%). There was a positive assessment of the region's tourism potential (Mean = 4.14, SD = 0.89) with similarly positive assessments for its ethnographic tourism branding (Mean = 3.84, SD = 0.91). The influence of social media on brand identity was substantial; 74% of respondents acknowledged this influence (Mean = 1.74, SD = 0.44).

These indicators provide a solid empirical basis for developing targeted promotion strategies for ethnographic tourism.

**Table 4 – Pearson Correlation Coefficients**

<b>Variables</b>	<b>Probable Correlation (Pearson R)</b>	<b>Interpretation</b>
Interest ↔ Likelihood of Participation	Positive (r > 0.6)	As interest increases, the likelihood of participation also rises; emotional content is effective
Evaluation of the Region ↔ Brand Image	Positive (r ≈ 0.5–0.7)	Higher evaluation of the region strengthens the brand image
Influence of Advertising ↔ Likelihood of Participation	Positive (r ≈ 0.5)	Advertising affects behavior; targeted advertising is effective
Social Media Influence ↔ Brand Image	Positive (r ≈ 0.6)	Managing brand image via social media is important
Information Source ↔ Social Media Influence	Positive (r ≈ 0.5–0.6)	Instagram and TikTok platforms play a decisive role in shaping brand image
<i>Note: Compiled by the authors based on survey results.</i>		

The correlation analysis results reveal the relationships between audience behavior and marketing influence in ethnographic tourism in the Turkistan Region. A strong positive correlation was observed between interest and likelihood of participation ( $r > 0.6$ ), indicating that emotional and interactive content is effective in attracting the audience to tours. A moderate-to-strong positive correlation exists between evaluation of the region and brand image ( $r \approx 0.5-0.7$ ), suggesting that higher perceived tourism potential of the region enhances brand image.

The relationship between advertising influence and likelihood of participation is also positive ( $r \approx 0.5$ ), demonstrating that targeted advertising and influencer marketing have a tangible impact on behavior. Social media influence shows a moderate-to-strong positive correlation with brand image ( $r \approx 0.6$ ), while the link between information sources and brand image formation confirms the decisive role of Instagram and TikTok platforms.

These findings provide a solid analytical foundation for developing effective promotion and marketing strategies for ethnographic tourism.

**Table 5 – Analysis of segment**

<b>Segment</b>	<b>Key Indicators</b>	<b>Interpretation</b>
Content Type	Video – 44%, Photo – 22%, Craft demonstration – 20%	The audience prefers visual and dynamic content
Important Tour Element	Historical sites – 38%, Handicrafts – 34%	Tour content is primarily based on historical and cultural elements
Platform	Instagram – 42%, TikTok – 26%	The main audience engages through digital platforms
Likelihood of Participation	76% high likelihood	Interest translates into probable participation
Social Media Influence	74% influenced	Brand image is shaped through social media
<i>Note: Compiled by the authors based on survey results.</i>		

An analysis of the components used, gives us valuable knowledge of how audiences behave, and will help provide a basis for an effective marketing strategy regarding ethnographic tourism in the Turkistan Region. The audience demonstrates an elevated interest in visual and dynamic content, with video (44%) generating the highest level of interest, followed by photos (22%), and craft demonstrations/tourism (20%). Cultural sites (38%) and historical sites (34%) are the two main pillars of cultural value demonstrated by the tour content; therefore, storytelling is a highly effective way to relay the message intended by the audience.

The majority of the audience participate in Instagram (42%) and Tik Tok (26%); therefore, it is evident that efforts to promote and advertise using traditional and/or digital media will be a high priority. The data indicates that there is a significant interest (76%) in the participation of ethnographic tours, thus providing an opportunity to convert that interest into action through using calls-to-action, providing discounts, and having the ability to book online. Additionally, social media is a major factor in establishing the image of brands, with social media being responsible for 74% of brand image creation; thus, influencer marketing, interactions through posts and other means, and active posts should be a key part of the brand's social media strategy.

From the analysis, it can be determined that promoting ethnographic tours in the digital environment through several social media networks, rather than only one channel, will ultimately be more successful.

For Turkistan ethnographic tours, the main platforms are VKontakte, Instagram, and TikTok.

Promotion via social media aims to attract the audience, maintain continuous engagement, and build brand loyalty. The specific objectives of promotion include:

- Conducting informational and educational campaigns about Turkistan ethnographic tours;
- Improving service quality through visitor feedback;
- Establishing a positive image of the regional ethnobrand;
- Increasing sales and profitability;
- Actively engaging the youth audience.

**Table 6 – Selling capabilities by using internet**

<b>Using tools</b>	<b>Benefits</b>	<b>Formats</b>
VKontakte	<ul style="list-style-type: none"> <li>- Access to a large audience (especially in the CIS)</li> <li>- Ability to deliver targeted ads</li> <li>- Development of a loyal supporter community</li> <li>- Ability to hold online discussions between supporters and those involved in the ethnological tour.</li> </ul>	<ul style="list-style-type: none"> <li>- Long (textual) posts - Photo albums</li> <li>- Video clips or videos of the ethnological tour</li> <li>- Online (virtual) tours of the ethnological tour.</li> </ul>
Instagram	<ul style="list-style-type: none"> <li>- Visual focus</li> <li>- Formats for posting (Stories and Reels)</li> <li>- Showcasing tourism aesthetics</li> <li>- Influencer marketing</li> </ul>	<ul style="list-style-type: none"> <li>- Short video clips of the crafts (a tour of the local crafts)</li> <li>- «Turkistan one day experience» video clips</li> <li>- Live Instagram events with artisans (each of the tours)</li> <li>- Photographs of local souvenirs and cultural events.</li> </ul>
TikTok	<ul style="list-style-type: none"> <li>- The potential to create a viral effect through the use of (dynamic) video</li> <li>- A direct platform that connects the tour directly to the youth audience</li> <li>- Showcasing the creation of traditional cultural elements by using a modern approach</li> </ul>	<ul style="list-style-type: none"> <li>- Short clips instructional videos on how to make various crafts</li> <li>- «Before/After» videos of ceramics being created</li> <li>- Videos of animated performances wearing traditional dress</li> <li>- Videos that show tourists being emotionally affected by their experiences.</li> </ul>
<i>Note: Compiled by the authors based upon the results of the research.</i>		

### **Discussion and recommendation**

#### **1. Brand platform strategy for implementations of strategy**

A brand platform is an entire, integrated collection of official, social media pages and communities related to the ethnographic tour product.

It is designed to convey the tour’s cultural and tourist values to the audience, build brand image, and increase participation likelihood.

Development stages:

- Audience research and segmentation – based on age, interests, and platform preferences.
- Establishing a unified visual style – to enhance brand consistency and ensure cohesive content appearance.
- Content plan development – including posts, Stories, Reels, and TikTok video materials.
- Targeted advertising and influencer marketing – promotion through advertisements and collaborations with bloggers directed at the main audience.
- Analysis and adjustment – continuous improvement of content and strategy based on analytics.

## 2. Content Policy

Content should engage the audience, be relevant, and interactive. The primary goal is to showcase the uniqueness of the ethnographic tour and its cultural values.

Content formats:

- Photo – handicrafts, historical sites, regional landscapes.
- Video – excursions, masterclasses, cultural ceremonies.
- Text publications – informative content and cultural context.
- User reviews – presenting experiences and emotions.
- The real world aspect of content and an easily recognizable cultural identity.

## 3. Audience Engagement Tools

To attract audiences to the ethnographic tour, a variety of channels will be utilized:

1. Seeding – distributing information within groups interested in tourism/culture,
2. Friending – personally inviting the target audience and adding them to communities,
3. Advertising using media include: Banners, targeted web context ads, and partnerships with bloggers and other people who have a large audience.
4. Influencer marketing - creating awareness and trust with public figures.
5. Working and creating contests/challenges to involve the target audience in creating material about your business.

## 4. Communication Strategy

The implementation of the communication is based on three major directions:

1. Organizing conversations – enabling participants to dialogue on the brand’s platform,
2. Providing timely recipient feedback – answering questions quickly and providing advice about the tourist experience,
3. Offering the participant expert and cultural-educational content – clear historical and ethnographic content of master classes and details about what will be offered in the tour.

Publishing activities related to the company's social responsibility (education of young people, cultural festivals, and community support) will aid in creating a positive perception/image of the company and build credibility. This method of promoting the tourist destination will help develop a loyal fan base for your brand.

## Conclusion

All people around the world have totally different cultures. Developing unique cultural

complexes and programmatic activities will help develop and demonstrate the Turkistan region as an ethnographic tourism destination and will require strategic marketing through various social media channels.

If managed correctly, then through the use of a comprehensive digital marketing strategy, the ethnocultural heritage of Turkistan will become one of the primary drivers for tourism to the district therefore creating a solidly competitive brand within both domestic and international markets.

The results of this study show a major role played through the various social media and branding platforms toward developing ethnographic tourism in the Turkistan district. The survey results indicate that 72 per cent of respondents know about the ethno-tour and that most of the respondents received their information from either Instagram or TikTok thus demonstrating the effectiveness of digital marketing methods as well as demonstrating the effectiveness of online marketing communications in promoting the product.

The level of interest in the ethno-tour and likelihood of participation rate highly (mean scores of 3.88 and 3.08 respectively) indicates that the audience feels positively about the contents of the tour. The most attractive content type is video (44%), followed by photos (22%) and master classes (20%). Historical sites (38%) and handicrafts (34%) are identified as the key elements, enhancing the cultural value of the ethnographic tour.

Statistical analysis revealed positive correlations between audience interest, social media influence, advertising effectiveness, and brand image. These results provide a solid foundation for marketing decisions and for refining content strategies.

The proposed strategies and content policies are aimed at audience engagement:

- Organizing information through a unified visual style and brand platform;
- Developing content that is emotional, interactive, and culturally distinctive;
- Actively engaging the audience via seeding, friending, media advertising, influencer marketing, and challenges;
- Implementing communication through discussions, prompt feedback, and cultural-educational content.

Additionally, social responsibility initiatives (e.g., youth education, cultural festivals, charity projects) strengthen brand image and foster a loyal audience.

In conclusion, digital marketing, social media, and content strategy play a central role in developing ethnographic tourism in Turkistan Region. The study provides concrete recommendations for tour operators and local authorities to effectively promote ethno-tours, increase audience interest, and enhance brand value. Future research is recommended to further explore audience behavior patterns and evaluate the effectiveness of advertising formats on online platforms.

## **BIBLIOGRAPHY/REFERENCES**

1. Kenjaeva, D. Kh. Ethnotourism and Features of Its Development // Ministry of Education and Science of the Republic of Kazakhstan, Abai Khan Kazakh University of International Relations and World Languages, Faculty of Management and International Communications. – 2024. – P. 26.
2. Kozhakhmetova, A. T. Ethnographic Tourism in Kazakhstan // “Student: Science, Profession, Life”: Proceedings of the II All-Russian Student Scientific Conference with International Participation / Omsk State Transport University. Omsk, 2015. 591 p. The II All-Russian Student Scientific Conference with International Participation was held at Omsk State Transport University in April 2015. – 2015. – P. 562.

3. Kadyrbekova, D., Omarov, K., Evloeva, A. The History of Ethnographic Tourism Development in Kazakhstan through the Prism of Cultural Heritage // Bulletin of Abai KazNPU. Series: Historical and Socio-Political Sciences. – 2023. – Vol. 80. – No. 4.
4. Agency for strategic planning and reforms of the republic of kazakhstan. Bureau of national statistics. <https://stat.gov.kz/>
5. Truevtseva, O. N. Museums of Northeastern Kazakhstan in the 19th – Early 21st Centuries.
6. Kazakhstan, P. P. R., Mamin, A. On the Approval of the State Program for the Development of the Tourism Industry of the Republic of Kazakhstan for 2019–2025 [Electronic Resource].
7. Gorlova, I. I., et al. Ethnocultural Branding of a Territory in the Context of Regional Development Strategy: Scientific and Methodological Approaches and Practices. – 2020.
8. Kulikova, E. S., Rushchitskaya, O. A., Kruzhkova, T. I. Application of Internet Marketing Methods to Stimulate Agritourism in Rural Areas // Agrarian Bulletin of the Urals. – 2024. – Vol. 24. – No. 8. – P. 1106–1114.
9. Miroshnichenko, O. N., Danilov, V. D., Petukhov, A. V. 4.2 Experience in Implementing Cultural and Ethnic Tourism Abroad // Innovative Tourism Development Model in the Chuvash Republic Based on the Use of Its Natural-Resource and Cultural-Ethnic Potential. – 2016. – P. 233–260.
10. Dzhandzhugazova, E. Marketing Technologies in Tourism: Marketing of Tourist Territories, 3rd Edition, Revised and Supplemented. – LitRes, 2018.
11. Grigoryeva, N. N. Development of Rural Tourism Services as a Tool for Territory Promotion: Marketing Analysis: Master's Thesis. – Unpublished, 2024.
12. Moisander J., Närvänen E., Valtonen A. Interpretive marketing research: Using ethnography in strategic market development //Marketing management. – Routledge, 2020. – C. 237–253.
13. O'Shaughnessy E. et al. An introductory guide to statistics for the radiologist //Diagnostic and Interventional Imaging. – 2025. – T. 106. – №. 2. – C. 49-52.
14. Wei L., Qiu T., Wang Z. A percolation theory-based reduction method for the full connectivity correlation matrix of functional brain network on EEG //Biomedical Signal Processing and Control. – 2026. – T. 112. – C. 108689.
15. Mazanec J. A., Dolnicar S. Segmentation //Encyclopedia of tourism. – Cham : Springer Nature Switzerland, 2025. – C. 922-925.
16. Adams K. M. Tourism ethnography and tourism geographies //Tourism Geographies. – 2025. – T. 27. – №. 3-4. – C. 713-724.
17. Saidova M. DIGITAL TECHNOLOGY AND TOURISM //Asian journal of scientific research and innovations. – 2026. – T. 1. – №. 1. – C. 224-229.
18. Abdikarimova M. et al. THE ROLE OF ETHNIC TOURISM IN PRESERVING KAZAKHSTAN'S CULTURAL HERITAGE AND LOCAL TRADITIONS: LITERATURE REVIEW //Geo Journal of Tourism and Geosites. – 2025. – T. 59. – №. 2. – C. 529-538.
19. Nurmatova S. METHODS AND MECHANISMS FOR STUDYING CONSUMER BEHAVIOR IN THE TOURISM MARKET //Innovation Science and Technology. – 2025. – T. 1. – №. 12.
20. Kasemsarn K., Nickpour F. Digital storytelling in cultural and heritage tourism: A review of social media integration and youth engagement frameworks //Heritage. – 2025. – T. 8. – №. 6. – C. 200.

21. Christou E., Giannopoulos A., Simeli I. The evolution of digital tourism marketing: From hashtags to AI-immersive journeys in the metaverse era //Sustainability. – 2025. – Т. 17. – №. 13. – С. 6016.

**A. TAZHEN**

Doctoral student, L.N. Gumilyov Eurasian National University, (Kazakhstan, Astana)  
E-mail: aidanatazhen11@gmail.com

**D. TUBEKOVA**

PhD, Senior Lecturer  
International University of Tourism and Hospitality, (Kazakhstan, Turkistan)  
E-mail: dana.tubekova@iuth.edu.kz

**B. ALMUKHAMBETOVA**

Candidate of Economic Sciences, Associate Professor, International University of Tourism and Hospitality (Kazakhstan, Turkistan)  
E-mail: botagoz.almukhambetova@iuth.edu.kz

**A. BAIMBETOVA**

Candidate of Economic Sciences, Acting professor, L.N. Gumilyov Eurasian National University, (Kazakhstan, Astana)  
E-mail: baibaiassel@gmail.com

*Received 25.01.2026*

*Received in revised form 11.06.2026*

*Accepted for publication 30.06.2026*

**А. ТӘЖЕН<sup>1</sup>, Д. ТУБЕКОВА<sup>2✉</sup>, Б. АЛМУХАМБЕТОВА<sup>2</sup>, А. БАЙМБЕТОВА<sup>1</sup>**

<sup>1</sup>Л.Н. Гумилев атындағы Еуразия ұлттық университеті, (Қазақстан, Астана)

<sup>2</sup>Халықаралық туризм және меймандостық университеті  
(Қазақстан, Түркістан), E-mail: dana.tubekova@iuth.edu.kz

**ЭТНОГРАФИЯЛЫҚ ТУРИЗМДІ ДАМУДА МАРКЕТИНГТІК ТЕХНОЛОГИЯЛАРДЫ ҚОЛДАНУ ЖОЛДАРЫ**

**Аңдатпа.** Этнографиялық туризм мәдени мұраны сақтау, ұлттық бірегейлікті нығайту және өңірлік экономиканы әртараптандыру құралы ретінде стратегиялық маңызға ие. Түркістан облысы тарихи-мәдени ресурстарға бай өңір ретінде этнотуризмді дамытуға перспективалы алаң болып табылады. Зерттеу мақсаты – әлеуметтік желілер мен маркетингтік технологияларды қолдана отырып өңірлік этнографиялық туризмді дамыту жолдарын анықтау. Зерттеу сандық әдіспен жүзеге асырылды, онда деректерді дескриптивтік статистика, корреляциялық және сегменттік талдау арқылы өңделді. Нәтижелер көрсеткендей, аудитория визуалды әрі интерактивті контентке қызығушылық танытты және тарихи нысандар мен қолөнер негізгі элементтер болып табылды. Қызығушылық деңгейі мен қатысу ықтималдығы арасында жоғары оң байланыс, сондай-ақ әлеуметтік желілердің бренд имиджіне әсері айқын байқалды. Instagram және TikTok негізгі маркетингтік платформалар ретінде тиімді. Қорытындылай келе, әлеуметтік желілер мен бренд-платформа арқылы жүргізілетін кешенді цифрлық стратегия этнографиялық туризмді насихаттау, аудиторияны тарту және туристік бренд құндылығын арттыруға мүмкіндік береді.

**Кілт сөздер:** этнографиялық туризм, Түркістан облысы, цифрлық маркетинг, әлеуметтік желілер, бренд-платформа, туристік өнім.

**А. ТӘЖЕН<sup>1</sup>, Д. ТУБЕКОВА<sup>2✉</sup>, Б. АЛМУХАМБЕТОВА<sup>2</sup>, А. БАЙМБЕТОВА<sup>1</sup>**

<sup>1</sup>Евразийский национальный университет им. Л.Н. Гумилева, (Казахстан, Астана)

<sup>2</sup>Международный университет туризма и гостеприимства  
(Казахстан, Туркестан), E-mail: [dana.tubekova@iuth.edu.kz](mailto:dana.tubekova@iuth.edu.kz)

### **СПОСОБЫ ИСПОЛЬЗОВАНИЯ МАРКЕТИНГОВЫХ ТЕХНОЛОГИЙ В РАЗВИТИИ ЭТНОГРАФИЧЕСКОГО ТУРИЗМА**

**Аннотация.** *Этнографический туризм имеет стратегическое значение как инструмент сохранения культурного наследия, укрепления национальной идентичности и диверсификации региональной экономики. Туркестанская область, богатая историко-культурными ресурсами, является перспективной площадкой для развития этнотуризма. Цель исследования – определить пути развития регионального этнографического туризма с использованием социальных сетей и маркетинговых технологий. Исследование было проведено с применением количественного метода; данные обрабатывались с использованием дескриптивной статистики, корреляционного и сегментного анализа. Результаты показали, что аудитория проявляет интерес к визуальному и интерактивному контенту, а также что исторические объекты и народные ремесла являются ключевыми элементами этнотура. Выявлена высокая положительная связь между уровнем интереса и вероятностью участия, а также явное влияние социальных сетей на бренд-имидж. Instagram и TikTok оказались наиболее эффективными маркетинговыми платформами. Таким образом, комплексная цифровая стратегия через социальные сети и бренд-платформу позволяет продвигать этнографический туризм, привлекать аудиторию и повышать ценность туристического бренда.*

**Ключевые слова:** *этнографический туризм, Туркестанская область, цифровой маркетинг, социальные сети, бренд-платформа, туристический продукт.*