



## KAZAKH ACADEMY OF SPORT AND TOURISM

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

<b>Project name, IRN</b>	AP13068618 «Cultural heritage sites popularization and their use opportunities for the domestic tourism development of the Republic of Kazakhstan»
<b>Implementation period</b>	20.05.2022-15.11.2024
<b>Head of the research project</b>	Kadyrbekova Dinara Serikovna – Ph.D.
<b>Relevance</b>	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.
<b>The purpose of the research project</b>	The purpose of the project is to develop and implement ways of using cultural heritage sites to promote and develop domestic tourism.
<b>Expected results</b>	<ul style="list-style-type: none"> <li>- 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</li> </ul>

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.

- 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.