

THE QUESTION OF KAZAKH NATIONAL AND GEOGRAPHICAL TOPONYMIC AS A POTENTIAL FACTOR OF TOURISM DEVELOPMENT

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Abstract: The article discusses the role of specific examples of the Kazakh national geographical names of the different regions of Kazakhstan, based on the toponymic methods of scientific research. Geographical names may constitute the attractiveness of the tourist region. The existence of place names related to landscape and human activities is revealed. Toponymy of terms is studied in detail for their origin and spread caused by certain reasons and features. An analysis of national geographical terms has shown that the names associated with elements of relief, hydrography and plant cover features of the Kazakhs not only numerous, but also narrowly differentiated and each special term almost never occurs in other nations and has no analogues. It could be one of factors of tourist attractiveness in terms of natural and conducive to the development of tourism.

Keywords: toponyms in tourism, landscape, factors of tourism development, hydrography, geographical terms, environment.

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INTRODUCTION

With the development of natural resources, people had to give the names to geographical features. These geographical names (toponyms / place names) contain geo-ecological information, which is based on certain regularities and defines conditions of social and economic development of any nation. Additional geographic names may constitute the attractiveness of the tourist region (Wendt, 2011; İlieş & Wendt, 2015). One of the motivations when making decisions about the direction of departure are associate names with recreational qualities, especially with the names of emphasizing the attractiveness of tourist sculptures, hydrological network, recreational values or heritage values (Herman & Wendt, 2011; Zhakupov, et al. 2015; Herman, et al., 2016). Names and the place names in particular can have significance for tourists (Wendt et al., 2016; Zhakupov, et al. 2016). Within tourism studies there has been limited analysis of the relationships between (place) names and tourist practices. In his seminal semiotic analysis of tourism MacCannell (1989) identified naming as part of the process of defining tourist attractions (Clark I.D., 2009; Light, 2014).

From this perspective, the ancient Turks, including Kazakhs, for many thousands of years had mastered vast spaces of Eurasia, where they had left their traces in the place names. Place names with Turkic roots are found from Kamchatka in the Far East to the far west of Europe and from the Deccan plateau to the northern outskirts of the Eurasian continent, what we can find even on the old maps (Wendt J.A., 2013). A particularly close relationship of the Kazakh nation as part of the Turkic world with the nature and a particular trait in naming geographical features should be noted here (Dostay, 2008: 857). Geographical names had been originated in ancient times and continue to appear today, being live witnesses of historic events of the past. Place names as the language of Earth are specific and convincing (İlieş et al., 2015). Therefore, the people's place names clearly describe certain characteristics of the area and, according to B. Aspandiyarov, "... are distinguished by superior accuracy and expression" (Aspandiyarov, 2005: 116). Toponymic researches allow us to determine the ethnic composition of population of a certain area, what nations had resided in the territory, what language authors of these names had spoken in ancient times, i.e. the etymology of place names.

Certainly, all this is possible only with an interdisciplinary synthesis of the historical, geographical and linguistic sciences. The foundations of toponymic study of national geographical terms in Kazakhstan were laid in the twentieth century. The toponymy of Kazakhstan was characterized with prevalence of linguistic direction. Reconstruction areas of specific geographic term or toponym wasn't the subject of a special study. There were some examples of etymological, comparative-lexical studies, which led to the attempt to recreate areas with the concentration of the most famous geographical terms, including landscape names.

V. P. Semenov Tian-Shanski was the first among the Russian researchers who pay an attention to the problem of distribution and toponymic activity of landscape terms. In his famous work "How geographical landscape reflects in the national names of populated areas?" the basic laws related to toponym-forming function of landscape terms were revealed (Semenov Tian-Shan V. P., 1924: 134). The scientist analyzed and processed an extensive terminological material, which undoubtedly increases the reliability of the author's judgment. Based on the analysis he put forward the idea of "the possibility of restoring the original landscape of certain places in ancient times" through geographical names. This scientific idea had practical extension in the works of E. L. Lyubimov and E. M. Murzaev (Lyubimova E. L., Murzaev E. M., 1964: 304). Scientists analyzed hundreds of names, including names of trees, in order to restore the landscapes of the Russian

plain. For example, to identify the ancient area of oak and reconstruct the Russian plain landscape conditions over 3000 names were taken into account. Strict confinement of «oak» toponyms to specific regions showed that the area of this tree was wider in ancient times. Regional studies contributed to the theorization of toponymy (Yeginbayeva, et al., 2016; Berdenov, et al. 2016). Thus, physical and geographical bases of toponyms on the example of Azerbaijan were discussed in the works of academic B. A. Budagov (Budagov, 1984: 10). The development of toponymic direction in geography of Kazakhstan associated with the name G. K. Konkashpaev (Konkashpayev, 1970: 175; Konkashpayev, 1951: 10). Today his works, devoted to the study of Kazakh national geographical terms, hasn't lost their importance.

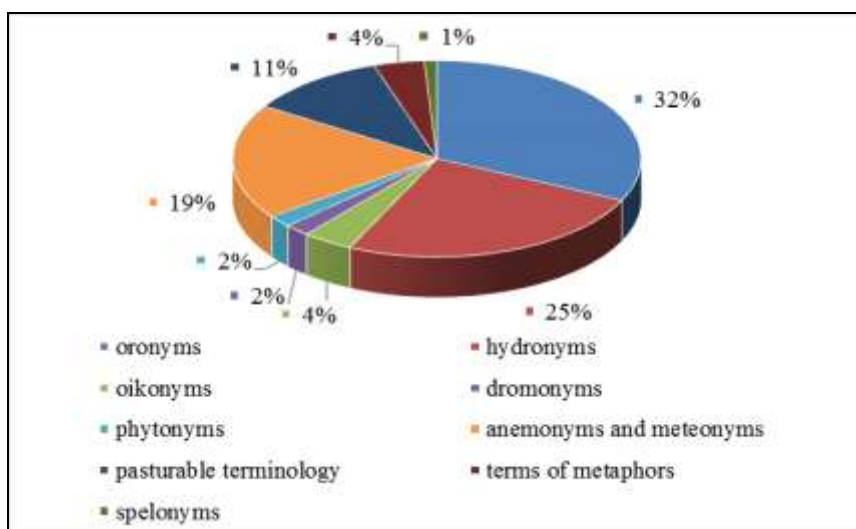


Figure 1. The Kazakh national-geographical terms according to G. K. Konkashpayev and K. T. Saparov (Konkashpayev, 1951; Saparov, 2010)

Kazakh geographical terms are very numerous and widespread not only on the territory of Kazakhstan, but also far beyond. Various terms of Kazakh people are common in other peoples that speak in Turkic and Mongolian languages. Some of Kazakh geographical terms become ingrained in Russian professional literature and are used on a par with terms that already existed in Russian language (e.g. sor, takyr, etc.). Kazakh geographic terms reflect natural characteristics of Kazakhstan territory, furthermore overwhelming majority of them are applied to lay, drainage elements, ground cover, fauna and partly to climate, topsoil and overall landscape. Kazakhs being former breeders mostly drew their attention on natural characteristics of their territory that had fundamental importance for breeding (Figure 1).

THE ORIGINAL DATA AND RESEARCH METHODS

Various methods of analysis, such as statistical, etymological, linguistic, comparative-historical and cartographic, were used in the research of toponymic material of the Republic of Kazakhstan. Consideration of interaction between toponymy and geographic environment showed that the geographical environment, different aspects of economic and ethno-cultural activities of human society are factors of toponyms' formation. The impact of the geographical environment on the formation of toponyms,

conditioned by, first of all, productive human activity in a certain natural space, reflection in toponyms its most attractive features, the availability of information load in toponyms. Geographical environment directly influences on the formation of toponyms in the region. In the process of material wealth production, in the practical and spiritual activity of the population geographical objects get their names, which reflect the specific characteristics of natural conditions, different aspects and features of the geographical environment, spiritual and economic life of society (Figure 2).

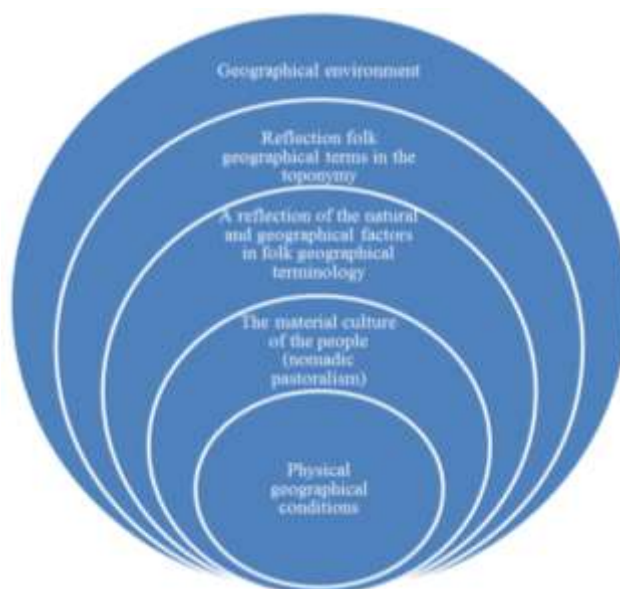


Figure 2. Interaction between geographical environment and toponymy (Makanova, 2004: 8)

People life takes place in all areas of the geographical environment on the specific territorial, natural and manufacturing complexes, consisting of many objects with their own names, which are directly connected with the history, life and culture of nation from ancient time, that reflected on condition of toponymic system of the region. Geographical names – toponyms became necessary and essential attributes in the everyday life of society. In the process of production activities and satisfaction vital needs humanity uses various types of natural resources. The study object, that generalizing interests of interaction between society and nature, as we understand, is the geographical environment. Reflection of environmental components (relief, vegetation, soil, climate, etc.) in the toponymy and geographic terminology reliably confirms the connection of the system of geographical names and the physical-geographical features of the area (Makanova, 2004: 9). The form of exploitation facilitated to get Kazakhs a detailed knowledge of nature elements. During many centuries Kazakhs were in motion the years round, crossing from one seasonal pasture to another.

The nomadism brought to develop phenomenal watchfulness of Kazakhs, that is needed to use natural characteristics of their territory (forage lands on the first place) to manage their farm. Their life made them not only to know the specific features of different pastures (especially lay, climate, vegetation, type of water sources, utilization season, appropriateness for different types of livestock, etc.), but also to observe all the minutest details of lay that can be used as the landmarks during migration, sheltered

location for livestock during rough weather, etc. For this very reason the geographic terms of Kazakhs concerning the lay, drainage elements and vegetation cover characteristics are numerous as well as varied. Every smallest detail of mountain, shallow, river, lake, pasture has its certain term the analogue of which almost impossible to be found in other peoples, especially agricultural people. These terms are of value in preparation of scientific geographic terminology in Kazakh language that is highly needed for students as well as instructors in secondary and higher educational institutions, also for people of literature and science that are involved in geographic science. Kazakh popular geographical terms can help map-makers, transcriptions and ethnography workers in Kazakhstan since overwhelming majority of geographical denominations in the territory of Kazakhstan includes the same terms that describe some features of this locality (Konkashpayev, 1951: 7).

In terms of geographical sciences highlights the works of G. K. Konkashpaev on the problems of geographic terminology. Questions about relationship of the geographical environment of Kazakhstan with place names in recent decades is reflected in the works of S. A. Abdrakhmanov, A. P. Gorbunov, J. D. Dostay, K. D. Kaymuldinova, K. T. Saparov, A. S. Omarbekova, A. E Ayapbekova, A. U. Makanova. These studies have shown that the place names of the Kazakh geographical can get detailed information that is the name of a geographic object polluter can learn not only about its natural properties, but also on possible ways of its economic development (Dostay, 2008: 859). K. I. Satpayev, the outstanding scientist and academician, introduced place names as one of the reliable features of finding mineral deposits. Place names imprint historical stages of settlement of territories, economic activities of people, ancient migration and interethnic contacts, ethnic habitats, historical, political and social and economic changes that had been taking place in the country for many centuries. They remind future generations of heroic deeds of their ancestors in defending the country from external enemies. Being a huge repository of spiritual wealth and wisdom of the nation, place names, as monuments of culture and folklore and oral folk arts, are worth of collection, safekeeping and protection from negligent use (SCGNK, 2011: 8).

RESULTS OF RESEARCH

The territory of Kazakhstan, that is resource-rich and has original variety of ethnic groups, religions, languages and cultures, was the arena of historical big events. It experienced multiple invasions of different tribes and peoples. Each of them left an imprint on region toponymy. For that reason the toponymic system of Kazakhstan is presented as the complex formation that consists of multilingual and multiple-aged components original spirit of which transformed beyond recognition. The linguistic investigations showed that toponymy of Kazakhstan includes the elements of Iranian, Arabic, Mongolian, Slavic, Turkic toponymy. The Kazakh toponymic system stands apart. Its research should be comprehensive that is forced by some moments of our reality. In the result of Kazakh society political life change in historical time, also there took place a transformation of toponymy.

These changes forced by foreigners' invasions, colonial and imperialist policy of neighbouring states not always are of a positive nature. Eventually the maps of different authors and travellers had different inflected geographical denominations that are still remained unchanged. Kazakh geographical terms and denominations can become a valuable resource in research of dynamic of Kazakhstan landscapes, thereby connecting toponymy with historical geography and ecology. Moreover, we think that in past, when the manner of life was more dependent upon environmental conditions, the

denominations of geographical objects reflected the natural characteristics in a greater degree rather than in present time. Facts of social life of sovereign Kazakhstan (union and elimination) determine the necessity to create new political, administrative, economic, physical and geographical maps.

Geographic interpretation of the most Kazakh people terms and denominations allows to determine the issues of historical geography and forecasting the dynamic of landscapes. Historical roots of authentic culture of Kazakh people throw back to depth of millenniums. The unique economy was a core that determines the traditional culture and presence of Kazakh people that was of a stable nature during many centuries. The structure and type of breeding were the direct consequence of smart and rational use of local natural conditions and resources (Akishev, 1972: 43). Thus the development of life environment was the background of the spiritual development.

The result of spiritual development of Kazakh ethnic group of its «own» territory can be the scope of knowledge that through the inter-generational transferring and accumulation during the historical period become the popular geographical denominations. The reason of denominations historicism is that every historical stage of society development was featured by its own characteristics of geographical object essential for that period. For example, Kazakhstan river valleys are used as the pasture grounds since old times. For this reason such locality conditions as water content of river and vegetation characteristics were relevant for breeder.

Geographical dependence of popular toponyms is determined by the presence of popular geographical terms in it (Beysenova, 2006: 96). Local names, long established in the lexicon, successfully meet the practical needs in naming newly organized administrative-and-territorial and economic units, settlements and their parts, new mineral deposits, as well as renaming existing sites. Exceptionally significant is the informative and educational value of placenames, and their address function is particularly important for the society. Kazakhstan, which occupies 5,0 % of the territory of Eurasia, is one of the major world powers by area and ranks number 9 in the world, after Russia, Canada, China, USA, Brazil, Australia, India and Argentina. In such a vast territory, millions of endogenous placenames had appeared, accumulated and survived to this day thanks to the people's memory. Unfortunately, this huge number of placenames has not been collected in full in one place yet, systematized or thoroughly studied. The most complete collection of geographical names is embodied in large-scale topographic maps. Their creation lays foundations for future work with geographic names, therefore no wonder that in most countries in the world, the organization and direct execution of works on regulation and standardization of geographical names has been imposed to the state topographic and geodetic services (SCGNK, 2011: 8).

DISCUSSION

In fact, popular geographical terms are generic names that specify a certain type of objects and phenomenon of physical geography. Since every ethnos has unique spiritual culture, the perception and denomination (naming) of geographical items will be strictly ethnic. Thus, popular terms may give evidence the influence of geographical environment on ethnic identity (Bromlei, 1983: 213). In that context the uniqueness of Turkic, Mongolian geographical terminology is known. Nomadic type of breeding developed the phenomenal watchfulness of Kazakhs and Mongolians, as it was noticed by most researchers. These peoples have detailed classification of pastures, microrelief elements, water sources that are needed for orientation on flat plain during migration (Akishev, 1972: 40) (Table 1). Oral character of traditional Kazakh culture determinate a

closer attention to word as the instrument of understanding the world. It is worth noting such outstanding characteristics of Kazakh popular terms as numerousness, locality, metamorphous and presence of such phenomenon as homonymy and synonymy. Terms-metaphors refer to hill shapes and partly to drainage.

Table 1. The taxonomical group of orographical terms as a part of toponyms
(Source: Kaymuldinova, 2008: 868)

No.	Landsurface			Prevalent terms	Terms with limited spreading areals
	classes	Types	types species		
1	Flatlands	Accumulative flatlands	Marine accumulative	kara, kyzyl, oi, sai, sor, tau, tobe, tup, shagyl	don, zhot, kyl, oba, taipak, shoky, shoshak, shyn
			Lacustrine alluvium	alan, batpak, oi, sai, sor, shunkyr	aral, zharyk, kum, oba, tuz, shat
			Alluvium	baitak, dala, zhon, oi, oiyk, kopa, shukkyr	asar, kumak, taban, shokat
			Proalluvium	adyr, bas, bauyr, dala, zhazyk, zhon, kara, kyr, oi, ozek	bokter, zhaima, etek, kankai, shoiyrylma
		Denudation flatlands	Eolus	dombak, zhal, konyr, kum, tobe, shagyl, shokat	asar, baiyr, zhar, kumak, turan, shoshak
			Structural	bel, zhazyk, zhon, oi, takyr, tau, tobe, shagyl, shoky	adyr, kiya, kolka, oba, tobe, tortkul, shongal
	Sculptural	adyr, dala, zhal, sai, tas	nura, serek, shat		
2	Hilly and low hilly areas	Techtonical	biik, din, zhartas, kara, kiya, kyzyl, sengir, soran, tobe, shakpak, shat, shoshak	dombak, koktas, sayak	
		Denudation	adyr, burat, zhal, zhartas, keregetas, koitas, konyrtas, naizatas, sengir, serek, soran, shoky	dogalan, koinak, kyly, kyr, tukyl, shat	
		Erosional	adyr, zhar, kara, sai shykyr	kemer, kabak	
3	Mountains	Low mountains	adyr, arkalyk, bas, bel, zhar, kara, kyr, kyrka, moin, oba, tau tobe, shoky, sholak	dombak, moynak, nyra, sengir, serektas, soran, takyr, tortkil, shoshak	
		Middle mountains	bel, zhot, kezen, satu, tas, tau, tekshe, tymsyk, shoky	kaykan, kiya, oba, koby, myryn, nyra, oi, sandyk, shoshak, shykyr	
		High mountains	asy, zhot, kezen, keregetas, tau, tor, shakpak, shoky	kakpak, korym, shyn	

There are groups of terms-metaphors concerning the names of human and animal body parts, items of material culture. Especially terms concerning the names of domestic animals and their body parts. For example: aidar, arka, auyz, bas, bauyr, bel, bet, buyrek, erin, zhol, zhelke, kabak, kulak, mandai, muryr, tos, shat, etc. This may be due to the fact that «breeding activity of nomads determined their spiritual life». Moreover, as noted by scientists, Kazakhs had zootheism concerning the ancient pre-Islamic believes iconizing different powers and phenomenon of nature (Saparov, 2010: 62).

For the most part Kazakh toponyms reflect not all elements of geographic landscape, but only those that have an essential role in economic activity. This principle

can be followed up in all groups of toponyms including crysolitic such as Kholodnyi Belok, Muзtau, Atky, Shashyn, Salkyntau, Zhelditau, Kytinkara, Salkynbel, Kungei. The interesting saying that “all geographic denominations are pragmatic in their semantics” and that they reflect “the human to nature attitude that was formed during centuries-old economy activity” (Argynbaev, 1975: 87).

Thus, the «selectiveness» of folk terms in the composition of place names is evident: out of 600 known Kazakh folk geographical terms, only 200 are involved in the formation of place names (Beysenova, 2006: 99). Absolute majority of toponyms of Saryarka includes popular geographical terms of relief that reflect a certain characteristic of earth surface, fully participating in formation of toponyms of region under investigation. In Saryarka region there are about 127 denominations that has a term «tau» in their basis (Table 2).

Table 2. The semantic characteristic of oronyms of Saryarka on the basis of the term “tau” (Source: Saparov & Yeginbayeva, 2015: 433)

By relief form	By the presence of minerals	By color	By climate figures	By organic world
Azutau	Altynkorgantau	Akadyrtau	Zhamantau	Aygyrzholtau
Ayyrtau	Altyntau	Akshyltau	Zhelditau	Arganatytau
Akdyntau	Altynshokyttau	Aktau	Zangyrtau	Arkarlytau
Berikkaratau	Bolattau	Akshatau	Muzdytau	Arystantau
Domalaktau	Tastemirtau	Alabastautau	Yzgyrlytau	Ayulytau
Zhalpaktau	Altynshokyttau	Alatau		Burkittitau
Kazantau	Karkaralytau	Karakiyatau		Donyztau
Kakpaktastau	Temirtau	Koktau		Eshkylytau
Keregetastau		Kokshetau		Zhylandyttau
Nayzatastau		Kyzyktau		Kiikttau
Sandykttau		Kyzyladyrttau		Koyanshokyttau
Sengirttau		Karatau		Kulansutau
Ulytau		Konyrttau		Kargalytau
		Saryzhaltau		Sunkarkiyattau
		Saryshokyttau		Tulkilytau
		Shubartau		Tyshkantau
				Ukilitau

Popular geographical terminology consistently and fully participates in formation of proper nouns – toponyms. Therefore, “there is no toponymic systems in the world that would be built without such terms” (Saparov et al., 2015: 434). In this respect, we decided to weigh in several popular terms the meaning of which as the part of toponyms directly connected to traditions of Kazakhs use of natural resources. Extensive analysis of terms arka, adyr, alap, bas, bauyr, koryk, konyr, tebin, tas, shat, etc. allowed us lay upon the tapis the semantic nuances that were previously described in other researches.

Such terms as shat, tas within the names of North Kazakhstan areas signified boundary marks that were placed during propertizing on pastures adjacent to wintering ground (Konkashpayev, 1970: 175). Structurally, there are simple and complex placenames. Simple placenames consist only of a geographical term, i.e., a common name in them appears as a proper name: for example, «qopa» – Qopa, «teniz» – Teniz, «qaq» – Qaq, «shalqar» – Shalqar, «aral» – Aral, etc.

In the formation of complex placenames, most frequently combinations of the following options can be met:

- Noun // term. In such combinations, anthroponyms (personal name), zoonyms (animal names), phytonyms, ethnonyms, and others are present. Some nouns act as adjectives defining the nature of an object. For example, the presence of the words «Ayran», «Tuz», «Saumal» as part of hydronyms indicates to gustatory quality and salinity of water;

- Adjective // term. In this case, the nature of objects is specified by the presence of words denoting color, taste, size, etc. Analyzing such placenames, we should consider the non-color nature of some components, such as «aq», «qara», «sary», «kok»;

- Numeral adjective // term. The presence of digital units points to quantity, and some figures, such as «zheti», «qyryq», «zhuz», «myn» – point to numerosity of this occurrence. There is evidence that these numeral adjectives as part of place names may be relicts of ancient Turks' figures, when they did not know how to calculate.

- Term // term. In this combination a term specifies, completes and thereby emphasizes the meaning of the other one. There are also hybrid place names, which comprise two identical terms by semantics, that belong to different languages. Typical combinations are Tasbulaq, Tauqum, Kolsay, Zharsu. There are also so-called affixed place names, the first parts of which include various affixes. In these cases, the most productive affixes are -ly, -dy, -ty (-li, -di, -ti). Numerous examples bear this out: Qoyandytau, Taldybulaq, Taldyköl, Shilisay, Shagalalyköl, etc;

- Term // formant. A formant in the composition of geographical names is called a topoformant. There are many formants of Kazakh people, which are relict: in fact, they are ancient (substrate) terms. Most often -ly, -li, -ty, -lyq, -lik, -tyq act as topoformants.

In addition, such phenomenon as a reality is inherent to placenames. And the reality is conditioned by the specific nature of certain terms and a limited habitat of their distribution. For example, the component «qotyr» is present only in the names of objects where granite outcrops were found. The placename Bakanas can be called narrow-areal, even endemic; this place name is based on a specific hydronym.

There are also cases where the terms arise from their own geographical names as a result of a reverse process – a transition of a proper name into a common name. A demonstrative example for this is a formation of the term «ustirt» (plateau) from the place name Ustirt. Numerousness and narrow differentiation of Kazakh geographic terms determinate by the fact that “nomads were ... phenomenally proficient in nature, they gave names to every shape of observed relief and landscape”.

Recently, the society has traced a tendency to a deeper understanding and study of the spiritual experience of previous generations. This can explain the increased public interest in geographical names. In various regions of Kazakhstan social movements have arisen aimed at recovery of unfairly lost or unjustly changed names, and revise of attitude to some memorial place names. Social significance of toponymic investigations is determined by the necessity in practical implementation of scientific researches and developments. In this regard, we'd like to note the importance of studying the toponymy of Kazakhstan by experts in the field of geographical sciences.

Geographical interpretation of many Kazakh folk terms and names allows to disclose issues of historical geography and forecasting of landscape dynamics. The urgency of a comprehensive study of the toponymic heritage of the Kazakh nation is determined primarily by the fact that, as bearers of historical and geographical information, place names are classified as elements of spiritual culture (Beysenova, 2006: 98).

New century will bring new objects for science, definitely one of them may be called as to get advanced experience from previous generations and use it to the benefit of people. Time-proven ecological system of natural resource use of Kazakh people requires

all-around research. Kazakh popular geographical terms fully participate in geographical denomination formation process, thereby determining their meaning. Research of Kazakh geographic denominations in different aspects allows filling gaps that existed during many years (Kaymuldinova, 2008: 867).

CONCLUSION

Thus the following may be noted:

- During the nomadic manner of life Kazakh people has worked out special strategy of thinking and behaviour in the condition of arid ecosystems that determined concepts and ground of objects nomination;
- Popular geographical terms as part of toponyms serve as indicators that provide insight into the types, character, landscape features and zonalities, morphology of geographic objects;
- The whole system of various information on environment and natural resources gained by nomad civilization of Kazakhs is contained in Kazakh toponymic material;
- Research of information «background» of Kazakh toponyms and introducing it to scientific academia is appropriate to be started on the level of microtoponyms, since they fully reflect the complex pattern of relationships of Kazakh nomadic society and environment;
- Identify the spread level of similar toponymic constructions based on specific term of landscape. Total prevalence of toponym-forming term is not always the most valid criterion to recognize the boundaries of the spread areas of similar toponyms. Also with the identification of areas of toponyms we should analyze their landscape «binding».
- Features of geographical environment is the main factor in the nomination of geographical objects.

Although toponymists identified the so-called «law of relative negativity of names», toponyms often reflect physical and geographical realities of the territory. A reproducing in the name of values of physical-geographic become simultaneously clear information giving the tourist attractions of the described geographical space. And we tend to think that some names really have unusual for their region geographical features. For example, toponyms with lexeme *agash* (tree) and *su* (water) are often found in areas of semi-desert and desert zones. This can be explained by the fact that in monotonous landscape environment unusual phenomena serve as a guide, what show a real touristic attractiveness of described area. Thus, at revealing spread areas of toponyms on the basis of certain geographical terms, the landscape conditions under which these names are functioning should be taken into account.

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