

STUDY OF THE IMPACT OF UNESCO HERITAGE SITES ON SUSTAINABLE TOURISM DEVELOPMENT: A CASE STUDY OF THE MAUSOLEUM OF KHOJA AHMED YASAWI, TURKESTAN

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Abstract: Globally, cultural heritage tourism (CHT) is an effective way to achieve economic benefits by preserving and sharing a city's heritage and culture with visitors. Therefore, it is very important to study the impact of historical and cultural heritage sites on the sustainable development of local tourism. The aim of this study was to investigate the impact of the Khoja Ahmed Yasawi Mausoleum, a UNESCO heritage site in Kazakhstan, on sustainable tourism development in Turkestan. The study was based on a survey aimed at identifying the goals of tourists (respondents) visiting Turkestan city, the main objects they would like to see as a tourist destination, and their opportunities for sustainable development of urban tourism. The questionnaire responses were analysed based on the coding of respondents (R1-R328) who were randomly selected. As a result, 40.8% of respondents from near and far abroad (47) and Kazakhstan (281) found that the purpose of the visit was historical and cultural tourism. 78.7% of respondents assessed the tourism potential of the Mausoleum of Khoja Ahmed Yasawi as high in terms of sustainable tourism development in Turkestan. Thus, being one of the most famous architectural monuments of Central Asia and an example of modern Kazakh

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architecture, the mausoleum of Khoja Ahmed Yasawi is a cultural and historical object that affects the sustainable development of tourism in Turkestan. This study will help to solve the problems of sustainable tourism development in Turkestan.

Key words: Cultural heritage tourism, UNESCO, sustainable tourism development, Khoja Ahmed Yasawi Mausoleum, Turkestan.

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INTRODUCTION

Nowadays, CHT has become an important part of the tourism industry as one of the fastest growing types of attraction tourism in the world (Maaiah and Wouhoush, 2020). Therefore, it is necessary to assess the sustainability of CHT types for tourism development (Weng et al., 2019). In particular, it is necessary to consider the multi-stakeholder relationship between resource management, tourist, local community, enterprise as the main value for CHT destinations (Laitamaki et al., 2016; Ismail et al., 2014; Setiawan et al., 2021). CHT fulfils the most important functions of integrating cultural communications into the world space, ensuring cultural and human security (Adhika and Putra, 2020). It also forms a unique cultural landscape of the territory based on culture and natural environment. In this context, the restoration and conservation of architectural monuments inscribed on the World Heritage List is becoming increasingly important and one of the main directions in the preservation of cultural heritage (Fadli and AlSaeed, 2019). However, the length of time it takes to identify the causes of destruction of cultural monuments related to the preservation of architectural monuments and the need to allocate additional resources were identified as the main challenges faced (Taher Tolou Del et al., 2020).

In this regard, the involvement of cultural heritage sites in tourism planning will lead to the achievement of sustainability and growth of the local economy (Akbar et al., 2020). That is, local participation in World Heritage site conservation and tourism planning helps to improve the quality of life of local people and make the conservation plan sustainable (Friedman et al., 2009). In general, sustainable development is a multidimensional concept related to the environment and resources, as well as industry and agricultural production (Cornel and Mirela, 2008).

This is because sustainable development is defined as an overarching concept that predicts all aspects of human endeavour and to which all peoples of the world should be engaged (Zaharia et al., 2010; Ogutu et al., 2023). Tourism sustainability is a complex concept as it is latent, relative and multidimensional in nature (Fernández and Rivero, 2009). The multidimensional nature of tourism sustainability is based on three different dimensions of sustainability: environmental, social and economic sustainability (Mikulić and Kožić, 2011; El Archi et al., 2023a). Nowadays, defining the sustainability of CHT has become an important topic in the field of tourism management. After all, one of the main challenges of achieving sustainable tourism is to fill the gap between the planning and implementation phases.

It is therefore very important to study the impact of World Cultural Heritage sites on international and domestic tourist flows, the impact on sustainable development, as well as opportunities for cultural tourism development. In this context, Du Cros (2001) argues that there is a natural link between tourism and cultural heritage management, although there is little debate between them on the sustainability of heritage tourism. Thus, Lee et al. (2008) recognise that there is a clear conflict between heritage protection and tourism development in developing countries, while McKercher et al. (2005) identified seven possible scenarios for the relationship between tourism and CHT, as well as a number of mitigating factors.

Also among the world studies that aim to identify the factors that constitute the social value of heritage in relation to sustainable tourism, the works of Dans and González (2019); Wondirad et al. (2008); Kim et al. (2019); Eslami et al. (2019); El Archi et al. (2023b); Lai et al., 2022; Canale et al. (2019) and Megeirhi et al. (2019) are valuable. Among Kazakhstani scholars, Mamirkulova et al. (2020) believes that the new opportunities of the Silk Road infrastructure will improve the quality of life of the population of Kazakhstan, and Mamutova (2020) identifies the relevance of implementing a management model of destination management organisation for sustainable tourism development in Kazakhstan. Also Akbar et al. (2019) on the example of Aksu-Zhabagly natural heritage site in Kazakhstan found that the negative political environment of the tourist route has a negative economic impact on the realisation of sustainable tourism development in Kazakhstan. In her study, Chang (2019) examines the complexity of cultural and historical heritage conservation, economic development, tourism and global transnational heritage within the framework of sustainability. Thus, the impact of the sites included in the list of UNESCO cultural heritage sites in Kazakhstan on the sustainable development of tourism is not yet fully explored. Thus, the impact of UNESCO heritage sites on sustainable tourism development in Kazakhstan, although mentioned in the study, remains understudied. Therefore, the aim of this study was to investigate the impact of Khoja Ahmed Yasawi Mausoleum, a UNESCO heritage site in Kazakhstan, on sustainable tourism development in Turkestan. This is because the mausoleum of Khoja Ahmed Yasawi is an example of authentic regional architecture, which is the main symbol of local cultural and construction traditions as the spatial environment of Turkestan (Figure 1).

The concept of cultural policy of the Republic of Kazakhstan for 2023-2027 states that the national cultural brand of the country will be formed by outstanding objects of historical and cultural heritage of Kazakhstan - Altyn Adam, mausoleum of Khoja Ahmed Yasawi, Otrar complex, petroglyphs Tamgaly, Bozok, Botay, Turkestan (Concept of cultural policy of the Republic of Kazakhstan for 2023-2027). After all, the mausoleum of Khoja Ahmed Yasawi is one of the most famous architectural monuments of Central Asia and is a cultural and historical object that influences the formation of unique features of modern Kazakh architecture (Abdrasilova et al., 2021). In addition, the amazing architectural masterpiece, built in the XIV century by order of Emir Timur, is considered a sacred place for Muslims. Famous Kazakh khans Esim (1628), Zhangir (1652), Tauke (1715), Bulat (1723), Sameke (1738), Zholbarys (1740), Abilmambet (1771), Abylai (1781) and

Bokey (1819) are buried here (Bartold, 1914). The first President of the Republic of Kazakhstan Nazarbayev (2015) says about it as follows: "every time I come to the sacred Turkestan land, I feel a special admiration. Khans, bi, batyrs, baglans who lived thinking about the country of Kazakhstan and tomorrow will always be remembered here". In 2022, the current President Tokayev K. K. specially visited the mausoleum of Khoja Ahmed Yasawi, where he familiarised himself with the condition of the mausoleum and instructed to strictly control the preservation of the monument. He also noted the importance of developing the city of Turkestan as a centre of cultural tourism (Official website of the president of the Republic of Kazakhstan, 2022). The city of Turkestan is one of the oldest cities in Kazakhstan with a centuries-old history. Its favourable geographical position on the ancient caravan route along the Great Silk Road, as well as the visit of religious people to the mausoleum of the great Sufi poet and preacher Khoja Ahmed Yassau contributed to its development and lively trade. The city of Turkestan plays an important role in the historical, cultural, spiritual and tourist life not only of Kazakhstan but also of the whole Central Asian region (Baipakov, 2007).

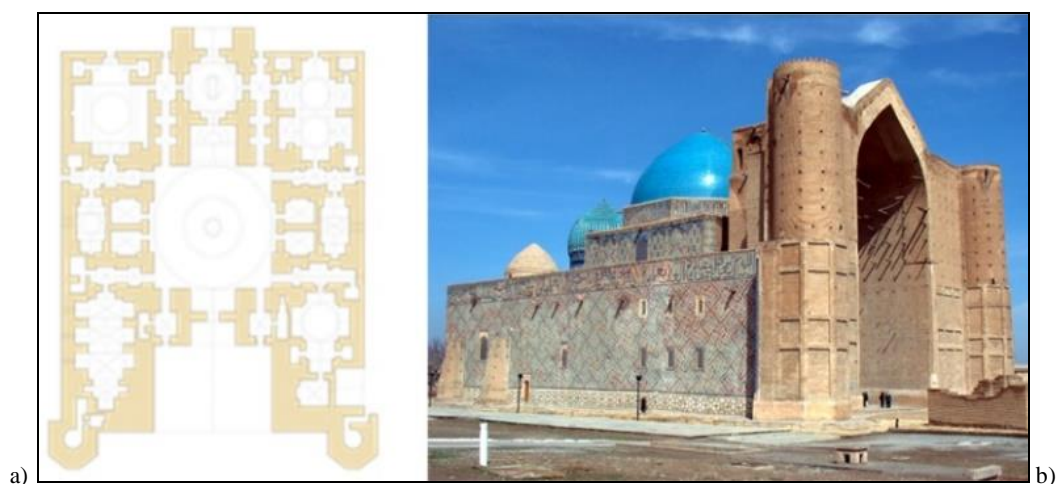


Figure 1. Mausoleum of Khoja Ahmed Yasawi, Turkestan (1385-1405)
a) drawing of the mausoleum; b) a view from the south (Source: Wikipedia, 2023)

Thus, based on the fact that the city of Turkestan is the most valuable historical and cultural monument of architecture and the eternal home of Kazakh good and kind people, the mausoleum of Khoja Ahmed Yasawi was chosen as the object of the study. The study was based on a questionnaire survey aimed at determining the main purpose of tourists (respondents) visiting Turkestan city, the main places they would like to see as a tourist destination, and the impact of UNESCO heritage sites (the mausoleum of Khoja Ahmed Yasawi) on sustainable tourism development. This is because the primary purpose of each tourist arrival specifically affects the sustainable development of local tourism. The survey was also aimed at identifying the impact of cultural tourism in Turkestan and the mausoleum of Khoja Ahmed Yasawi on the sustainable development of urban tourism. This study is a supportive tool to help identify the impact of UNESCO heritage sites on sustainable tourism development and to address the challenges of local cultural tourism development. This is due to the fact that there are few studies on the impact of the Mausoleum of Khoja Ahmed Yasawi, a UNESCO heritage site, on sustainable tourism development in the city of Turkestan. Even the existing studies do not consider the possibilities of sustainable development of the specific city of Turkestan. For example, Assan (2013) focused on the opportunities for tourism development in the city of Turkestan and analysed the volume of work and services performed by tourism firms in the regions of Kazakhstan. Meanwhile, Çalışkan and Özer (2021) investigated the intuition of Turkestan residents about the economic, socio-cultural and environmental impacts of tourism and their supportive views on tourism development. However, Akbar and Yang (2022), studying the distribution of tourism income and the impact of constraints on sustainable tourism development in the Aksu-Zhabagly Nature Reserve, a UNESCO heritage site, found that most residents were not satisfied with tourism development and their participation in tourism was relatively low. It also found that tourism and related income sharing with local communities has become a common strategy for realising sustainability at the global level in reserves or protected areas. Therefore, for the development of tourism in Turkestan city, which has socio-economic importance, it is important to conduct applied research works (Nurmukhamedova and Myrzakhan, 2023). Especially, the digital transformation is changing tourism education, so the 3D tour of the state historical and cultural museum-reserve of Azret Sultan in Turkestan is very beneficial in future research (Issakov et al., 2023a; Marcel et al., 2023). This paper aims to study the impact of the Mausoleum of Khoja Ahmed Yasawi, a UNESCO heritage site in Kazakhstan, on sustainable tourism development in the city of Turkestan.

MATERIALS AND METHODS

Inscribed on the UNESCO Representative List of the Intangible Cultural Heritage of Humanity with a view to safeguarding and promoting elements of the intangible cultural heritage that constitute the heritage of world civilisation (UNESCO, 2021; Debarbieux et al., 2023). The UNESCO World Heritage List includes 10 monuments of history and culture of Kazakhstan, presented in three nominations: architectural masterpieces - "Mausoleum of Khoja Ahmed Yasawi",

"Tamgaly" - petroglyphs of archaeological landscape and "The Great Silk Road: Chang'an-Tian Shan Corridor Line". The main factor in the preservation of historical and cultural heritage is research and scientific restoration work (Aldybayev et al., 2021). Therefore, the outstanding historical and cultural heritage of Kazakhstan - the mausoleum of Khoja Ahmed Yasawi, the Otrar, Tamgali, Bozok, Botai, Turkestan and Altyn-Adam petroglyphic complexes are considered to be the unique heritage forming the national cultural brand of the country (Akbar et al., 2021).

Mausoleum of Khoja Ahmed Yasawi is an architectural structure erected at the end of XIV century, located in Turkestan, one of the oldest cities of the Republic of Kazakhstan (Figure 2). Currently, the mausoleum of Khoja Ahmed Yasawi is one of the most important landmarks of CHT in Kazakhstan. The mausoleum is a domed structure with a large portal that is 46.5 metres wide and 65 metres long (Kemelbekova et al., 2022). This structure, symmetrically compact in appearance, houses 35 large and small halls and rooms, all connected to each other by 8 two-storey corridors and various staircases of transition (Baiteinova, 2012). The mausoleum of Khoja Ahmed Yasawi, located in the southern part of the country, is the spiritual centre of the Turkic world (Kudaibergenov et al., 2019). Turkestan was the capital of the Kazakh Khanate in the XVI-XVIII centuries. Since the second half of the twentieth century it has been one of the industrial, agricultural, educational, cultural and tourist centres of Kazakhstan (Abzhalov and Kozha, 2022; Issakov et al., 2022). In Turkestan, along with the mausoleum of Khoja Ahmed Yasawi, there are the best monuments of archeology, history, architecture and fine arts, such as the Great Kiluet (underground mosque, XII century), octagonal mausoleum (XIV-XVI), mausoleum of Ulugbek's daughter, wife of Abulkhair Khan Rabigi Begim (XV), eastern bath (XVI-XVII), mausoleum of Esimkhan, Zhuma Mosque. The total area of the territory occupied by the reserve-museum is 90 hectares (Baltabayeva et al., 2019).

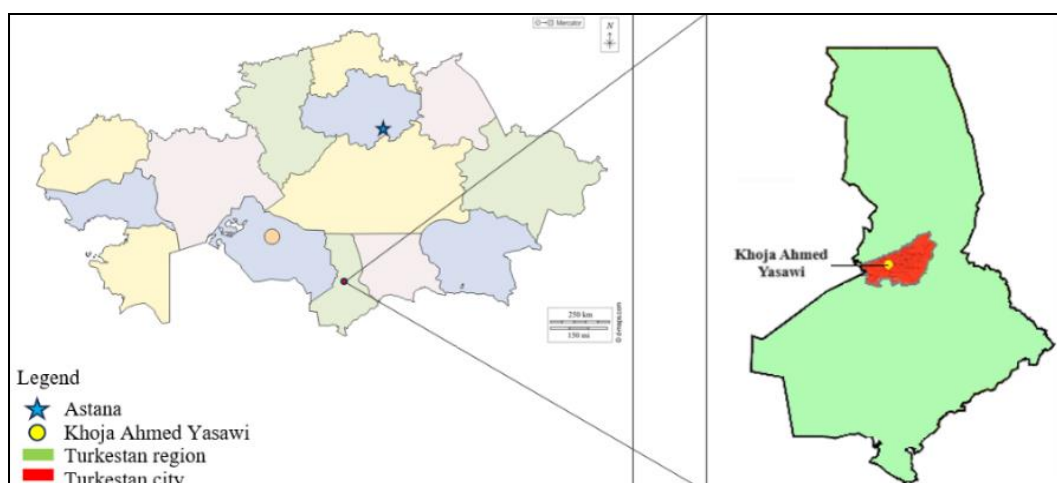


Figure 2. Location of the mausoleum of Khoja Ahmed Yasawi (Source: compiled by the authors)

The architecture of the mausoleum of Khoja Ahmed Yassawi is a unique structure with a clear and coherent plan, including various rooms: a central hall (boiler room), a viewing platform, a mosque, a library, a meeting hall (large and small Aksaray), a dining room, and living quarters for pilgrims. Besides cultural-historical and spiritual significance, the monuments of architecture also have real economic importance (Nakhipbekova et al., 2023). The revival of the Great Silk Road tourist route in Central Asia serves as an impetus for economic development. The tourist route starts in the Republic of Uzbekistan from the pearl of Khorezm Zhazira - the city of Khiva. The tourist route then passes through Bukhara, Navoi, Samarkand, Zhizak, Tashkent, one of the oldest cities in Central Asia and continues to Turkestan in the Republic of Kazakhstan (Sevim, 2016; Garda, 2022). Highly revered by the peoples of Central Asia, the mausoleum of Khoja Ahmed Yasawi has been included in the UNESCO World Heritage List as a monument of architecture of the 14th century since 2003 (Kuralbayev et al., 2017). Also in 2017, the international organisation of Turkic culture (TURKSOY) recognised the city of Turkestan as a cultural and spiritual centre of the Turkic world and became a venue for international events (Tuyakbayev et al., 2021). Over the past twenty years, the city of Turkestan has witnessed rapid development of tourism. In this regard, in accordance with the purpose of the study, we received a questionnaire aimed at identifying the impact of Khoja Ahmed Yasawi Mausoleum on the sustainable development of tourism in Turkestan city.

The content of the questionnaire focused on the main purpose of tourists visiting Turkestan city, the main places they would like to see as a tourist attraction, and the opportunities for sustainable tourism development in Turkestan city. We believe that the main purpose and desire of tourists to come to Turkestan affect the sustainable development of city tourism. Proceeding from the fact that every tourist when choosing a destination thinks about the satisfaction of his/her needs, we have prepared a questionnaire specifically for tourists in 3 languages (Kazakh, Russian, English).

The survey was conducted from 5 to 12 March 2023 and a total of 342 questionnaires were distributed. However, due to the fact that 14 answer sheets did not meet the qualitative requirements, the answers of 328 respondents (tourists) were accepted. Respondents from 12 countries represented 7% of the total number of tourists, 93% were Kazakhstani respondents. The survey was conducted by the faculty of Al-Farabi Kazakh National University in a paper survey in front of the mausoleum of Khoja Ahmed Yasawi. The analysis was based on the coding of respondents (R1-R328). The sampling method was random and respondents over 16 years old participated in the study. The full Flowchart of the study is shown below (Figure 3).



Figure 3. Research Flowchart (Source: compiled by the authors)

RESULTS AND DISCUSSION

As a result of the study, referring to tourists who came to see the main tourist attractions of Turkestan (Figure 4), it was found that out of 328 respondents, 47 were from far and near abroad, and the remaining 281 respondents were local tourists. From the results of the survey, we can highlight some points worth noting. For example, the largest share of foreign respondents came from border countries: 24% - China, 13% - Uzbekistan, 11% - Kyrgyzstan. Among Kazakhstani respondents: 31% (87) - Turkestan, 13.9% (39) - Kyzylorda, 11.7% (33) - Zhambyl, 9.3% (26) - Almaty, 4.6% (13) - Aktobe, 3.6% (10) - Karaganda, 2.1% (6) - Mangistau, 2.5% (7) - Atyrau, 1, 8% (5) - West Kazakhstan, 1.4% (4) - Pavlodar, 0.7% (2) - Kostanai, 1% (3) - Abay, 1.4% (4) - from Akmola region, 7.8% (22) - Shymkent, 4.3% (12) - Almaty and 2.9% (8) - from Astana city. Majority of the respondents in the study were aged 36-45 years (112; 34.1%), followed by respondents aged 16-25 years (85; 25.9%), 26-35 years (72; 22%), 46-55 years (41; 12.5%) and respondents above 56 years (18, 5.5%). In terms of gender, 53% of respondents were female and 47% were male. In response to the main questions of the questionnaire: "what is your purpose of coming to Turkestan?" 40.8% of respondents stated that they came for cultural and cognitive purposes. It was found that 18% of respondents came for children's tourism, 11% for business purposes (congress, fair), 3% for entertainment, 4.9% for sports, 6.8% for ethnic and 15.5% for religious purposes. In addition, "which object in the State Historical and Cultural Museum-Reserve of Azret Sultan has a high tourist potential?". 78.7% of respondents named the mausoleum of Khoja Ahmed Yasawi, which is included in the list of UNESCO heritage sites (Figure 5 and 6).

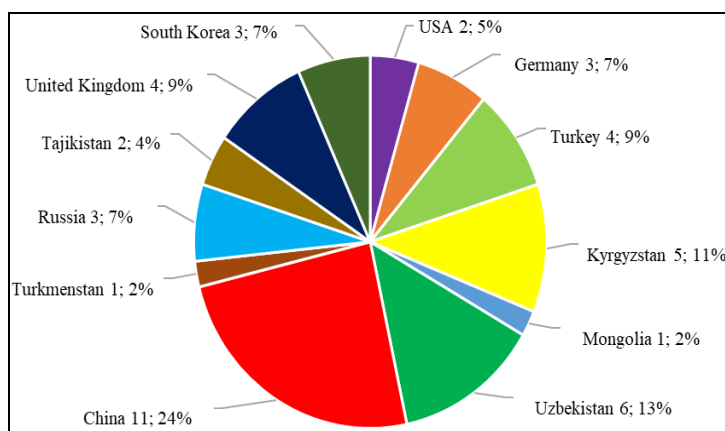


Figure 4. Respondents from foreign countries, number and percentage, %



Figure 5. Objects of the state historical and cultural museum-reserve of Azret Sultan (Source: compiled by the authors)

The respondents were asked: "What is the impact of the Mausoleum of Khoja Ahmed Yasawi on the development of cultural tourism in Turkestan city?". The answers to the question were as follows: R1: Turkestan is the spiritual capital of the Turkic world. Every guest or tourist who has visited Turkestan will not return without seeing the mausoleum of Khoja Ahmed Yassawi, R4: Due to the fact that it is included in the list of UNESCO heritage sites, there are a large number of tourists who come to see it, so perhaps the social situation will be affected, R11: I think that a tourist coming to Turkestan will definitely come to see the mausoleum of Khoja Ahmed Yasawi.

Therefore, I believe that the main tourist object of the city of Turkestan is, R29: This has a positive impact on the socio-economic situation of the population of Turkestan, R51: Several Kazakh khans are buried in the mausoleum of Khoja Ahmed Yasawi, so Kazakhs are always coming here to see it, R118: Tourists come from Europe to see taikazan, R131: I believe that Kazakhstan is a major tourist destination, where a large number of foreign tourists come. Of course, this will lead to economic development, stability, P157: A historic site known as a sacred place, R172: We have to make sure that the environmental issue does not arise because of the large number of tourists!, R196: One of the main directions of activity in the field of protection and study of historical and cultural heritage is integration of unique historical and cultural monuments of Turkestan city into the world space, R204: As one of the most famous architectural monuments of Central Asia, I think it will contribute to the development of tourism as an interesting place for tourists, R235: Cultural heritage sites influence international and domestic tourist flows, R247: For sustainable development of cultural tourism in Turkestan it is necessary to limit the deterioration of the mausoleum of Khoja Ahmed Yasawi. For this purpose it is necessary to take measures in advance, R251: Located along the Great Silk Road, it is one of the priority areas for the development of cultural and cognitive tourism in the country and is a major tourist destination, R263: As a place of special cultural and historical significance for the Turkic world, I think that thanks to the incoming tourists, the quality of life of the locals will increase, R315: As the mausoleum of Khoja Ahmed Yasawi is an architectural structure built at the end of the 14th century, it is important to preserve this architectural monument in its original form. As a historically and culturally significant tourist site, it should be handed down from generation to generation. Besides, what cultural places in Turkestan city did you visit? analysing the answers to the questions 98.8% of respondents reported that they visited the complex "Caravan-sarai" (Table 1). This complex is one of the main centres attracting tourists to the region after the mausoleum of Khoja Ahmed Yasawi, which has no analogues in Central Asia. Due to the fact that all the objects of the caravanserai are connected through the water channel, the locals have given this place the name "Venice of Kazakhstan".

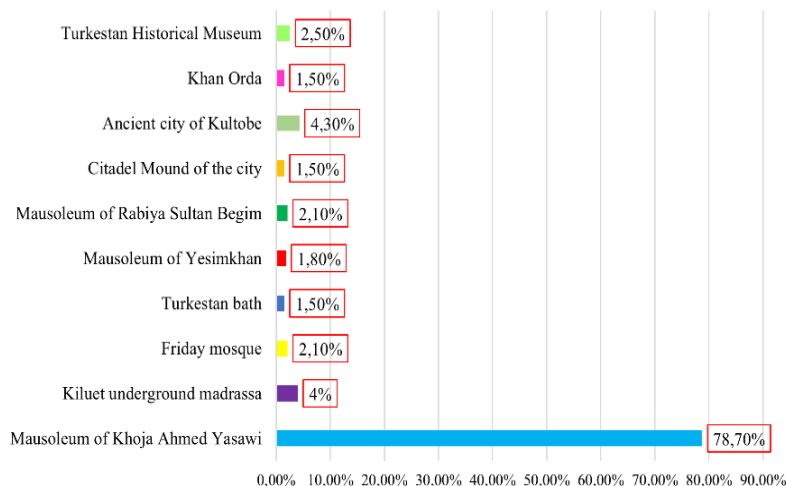


Figure 6. The main object with high tourist potential, the attitude of respondents, % (Source: compiled by the authors)

Central Asia, I think it will contribute to the development of tourism as an interesting place for tourists, R235: Cultural heritage sites influence international and domestic tourist flows, R247: For sustainable development of cultural tourism in Turkestan it is necessary to limit the deterioration of the mausoleum of Khoja Ahmed Yasawi. For this purpose it is necessary to take measures in advance, R251: Located along the Great Silk Road, it is one of the priority areas for the development of cultural and cognitive tourism in the country and is a major tourist destination, R263: As a place of special cultural and historical significance for the Turkic world, I think that thanks to the incoming tourists, the quality of life of the locals will increase, R315: As the mausoleum of Khoja Ahmed Yasawi is an architectural structure built at the end of the 14th century, it is important to preserve this architectural monument in its original form. As a historically and culturally significant tourist site, it should be handed down from generation to generation. Besides, what cultural places in Turkestan city did you visit? analysing the answers to the questions 98.8% of respondents reported that they visited the complex "Caravan-sarai" (Table 1). This complex is one of the main centres attracting tourists to the region after the mausoleum of Khoja Ahmed Yasawi, which has no analogues in Central Asia. Due to the fact that all the objects of the caravanserai are connected through the water channel, the locals have given this place the name "Venice of Kazakhstan".

Table 1. Cultural sites of Turkestan city

№	Cultural sites	Percentage %	Respondents number
1	Vizit Center	84.1	276
2	Center "Uly Dala"	64.9	213
3	Yasawi Museum	75.3	247
4	Turkestan Musical Drama Theatre	66.5	218
5	International University of Tourism and Hospitality	36.9	121
6	Multidisciplinary complex "Congress Hall"	53.4	175
7	Yassawi Museum	67.9	223
8	Schoolchildren's Palace	23.8	78
9	Alatau Media Center	18.9	62
10	Caravan-sarai complex	98.8	324
11	Farab library	73.5	241
12	Botanical Garden	58.8	193

Table 2. Hotel where respondents were accommodated, N = 328

№	Hotel name	%	Number of respondents	Minimum price, euro	Hotel category
1	Karavansaray Khaganate Hotel	9.5	31	74	5*
2	Royal Grand Hotel Turkestan	5.8	19	30	4*
3	Boutique Hotel Silk Way	6.7	22	60	-
4	Hampton by Hilton Turkistan	8.2	27	68	3*
5	EDEM Hotel	6.1	20	36	3*
6	Hotel Khanaka	4.6	15	48	4*
7	Almaty City	7	23	34	3*
8	Rixos Turkistan	5.5	18	134	5*
9	Emir Plaza Hotel & Restaurant	6.7	22	48	3*
10	Grand Villa	6.4	21	26	-
11	Olympic Hotel	4.9	16	56	4*
12	Khan Palace	3.7	12	34	4*
13	Ramada by Wyndham Turkistan	7.3	24	80	4*
14	Hostels	11.8	39	16	-
15	Relatives' home	5.8	19	-	-

To determine the share and social aspects of accommodation facilities that contribute to the sustainable development of tourism in Turkestan, to the question "In which hotel did you stay"? 9.5% of respondents answered "in the hotel of the Karavansaray Khaganate Hotel. The share of those who stayed in the most expensive hotel "Rixos Turkistan" was 5.5%. In general, the specifics of respondents' location turned out to be the same as below (Table 2).

In the course of the study for the integrated and effective development of the activities of the mausoleum of Khoja Ahmed Yasawi, the possibility of improving the integration processes taking place in the State Historical and Cultural Museum-Reserve of Azret Sultan, as well as ensuring the stability of cultural services and quality education for tourists through the use of innovative, information, communication technologies was assessed. To assess the historical and cultural heritage of the mausoleum of Khoja Ahmed Yasawi and access to museum exhibitions in virtual format "have you seen the State Historical and Cultural Museum-Reserve of Azret Sultan (including the mausoleum of Khoja Ahmed Yasawi) in 3D tour? What is the quality of the 3D tour?". In response to this question, 78% of respondents said they had not seen a 3D

tour, while 22% of respondents said they had seen a 3D tour and that it was very useful in recognising objects and museum displays. The responses of respondents who viewed the 3D tour were as follows: R38: The Mausoleum of Khoja Ahmed Yasawi was interesting to me, as it was my first time in Kazakhstan. So last night I viewed the 3D tour on the official website, I liked it (Figure 7), R54: After learning from the hotel maid that there is a virtual tour, I checked out the tourist sites in the city. I would say that the 3D tour was useful to me. I give it a good rating, R146: I saw the 3D tour on the official website, but unfortunately it was hard to understand due to the lack of information in English, R267: I previewed the museum's exhibits with a 3D tour, R272: This allowed you to see the museum's exhibits up close, R84: Watched the full 3D tour of the Azret Sultan Museum-Reserve, not bad overall, and R306: The quality is excellent.

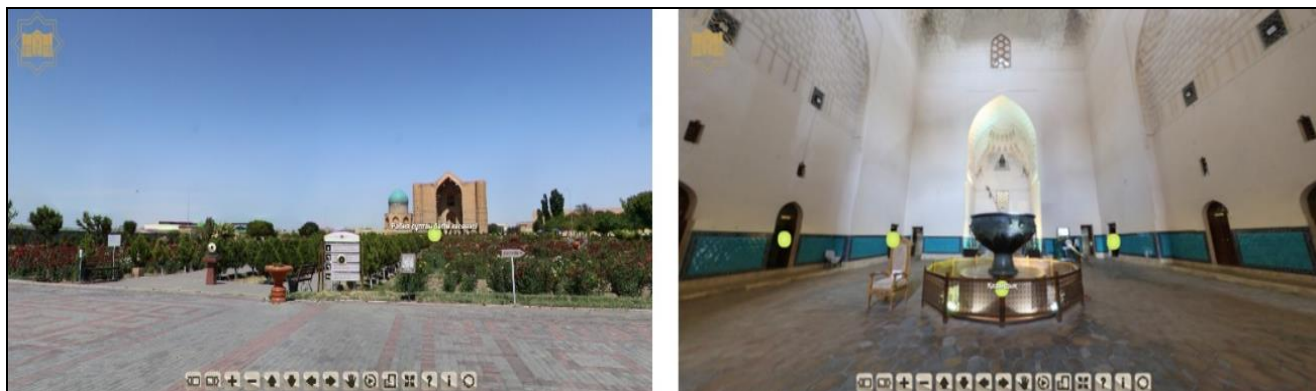


Figure 7. 3D tour of the state historical and cultural museum-reserve of Azret Sultan
(Source: Official website of the State Historical and Cultural Museum-Reserve of Azret Sultan, 2023)

To date, the State Historical and Cultural Museum-Reserve of Azret Sultan envisages the creation of a virtual tour, the transfer of museum funds into electronic format and the implementation of the main activities of the museum at the expense of the state as part of the phased implementation of a set of measures for the transition to advanced digital technologies. Such work is being actively carried out by republican museums, and it is also expected that these processes will be revitalised among regional museums (Sakhiyeva, 2021; Herman et al., 2023). Today, 3D world tours provide public access to cultural treasures (Beták et al., 2023; Herman et al., 2020). Constant replenishment of the museum's funds is carried out through the acquisition of valuable museum exhibits, collection during scientific archeological and ethnographic expeditions, and donations to the museum.

CHT fulfils the most important functions of ensuring cultural and human security in the conditions of the country's integration into the world space of cultural communications, fierce competition of cultural and historical ties (Doskhozina and Yessekeyeva, 2019). Their huge national economic potential as tourism objects is also evident, thanks to which it is possible to increase the recognition of the country abroad and increase the flow of tourists (Issakov et al., 2023b; Koshim et al., 2023). Scientific research, modernisation, reconstruction and preservation of historical and cultural heritage sites play an important role in improving the mechanisms of interaction between state and civil institutions (Ilieş et al., 2023).

In this regard, we received the following answers from the respondents to the question "What is the state of conservation and environmental condition of the Khoja Ahmed Yasawi Mausoleum?": R6: I liked the mausoleum. I didn't see an environmental problem, R23: The surface of some of the building materials of the mausoleum was covered with salt deposits. As far as I know, this is very dangerous, R31: If we talk about the general condition of the mausoleum, we must admit that it has begun to wear out, R65: The condition of the Khoja Ahmed Yasawi Mausoleum is alarming and restoration work is not going well, R82: I have seen places in the rooms of the mausoleum that are damaged or defaced, R127: The inside of the mausoleum dome shows traces of water dripping from the ceiling with large yellowish spots, R154: Salt has formed on the surface of the stones at the base of the boiler and walls and is destroying them, R194: This site is protected by the state and UNESCO, so I think it should be monitored, R207: As a domestic tourist, I visit the mausoleum of Khoja Ahmed Yasawi a lot. For the last 2-3 years, I have noticed that due to excessive humidity inside the building, dark spots have appeared on the surface of the dome, R285: Salt began to appear on some parts of the Mausoleum. We received answers that the reason for this, in my opinion, is landscaping and artificial landscaping of the area in front of the Mausoleum.

The answers to the questionnaires showed that in recent years, the change of historical districts of Turkestan city in accordance with the requirements of time, types and speed of processes related to this have a negative impact on the historical and cultural heritage. Natural impacts and anthropogenic factors can lead to the destruction or complete destruction of the monument. Colossal damage to the mausoleum is caused by the phenomena of natural disasters that have occurred over the centuries, and technogenic changes in the environment in recent times, the impact of various industrial processes. It should be noted that the studied mausoleum cannot withstand external exogenous impacts, especially atmospheric precipitation saturated with pollutants of various nature, harsh waters with high salt content and other factors (Sainova et al., 2023; Dávid, 2009). From year to year, with the development of industry, the number of anthropogenic factors worsening the state of the environment increases, which not only leaves no attention to the monuments of architecture, but also leads to their destruction (Makish et al., 2021; Nasib et al., 2023). Therefore, it is necessary to pay timely attention to this problem, carry out the necessary scientific research and take concrete measures.

Thus, as a result of the study it was found that UNESCO promotes the popularisation of elements of intangible cultural heritage of Kazakhstan and their access to the level of the world spiritual heritage of humanity, preservation of national mentality and identity. Taking into account global trends, it is promising to develop tourism by creating tourism products, infrastructure and brands on the basis of objects of historical and cultural heritage. The first steps in this direction are the "Gaukhar-Ana", "Sauran", "Saraishyk", "Issyk" and "Ordabasy" visit centres created on the territory of the republican museum-reserves. The positive development of Kazakhstan's cultural brand will be promoted by holding events aimed at the development of cultural tourism to the holy places of Kazakhstan, the sale of products in tourist places, and the sale of national brand products in tourist places. For this purpose, the popularisation of the historical and cultural heritage of the country should be promoted by large-scale information and propaganda activities in the media and on Internet sites (Tiberghien, 2019). Ultimately, CHT relies on culture, natural environment, tries to use its own mechanisms of traditional forms, forming a unique cultural landscape of the territory (Richards, 2018; Hall et al., 2016). The heart of CHT - cultural heritage itself - is a spiritual, cultural, economic and social capital with irreplaceable value (Santa and Tiatco, 2019). Heritage fuels modern science, education and culture. Therefore, cultural tourism - of course - builds on the diversity of a country's heritage and pays special attention to the world's natural and cultural heritage as the highest level of recognition of the significance of sites of unique, outstanding value, not limited to the boundaries of a single state (Mousazadeh et al., 2023). Special attention to sites is now required to protect heritage globally and nationally or to use it for local history purposes (Issakov et al., 2023c). International conventions, recommendations, resolutions and other heritage documents that existed at the time when the concept of the world natural and cultural heritage was formed, presuppose the preservation of unique sites in the eyes of the peoples of the world, regardless of their nationality (de Oliveira et al., 2022).

Thus, CHT has become the main income sector of many countries, the stability of which determines the issue of heritage protection (Ballantyne et al., 2014; Arumugam et al., 2023). Sustainability assessment studies tend to examine resource management, community, tourist relations, while the role of the tourism enterprise is consistently overlooked (Ng et al., 2017). Therefore, assessing the sustainability of CHT becomes an important topic in the field of tourism management. Most of the research is oriented towards assessing the sustainability of CHT destinations, for which a series of evaluation indicator systems have also been developed (Poria et al., 2003; Bhowmik, 2021). It was shown that current research has been conducted mainly in the context of ecotourism development, which does not necessarily report on assessing the sustainability of CHT destinations when distinguishing between ecotourism and CHT (Jitpakdee and Thapa, 2012; Leka et al., 2023).

CONCLUSIONS

Thus, this study aims to identify the impact of the Khoja Ahmed Yasawi Mausoleum, a UNESCO heritage site in Kazakhstan, on the sustainable development of tourism in the city of Turkestan. The main purposes of tourists' visit to Turkestan city, the main objects they want to see as tourist attractions and the opportunities for sustainable development of urban tourism were identified. "The purpose of visiting the city of Turkestan" was cultural and cognitive tourism for 40.8% of respondents. In addition, 78.7% of respondents believe that the mausoleum of Khoja Ahmed Yasawi has a high tourism potential. Thus, having studied the impact of the mausoleum of Khoja Ahmed Yassawi on the development of cultural tourism in Turkestan city, the priority areas for sustainable development of CHT, capable of meeting the needs of the domestic and foreign market, were identified:

- creation of recreational and tourist infrastructure, providing for improved tourist services;
- establishment of risk zones for the management of the tourism cluster and related cultural heritage sites and the development of basic norms to minimise their impact;
- successful formation of sustainable development of the city's economy through the formation of small and medium-sized tourism business;
- construction of hotels, tourist complexes, accommodation of restaurants, facilities providing entertainment, recreation and visitor services as part of them;
- creation of a trade and logistics centre of the New Silk Road, a major transport hub;
- organising the improvement of the education system for the training of qualified personnel, service staff, marketing specialists for the organisation, management and operation of tourist establishments;
- study of all tourist resources of Turkestan city and its surroundings (historical, cultural and spiritual riches - objects) at a high level;
- participation in important tourism exhibitions, promotion of the Turkestan region;
- improving the quality of tourism and hotel services in accordance with the established requirements of the technical regulation system. Reduction of hotel prices.

These priority areas necessitate the preparation of economic mechanisms that enhance service competition of the tourism industry. It allows to solve many issues so that mechanisms can fully meet the requirements of tourist customers despite price changes.

Therefore, the mausoleum of Khoja Ahmed Yasawi, one of the most famous architectural monuments of Central Asia, is a cultural and historical object that affects the sustainable development of tourism in Turkestan. This study is an auxiliary tool in solving the problems of sustainable tourism development in Turkestan.

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