

## POPULARIZATION OF OBJECTS OF THE CULTURAL AND HISTORICAL HERITAGE OF THE REPUBLIC OF KAZAKHSTAN AS A FACTOR FOR THE DEVELOPMENT OF ETHNOCULTURAL TOURISM OF THE COUNTRY

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**Abstract:** This article is devoted to the research of world cultural heritage sites in the territory of Kazakhstan, their influence on tourist flows, and the formation of new routes in the direction of ethnocultural tourism. In the article, the authors analyze the phenomenon of ethnocultural tourism development as a way of knowing the historical, cultural, and natural heritage of the country. In the course of research activities, a survey was conducted, priority objects for the development of ethno-cultural tourism in the Southern region of the Republic of Kazakhstan were identified. The result of the study was the development of a technological map of the route "Turkestan - echo of centuries", which will significantly affect the popularization of UNESCO's cultural and natural heritage, as well as the quality of excursion services along this route, which will undoubtedly have a positive impact on the formation of tourist flows of domestic and inbound tourism in Kazakhstan, and will also allow to prepare new directions within the framework of ethno-cultural tourism.

**Key words:** tourism, ethnocultural tourism, world cultural heritage, cultural and historical heritage, culture

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### INTRODUCTION

Currently, the process of globalization has an influence on almost all areas of common society. Without bias, this process contributes to the creation and development of tourist connections between different countries, when a vital part of the tourist flow has pronounced cultural motives of tourist activity (Butuzov, 2019). Recently, there has been a significant amount of interest in the values-based orientations of society, its distinctive characteristics, exoticism and identity, i.e. what significantly distinguishes the culture of one people from another or qualitative changes taking place in their historical development. Culture can contribute to a healthier society, facilitates civic involvement and gives tourists a reason to visit (Morar et al., 2020). Cultural tourism is one of the fastest growing and attracting tourism types in the world (Maaiah and Wouhoush 2020). The concept of ethnocultural tourism is becoming more and more popular. The development of new routes, the creation of technological maps of excursions, allows us to systematically develop this type of tourism in the country. It is justified that ethnocultural tourism, as a collection of tourism practices that demonstrate the most diverse sections of human existence in culture, plays one of the defining roles in the diversity of intercultural communication, familiarity with regional cultures and cognition of traditional ways, values and folk beliefs (Dashkova, 2021). Cultural tourism relies on culture, the natural environment, tends to use the original mechanisms of traditional forms (Adhika and Putra, 2020), forming a unique cultural landscape of the territory. The heart of ethnocultural tourism is the cultural heritage itself, namely, the spiritual, cultural, economic, and social capital of

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irreplaceable value. Heritage feeds modern science, education, and culture. Along with natural resources, this is the main basis for national self-respect and recognition by the world community. Therefore, ethnocultural tourism is certainly based on all the diversity of the country's heritage, while particular attention is paid to the world's natural and cultural heritage, as the highest level of recognition of the significance of objects that have a unique, outstanding value, not limited by one state. Today, the protection of heritage at both the global and national levels demands specific attention. The international conventions, recommendations, resolutions and other documents on heritage issues that existed at the time of the formation of the concept of world natural and cultural heritage surely testified to the significance that the safety of unique objects represented in the eyes of the peoples of the world, regardless of which nation they belong to.

According to statistics posted on the official UNESCO (United Nations Educational, Scientific and Cultural Organization) website: <https://www.unwto.org/>, as of 2021, there are 1,154 objects on the World Heritage List, of which 3 are delisted, 52 are in danger, 40 are transboundary, 897 cultural, 218 natural, 39 mixed in 167 member countries of the UNESCO Convention on the Protection of the World Cultural and Natural Heritage. Five following attractions of Kazakhstan are included in this list: Mausoleum of Khoja Ahmed Yasawi, Petroglyphs within the Archaeological Landscape of Tamgaly, Saryarka – Steppe and Lakes of Northern Kazakhstan, Silk Roads: the Routes Network of Chang'an-Tianshan Corridor, Western Tien-Shan. Each attraction corresponds to the characteristics of the world's cultural, natural, historical heritage, and tourist routes developed for the purpose of their popularization are directed at their preservation and propagation among the broad masses of the population. The development of inbound tourism for the Republic of Kazakhstan is a very urgent topic, as the tourism industry in Kazakhstan at the state level is recognized as one of the priority areas of the economy (Ayetov and Uruzbayeva, 2018). The specific strategic location of Kazakhstan favors the revival of tourism on the Silk Road. Within the adopted Concept for the Development of the Tourism Industry until 2020, the cluster of Southern Kazakhstan will be positioned as the "The Heart of Great Silk Road". Many ethnic groups, including Kazakh people have formed and have their ethno-cultural peculiarities (Kaimuldinova and Abdimanapov, 2014), which can become the basis of ethno-cultural tourism of the Republic of Kazakhstan. The key tourist products that will be developed in this cluster hold cultural tourism and tour, while the level of preservation of the intangible cultural population of the country also remains considerably high, which can guarantee the authenticity of the tourist environment.

## MATERIALS AND METHODS

"Ethnocultural tourism" is a comparably new term that joins several concepts. In the globalization era, when the boundaries between ethnic groups become thin, and the value of authenticity is increasing more and more, the popularity of ethnocultural tourism is growing day by day, so today there are many interpretations of this term. The purpose of ethnocultural tourism gives the masses access to the traditions, customs, culture of a certain ethnic group. Also, it is a way to preserve what can be completely lost today. This is especially right for attractions that have an outstanding, unprecedented value for the whole world since they save the features of the cultural and historical development of the country for all the world. Thus, the phenomenon of "World Heritage" knows no bounds, it is an international concept that unites all the global monuments of the cultural and natural heritage, whose value goes far beyond the borders of one country. The main goal of this phenomenon is the safety and popularization of cultural and natural heritage objects in the conditions of progressive globalization. Now, the "ethnocultural tourism" term can be classified as a special direction of tourism that allows tourists to "immerse themselves" in the culture, traditions, customs of a certain nation living on the historical territory within one or several states. These terms are formed and have a number of unique peculiarities and there is no doubt, these types of tourism are based on science – ethnography (Belkov, 2014) which makes it possible to prepare a theoretical framework for the development of tourism (Cheboksarov and Cheboksarova, 1985). Thus, the works of experts, ethnographers, researchers have had a significant influence on the development of tourism and become the theoretical and methodological basis of this direction of tourism. Having a scientific basis, ethnographic tourism is actively developing in multiple countries and allows influencing the preservation of historical and cultural heritage monuments, as well as slow down the negative aspects of globalization processes that affect all areas of human life.

An ethnic group or ethnicity is a grouping of people who identify with each other based on shared attributes that distinguish them from other groups such as a common set of traditions, ancestry, language, history, society, culture, nation, religion, or social treatment within their residing area (People and Bailey, 2010). The "product" of the ethnic group's life is undoubtedly various monuments that represent both objects of tangible and intangible culture, they become the "basis" for planning new routes that completely show and popularize the heritage of the people, both at the regional and international level. The cultural, natural, historical tangible, and intangible heritage of the people is a resource that requires not only careful treatment but also measures to preserve it. In national science, the tangible cultural heritage has long been perceived almost as a synonym for the term "monument". In our view, the tangible (as well as spiritual) cultural heritage is a complicated sociocultural system that follows synergetic laws, actively interacts with the environment, and conveys certain information that changes in time and space. Therefore, culture, in the context of ethnographic tourism, is viewed as the foundation for the development of this direction of tourism, where the approach to historical and cultural heritage is combined with the modern, sustainable development of a particular region, state, or even a corner of the world. The cultural and natural heritage of the nation is the memory of the past life of the peoples, their historical development, the contemporary state, and prospects for popularization (Vedenin, 1995).

For the development of excursion and tourist activities, especially historical and cultural orientation, the research of the cultural heritage of a particular region is extremely important (Gubarenko et al., 2020). The problem of heritage is very relevant due to its essential role in preserving cultural diversity and, consequently, the sustainable development of modern

society. Heritage issues are of interdisciplinary nature. At the same time, cultural heritage is viewed as an important factor of interethnic harmony, since the Republic of Kazakhstan is a multiethnic state (Karatabanov et al., 2020).

In the course of the research, the method of sociological survey was applied — the method of sociological research, which includes collecting and obtaining primary empirical data about certain theories, knowledge, and social facts that make up the research subject, through oral or written interaction between the researcher (interviewer) and a given set of respondents (interviewees, respondents) (Zerchaninova, 2006). This method was applied to identify the most popular heritage objects among the general population, entities of the tourism industry, and future specialists, students, and undergraduates of the Kazakh Academy of Sports and Tourism (KazAST). During the research, in several stages the authors have developed and prepared a training and tourist-excursion route "Turkestan - the Echo of Centuries" for students of the Faculty of Tourism (KazAST), which was systematically introduced into the professional activities of travel agencies as a new tourist offer. The method of the experiment, based on a direct test run of a route and being a source of experience and empirical data (Pickett, 2011), was formed in 2017 with the assistance of more than 70 students and 15 teachers of the Department of Tourism and Service of KazAST. Significant changes were made in May 2021, then the route was tested (Yemelyanov, 2001) taking into account the modern features of the development of the South Kazakhstan Region. The method of drawing up a technological map of a tourist and excursion route currently allows preparing information about the route as holistically and systematically as possible, taking into account the peculiarities of the excursion methodology (Lyuterovich and Yagofarov, 2016). So, all these methods were necessary to build a new tourist-excursion, educational and training route "Turkestan - the Echo of Centuries", which allows to actively popularize the UNESCO World Cultural Heritage among students of the Tourism educational program, as it is part of the educational process and is already being actively introduced as a tourist offer for domestic and inbound tourism of South Kazakhstan.

The methodology of this scientific and practical research can be presented in the form of the main stages (Figure 1).

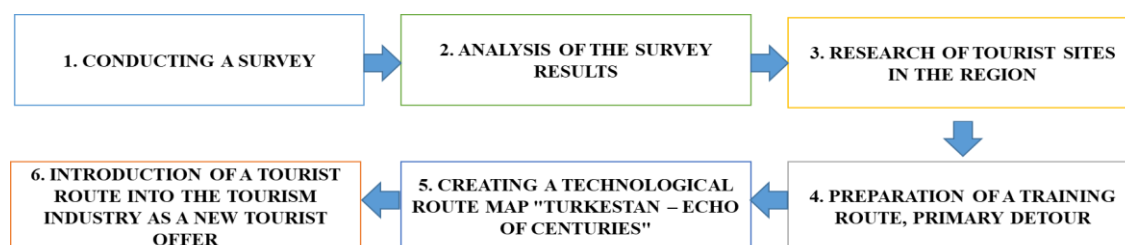


Figure 1. Research stages (Source: compiled by the author)

The main six stages of scientific research are: 1. Study of the potential of ethnographic tourism through conducting a survey; 2. Formation of ideas about the demand and popularity of cultural heritage objects of the country through the analysis of the survey results; 3. Objects of a specific region (South Kazakhstan) were studied; 4. A primary training route was drawn up in the region and a primary detour of the route was conducted; 5. A unique technological map of the route "Turkestan – echo of centuries" was created, along which the final detour was conducted; 6. The introduction of this route into the professional activities of subjects of education and tourism. Thus, the finished tourist product can be used both as a training route and as a tourist offer

## RESULTS AND DISCUSSION

The objects of the global historical, cultural and natural heritage of the countries participating in the UNESCO Convention are, first of all, a huge resource of world tourism in these countries, since the modern tourist strives to see something unique, something that can not be found anywhere else, something that distinguishes one country from another during the general globalization. The Republic of Kazakhstan is a large territory, in the vastness of which there is a big number of historical and cultural monuments that are precious not only for our country but also for the whole world. The natural resources of the republic are, first of all, unique natural monuments, specially protected natural territories, state national parks, nature reserves, bio-reserves, etc. All this is a unique heritage of our nation and the whole world, and therefore the preservation of this wealth for future generations, popularization in the world community, etc. becomes more and more significant. Kazakhstan joined the World Heritage Convention on April 29, 1994. Just then the process of inclusion into the list of objects has begun in our country, and from that moment it became possible to actively preserve and popularize objects that are valuable not only for one country but for the whole world.

A major factor in promoting the World Heritage Sites of the Republic of Kazakhstan is a step-by-step process of developing new tourist proposals taking into account the demands of society, which should include both identifying priority objects, testing them in the process of practical training of students of the Tourism educational program, and subsequent implementation as a new tourist product. To implement this approach, the authors of the research, specialists of the tourism industry and tourism education, developed the following algorithm of actions:

1. Conduct a sociological survey among interested and potentially interested respondents. The authors have conducted a survey among students of the Tourism Faculty of KazAST, employers, entities of the tourism industry in order to identify a priority UNESCO object for which a tourist and excursion route will be developed.

2. Develop a training tourist and excursion route for students of the Tourism educational program in order to test and form professional competencies in the field of tourism activities.

3. Prepare a reference technological map of a tourist and excursion route, taking into account the specifics of the route, objects of tourist interest, methodological recommendations and explanations.

4. Introduce the route into the activity of tourist companies as a new tourist offer.

Thus, the route developed within the framework of this algorithm allows preparing a tourist-excursion and training route to UNESCO sites in the territory of Kazakhstan, which will be an active means of promoting the country's tourist brand and improving the quality of practice-oriented tourist education.

The survey was conducted in April 2020; the respondents were more than 100 students from the KazAST studying under the Tourism educational program (EP) and representatives of the tourism industry. A number of questions were developed for them to determine promising trends in the development of a tourist and excursion route (Figure 2). The answer to the first question "What is the main type of your activity?" allowed identifying students and professionals of the tourism industry. So, out of 100% of respondents, 77% were students of the Tourism EP, 8% were students of another EP, 11% were professionals of the tourism industry, 2% were professionals of another field of activity, 2% were other.

The second question was "Which of the UNESCO World Heritage Sites in the Republic of Kazakhstan do you consider the most promising for the development of domestic and inbound tourism?" The majority of respondents answered "Mausoleum of Khoja Ahmed Yasawi" - 37%; 26% - "Silk Roads: the Routes Network of Chang'an-Tianshan Corridor"; 19% - "Petroglyphs within the Archaeological Landscape of Tamgaly"; 10% - "Western Tian Shan"; 8% - "Saryarka – Steppe and Lakes of Northern Kazakhstan."

The answers to the third question "What type of tourism do you consider the most promising in the Republic of Kazakhstan?" allowed us to determine the direction of the tourist and excursion route. A larger number of respondents - 40% - chose ethnographic tourism as the most promising; 32% - educational tourism; 12% - sports tourism; 8% - business tourism and 8% - ecological tourism.

The fourth question "Which travel schedule for long distances (2 or more days) is preferable for you?" allowed us to determine that, in general, the main travelling movements in the daytime, and the night in a hotel are the most preferable and comfortable for the respondents. This approach will require the presence of not only the main attractions on the route, but also a sufficient number of additional objects to maintain the interest of the tourist and excursion group.

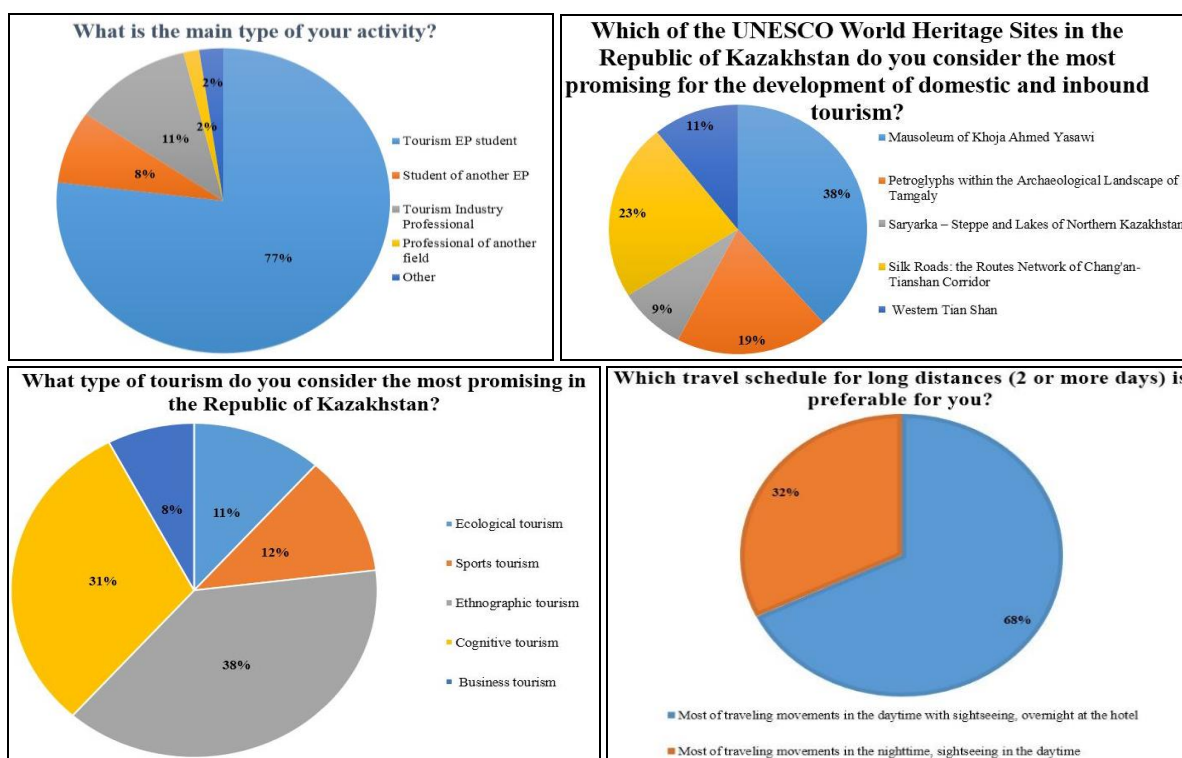


Figure 2. Analysis of respondents' answers (Source: compiled by the author)

Thus, in general, the conducted survey allowed designing a training, tourist-excursion route for the training of specialists in the Tourism educational program and tourist-excursion groups. The method of preparing such a route differs from the usual one, in that when developing it is necessary to take into account the extended time frame and the specifics of working in a group that has preliminary training. When analyzing the respondents' answers, the authors chose the direction of ethnocultural tourism with a visit to the main site (Mausoleum of Khoja Ahmed Yasawi, the Hilvet semi-underground mosque, the Visitor Center of Turkestan, Uly Dala Eli Innovation Center) and additional objects (the Mausoleums of Karakhan, Aisha Bibi and Babaji Khatun, the Al-Farabi Museum, the Otrar Museum, the Otrar settlement, Arystan-Bab Mausoleum, the modern city of Turkestan, the Mausoleum of Khoja Ahmed), selected taking into account the direction of the route: "the city of Almaty – the city of Taraz – the city of Shymkent – the city of Otrar – the city of Turkestan – Almaty". The total length of the route is about 1768 km of the bus and 10 km of the walking route.



The main segments of the route with distance in kilometers:

- 1) Almaty 43°16'39"N 76°53'45"E – Taraz 42° 53' 45.9168" N 71° 23' 54.3480" E (Mausoleums of Karakhan, Aisha Bibi and Babaji Khatun) - 491 km (about 6 hours in the picturesque area of Almaty and Zhambyl Region);
- 2) Taraz 42° 53' 45.9168" N 71° 23' 54.3480" E–Otrar 42°46'36"N 68°22'08"E (Shoulder) (Al-Farabi Museum, the Otrar Museum, Visitor Centre of the Oasis of Otrar) – 314 km (about 4 hours in Zhambyl and Turkestan Region, passing through the UNESCO Aksu-Zhabagly Nature Reserve and Sayram-Ugam National Park);
- 3) Otrar (Shoulder village) 42°46'36"N 68°22'08"E –Turkestan 43°17'51.75"N 68°16'15.80"E (Arystan-Bab Mausoleum, city of Turkestan, Mausoleum of Khoja Ahmed Yasawi (a UNESCO Site), the Hilvet semi-underground mosque, Visitor Center (of Turkestan, Uly Dala Eli Information Center) is 75 km (about 1 hour 20 minutes on the road);
- 4) Turkestan 43°17'51.75"N 68°16'15.80"E – Domalak Ana Mausoleum 42°52'30"N 69°40'11"E, 162 km (about 2 hours on the way);
- 5) Domalak Ana Mausoleum 42°52'30"N 69°40'11"E –Almaty 43°16'39"N 76°53'45"E (possible stop in Shymkent, Taraz) – 721 km (about 9 hours of travel).

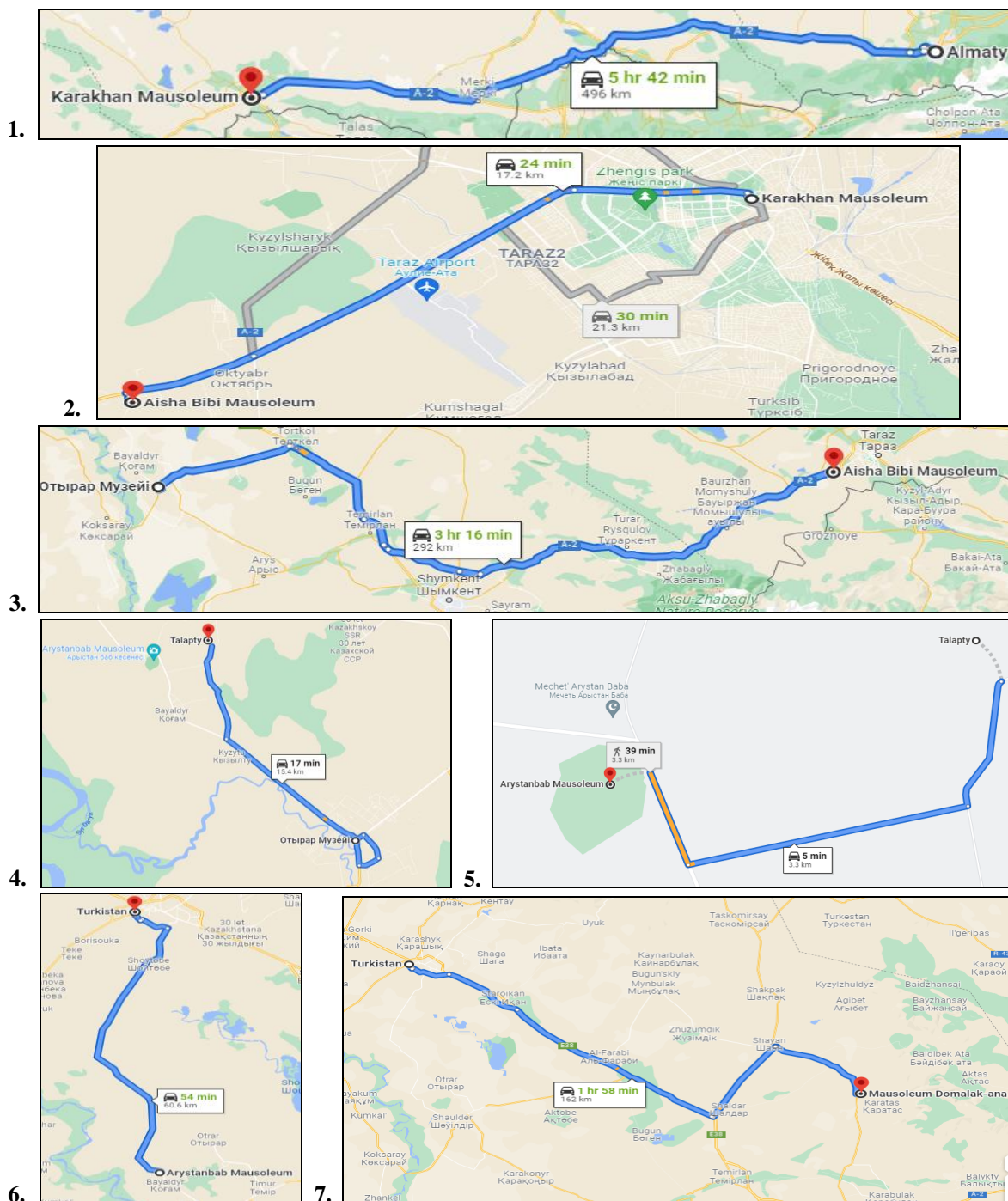


Figure 3. Route map of Almaty - the Mausoleums of Karakhan (Taraz) (1) - the Mausoleum of Aisha Bibi and Babaji Khatun (Taraz) (2) - Otrar Oasis Museum (Shaulder village) (3) - Otrar Information Center (Talapyt village) – excavations of the Otrar Oasis (Talapyt village) (4) – Arystan-Bab Mausoleum (5) – Turkestan (6) – Domalak ana Mausoleum (7) - (source Google Map).

The time excluding excursions is about 22 hours, depending on weather conditions, the time can be adjusted. For the most correct calculation of the time spent on the route, excursion program, hygiene stops, as well as for the implementation of a professional approach to the development of tourist and excursion routes, the authors compiled a technological map of the excursion route "Turkestan - the Echo of Centuries".

The technological map of the tourist and excursion route consists of mandatory positions, filling in which the practitioner transmits not only the route of the group but also improves the quality of tourist and excursion services through methodological instructions. Such a map consists of the following:

1. the excursion route – with an indication of all the road stretches;
2. stops that are provided on the route with or without getting off the bus;
3. places of interest, with access to a walking tour or passing through, without getting off the bus (travel information);
4. the time spent on a particular stretch of the route, an excursion program, or other;
5. the name of the subtopics and the list of the main issues that allow the guide to make his excursion story and organize sightseeing in a quality manner;
6. organizational instructions necessary for the coordination of the activities of the tourist and excursion group;
7. methodological guidelines for the professional performance of the guide's work.

This technological map, designed in the course of empirical research in the educational and professional environment of tourism, allows not only to prepare a unique route but also makes it possible to develop various options for tourist travel, including or excluding additional elements. The scheme of the technological map is presented in Figure 3. This route was laid in 2017, and recorded, in 2018-2020, detailed work was carried out on drawing up a technological map of the route, currently, the KazAST Research Institute of Tourism is actively developing an educational and methodological manual for the work of guides on this route "Almaty – Turkestan – Almaty". In May 2021, a check of the route was conducted for training purposes, in August 2021 there was a final check. This route allows students to form the professional skills of a tour guide and a tourism manager, and tourists have a special chance to see unique objects under the protection of the Republic of Kazakhstan and UNESCO, as well as to examine the ethnocultural features of the country. So, the technological map of the excursion route: "Turkestan - the Echo of Centuries" has been created. Travel area: Southern Kazakhstan: Almaty, Zhambyl and Turkestan Regions. For all categories of tourists. Excursion type: educational, bus and walking. Seasonality: year-round

Duration: 1) Almaty – Taraz: 501 km, time: 7 h.

The excursion time at the Mausoleum of Karakhan and the Mausoleums of Aisha Bibi and Babaji Khatun: 1 hour

2) Taraz – Shaulder village: 304 km, time: 3 h. 40 min.

The excursion time at the Al-Farabi Museum is 45 minutes

The excursion time at the Otrar State Archaeological Museum-Reserve is 45 minutes

3) Shaulder village - Talapty village: 12 km, time: 15 minutes

The excursion time at the Otrar Oasis Information Center is 45 minutes

The excursion time at the Otrar Oasis site, the excavations of the Otrar settlement is 1 hour

4) Talapty village - Arystan-Bab: 5 km, time: 7 minutes

The excursion time at the Arystan-Bab Mausoleum Memorial Site: 40 minutes

6) Arystan-Bab Mausoleum – Turkestan: 62 km, time: 1 hour

The excursion time at the Evening City of Turkestan, caravansarai is 2 hours

The excursion time at the Mausoleum of Khoja Ahmed Yasawi is 1 hour and 20 minutes

The excursion time at the Hilvet semi-underground mosque is 30 minutes

The excursion time at the Excavations of the Ancient Bazaar is 30 minutes

The excursion time at the Visitor Center of Turkestan is 30 minutes

The excursion time at the Center of the Great Steppe Country is 45 minutes

7) Turkestan - Domalak Ana Mausoleum: 163 km, time: 2 hours

The excursion time at the Domalak ana Mausoleum is 45 minutes

8) Domalak Ana Mausoleum – Almaty: 721 km, time: 8 hours 40 minutes

Route duration: 1) Bus – 1,768 km, round trip. 2) Walking – about 10 km round trip

Route: International highway "Almaty- the city of Tashkent" – Aisha Bibi village (with getting off) – Shymkent – Temirlan village –Tortkol (turn to Shilik) – Shaulder –Talap village – Arystan-Bab Memorial Site –Turkestan – Domalak Ana Mausoleum – Almaty; Road: A-2, E38, R-58 (P-58)

The route "Turkestan - the Echo of Centuries" was built and formed in May 2017, the final check of the route taking into account new data was on May-August 2021. The departure time is calculated taking into account the characteristics of the group, vehicles, and weather conditions. On average, the route takes 2-3 days, overnight stays are carried out within the time frame. The first half of the route from Almaty to Turkestan in the evening involves a mandatory overnight stay in Turkestan, the second half of the route is designed for the second day, arrival in Almaty on the third day (overnight in the bus). This study was conducted taking into account the experience of the World Tourism Organization (UNWTO), which is a specialized agency of the United Nations for tourism (Madysheva et al., 2021).

When visiting shrines, it is essential to show tolerance, wear proper clothing covering the body, women should have a headscarf. Koran readings and prayers are frequently held at the main cultural and historical sites, which tourists can also witness. Also, guides need to have proper preparation for the excursion, to know the main subtopics (S/t), and to know the ethnocultural peculiarities of Kazakhstan at various historical stages. A special characteristic of this route is its educational and training orientation, which reveals the principles of practice-oriented tourist education (Gubarenko,

2021) and can be applied not only for tourists but also for educational goals when training specialists in the tourism field, guides who are able to work at UNESCO World Heritage Sites, in accordance with WFTGA technologies. The route was developed with the active cooperation of national trainers who have successfully completed training at the courses of the World Federation of Tourist Guide Associations (WFTGA). The development of the technological map of the excursion "Turkestan - the Echo of Centuries" is a significant element in the creation of priority directions for the improvement of domestic and inbound tourism in the territory of modern Kazakhstan of an ethnocultural orientation.

Table 1 – The technological map (technological description) of the excursion route: "Turkestan - the Echo of Centuries"

Excursion route	Stops	Places of interest	time	The name of the sub-topics (S/t) and the list of main places	Organizational instructions	Methodical instructions
From Almaty to Taraz	Passing through	Information about Almaty, its thousand-year history, the city places of interest, its role in the formation and functioning of the Great Silk Road (GSR).	7 h.	1. S/t: The history of Almaty. 2. S/t: The physiographic characteristics and the history of the Almaty Region. 3. S/t: The physiographic characteristics and the history of the Zhambyl Region.	When showing sites of natural and historical heritage, slow down the movement of the bus. Use pointing words and gestures. Pay special attention to the methods of activating attention, the distribution of activity and time for rest on a long route.	Display technique is "movement along the object". Special attention to the prerequisites for the emergence and functioning of the Great Silk Road, its influence on the formation of urban agglomerations, settlements, and centers of culture. Traditions, culture, monetary relations on the Kazakhstan segment of the GSR, the history of Almaty, its thousand-year history, development, and current state, as well as the role in the formation of a modern state. Leaving the city and entering the Almaty Region, tell about the peculiarities of the physical and geographical location, the flora and fauna of the region, the peculiarities of historical development, culture. Identify the main objects of the route along the way: the Monument of Naurzybai Batyr, Anrakay Battle Stele, Uzynagash, Ungertas and also villages, explaining their features, population, important dates and events: Kaskelen, Shamalgan, Talgap, Samsy, Targap, Beriktas, etc. When entering the Zhambyl Region, give a historical reference and the physiographic characteristics of the region, its features, and specifics, identifying the main objects and focusing on the golden age of the GSR.
The Mausoleum of Karakhan	Stop with getting off for a guided tour	The Mausoleum of Karakhan	30 min	4. S/t: the Mausoleum of Karakhan	Arrive at the stop, announce the departure time to tourists. Build a group in front of the object in accordance with the features of the display time.	The Mausoleum of Karakhan (Aulie-ata Mausoleum) (Kaz. Karakhan kesenesi) is an architectural monument of the XI century in the Kazakh city of Taraz. Built over the grave of one of the representatives of the Karakhanid dynasty (Nurgaliev, 1991), the mausoleum originally had a centric composition and was covered with a dome. The entrance to the early mausoleum was located under a gentle pointed arch, which is highlighted by clinched masonry and outlined with bricks laid flat. The arch was supported by 3/4 columns lined with paired bricks. In a similar way, a deep entrance was made, located behind an arched niche. The portal part was outlined with brick with slightly protruding U-shaped arches.
The Mausoleums of Aisha Bibi and Babaji Khatun	Stop with getting off for a guided tour	The Mausoleums of Aisha Bibi and Babaji Khatun	30 min	5. S/t: The Mausoleums of Aisha Bibi and Babaji Khatun	Arrive at the stop, announce the departure time to tourists. Build a group in front of the object in accordance with the features of the display time.	Aisha-Bibi is a mausoleum of the Karakhanid era, built in the XI-XII centuries, located in the village of Aisha-Bibi of the Zhambyl District of the Zhambyl Region, 18 km from Taraz. It is an architectural monument of national significance. Special attention should be paid to the historical aspect of the development of the Karakhanid era and the legend of Karakhan, as well as the architectural features of these objects, while emphasizing the exclusivity of the site. Explain the reasons why the object was not included in the UNESCO World Heritage List, with a pointing gesture to demonstrate tiles XI-XII (server portal) comparing them with the "new model" (Oshanov, 2014).
Taraz - Shaulder village	passing through	Information about the Turkestan Region, UNESCO sites Aksu-Zhabagly Nature Reserve and Sayram-Ugam National Park	3 h. 40 min	6. S/t: Natural Heritage of Kazakhstan - international recognition	The guide's story is carried out by sightseeing of objects in the course of the bus movement	Display technique is "movement along the object". Special attention should be paid to the history of the region's development, its physical and geographical characteristics, unique features of flora and fauna, as well as the UNESCO natural heritage sites Aksu-Zhabagly Nature Reserve and Sayram-Ugam National Park along which the route runs. It is necessary to provide reliable and comprehensive data on the specifics of these objects and their role in global biogenesis.

Al-Farabi Museum	Stop with getting off for a guided tour in the museum	"Spirituality - Abu Nasr Al-Farabi Museum" State Municipal Management Organization (SMMO)	45 min	7. S/t: Scientists of the great steppe	Arrive at the stop, form groups of tourists with a maximum of 20 people. The tour is carried out by the museum's specialists in Russian, Kazakh and English by the previous appointment.	The museum was opened in the homeland of the great scientist Abu Nasr Al-Farabi. There are about 6 thousand exhibits related to the life and work of the philosopher, mathematician, music theorist Nasr Al-Farabi. About a thousand exhibits are exclusive. Special attention should be paid not only to demonstration models, unique printed materials, material and other sources, but also to historical facts in the biography of the great scientist. Abu Nasr Muhammad ibn Muhammad al-Farabi, a common abbreviation of the name - Al-Farabi (in the Latinized form -Alpharabius; 870 or 872, Farab or Faryab, Khorasan (now Afghanistan) - between December 14, 950 and January 12, 951, Damascus, (modern Syria) - philosopher, mathematician, music theorist, scientist of the East. One of the largest representatives of medieval Eastern philosophy (Reisman, 2005).
Otrar State Archaeological Museum-Reserve	Stop with getting off for a guided tour	Otrar State Archaeological Museum-Reserve	45 min	8. S/t: Ancient cities on the route of the GSR	Arrive at the stop, announce the departure time to tourists. Give theoretical information about the museum, its exhibits and museum objects.	In the village of Shaulder, which is located in the immediate vicinity of the Otrar settlement and the Arystan-Bab Mausoleum, there is the Otrar Museum, which widely presents ceramic dishes, candlesticks, household items, household utensils, clothing, tools. An impressive diorama "The Siege of Otrar". The museum in the village of Shaulder keeps archaeological finds from the settlement of Otrar and tells about the life of the city in the IX-XVIII centuries.
Shaulder - Talapty village	Passing through	Surrounding landscape	15 min	8. S/t: Ancient cities on the route of the GSR	Give travel information, mark the panorama, pay attention to the landscape	Travel information on the route.
Otrar Visitor Center	Stop with getting off for a guided tour	Otrar Visitor Center	45 min	8. S/t: Ancient cities on the route of the GSR 7. S/t: Scientists of the great steppe	Arrive at the stop in front of the entrance to the Visitor Center, tell the tourists about the arrival time. The tour is conducted by specialists of the center	The Otrar Visitor Center is a modern and comfortable place where tourists can not only visit exhibition halls, get acquainted with exhibits, etc., but also relax after a long trip. The Visitor Center has a coffee area, a recreation area, a place for meetings and working groups, an interactive zone where it is possible to watch a film about the Otrar Oasis in comfortable conditions. On the second floor, tourists can visit several temporary exhibitions and explore the exhibits found at the excavation site in the ancient settlement of Otrar.
Otrar Oasis	Stop with getting off	Otrar Settlement	1 h.	8. S/t: Ancient cities on the route of the GSR 9. S/t: Otrar Oasis	Arrive at the stop, announce the departure time to tourists. Use a descriptive movement to show the panorama. Use the event reconstruction technique.	Give a historical reference about Otrar, as one of the oldest cities in Central Asia. In Arabic sources, the city is called Farab. The first settlements on the site of the city appeared in the VIII century. The city began developing rapidly, as it was located on one of the main branches of the Silk Road. By the XII century, it has already been a large trade center of crafts and art, where there were palaces, caravansarais, and city blocks. One of the biggest attractions of the city was the Mausoleum of Arystan-Bab, built by Timur. Use the event reconstruction technique, showing the objects of the city, wells, walls, houses, as well as what has already been restored, for example, the central gate, moat, baths, etc.
Talap village - Arystan-Bab	passing through	Surrounding landscape	7 min	8. S/t: Ancient cities on the route of the GSR	Give travel information, mark the panorama, pay attention to the landscape	Travel information on the route.
Arystan-Bab Mausoleum Memorial Site	Stop with getting off	Arystan-Bab Mausoleum	40 min	10. Islam in the territory of the GSR 11. Architecture of GSR objects	Arrive at the stop, announce the departure time to tourists. Determine the places for ablution, the dress code, and help tourists with maximum tolerance.	Give information about the personality of Arystan-Bab, a spiritual teacher, Sufi of Otrar, Sayram, Turkestan (Yassy). Legends call him the teacher and spiritual mentor of Khoja Ahmed Yasawi. Arystan-Bab, dying, gave him an amanat from a persimmon bone. Tell a legend. The mausoleum is a historical and cultural monument of architecture for tourists, a place of worship for the Muslim community, spiritual food for the people, the national cultural treasure of the country, the basis of spiritual traditions, national value. The mausoleum of Arystan-Bab has been restored for many centuries. It is assumed that he lived in the XI-XII centuries. (It is possible to perform namaz).
Arystan-Bab - Turkestan	Passing through	Surrounding landscape	1 h.	8. S/t: Ancient cities on the route of the GSR 10. Islam in the territory of the GSR	Give travel information, mark the panorama, pay attention to the landscape	Travel information on the route.
Evening Turkestan	Stop for excursions and over	Turkestan in the evening time. Keruen Sarai	2 h.	8. S/t: Ancient cities on the route of the GSR	Arrive and check in at the hotel, prepare tourists for a walk around the evening city.	The largest multifunctional tourist complex in Central Asia Keruen Sarai was opened in Turkestan, which is located in the immediate vicinity of the Mausoleum of K. A. Yasawi. The site is located on an area of 20.5 hectares. The complex includes a street of merchants and artisans of the Silk Road, a "flying theater", an amphitheater for horse shows, an oriental bazaar, shopping malls



	night stays					and boutiques, hotels and restaurants, a SPA and fitness center, a cinema, a family entertainment center. At the same time, all the structures are connected by a water channel, on which Boat Parade - a theatrical show on the water - will be arranged.
Mausoleum of Khoja Ahmed Yasawi	Guided tour at the site	UNESCO World Heritage Site Mausoleum of Khoja Ahmed Yasawi	1 h. 20 min	10. Islam in the territory of the GSR 12. UNESCO World Heritage Site 13. Turkestan - the gate of the Turks	Arrive at the stop, announce the departure time to tourists. Determine the places for ablution, the dress code, and help tourists with maximum tolerance. A panoramic show, the placement of the group, an excursion in the complex itself and related objects. After the excursion program, give the tourists the opportunity to freely walk around the site, after indicating the time and place of gathering.	Give clear information about the historical period, the story should complement the display, the fortress wall, the mausoleum, architectural structures, the general infrastructure and the history of Turkestan. Provide detailed information about the architecture and appearance, prepare tourists and enter the mausoleum. At the same time, with a pointing gesture, direct the attention of tourists to the interior decoration, the layout of the building, and the objects located in it. Emphasizing the importance of the mausoleum for the World Cultural Heritage. The Mausoleum of Khoja Ahmed Yasawi in Southern Kazakhstan is a unique monument of the past of the Kazakh people. In the XV-X centuries, Turkestan was the place of residence for the Kazakh khans. The Mausoleum is on the grave of the poet and preacher Khoja Ahmed Yasawi, located in Turkestan in the Turkestan Region of Kazakhstan. It is the central object on the territory of the historical and Hazrat Sultan, cultural museum-reserve. The Hazrat Sultan Memorial Site, in addition to the Mausoleum of Khoja Ahmed Yasawi itself, includes many other structures built next to it in different years, namely a medieval bath (monsha), a cell (hilvet) where Yasawi lived after he turned 63 years old, the Mausoleum of Tamerlan's great-granddaughter and the daughter of astronomer Ulugbek Rabia - Sultan Begim, the Mausoleum of the Kazakh Khan Yesim, shildehana and other ancient monuments, among which the underground house for meditation of Kumshik-ata has been miraculously preserved. In general, the entire complex of objects is sometimes referred to as a "historical and cultural reservation". The Mausoleum of Khoja Ahmed Yasawi consists of eight rooms of various types, which are grouped around the central, largest in the complex hall for tai kazan (Kaz. Kazandyk): a mausoleum, a mosque, large and small palace halls (Kaz. aksaray), a library (Kaz. kitapkhana) and an economic complex, which includes a well (Kaz. kudykkhana), a dining room (Kaz. ashana), residential and other premises. Relics and legends are of great interest.
The Hilvet semi-underground mosque	Guided tour at the site	Semi-underground mosque of K. A. Yasawi	30 min	10. Islam in the territory of the GSR 13. Turkestan - the gate of the Turks	Prepare tourists to visit the place of worship with maximum tolerance and compliance with the necessary standards. After the tour, give the opportunity to buy souvenirs.	The Hilvet semi-underground mosque is one of the medieval religious architectural structures of the XII century, located 120 km south of the Mausoleum of Khoja Ahmed Yassawi in Turkestan. The word "Hilvet" in Arabic means "haluaton" — to be alone, to worship the Creator alone. According to some sources, at the age of 63, Khoja Ahmed Yassawi built the Hilvet mosque and spent the rest of his life here, where he wrote Diwani Hikmet, Mirat-ul-Kulub, Pakyrnama and his other works (Kalybay, 2011)
Excavations of the ancient bazaar	Panoramic display	Archaeological site	30 min	13. Turkestan - the gate of the Turks 8. S/t: Ancient cities on the route of the GSR	Carry out a panoramic view of the excavation site, to descend to the covered, demonstration part.	Written and cartographic sources related to the history of Turkestan of the XVII-XIX centuries mention the great Turkestan bazaar, which for several centuries was the center of active social, political, financial, economic and even cultural life of the city. Recently, our scientists have found this famous Turkestan bazaar. The uniqueness of the archaeological material lies in the fact that for the first time in Kazakhstan, a late medieval oriental bazaar was discovered in a large area with a well-preserved layout. This is the largest archaeological expedition, during which the territory of ancient Turkestan is explored on an area of over 30 hectares, organized within the scientific project "Restoration of historical objects of the Kultobe settlement", implemented with the financial support of the Eurasian Group (ERG). To date, the scientists of the Kazakh Research Institute of Culture have managed to discover many interesting archaeological sites of residential, public and religious purposes, leading their history from the II century BC to the XIX century AD.
Turkestan Visitor Center	Visit to the center with an excursion program	Turkestan Visitor Center	30 min	13. Turkestan - the gate of the Turks 8. S/t: Ancient cities on the route of the GSR	Conduct an excursion in the Visitor Center, provide tourists with the opportunity to get demonstration and information materials about the city and its attractions.	Visitor Center is a unique object built in the spiritual and cultural center of Turkestan. Tourists coming to the ancient city, first of all visit this center. There you can find full information about the city, about the location of recreation areas, parks and buildings, indicating how to get to these places. There is also an exhibition hall with a large-scale model of the city, a small exhibition, a cinema hall, souvenir shops.

The Uly Dala Eli Center	Visit to the center with an excursion program	The Country of the Great Steppe Center	45 min	13. Turkestan - the gate of the Turks 8. S/t: Ancient cities on the route of the GSR	The tour takes place in a modern center, where tourists will have the opportunity to learn the historical and cultural heritage of the country in an interactive form, as well as have a good time and relax	The building is a 2-storey construction. On the first floor, there are exhibition sites Metallurgy of the Great Steppe, Culture of Horsemanship of the Great Steppe, Pearls of the Great Steppe, Kazakhstan – the Cradle of the Turkic World and administrative offices. On the second floor, there are exhibition sites Kazakh Khanate, Urban Culture of the Great Steppe, the First President of the Republic of Kazakhstan – Elbasy, Kazakhstan - the Birthplace of Apples and Tulips, Kazakhstan of the Future. The underground floor provides storage of exhibition equipment with associated facilities, an interactive hall, a computer room, a conference room and technical rooms. An interesting design solution is ceramic granite floors under black marble with onyx inlaid granite in the form of branched roots of the Baiterek Tree art object. There is wall bas-relief in the form of a rock stone. Special attention should be paid to the installed glass bridge with a length of 12 m in the Hall of the Elbasy over the map of Kazakhstan. The heart of the Center is the Turkic Hall, where a projection sphere with a height of 14 meters and a radius of up to 11 meters has been created to immerse the visitor in historical stories in 3D format.
Turkestan - Domalak Ana Mausoleum	Passing through	The surrounding landscape and cultural heritage	2 h.	14. S/t: culture of the great steppe	Prepare tourists for the visit of an upcoming object, give information about the early beliefs and proto-religions of the country.	Travel information, data on shamanism, Tengriism, and other proto-religions in the territory of modern Kazakhstan
Domalak Ana Mausoleum	Excursion with getting off	Domalak Ana Mausoleum	45 min	10. Islam in the territory of the GSR 14. S/t: culture of the great steppe	Arrive at the bus stop, prepare tourists for visiting the local shrine, give information about the site.	Domalak Ana Mausoleum is an architectural monument of the XI century. The monument is located in the South Kazakhstan Region, on the southern slope of Karatau, in the valley of the Balabogen River. It was built over the grave of Nurila Ali Sylankyzy, commonly known as Domalak Ana. Currently, she is known as the Holy Mother. Women from all over Kazakhstan visit this mausoleum to ask the Holy Mother for the innermost. The surrounding area is a shady garden where you can relax before a long road.
Domalak Ana Mausoleum – Almaty	passing through	Surrounding landscape	8 h. 40 min	8. S/t: Ancient cities on the route of the GSR	Give travel information, show the panorama, pay attention to the landscape and determine the places of stops, announce the departure time to tourists.	Travel information on the route. Give general information and answer the tourists' questions.

Note: The route has "main" objects, which are the purpose of the excursion route: the Otrar Oasis, the Mausoleum of Arystan-Bab, the Mausoleum of Khoja Ahmed Yasawi, and also, additional objects indicated in this route fully reveal the subtopics, and can be supplemented and coordinated in time.

Currently, tourists from all over the world are increasingly interested in cultural heritage objects, and the ethnocultural features of the regions. Their authenticity is a significant resource for promoting tourism in Kazakhstan throughout the world. The understanding of the importance of preserving cultural heritage sites should be expressed even during the training process when the student is actively involved in the professional process through practice-oriented technologies, which in the future will surely have a qualitative impact on the tourism specialist, his competence, and empathy for the national and global cultural, historical and natural heritage.

## CONCLUSIONS

The development of tourism in any country directly depends on its cultural and natural heritage. At present, Kazakhstan faces the duty of preserving the past and present, through the establishment of a special structure for the preservation of not only World Historical and Cultural Heritage Sites, but also objects that have not yet been included in this list. This research work is one of the elements of large-scale research in the field of the development of Kazakhstan's ethnocultural tourism. The results obtained in the course of the research will become an extensive background for the development of ethnocultural tourism:

1. In the result of the conducted survey, it was concluded that there is a high demand for ethnocultural tourism in Kazakhstan, both among industry specialists and students studying under the Tourism educational program with the definition of the most popular objects for the present time.

2. The educational and training, tourist and excursion route "Turkestan - the Echo of Centuries" has been developed, which is actively applied in the training of specialists, guides, tourism managers at the Kazakh Academy of Sports and Tourism, as well as by the subjects of the tourism industry of Kazakhstan.

3. A unique technological map of the training, tourist and excursion route "Turkestan - the Echo of Centuries" has been created; it fully reflects the current state of the route, including all the required information and methodological recommendations for present and future guides.

4. The final check of the route was carried out in May and August 2021 to accurately calculate all the elements of the route.

### Acknowledgments

Kazakhstan has a powerful cultural potential for the development of the tourism industry, which can and should become an influential branch of its economy. Tourism promotes the popularization of historical and cultural monuments, strengthens the high authority of the republic, both in the country and abroad. The model of Kazakhstan's ethnocultural tourism, based on the application of the advantages of cultural heritage for tourism development, should be aimed at reviving forgotten traditions and types of art, building new centers of tourist interest, organizing specific types of routes. Tourist and excursion work can apply the full potential of the cultural heritage of sovereign Kazakhstan, and the creation of routes that will completely include places of unique value for the whole world, and will be used not only to develop a tourist offer but also to train future specialists in the tourism industry, will improve the quality of services provided, tourist offers and contribute to the further development of domestic and inbound tourism in Kazakhstan.

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