

**L. SHORA**

Maqsut Narikbayev University, (Kazakhstan, Astana), e-mail: l\_shora@kazguu.kz

***UNDERSTANDING TOURIST EXPERIENCE THROUGH THE TOURIST-FRIENDLY DESTINATION FRAMEWORK: THE CASE OF TURKISTAN***

**Abstract.** *Historically located along the Great Silk Road, Turkistan has recently undergone revitalization through state and private investments. As an emerging tourist destination, tourist experience in Turkistan warrants further exploration. This study investigates tourists' perceptions of Turkistan through the lens of the Tourist-Friendly Destination (TFD) framework, focusing on its Space, Activities, and Products dimensions. A qualitative analysis of 977 purposively selected online reviews screened using the CRAAP test was conducted using Atlas.ti. Data were collected from four platforms such as Google Reviews, Yandex Reviews, 2GIS, and TripAdvisor and analysed using deductive thematic analysis. Findings revealed tourists' appreciation of Turkistan's rich cultural heritage and improved infrastructure, alongside disappointment with the lack of activities during the low season and low-quality service. This study contributes to the existing body of literature on tourist experiences and demonstrates the applicability of the TFD framework in assessing emerging destinations, offering insights for stakeholders involved in a destination development.*

**Keywords:** *Silk road tourism, thematic analysis, tourist-friendly destination framework, tourist experience, Turkistan.*

**Introduction**

Tourist destinations have long attracted scholarly attention, particularly with regard to the underlying factors that attract visitors [1]. These factors, including infrastructure and cultural offerings [2; 3], service quality [4] among others, not only influence destination appeal but also shape the overall tourist experience [5]. In turn, these experiences play a critical role in determining key outcomes. Consequently, understanding and enhancing tourist experience has become a central focus in destination development and management.

In response to these needs, the concept of the Tourist-Friendly Destination (TFD) has emerged as a framework that offers a comprehensive approach to aligning destination offerings with tourists' evolving expectations and experiences [7]. As destinations compete to attract and retain visitors in an increasingly dynamic global tourism market [6], the TFD framework provides a valuable analytical lens for assessing the multidimensional nature of visitor needs. By structuring evaluation across three interconnected dimensions, namely, Space, Activities, and Products, it facilitates the examination of

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various factors (e.g., infrastructure, nature, touristic events, tourist interactions) that jointly shape tourists' perceptions and overall satisfaction [7].

Turkistan, an emerging global tourist destination since Kazakhstan's independence in 1991, provides a compelling context for examining how tourist experiences are shaped and how the TFD framework can be applied in rapidly evolving settings. As destinations differ in their inherent appeal and capacity to receive visitors [8], Turkistan's growing attractiveness has the potential to highlight how certain places naturally draw greater tourist interest. Historically known as a centre of religion and trade along the Great Silk Road, Turkistan is now undergoing rapid transformation through major investments in its infrastructure. Despite visible progress in physical development, academic understanding of how these changes affect the tourist experience remains limited, particularly from a qualitative, visitor-centred perspective [9; 10]. Existing studies largely emphasize infrastructure and heritage conservation [11], overlooking the experiential dimension that is crucial for evaluating a destination's appeal and perceived quality.

Examining the tourist experience through the lens of the TFD framework helps fill this conceptual gap and provides practical guidance for destination development. Guided by this framework, the study seeks to address the following research questions (RQ):

RQ1: How do tourists perceive Turkistan's tourist-friendliness?

RQ2: How can the TFD framework be applied to identify the strengths and weaknesses of Turkistan as a tourism destination?

The next section introduces the TFD framework, followed by an examination of the case of Turkistan. The methods section outlines the research design, relying on secondary data collection and thematic analysis. Findings are then presented, highlighting key themes and identifying strengths and gaps using a deductive analysis informed by the TFD framework. These findings are discussed in relation to the two research questions, followed by the study's theoretical and practical implications, limitations, and recommendations for future research.

## **Literature Review**

### **The Tourist-Friendly Destination (TFD) Framework**

A tourist destination has been defined in various ways depending on the disciplinary lens applied. Reference [12] identify four dominant approaches to defining tourist destinations: the economic geography-oriented, marketing management-oriented, customer-oriented, and cultural perspectives. Among these, the marketing management-oriented approach is particularly relevant to the present research, as it emphasizes how destinations are managed and promoted to create value for tourists.

One of the earliest and most influential systems-based frameworks from the 1980s, Gunn's model of the tourism system conceptualises the interconnected nature of tourism components and highlights demand and supply as the key drivers, requiring destinations to provide diverse developments and services to meet consumer needs [13]. Expanding this view, [14] describes destinations as amalgams of tourism products and services that together deliver integrated experiences to tourists. Importantly, [14] positions the destination not merely as a geographic location but as a perceptual construct, subject to interpretation based on tourists' cultural backgrounds, motivations, and prior experiences. He also notes the power asymmetry in experience creation, arguing that while destination management organizations manage and coordinate tourism offerings, individual tourists have own agency in shaping their experiences.

Drawing on systems thinking, the Tourist-Friendly Destination framework, proposed by [7], conceptualizes a tourist-friendly destination as one that proactively aligns with the preferences, comfort, and convenience of its visitors. The TFD framework centres on tourist satisfaction through the integration of three core dimensions: Space, Activities, and Products. This model enables the analysis of a destination from the perspective of tourist experience and satisfaction [15].

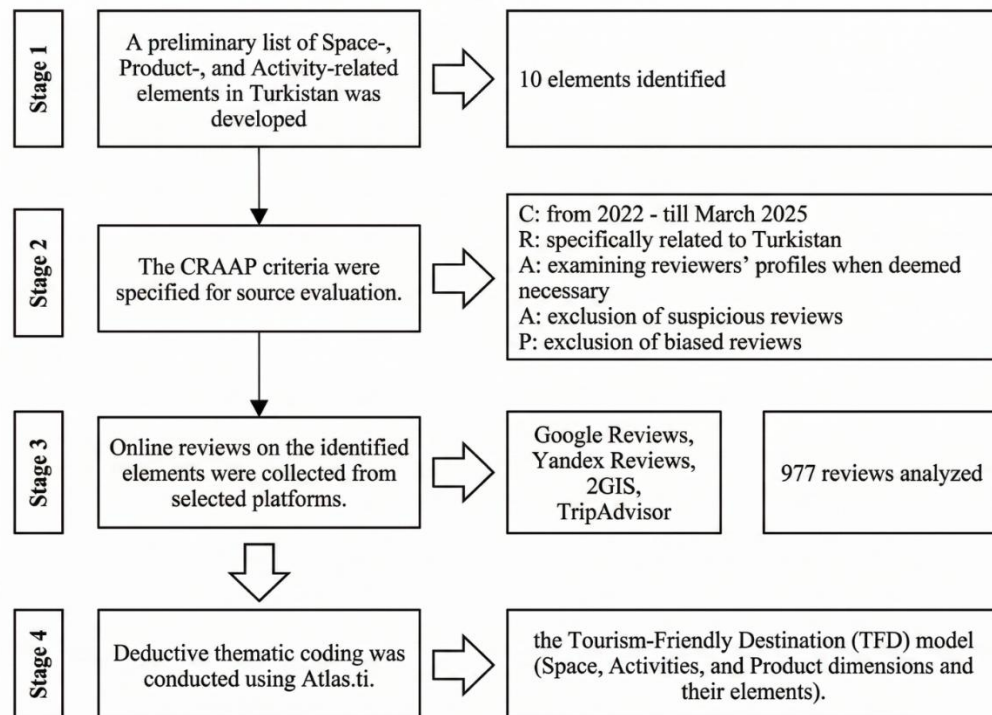
The Space dimension encompasses such elements as infrastructure and superstructure, location, safety and security, value and cost, and accessibility. These elements enable an analysis of a destination's transportation quality, tourists' appreciation of architectural appeal, perceived proximity or remoteness, and overall sense of personal safety, among other elements. The Activities dimension refers to the availability and quality of experiences such as festivals, cultural events, or recreational opportunities and include such elements as culture and history, special events, entertainment, and activities. The Products dimension includes both natural and man-made attractions, along with the services, hospitality, and facilities available to visitors. Key elements of this dimension include the physical environment, service quality, level of hospitality, freedom of choice, and opportunities for visitor involvement. A successful tourist-friendly destination, therefore, is one that maintains coherence among these three dimensions, ensuring a seamless, engaging, and high-quality experience from arrival to departure [7]. In this regard, the TFD framework offers a practical lens through which to assess the quality of the tourist experience, identifying whether destinations meet or fall short of delivering on what tourists' value most.

#### **Turkistan: From Heritage City to Tourism Hub**

Turkistan, one of the oldest cities in Kazakhstan, has evolved from a key Silk Road trading centre into a modern cultural and spiritual hub [16]. In 2025, it serves as the administrative centre of the Turkistan Region and has a population of approximately 215,000 people. The city traces its origins to the 5th century, when it was founded as Yasy at the crossroads of major caravan routes along the Great Silk Road. In the 14th century, the construction of the Mausoleum of Khoja Akhmed Yasawi by Emir Timur further elevated its status, transforming it into a major Islamic centre and pilgrimage site across Central Asia. Between the 16th and 18th centuries, Yasy was renamed Turkistan and became the capital of the Kazakh Khanate. This period marked the city's appeal in political and spiritual influence. However, in 1864, Turkistan was incorporated into the Russian Empire, losing its status as a capital and gradually declining in prominence. Following Kazakhstan's independence in 1991, Turkistan began to experience a cultural revival. In 2003, the Khoja Akhmed Yasawi Mausoleum was inscribed as a UNESCO World Heritage Site, reaffirming the city's global cultural importance. A major turning point came in 2018, when Turkistan was designated the administrative centre of the newly established Turkistan region, thus, catalysing infrastructure expansion, and investment growth [16]. Notable developments include the Hazret Sultan International Airport, the Karavansaray entertainment complex, and the construction of an ethno-village. In 2021, the Cooperation Council of Turkic Speaking States designated Turkistan as the Spiritual Capital of the Turkic World, reinforcing its symbolic and regional importance. The weaknesses of Turkistan as an emerging tourist destination include uneven service quality, a shortage of professional personnel, and insufficient multilingual information for international visitors [17]. Challenges also arise from limited sectoral coordination, weak institutional support, and underdeveloped digital marketing efforts, which hinder the full exploitation of Turkistan's tourism potential [17]. Thus, it is essential to examine the current development of Turkistan as a tourist-friendly destination.

#### **Methods**

This exploratory study adopts an interpretivist approach, aiming to understand the complex, context-specific dynamics shaping Turkistan's evolution into a tourist-friendly destination. The interpretivist paradigm aligns with the study's objective of gaining in-depth insights into the perceptions and experiences of tourists, contributing to a richer understanding of how the city is perceived and experienced. The research process followed four key stages, as illustrated in Figure 1.



**Figure 1 – The study's research process.**

*\*Note: compiled by the author based on sources [18], [19], [20]*

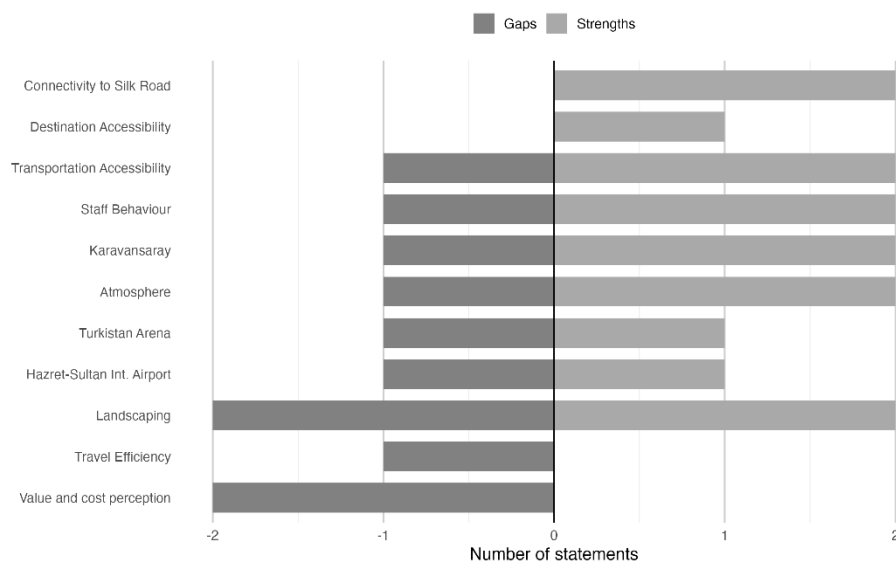
At Stage 1, a predetermined list of ten major tourist attractions was compiled based on official tourism sources and online platforms. Next, at Stage 2, criteria for screening secondary data were established using the CRAAP test (Currency, Relevance, Authority, Accuracy, and Purpose), a widely recognized framework for evaluating the credibility and suitability of information sources [18]. This approach is commonly applied in academic research to assess the reliability of online data. At Stage 3, reviews were extracted and screened continuously as they were collected from Google Reviews, Yandex Reviews, 2GIS, and TripAdvisor, using the names of the selected attractions as search keywords. A purposive sampling strategy was applied throughout this extraction process: reviews were retained only if they satisfied the CRAAP criteria established at Stage 2 and offered substantive, on-topic insight into Turkistan's development as a tourist-friendly destination, while reviews with negligible content (e.g., single-word ratings, generic or off-topic comments) were excluded as they were encountered. This iterative process continued until 977 reviews meeting these criteria had been retained for analysis. The dataset included contributions from both local and international tourists. Where necessary, reviews were translated into English using built-in webpage translation tools and Google Translate. At Stage 4, the collected data were analysed using thematic analysis, a flexible yet rigorous qualitative method for identifying, analysing, and reporting patterns within textual data [19]. The analysis followed the process outlined by [20], which provides structured guidance for coding qualitative data according to theoretical categories with the support of the Atlas.ti software. Coding was carried out by two trained student coders, who worked independently to assign

each coded statement to its relevant TFD theme and to classify it as a strength or a gap; disagreements in thematic assignment or classification were then discussed and reconciled between the two coders to ensure consistency in the coding criteria applied across the dataset.

## Findings

Applying the Tourist-Friendly Destination (TFD) model [7] to the case of Turkistan enabled a more nuanced and comprehensive understanding of the tourist experience in this emerging destination. The findings are structured according to the three core dimensions of the TFD framework: Space, Activities, and Products in the form of diverging bar charts that present a comparative visualization of perceived strengths and gaps across thematic areas of Turkistan as a tourist-friendly destination. Each theme is represented along the vertical axis, while the horizontal axis reflects the frequency of coded statements, with strengths plotted to the right and gaps to the left of a central zero line. This structure enables an assessment of the balance between positive and negative perceptions within each theme found in the dataset of the online reviews.

Within the Space dimension (Figure 2), tourists increasingly recognize *strengths* in Turkistan’s infrastructure and superstructure, suggesting ongoing efforts to enhance the destination’s physical and functional environment, with better landscaping around the Mausoleum of Khawaja Ahmed Yasawi, ample parking spaces across the city, and the Karavansaray complex enriching the tourist experience, with Hazret-Sultan International airport viewed as a modern, clean airport, further supporting positive first impressions. Turkistan’s location close to key Silk Road destinations such as Samarkand and Bukhara enhances its strategic cultural appeal for international tourists. In terms of safety and security, visitors frequently report feeling peaceful and uplifted by the city’s unique and sacred atmosphere. Accessibility to Turkistan has also improved, with reasonably priced taxi services and comfortable overnight trains connecting it to major hubs like Kazakhstan’s biggest city, Almaty.



**Figure 2 – Strength-Gap distribution across the “Space” dimension**

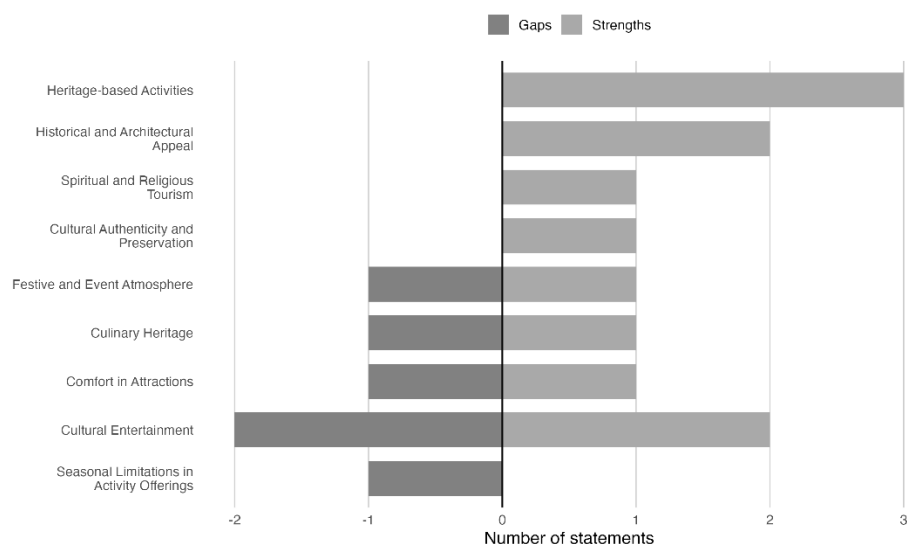
*\*Note: compiled by the author*

With regard to the identified gaps, tourists mention that the Karavansaray complex, while impressive, feels unpleasantly empty during the low season. Additionally, the lack of information in foreign languages, particularly English, creates barriers for international travellers. Regarding safety and security, tourists reported crowding in high-traffic areas such as underground passageways, the

mosque, and ticket offices. With respect to value for money, concerns were raised about inflated prices, particularly at attractions such as the 8D Altyn Samruk Flying Theatre. Some tourists further suggested that the experiences should be extended in duration to better justify the cost. Also, regarding accessibility, unnecessary highway detours (e.g., when traveling to the ancient city of Sauran) make transportation less convenient, and the airport's distance from the city centre adds further logistical challenges for arriving visitors.

Within the Activities dimension (Figure 3), the identified strengths demonstrate tourists' frequent appreciation of Turkistan's cultural richness. Many visitors describe the local community as more traditional and culturally distinct compared to large cities like Almaty. The city's architectural landscape also receives acclaim for its combination of monumental historical structures and modern interpretations of Kazakh design. Tourists often characterise the atmosphere as unique and evocative, using expressions such as "like in Scheherazade's fairy tale" and "in contact with the history of Islam," which enhance Turkistan's positioning as a meaningful heritage destination. Seasonal and cultural events further enrich the tourist experience. For instance, festivals such as Gastro Fest Turkistan contribute to a joyful and welcoming atmosphere, with gestures like the offering of free local food increasing both visitor satisfaction and cultural immersion. Turkistan is also strengthening its competitive advantage through modern entertainment experiences. Attractions like the 8D Altyn Samruk Flying Theatre are praised as "a unique immersion into Kazakh culture," merging advanced technology with traditional storytelling. In addition, tourists can participate in a range of interactive and culturally engaging activities, such as renting traditional Kazakh clothing for photo sessions, artisan-led masterclasses, and camel rides.

However, several *gaps* were also identified. In terms of food and beverages, some tourists report that certain meals and drinks (especially coffee) are of subpar quality. Regarding leisure and entertainment, visitors note the limited availability of swimming pools at hotels, with only a few, such as the Rixos Hotel, providing such amenities. Furthermore, the absence of nightlife options results in relatively quiet evenings, particularly for younger tourists. Lastly, the range of activities decreases significantly in winter, leading to a less lively and engaging atmosphere during the off-season.

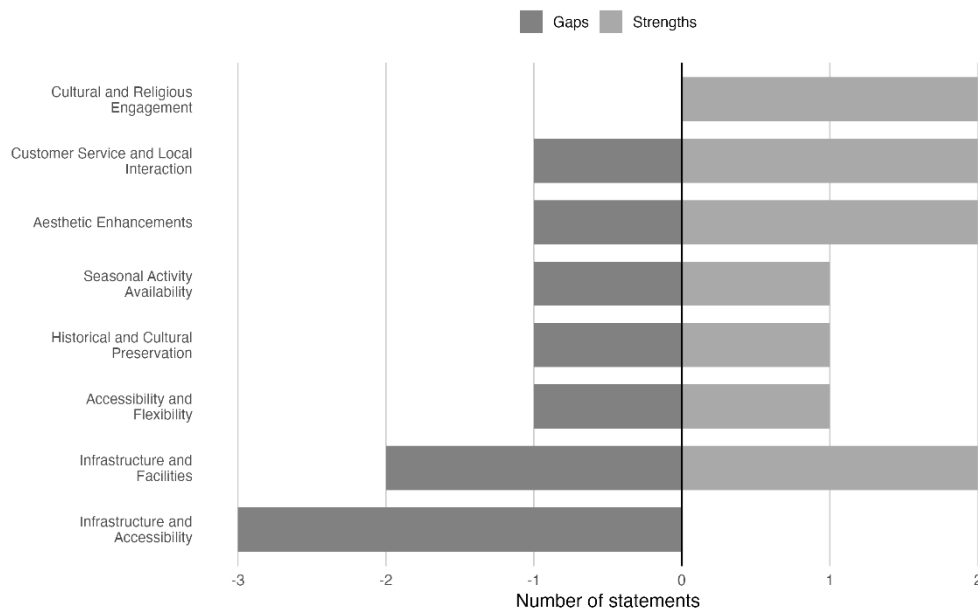


**Figure 3 – Strength-Gap distribution across the “Activities” dimension**

*\*Note: compiled by the author*

Figure 4 demonstrates relevant themes under the Products dimensions. Specifically, the identified *strengths* reflect tourists' frequent praise for the remarkable pace of development in

Turkistan. Several visitors express surprise at the city's transformation, particularly appreciating the greening efforts, including the planting of trees and the creation of water channels in what was once desert terrain. In terms of hospitality, many visitors commended the politeness and warmth of the local population and express appreciation for the preservation of Turkistan's historical heritage.



**Figure 4 – Strength-Gap distribution across the “Products” dimension.**

*\*Note: compiled by the author*

Despite these positive aspects, several *gaps* persist in the tourist experience. The extreme heat in some parts of the city creates physical discomfort. At the airport, travellers have reported a lack of access to basic amenities such as drinking water after the registration process, leading to unnecessary inconvenience. Additionally, concerns have been raised about the use of low-quality construction materials that deteriorate quickly (for example, at Karavansaray). Navigation is also a challenge for non-Kazakh-speaking visitors due to the insufficient presence of multilingual signage. In terms of services, electric scooters are reportedly scarce and difficult to locate, with many described as old or poorly maintained, especially in comparison to other cities like Almaty. Some tourists also note negative encounters with airport staff, describing certain employees as impolite or condescending. Lastly, ongoing construction projects frequently restrict access to key attractions, limiting tourists' freedom to explore the city and diminishing the overall visitor experience.

## Discussion

RQ1: How do tourists perceive Turkistan's tourist-friendliness?

The findings indicate that Turkistan is predominantly perceived as a culturally and spiritually rich destination, however, infrastructural gaps limit its tourist-friendliness. Turkistan's deep historical and spiritual legacy (centred on the landmarks like the Mausoleum of Khoja Akhmed Yasawi) shapes its strong cultural identity and emotional appeal among tourists. The study analysis revealed that visitors often describe the city's atmosphere as peaceful and uplifting, reflecting its long-standing role as a sacred and cultural site on the Silk Road. However, this rich perception contrasts with practical limitations in the city's physical environment. The evidence from the Space and Products dimensions highlights issues such as poorly adapted landscaping around heritage zones, logistical

barriers like the city's remote airport location. As supported by [21], infrastructure shapes access to heritage sites. These infrastructural weaknesses impact the ease and comfort of visiting, reducing the overall accessibility of key attractions. Such gaps matter because they limit tourist satisfaction and can shorten visit durations [22].

Tourists value hospitality and heritage but expect higher service standards, especially at transport hubs. Tourists frequently highlight the warmth and friendliness of the local population, which enhances the overall visitor experience. As the findings under the Products dimension suggest, the hospitality demonstrated by residents reinforces the city's reputation for cultural heritage and spiritual significance. However, this sense of warmth is often undermined by service inconsistencies, particularly in transport and accessibility, with key entry points such as Hazret Sultan International Airport diminishing the positive first impressions fostered by the city's cultural richness and local hospitality [23]. Visitors also cite issues such as limited English proficiency among staff and inconsistent signage, which can make navigation difficult, especially for non-Kazakh speakers. As claimed by [24], clear and multilingual signage is a critical component of creating a tourist-friendly environment, particularly for international visitors who rely on such cues to navigate a new place.

Interactive cultural activities create memorable experiences, yet participation is limited by seasonality and lack of activities and events. Interactive cultural activities in Turkistan such as traditional costume rentals, artisan-led workshops are frequently praised by tourists for adding depth and emotional resonance to their visit. However, the study's findings indicate that many of these offerings are concentrated in peak periods. Such seasonal limitations reduce opportunities for tourist engagement and diminish the destination's appeal outside of major holidays or summer months [25]. Tourists who visit during quieter periods often describe the city as feeling empty or underwhelming. Without year-round programming and a consistent cultural calendar, Turkistan risks being perceived as a "one-time visit" location rather than a dynamic, repeat-worthy destination.

RQ2: How can the TFD framework be applied to identify the strengths and weaknesses of Turkistan as a tourism destination?

The application of the Tourist-Friendly Destination framework to Turkistan enables a structured and multidimensional evaluation of the destination's strengths and gaps by linking tourist perceptions with key elements of the tourism system. Through its three core dimensions, Space, Activities, and Products, the TFD framework facilitates a systematic analysis of the factors influencing tourist experiences [7], allowing for a more nuanced and experience-driven understanding of destination performance, grounded in actual visitor feedback.

When applied to Turkistan, the Space dimension highlights a clear contrast between symbolic appeal and functional readiness. Tourists positively evaluate the city's physical environment, particularly the improved landscaping around the Mausoleum of Khoja Ahmed Yasawi and the development of tourism facilities, yet persistent accessibility and service gaps remain, which is consistent with the findings by [26] who highlights the lack of tourism infrastructure in Turkistan. Indeed, these improvements are accompanied by limitations in access, uneven service quality, and insufficient multilingual information, which aligns with broader evidence that tourist attractiveness depends not only on heritage value but also on accessibility, safety, and cultural heritage [17]. The Activities dimension further reinforces Turkistan's strengths as a culturally and spiritually rich destination. Tourists value opportunities for cultural immersion, heritage-based experiences, and religious tourism, which contribute to a distinctive and authentic visitor experience. At the same time,

the analysis reveals structural limitations in the diversity and seasonality of activities, particularly during winter months, as well as a lack of entertainment options for different visitor segments. These findings indicate that although the destination performs strongly in terms of cultural depth, it lacks a sufficiently diversified activity portfolio to sustain engagement across seasons and audiences. Finally, the Products dimension reveals a similar pattern of imbalance between rapid development and service quality. While tourists acknowledge the expansion of infrastructure, cleanliness, and the availability of new facilities, concerns persist regarding construction quality, availability of services (e.g., guides, amenities), and consistency in customer service. This highlights the importance of not only expanding physical assets but also ensuring the quality and reliability of the services that constitute the overall tourism product.

Taken together, the Tourist-Friendly Destination framework demonstrates its analytical value by systematically uncovering these imbalances across dimensions. It reveals that Turkistan's strengths are largely rooted in its cultural and spiritual assets, while its weaknesses are associated with the operational, service, and experiential aspects of the tourism system. Therefore, recognizing and addressing these multidimensional gaps is essential for enhancing the overall tourist experience and strengthening the destination's competitiveness relative to other tourism destinations [6].

#### Practical Recommendations

Building on the gaps identified across the Space, Activities, and Products dimensions of the TFD framework, this section translates the study's findings into concrete, actionable recommendations for stakeholders involved in Turkistan's tourism development, including local government bodies, hotel and attraction operators, and tour agencies.

##### Space dimension

- Install comprehensive multilingual signage (English, Russian, Kazakh) at key attractions, transport hubs, and pedestrian routes, prioritizing the airport and underground passageways where navigation difficulties were most frequently reported.
- Introduce timed-entry or staggered visiting slots at high-traffic sites (the mosque, ticket offices, underground passageways) to reduce crowding and improve the sense of safety and comfort.
- Review pricing and duration of paid attractions such as the 8D Altyn Samruk Flying Theatre to improve perceived value for money, for example by lengthening the experience or offering bundled tickets.

##### Activities dimension

- Develop a year-round cultural events calendar (e.g., smaller-scale versions of Gastro Fest Turkistan, artisan markets, evening cultural performances) to offset the sharp drop in activity during the low season and winter months.
- Set minimum food and beverage quality standards for vendors near major attractions, paired with basic training or a certification scheme, to address recurring complaints about coffee and meal quality.
- Incentivize additional hotels to offer swimming pools and other leisure amenities through local tourism development grants or public-private partnerships.

##### Products dimension

- Conduct a materials and maintenance audit at the Karavansaray complex and other new developments to address reports of low-quality construction materials deteriorating quickly.

- Install drinking water stations and shaded rest areas at the airport and other high-traffic outdoor locations, particularly given the extreme heat reported by visitors.
- Expand and regularly maintain the electric scooter fleet to match provision in comparable cities such as Almaty.
- Introduce customer service training for airport and frontline staff, with a specific focus on multilingual communication and hospitality standards, to address reports of impolite or condescending interactions.
- Improve communication and phased scheduling around ongoing construction projects (e.g., temporary signage, alternative routes) to minimize disruption to visitor access at key attractions.

### Conclusion

By viewing Turkistan through the Tourist-Friendly Destination framework, specifically, its three interrelated dimensions of Space, Activities, and Products; this research provides actionable insights for more targeted, evidence-based tourism planning, as the TFD framework acts as a guiding structure for aligning physical space, available activities, and tourism products with visitor needs and expectations. This holistic approach not only enhances overall tourist satisfaction but also contributes to the strategic development of a destination. This study offers several theoretical contributions to the tourism literature. First, it extends the application of the Tourist-Friendly Destination framework to the context of emerging tourism destinations, using the case of Turkistan, thus, providing a foundation for future studies to explore how destination friendliness can be systematically assessed in contexts that are still undergoing infrastructure and service development. Second, the research frames tourist-friendliness within the broader tourism system, the study contributes to bridging the gap between experiential (visitor-focused) and structural (destination-focused) perspectives in tourism research. The limitations of the current study should be acknowledged. First, its interpretivist approach and data analysis rely on the author's own judgment, which may introduce a degree of subjectivity into the interpretation of findings, although this was mitigated through the use of two independent coders with reconciliation of discrepancies. Second, this study relies on secondary data sources, which, while useful for identifying general patterns in tourist perceptions, may not fully reflect the context-specific changes in visitor experiences. The absence of primary data collection limits the depth of analysis regarding tourists' expectations. Third, although the dataset included contributions from both local and international tourists, a separate comparison between these two groups was not undertaken. This was not an aim of the present study, and such a split was not reliably achievable from the available data, as local reviewers frequently write in Russian as well as Kazakh, and the review platforms used do not consistently disclose reviewer nationality or country of origin. Future research could address these limitations by collecting primary data through in-depth interviews or ethnographic methods, and by using survey instruments with an explicit nationality or origin question to enable a systematic comparison of local and foreign tourists' perceptions of destination development.

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**L. SHORA**

MSc in Business with Marketing,  
Senior Lecturer, Maqсут Narikbayev University,  
(Kazakhstan, Astana), e-mail: l\_shora@kazguu.kz  
<https://orcid.org/0000-0001-5390-8248>

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**Л. ШОРА**

Maqсут Narikbayev University, (Қазақстан, Астана), e-mail: l\_shora@kazguu.kz

**ТУРИСТЕРГЕ ҚОЛАЙЛЫ ДЕСТИНАЦИЯ ТҰЖЫРЫМДАМАСЫ АРҚЫЛЫ  
ТУРИСТІК ТӘЖІРИБЕНІ ТҮСІНУ: ТҮРКІСТАН МЫСАЛЫНДА**

**Аңдатпа.** Ұлы Жібек жолының бойында орналасуы Түркістанның мемлекеттік және жеке инвестициялар арқылы жақында жаңғыруына негіз болды. Дамып келе жатқан туристік бағыт ретінде, Түркістандағы туристік тәжірибе одан әрі зерттеуді қажет етеді. Бұл зерттеу туристердің Түркістанды қабылдауын Туристерге Ыңғайлы Бағыт (TFD) тұжырымдамасы аясында, оның Кеңістік, Ис-әрекеттер және Өнімдер өлшемдеріне назар аудара отырып қарастырады. CRAAP әдісі бойынша сұрыпталған 977 мақсатты түрде таңдалған онлайн пікірге Atlas.ti бағдарламасы арқылы сапалық талдау жүргізілді. Деректер Google Reviews, Яндекс Пікірлер, 2GIS және TripAdvisor платформаларынан жиналып, дедуктивті тақырыптық талдау әдісімен өңделді. Нәтижелер туристердің Түркістанның бай мәдени мұрасы мен жақсарған инфрақұрылымын жоғары бағалайтынын,

алайда төмен маусымдағы белсенділіктің жеткіліксіздігі мен қызмет көрсету сапасының төмендігіне көңілдері толмайтынын көрсетті. Зерттеу туристік тәжірибе жөніндегі әдебиетке үлес қосып, TFD тұжырымдамасының дамып келе жатқан бағыттарды бағалаудағы қолданылуын дәлелдейді және бағытты дамытуға қатысатын мүдделі тараптарға практикалық ұсыныстар береді.

**Кілт сөздер:** Жібек жолы туризмі, тақырыптық талдау, туристерге ыңғайлы бағыт тұжырымдамасы, туристік тәжірибе, Түркістан.

**Л. ШОРА**

Maqsut Narikbayev University, (Қазақстан, Астана), e-mail: l\_shora@kazguu.kz

### **ПОНИМАНИЕ ТУРИСТСКОГО ОПЫТА ЧЕРЕЗ КОНЦЕПЦИЮ ТУРИСТО-ДРУЖЕСТВЕННОЙ ДЕСТИНАЦИИ: ПРИМЕР ТУРКЕСТАНА**

**Аннотация.** Историческое расположение Туркестана на Великом Шёлковом пути обусловило его недавнее возрождение благодаря государственным и частным инвестициям. Как формирующееся туристическое направление, Туркестан требует дальнейшего изучения туристического опыта. Данное исследование анализирует восприятие туристами Туркестана через призму концепции туристически привлекательного направления (TFD), охватывающей измерения «Пространство», «Активности» и «Продукты». Проведён качественный анализ 977 целенаправленно отобранных онлайн-отзывов, прошедших проверку по методике CRAAP, с использованием программы Atlas.ti. Данные были собраны с четырёх платформ: Google Reviews, Яндекс.Отзывы, 2ГИС и TripAdvisor, и проанализированы методом дедуктивного тематического анализа. Результаты показали, что туристы высоко ценят богатое культурное наследие Туркестана и улучшенную инфраструктуру, но выражают разочарование нехваткой активностей в низкий сезон и низким качеством обслуживания. Исследование вносит вклад в существующую литературу о туристическом опыте и демонстрирует применимость концепции TFD для оценки формирующихся направлений, предлагая практические рекомендации заинтересованным сторонам, вовлечённым в развитие туристического направления.

**Ключевые слова:** туризм на Шёлковом пути, тематический анализ, концепция туристически привлекательного направления, туристический опыт, Туркестан.