



KAZAKH ACADEMY OF SPORT AND TOURISM

Grant funding project for young scientists for 2022-2024 (MSHE RK)

Project name, IRN	AP13068618 «Cultural heritage sites popularization and their use opportunities for the domestic tourism development of the Republic of Kazakhstan»
Implementation period	20.05.2022-15.11.2024
Head of the research project	Kadyrbekova Dinara Serikovna – Ph.D.
Relevance	The main idea of this project is the preservation and popularization of the cultural heritage of Kazakhstan and the search for possible ways to use it for the domestic tourism development of the country. Today, the protection and popularization of cultural heritage at both the global and national levels require special attention. Based on the principles of the ideology of the Republic of Kazakhstan «Mangilik el», the project is aimed at implementing important ideas of the state program «Rukhani Zhangyru» on the preservation of cultural heritage and the development of the cultural and educational environment in Kazakhstan. Within the framework of the project, the objects of cultural heritage of the Republic of Kazakhstan included in the UNESCO World Heritage List, as well as objects of national significance from the point of view of tourist potential and attractiveness will be studied.
The purpose of the research project	The purpose of the project is to develop and implement ways of using cultural heritage sites to promote and develop domestic tourism.
Expected results	<ul style="list-style-type: none">- in 2022, sources containing information about cultural heritage sites of the Republic of Kazakhstan will be studied: questionnaires for conducting sociological research have been developed. A sociological study will be organized to study the interests and preferences of tourists, as well as

	<p>their level of awareness about the existing cultural heritage sites. Cultural heritage sites by region will be studied (visits by region) and a report on the information received during the visits will be prepared.</p> <ul style="list-style-type: none"> - in 2023, the data obtained during the sociological research will be analyzed and general recommendations for the development of a network of tourist routes and equipment will be developed, and a tourist catalog of cultural heritage sites of world and national importance with a volume of about 300 A4 pages with a circulation of 1000 copies will be published. A MOOC (massive online open course) on the topic "Cultural heritage sites of Kazakhstan" will be prepared. An article will be prepared and published in the publications recommended by the CQAFSHE MSHE RK. - in 2024, an article will be prepared and published in publications indexed in the Scopus database (Cinescore percentile of at least 35), an article in publications recommended by CQAFSHE MSHE RK. A conference will be prepared and held. An author's certificate will be received.
<p>Research results</p>	<ul style="list-style-type: none"> - Acts of implementation to the Tourist Catalog of cultural heritage sites of the Republic of Kazakhstan were received; MOOC "Cultural Heritage sites of Kazakhstan": Kokshetau University named after Sh. Ualikhanov, KazNPU named after Abai, Kazakh Academy of Sports and Tourism, ENU named after L.N.Gumilev. The act of implementation on the route network: TOO "Pallada travel", IP "Sozvezdiye", OUL "Kazakhstan Tourist Association", LLP "NurWAY". https://drive.google.com/drive/folders/1VDHPyGyz7pOSdCQT7PgqLq7VZilte69P?usp=drive_link https://www.instagram.com/p/C-vaaPWimxw/?igsh=MXBiNjZ5aHdqBTBkZw== - A tourist catalog of cultural heritage sites of world and national importance has been published with a volume of about 300 A4 pages, with a circulation of 1000 copies. https://drive.google.com/drive/folders/1fBI4ty-TosFSb8y29ABDdvHgiBX1FXRH?usp=drive_link - An article has been published in publications recommended by the CQASHE of the Ministry of Science and Higher Education of the Republic of Kazakhstan: Kadyrbekova, D., Kassenali, A., & Yevloyeva, A. (2023). A comprehensive study of Kazakhstan’s cultural heritage and its impact on

domestic tourism. ECONOMIC Series of the Bulletin of the L N Gumilyov ENU, (4), 339–352.
<https://doi.org/10.32523/2789-4320-2023-4-339-352>

<https://bulecon.enu.kz/index.php/main/issue/view/24>

- The MOOC (massive online open course) "Objects of cultural heritage of Kazakhstan" has been recorded

<https://youtube.com/playlist?list=PLASqCXn-ajZWRP7UPhXMsIohFN227M-up&feature=shared>

There is a material and technical base necessary for the proper implementation of the project tasks; also, within the framework of the project, the necessary equipment for the organization of MOOC courses has been purchased

https://drive.google.com/drive/folders/1IrG-zPJF56Gj8KBjk2nLV61OYWfhzN8r?usp=drive_link

- An article has been prepared for publication in journals indexed in Scopus. The article "Exploring the tourist attraction of cultural sites: the case of Kazakhstan" was accepted in the journal Geojournal of Tourism and Geosites (<https://gtg.webhost.uoradea.ro/>) and will be released in issue 4 / October – December 2024

- An article has been published in journal recommended by the CQASHE of the Ministry of Science and Higher Education of the Republic of Kazakhstan: Kadyrbekova, D., Omarov, K. and Evloeva, A. 2024. The history of the development of ethnographic tourism in Kazakhstan through the prism of cultural heritage. Bulletin of KazNPU named after Abai, Series "Historical and socio-political sciences". 2, 81 (June. 2024). DOI: <https://doi.org/10.51889/2959-6017.2024.81.2.010>

<https://bulletin-histsocpolit.kaznpu.kz/index.php/ped/issue/view/59>

- 2 certificates of author's rights have been received

https://drive.google.com/drive/folders/1-kvM17bkXNdwg84UWem12lOHDZpmie-J?usp=drive_link

1. Technological maps of the route network "Cultural heritage of Kazakhstan" for the regions of Kazakhstan (No. 49192, August 21, 2024)

2. Map of cultural heritage sites of Kazakhstan

- (No. 49282, August 28, 2024)