



Студенттер мен жас ғалымдардың
«ҒЫЛЫМ ЖӘНЕ БІЛІМ - 2018»
XIII Халықаралық ғылыми конференциясы

СБОРНИК МАТЕРИАЛОВ

XIII Международная научная конференция
студентов и молодых ученых
«НАУКА И ОБРАЗОВАНИЕ - 2018»

The XIII International Scientific Conference
for Students and Young Scientists
«SCIENCE AND EDUCATION - 2018»



12th April 2018, Astana

**ҚАЗАҚСТАН РЕСПУБЛИКАСЫ БІЛІМ ЖӘНЕ ҒЫЛЫМ МИНИСТРЛІГІ
Л.Н. ГУМИЛЕВ АТЫНДАҒЫ ЕУРАЗИЯ ҰЛТТЫҚ УНИВЕРСИТЕТІ**

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БАЯНДАМАЛАР ЖИНАҒЫ**

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The proceedings are the papers of students, undergraduates, doctoral students and young researchers on topical issues of natural and technical sciences and humanities.

В сборник вошли доклады студентов, магистрантов, докторантов и молодых ученых по актуальным вопросам естественно-технических и гуманитарных наук.

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buildings and hotels, the city has everything you need for recreation and entertainment, in addition to the nearby city within a radius of 500 km there are wonderful recreational areas.

In addition, other most relevant investment projects and projects are being developed for the regions of Kazakhstan, under which the Ministry provides support and promotion to attract investment for the development of tourism infrastructure. Thus, the following investment projects were approved and recommended for further implementation: from the Akmola region Ethnographic complex "Sheber Ayuly" with the exhibition center "Palace of Masters" (Sheberler ayuly-2 LLP), SHARZHUM Rest Center (ARKA TOUR LLP), recreation area "Kunbai Sulu"; from the Almaty region the State Historical and Cultural Nature Reserve "Tamgaly", Tourist-Ethnographic Complex "Talhiz" (LLP "Zhibek Zholy Company"); from Atyrau Oblast Construction of a recreation center in the Sarytogai rural district of Makhambet district ("IP Ageleuov"); from the East Kazakhstan region Health and tourist complex "Katon-Karagai" (KH "Katon-Karagai reindeer park"), Health-improving complex "ANA" (NGO "Women of the East: caring for children"), tourist cluster "Altai Alps" (LLP "Center-C"), the tourist route "Altai - golden mountains" (LLP "Sayakhat-Vostok"); from the Zhambyl region Tourist center "Tau Samyly" (LLP "Tlebai Baba").

The implementation of these projects will lead to a significant diversification of the country's economy, increase its innovative and infrastructure components, create prerequisites for the successful development of non-primary sectors. Thus, all of the above will help to increase the competitiveness of the tourism industry and the attractiveness of Kazakhstan as a tourist destination. In addition, further development of the industry will be aimed at creating a competitive infrastructure for the tourism industry, the formation of new national tourism products, their promotion in the international and domestic markets.

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STUDENTS' PERSPECTIVES ON OVERSEAS TRAVEL AND ITS PROSPECTS

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Studying abroad is a necessary condition for improving and complementing students' knowledge and developing their socio-cultural competence. In an increasingly globalised economy, opportunities to work and learn in international environments are not just a way to help students build their first CV, they also provide future graduates with the cultural, academic and experiential challenges that will help equip them with the life skills they need in order to thrive in the world beyond university [1]. It goes without saying that studying abroad has a positive impact on students' personal and professional development. Besides "travelling, living, working and studying abroad become a common life experience of people from democratic countries" [2].

With the development of the economy and the improvement of people's living standards, tourism is becoming one of the most important parts in people's lives. Students in the modern world are increasingly interested in travel and knowledge of other cultures; they are trying to expand their horizons with the help of educational trips. Therefore, managers and agents in tourism are aimed at this audience. Llewellyn-Smith and McCabe note that international students constitute around 20% of all international tourists, making student travel a multibillion dollar business [3]. The young people who complete their studies and enter public life often want to make various trips to remember their student years. This becomes a good prospect for marketing. But in Kazakhstan there is very little research in this area. Therefore, this paper describes a survey conducted to find out whether university graduates have plans to go abroad and their opinion as consumers of tourism services as an aid to the management of tourist organizations.

A study tour is an ideal vehicle for blending concepts and material discussed in the classroom with the real-world business environment.

My dream-seeking Journey

High School, Beijing, China

In the high school English class, I first came across with a touching speech of Martin Luther King: "I have a dream". Even though I didn't feel deeply the blacks' resistance to racial discrimination policy and pursuit of freedom and equality at the time, this speech inspired my desire for dreams. I constantly asked myself: Do I have a dream? What is my dream? What kind of changes will my dreams bring to me? Thinking about it, I was also observing other people's dreams. I met various dreams in the process of getting along with others. Some people hoped to earn a lot of money and help poor children; some people hoped to have high accomplishments in a certain field; some people longed for good love; some people longed for reputation and status; some dreamed to change the world, others wanted to change themselves, and become braver and better people... All kinds of dreams were intertwined, giving me infinite inspiration. Some people realized their dreams, delighted. Someone has a dream that cannot be realized, it is this dream that gives him unlimited hope. The world is very big, but I am very small. In order to find my dream, I started a dream-seeking journey.

Almaty, Kazakhstan

The first step of my journey was to leave my hometown and go to another homeland, Kazakhstan! This is the source of my spirit. It is my dream place. Then, I missed this place every night, and now I've come here like a dream and started my dream-seeking journey. I think this will give me inspiration.

I wasn't disappointed. I had so much joy, curiosity, excitement, surprise, nervousness, anxiety and even panic in Almaty during the first year. I had some amusing experiences because of cultural differences. Once on the road, I gave way to a car at a zebra crossing like in China, and he also stopped to give me way. We were deadlocked for a while and we finally smiled at each other; I couldn't tell the full name of the teacher at school. On the one hand, calling the teacher by his full name in China is not respecting the teacher. On the other hand, for me who just started learning Kazakh, remembering the full name of every teacher was a bit difficult. After the teachers knew my confusion, they asked me to call them in the easiest way. I was deeply gratified by this understanding and tolerant attitude.

Seeking dreams in another country is probably an experience beyond expression without going through. One who comes to study abroad is destined to overcome many difficulties. When I came to Kazakhstan, I had the feeling of not going abroad but coming home. I knew the history of the city. I had studied the history of Kazakh nation. I started to integrate here. The environment here made me feel comfortable and gradually, my inner dream seemed to be awakened and becoming clearer.

Astana, Kazakhstan

Yes, I found my dream - I wanted to be a good guide! I've always loved nature since I was a little child, and I like taking risks. Of course, choosing a career as a tour guide became my dream. I hope I can make my own contribution to the tourism industry in Kazakhstan. At first, when I turned

to the description of the development of tourism in Kazakhstan, I felt mixed feelings. I've read lots of information which told that currently, Kazakhstan is one of the countries with the strongest tourism among the Central Asian countries. However, compared with countries with thriving international tourism, the development of the tourism industry here is still at an early stage. Rich tour resources have not yet been fully developed and utilized. According to the number of arrivals Kazakhstan ranks 32nd in the world, and it ranks 78th in terms of tourism revenue. According to the report of the World Tourism Organization, the number of outbound tourists coming to Kazakhstan every year is about 2 times the number of inbound tourists [4]. First, these figures show that we have a wealth of resources, including natural landscapes and historic sites. However, due to lack of adequate development and publicity, people in the country mostly travel abroad. There are very few travel agencies responsible for the reception in the country. So my goal is very clear, to gain professional knowledge and to change this situation. I know this is a daunting task, but I like challenge. Maybe I can't change anything by my own power, but at least I can give the people some inspiration and let us work together. I have great confidence and high hopes for Kazakhstan's tourism industry!

In order to better achieve my dream, I decided to develop a new tourism project - university graduates overseas travel. The following is my research process and result analysis of this project.

The aim of this study is to explore students' perspectives on educational travel and to analyze their responses. It is vital to know the reasons of students' cultural dissonance and culture shock, identity confusion and language difficulties. Research object is students from universities of Kazakhstan (from freshman to senior, postgraduate students).

A questionnaire has been used to receive respondents' answers to 15 questions. The sample targets have been Kazakhstan university students (mainly university students in Astana and Almaty), including 17 male and 38 female students. A total of 55 questionnaires have been distributed among them. The questions in Kazakh involved in the questionnaire include educational travel intentions, purposes, methods, types of attractions, travel locations, length of time, planned consumption, accommodation requirements, and so on. They cover a wide range of areas and have a general understanding of the willingness and decision-making behavior of university students in Kazakhstan. All respondents have been explained that the results of the questionnaire would be anonymously used only for research purposes.

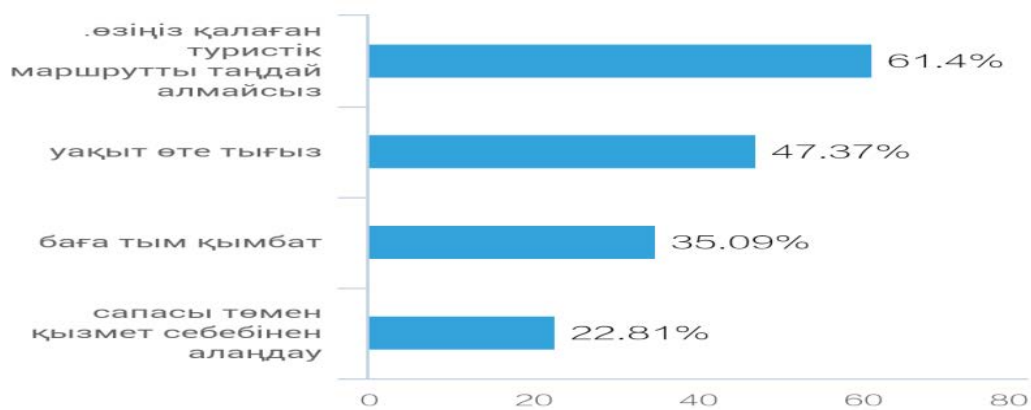
Some of important findings are described further.

More than 85% of respondents have expressed their wishes to have an educational trip. 67.86% of them did not have university travel experience, and the proportion accounted for more than half. This is one of the reasons why most university students want to participate in graduation trips. They hope to have an unforgettable experience at the university (Picture 1).



Picture 1

Those students who have no overseas travel experience claim that the main reasons for that are the lack of funding, high consumption, and the lack of a fixed source of funding for university students which limit their possibility of traveling overseas. Second, there is no free time because most students work during winter and summer vacations. Some students have fear of being cheated by travel agencies. Failure to travel is also due to personal preferences and various other reasons (Picture 2).



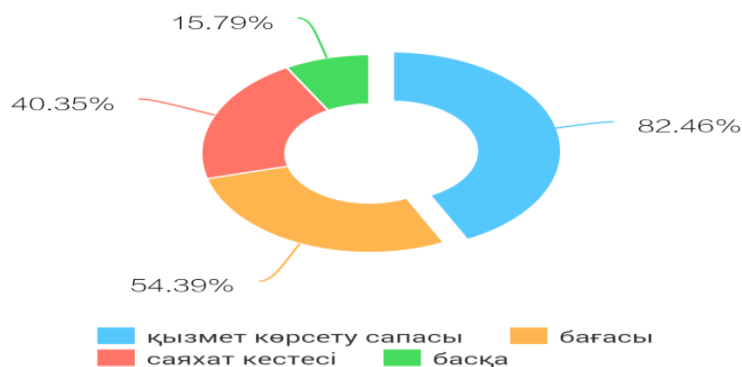
Picture 2

The following data shows the source of tourism information. Most of information comes from the descriptions of friends and classmates. From the experience of others, one can obtain the needed information. They also get a lot of information online. A certain amount of tourist information is available in newspapers or magazines, travel agency brochures (Picture 3).



Picture 3

The university students have shown that the most important aspects of travel agencies are quality of service, accounting for 82.46%. There is also 54.39% of students who value the price, which is a very practical problem. Travel routes are also an important factor in choosing a trip – 40,35% (Picture 4).



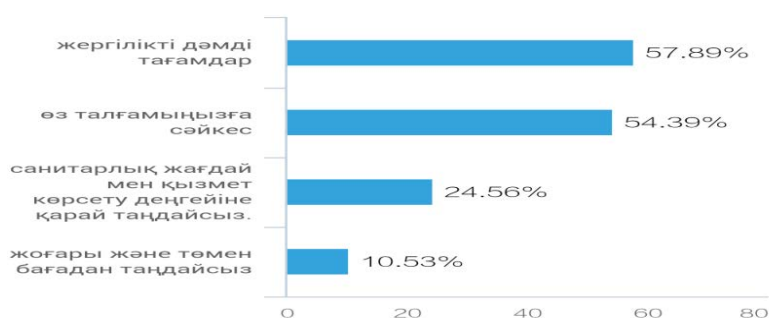
Picture 4

In the survey on accommodation prices, the generally accepted price is between 3,000 to 7,000 tenge, and the sum of 7,000 tenge will be a little expensive for students, 7,000 to 9,000 tenge accounts for 10.53% of respondents even more expensive. Therefore, in the formulation of tourism, the price of accommodation should not be too expensive (Picture 5).



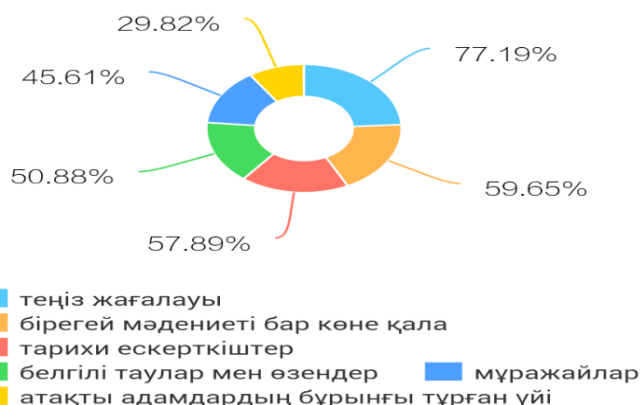
Picture 5

The answers given by the university students on how they choose food have shown that 57.89 percent of respondents prefer distinctive local food. The choice of food according to their preferences, accounted for 54.39%. The others pay attention to service quality and price. It seems that eating locally distinctive food is an option that most people can accept (Picture 6).



Picture 6

What kind of tourist attractions do university students like to visit? They are famous landscapes, beaches, celebrities' former residences, historical buildings, museums, or ancient cities. The most of respondents prefer going to the sea, accounting for 77.19%, followed by the ancient city, accounting for 59.65%, to ancient buildings accounted for 57.89%, 50.88% of students have chosen landscape scenery, museums accounted for 45.61%, 29.82% of them would like to admire celebrities' former residences. These data tell us that due to the geographical location of Kazakhstan, most people have the desire to travel to the seaside, and some people are interested in historical sites and places with cultural heritage (Picture 7).



Picture 7

Conclusion: Overall, most university students have the intention to travel overseas. It is very meaningful to organize education travels for all students. A study tour is an ideal method of blending theory considered in the classroom with practice. Besides students have a great opportunity to compare the current situation in their homeland with one in a foreign country. Such

trips broaden students' minds and develop their communicative and cross-cultural competence. However, in order to ensure high-quality tourism, in all aspects have to be taken into account. The choice of routes and accommodation and food are all issues which are needed to be considered. In addition to the issues mentioned in the survey issues such as visas, weather and others are also of importance.

Even though the results of this study don't represent outstanding novelty, it is pleasant to discover a lot of advantages and vitality of students' study trips. We note that any opportunity of educational travel should be supported as much as possible.

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PROSPECTS OF DEVELOPMENT OF DARK TOURISM IN THE REPUBLIC OF KAZAKHSTAN

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The expression dark tourism or gloomy tourism was first used in 1996 in one of the most popular tourist magazines in Europe. It means to visit various places, one way or another connected with tragedies, death, ominous legends and disasters.

Fans of such a variety as deadly tourism are sent to the places of mass executions and genocide, for example, to the famous concentration camps of death in Poland. Moreover, fans of mystical tourism go to castles with ghosts in Dublin or the homeland of Count Dracula in Transylvania [1].

Present days, the consciousness of society is under the influence of political, social processes, which could not but affect the tastes and directions of development of new types of tourism, such as "dark" tourism.

"Dark" tourism is a kind of cognitive tourism, which involves visiting places that are associated with the death and suffering of people.

The components of "dark" tourism include:

- tourism catastrophes (visiting places that have suffered from natural disasters, "toxic tours" to places of environmental disasters);
- mystical tourism (travel to places with paranormal activity);
- tourism in cemeteries;
- tourism of "death" (this kind is aimed at visiting places with a tragic history: Akmola camp of wives of traitors in Kazakhstan, the concentration camps of death in Poland, the "Khmer Rouge death fields" in Cambodia, the places of the Holodomor in Ukraine, torture museums, strict prisons,