



## KAZAKH ACADEMY OF SPORT AND TOURISM

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

<b>Project name, IRN</b>	<b>AP13068618</b> «Cultural heritage sites popularization and their use opportunities for the domestic tourism development of the Republic of Kazakhstan»
<b>Implementation period</b>	2022-2024 y.
<b>Head of the research project</b>	Kadyrbekova Dinara Serikovna - PhD
<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 aim 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>– development of a network of tourist routes «Cultural heritage of Kazakhstan»;</li> <li>– formation of a tourist catalog of cultural heritage objects of world and national significance;</li> <li>– preparation and implementation of MOOCs (a massive online open course) on the topic «Objects of cultural heritage of Kazakhstan»</li> </ul>
<b>Achieved results</b>	<ul style="list-style-type: none"> <li>- The existing objects of cultural heritage of the Republic of Kazakhstan were studied, they were analyzed from the point of view of tourist attractiveness.</li> <li>- Conducted a sociological study to study the interests and preferences of tourists, as well as the level of their awareness of the existing objects of cultural heritage. The questionnaire is available on the basis of Google Forms (<a href="https://forms.gle/L1yxLvVsWeEvCxf59">https://forms.gle/L1yxLvVsWeEvCxf59</a>), the link is posted on the websites of travel companies (E-Visa.kz, Visit East Qazaqstan, Voyage in Ust-Kamenogorsk, ft_kazast) and social networks.</li> </ul>
<b>List of publications</b>	-
<b>Composition of the research group for conducting scientific research</b>	<p><b>Kadyrbekova Dinara Serikovna</b> - PhD, Senior Lecturer (Kazakh Academy of Sports and Tourism). Instructor of the WFTGA (World Federation of Tourist Guides Association) for the training of guides of the heritage of the Silk Road, guide-guide of the 3rd category.</p> <p><b>Kasenalin Aibar</b> - PhD in the specialty «6D020800 - Archeology and Ethnology», has works on cultural heritage, the production of 3D model virtual tours of the monuments of the Mangistau region in order to attract tourists, scientific and educational monographs, methodological manuals, is the head of the unique project «ARCHAEOLOGY.KZ »</p> <p><b>Evloeva Aza Sultanovna</b> - Master in Tourism, 3rd year doctoral student of the EP "Tourism" (Kazakh</p>

	<p>Academy of Sports and Tourism), Experience in the Erasmus + project Certificate of completion of training on online tools in education, University of Applied Sciences, Tampere, Finland .</p> <p><b>Beikitova Albina Nurakhmyatovna</b> - Master of Geography, Senior Lecturer of the Program "Geography, Environment and Services" (Kazakh National Pedagogical University named after Abay).</p> <p><b>Dyusekeeva Erkegul Talgatovna</b> - Master of Tourism, doctoral student of the 1st year of study of the OP «Tourism» (Kazakh Academy of Sports and Tourism).</p>
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