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KAZAKH ACADEMY OF SPORT AND TOURISM



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**«ҚАЗАҚСТАННЫҢ МӘДЕНИ МҰРАЛАРЫН
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ВЕКТОР РАЗВИТИЯ ВНУТРЕННЕГО ТУРИЗМА»**

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KAZAKHSTAN: A VECTOR FOR THE DOMESTIC TOURISM DEVELOPMENT»**

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HARNESSING CULTURAL HERITAGE FOR DOMESTIC TOURISM GROWTH

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Abstract. Cultural heritage plays a pivotal role in driving tourism and fostering national identity. This article explores how Kazakhstan, with its rich historical and cultural assets, can harness its heritage to boost domestic tourism. The article outlines practical strategies Kazakhstan can adopt, including sustainable tourism practices, community involvement, and innovative promotion techniques.

Keywords. Cultural heritage, domestic tourism, Kazakhstan tourism, heritage preservation, sustainable tourism development.

Introduction. Cultural heritage stands as a cornerstone for sustainable tourism development, offering unique attractions that differentiate destinations and attract a diverse array of visitors. It encompasses the tangible and intangible elements that define a nation's identity, including historical landmarks, traditional practices, languages, and artistic expressions [1]. For countries like Kazakhstan, which boasts a rich tapestry of cultural influences stemming from its nomadic traditions, the Silk Road legacy, and diverse architectural marvels, cultural heritage presents a significant opportunity to enhance the tourism sector.

Leveraging cultural heritage for tourism development not only drives economic growth by attracting both domestic and international tourists but also plays a crucial role in preserving and promoting national identity. Heritage sites such as the Mausoleum of Khoja Ahmed Yasawi and the Tamgaly Petroglyphs serve as tangible links to Kazakhstan's past, offering visitors immersive experiences that foster a deeper understanding and appreciation of the nation's history and cultural evolution. By investing in the preservation and promotion of these sites, Kazakhstan can enhance its appeal as a tourist destination, providing authentic and meaningful experiences that resonate with travelers seeking cultural enrichment [2].

Moreover, cultural heritage contributes to the formation and reinforcement of national identity, acting as a unifying force that instills pride and continuity among the population. It encapsulates the stories, values, and traditions that define a nation, enabling citizens to connect with their roots and fostering a sense of belonging. This intrinsic link between heritage and identity not only enhances the collective consciousness but also elevates the tourism appeal by presenting a cohesive and compelling narrative to the global audience. Visitors are increasingly drawn to destinations that offer rich cultural experiences, and Kazakhstan's unique heritage provides a distinctive selling point in a competitive tourism market.

In this context, the strategic harnessing of cultural heritage can propel Kazakhstan's domestic tourism growth, positioning the country as a vibrant destination that celebrates its past while embracing sustainable development. By drawing lessons from successful models like Portugal's integration of cultural heritage into its tourism strategy, Kazakhstan can adopt best practices that ensure the preservation of its heritage while maximizing its potential to attract and engage tourists. This article explores the multifaceted role of cultural heritage in tourism development and national identity, offering insights into how Kazakhstan can effectively utilize its rich cultural assets to achieve sustainable tourism growth.

Cultural Heritage in Kazakhstan. Kazakhstan's cultural heritage is a reflection of its rich historical past, diverse traditions, and geographical significance as a bridge between the East and West. The country's cultural tapestry is woven from centuries of nomadic traditions, trade routes like the Silk Road, and the influences of various empires, creating a unique and multifaceted identity. Kazakhstan's heritage spans both tangible and intangible assets, encompassing ancient monuments, traditional art forms, and oral traditions that continue to shape the national identity.

One of the most iconic symbols of Kazakhstan's cultural heritage is the Mausoleum of Khoja Ahmed Yasawi, one of the UNESCO World Heritage Properties located in Turkistan. This 14th-century

mausoleum is an architectural masterpiece and a sacred site for Islamic pilgrimage in Central Asia. Another key heritage site is the Tamgaly Petroglyphs, featuring thousands of ancient rock carvings that date back to the Bronze Age, providing insight into the spiritual and cultural practices of early inhabitants.

Kazakhstan's nomadic heritage is central to its cultural identity, represented through traditions such as the Eagle Hunting Festival and the Nauryz (Persian New Year) celebration, both of which have been recognized by UNESCO as Intangible Cultural Heritage [3]. The yurt, a traditional portable dwelling, symbolizes the nomadic lifestyle and is still celebrated in festivals and cultural exhibitions. The country's deep connection with the Silk Road has also left behind historical trade cities like Otrar and Sauran, whose ruins offer a glimpse into the vibrant commercial and cultural exchanges that once flourished in the region.

Despite these rich cultural assets, Kazakhstan faces challenges in preserving and promoting its heritage. Limited infrastructure, funding, and awareness impede the full utilization of cultural sites for tourism development. However, by enhancing conservation efforts and promoting its unique cultural heritage, Kazakhstan has the potential to boost its tourism sector while reinforcing national identity and pride. There are valuable lessons to be learned from other nations that have successfully integrated their heritage into thriving tourism sectors. Countries like Portugal, Italy, and Japan provide inspiring examples of how cultural assets can be preserved, promoted, and leveraged to attract visitors while fostering national identity and sustainable growth.

Portugal has become a global leader in using its rich cultural heritage as a foundation for tourism, successfully blending preservation with promotion to boost its economy and cultural identity. The country's diverse array of historical landmarks, traditional festivals, and cultural landscapes serve as key assets in attracting millions of tourists each year. By strategically investing in the conservation and marketing of its cultural sites, Portugal offers valuable lessons in how heritage can be harnessed for tourism development.

One of Portugal's most notable success stories is the adaptive reuse of historical buildings, where old castles, monasteries, and palaces have been transformed into luxury hotels, known as Pousadas. This initiative not only preserves the architectural and historical value of these buildings but also makes them accessible to tourists in a way that is both experiential and sustainable. This model allows visitors to engage directly with Portugal's history, offering unique accommodations that combine heritage with modern comfort.

Italy is renowned for its rich cultural heritage, which spans millennia, including ancient Roman ruins, Renaissance art, and architectural masterpieces. Key sites like the Colosseum, Venice's canals, and Florence's Uffizi Gallery attract millions of visitors annually. Italy integrates its cultural heritage into its tourism strategy by promoting art, cuisine, and historical sites. The government works closely with UNESCO and other international organizations to ensure the preservation of these sites while facilitating public access through guided tours, festivals, and exhibitions.

Japan masterfully blends tradition with modernity in its tourism sector. The country leverages its unique cultural elements, such as Shinto shrines, Zen gardens, and the ancient city of Kyoto, which houses numerous World Heritage sites. Japan's cultural tourism is further enriched by traditional festivals like Gion Matsuri and the popularity of tea ceremonies, calligraphy, and ikebana (flower arrangement). The preservation of intangible cultural assets, such as Noh theater and Kabuki, plays a central role in the tourism appeal while promoting the country's artistic heritage to global audiences.

Greece is a prime example of how ancient history and mythology can drive tourism. Sites such as the Acropolis in Athens and the ancient ruins of Delphi and Olympia are iconic attractions that connect visitors to the country's ancient heritage. Greece capitalizes on its mythological history, offering thematic tours, archaeological tourism, and interactive museum experiences. The restoration of these sites is prioritized to ensure long-term sustainability while generating significant tourist interest.

Lessons for Kazakhstan. Kazakhstan, with its rich cultural heritage, has the potential to develop a thriving tourism industry by drawing inspiration from successful models such as Portugal, Italy, Japan, Spain, and Greece. These countries have effectively harnessed their cultural heritage to boost tourism, creating sustainable frameworks that balance preservation and promotion. Kazakhstan can adopt several

key lessons from these examples to ensure the growth of its domestic tourism sector while safeguarding its historical and cultural assets (Figure 1).

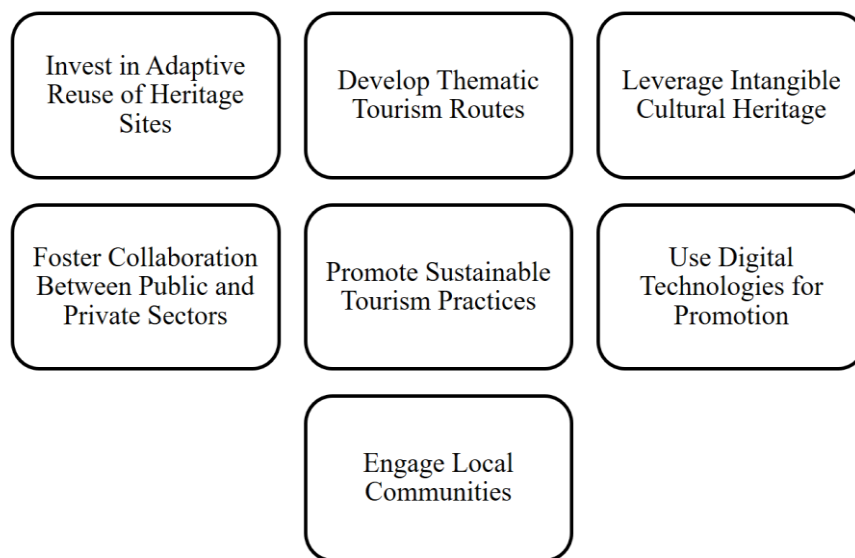


Figure 1 – Ways for growth of the domestic tourism sector using its historical and cultural assets

One of the most successful strategies seen in Portugal is the adaptive reuse of historical buildings. By converting ancient structures like castles and monasteries into luxury hotels and cultural venues, Portugal has found a way to both preserve and capitalize on its cultural heritage. Kazakhstan can similarly repurpose its historical sites, such as the ruins of the ancient cities, into cultural hubs, museums, or themed accommodations. This approach would not only enhance the preservation efforts but also create unique, immersive experiences for visitors seeking an authentic connection to Kazakh history.

Countries like Spain and Portugal have successfully implemented thematic tourism routes, which link cultural and historical landmarks. Kazakhstan can adopt a similar strategy by creating thematic routes that tie together its rich Silk Road heritage, nomadic traditions, and religious sites.

Japan's promotion of its intangible cultural heritage, such as traditional festivals, performing arts, and craftsmanship, is another model Kazakhstan can follow. Kazakhstan already has recognized traditions like Nauryz, the Eagle Hunting Festival, and yurt culture, all of which could be further promoted to international audiences. Organizing annual festivals, interactive cultural workshops, and performances based on Kazakh folklore and nomadic traditions could create unique tourist attractions that enhance cultural awareness while driving tourism traffic.

One of the key drivers of success in Portugal's heritage tourism model has been the collaboration between government entities, local communities, and private enterprises. Kazakhstan can adopt a similar approach by encouraging partnerships that ensure the sustainability of cultural heritage sites and generate economic benefits for local communities. The private sector can play a crucial role in developing infrastructure, promoting cultural tourism through innovative marketing, and providing high-quality services, while the government can focus on regulation, funding, and preservation efforts.

Sustainability is a critical aspect of cultural tourism development, as seen in Greece and Japan, where there is a strong emphasis on preserving heritage for future generations. Kazakhstan must implement sustainable tourism practices that prevent over-commercialization and degradation of cultural sites. This can be done by limiting tourist access to sensitive areas, promoting eco-friendly tourism practices, and ensuring that local communities benefit economically without compromising their cultural integrity.

Countries like Spain and Italy have successfully integrated digital platforms such as virtual tours and augmented reality to promote lesser-known heritage sites. Kazakhstan can enhance its global presence by using digital tools to showcase its rich history. Virtual tours of remote sites, digital

exhibitions of Tamgaly Petroglyphs, or interactive apps that highlight the history of Khoja Ahmed Yasawi's Mausoleum can attract tourists and generate interest before their physical visits. This also provides a means to promote Kazakhstan's heritage to a global audience, particularly those who may not have immediate access to the country.

Finally, a key lesson from these countries is the active involvement of local communities in heritage tourism. Local artisans, performers, and cultural ambassadors play a vital role in preserving and sharing traditions. Kazakhstan's nomadic heritage and cultural craftsmanship should be highlighted by supporting community-driven tourism, where local people become active participants in promoting their culture through crafts, traditional performances, and storytelling. This engagement ensures that tourism benefits reach the grassroots level while preserving the authenticity of cultural heritage.

Conclusion. Kazakhstan's cultural heritage presents a unique opportunity to strengthen its domestic tourism sector while promoting national identity. By learning from other countries, Kazakhstan can adopt strategies that balance heritage preservation with tourism growth. Initiatives such as adaptive reuse, thematic routes, promotion of intangible heritage, and fostering public-private partnerships will help Kazakhstan unlock the full potential of its cultural assets, positioning it as a vibrant and sustainable cultural tourism destination.

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СЫР ӨңІРІНІҢ ТАРИХИ-МӘДЕНИ МҰРАЛАРЫНЫҢ ЖӘЙ-КҮЙІ ЖӘНЕ ОЛАРДЫҢ ҚОРҒАЛУ МӘСЕЛЕЛЕРІ

Алданазаров Е.Ж.

*Қызылорда облыстық тарихи және мәдени
мұраны қорғау орталығының басшысы*

Аңдатпа. Мақалада Қызылорда облысының тарихи-мәдени мұрасын сақтау және насихаттау мәселелері қарастырылады. Аймақтың туристік тартымдылығын қалыптастырудағы мәдени мұраның маңыздылығы ерекше атап өтіледі. Мәдени мұра нысандарын сақтауға байланысты өзекті мәселелер бар және оларды жергілікті атқарушы органдармен, туристік мекемелермен, әкімшілікпен, мәдени ұйымдармен бірлесе шешу жолдары қарастырылды.

Түйін сөздер: мәдени мұра нысандары, археологиялық ескерткіштер, кесенелер мен мұнаралар, қалашықтар.

Қызылорда облысы Қазақстан Республикасының оңтүстігінде орналасқан. Солтүстігінде Ұлытау, солтүстік-батысында Ақтөбе облыстарымен, оңтүстік-батысы мен оңтүстігінде Өзбекстан Республикасымен, шығысында Түркістан облысымен шекаралас. Облыс 1938 жылдың 15 қаңтар күні құрылған. Әкімшілік орталығы – Қызылорда қаласы.

Қызылорда – Қазақстанның оңтүстігіндегі қала, Қызылорда облысының әкімшілік, экономикалық және мәдени орталығы. Сырдария өзенінің оң жағалауында орналасқан. Тұрғыны 278 581 адам (2023). 8 әкімшілік-аумақтық бірліктен тұрады: Қызылорда қаласы, Тасбөгет, Белкөл кенттері, Қосшыңырау, Қызылжарма, Қызылөзек, Ақсуат, Ақжарма ауылдары. Қала теңіз деңгейінен 126–130 м биіктікте жатыр. Қала аумағы өзенді бойлай оңтүстік-шығыстан солтүстік-батысқа қарай төртбұрышты пішінде созылып жатыр. Жер аумағы 3683 га. Қаланың