

**ҚАЗАҚСТАН РЕСПУБЛИКАСЫ ҒЫЛЫМ ЖӘНЕ ЖОҒАРЫ БІЛІМ МИНИСТРЛІГІ**

**«Л.Н. ГУМИЛЕВ АТЫНДАҒЫ ЕУРАЗИЯ ҰЛТТЫҚ УНИВЕРСИТЕТІ» КЕАҚ**

**Студенттер мен жас ғалымдардың  
«GYLYM JÁNE BILIM - 2024»  
XIX Халықаралық ғылыми конференциясының  
БАЯНДАМАЛАР ЖИНАҒЫ**

**СБОРНИК МАТЕРИАЛОВ  
XIX Международной научной конференции  
студентов и молодых ученых  
«GYLYM JÁNE BILIM - 2024»**

**PROCEEDINGS  
of the XIX International Scientific Conference  
for students and young scholars  
«GYLYM JÁNE BILIM - 2024»**

**2024  
Астана**

**УДК 001**

**ББК 72**

**G99**

**«ǴYLYM JÁNE BILIM – 2024» студенттер мен жас ғалымдардың XIX Халықаралық ғылыми конференциясы = XIX Международная научная конференция студентов и молодых ученых «ǴYLYM JÁNE BILIM – 2024» = The XIX International Scientific Conference for students and young scholars «ǴYLYM JÁNE BILIM – 2024». – Астана: – 7478 б. - қазақша, орысша, ағылшынша.**

**ISBN 978-601-7697-07-5**

Жинаққа студенттердің, магистранттардың, докторанттардың және жас ғалымдардың жаратылыстану-техникалық және гуманитарлық ғылымдардың өзекті мәселелері бойынша баяндамалары енгізілген.

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**ISBN 978-601-7697-07-5**

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ұлттық университеті, 2024**

## INFLUENCE OF CULTURAL HERITAGE OBJECTS ON THE DEVELOPMENT OF TOURISM IN THE REPUBLIC OF KAZAKHSTAN

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After many years of Soviet practice of erasing national boundaries, independent Kazakhstan began to pay special attention to the cultural revival of the nation and the restoration of national shrines. What is the cultural heritage of Kazakhstan? These are phenomena of spiritual life, everyday life, way of life, inherited and adopted from previous generations. This is everything that connects a person with the cultural and spiritual heritage of their ancestors.

The Law of the Republic of Kazakhstan “On the Protection and Use of Objects of Historical and Cultural Heritage” applies to the monuments of ancient archaeological, urban planning and architectural, sacred objects, ensembles and complexes built of monumental art. Many similar objects have been converted into the list of state historical and cultural monuments of republican significance.

The concept of “cultural heritage” is a fairly capacious category, which includes not only material objects - monuments of architecture and urban planning, history, archeology and monumental art, but also intellectual and spiritual values, traditional technologies and forms of management - “intangible monuments”, according to Definition of UNESCO's 2003 vision. The concept of “cultural heritage” includes a broad systematic approach to the study of society and nature. This was legally justified both at the dissemination level (UNESCO Convention of 1972 “On the Protection of Cultural and Natural Heritage”, the already mentioned Convention of 2003 “On the Protection of Intangible Heritage”), as well as Kazakhstani (Law No. 73 of 2002 “On Cultural Objects heritage”). memory (historical and cultural monuments”).

UNESCO is a United Nations agency that deals with education, science and culture. Since 1954, UNESCO has maintained the World Heritage List, which includes natural or man-made sites that have cultural, historical or environmental significance.

UNESCO actively advocates for the preservation of cultural national diversity, against cultural globalism, the leveling of culture, the imposition of mass Euro-American culture; strives to ensure that cultural heritage can be accessible to all segments of society, regardless of national, racial or religious affiliation.

UNESCO (English UNESCO; United Nations Educational, Scientific and Cultural Organization) is a special unit of the United Nations Educational, Scientific and Cultural Organization. UNESCO conducts projects in 5 main categories: education, natural sciences, social sciences and humanities, culture, communication and information. The UNESCO World Heritage Site belongs to the cultural sphere.

In 2019, there were 1,121 sites on the World Heritage List: 869 cultural, 213 natural and 39 mixed. These sites are located in 167 member countries of the UNESCO Convention.

Kazakhstan became a member of UNESCO in 1992 and adopted the World Heritage Convention in 1994. Since that time, five Kazakh sites have been included in the UNESCO World Heritage List.

UNESCO programs for the conservation of world natural and cultural heritage provide Kazakhstan with the latest technologies and advisory assistance in the field of restoration of cultural and historical monuments, effective international frameworks and regulatory framework for managing and maintaining in proper condition the heritage of our country, accumulated over centuries and given by nature. While not yet in full demand, the experience of developing cultural tourism, which has become one of the most dynamically developing sectors of the economy in many countries, is waiting in the wings. For multinational Kazakhstan, this program can become one of the effective

means of preserving the cultural diversity of the peoples inhabiting our country [2].

After joining the Convention, Kazakhstan had the opportunity to attract not only its modest funds, but also international legal, technical and financial assistance for the study, restoration, and protection of cultural and natural monuments. Such assistance is provided to States Parties that have properties “that are included or that may be included” in the World Heritage List.

There are 6 items on the UNESCO World Heritage List in the Republic of Kazakhstan (as of 2017), which is 0.5% of the total (1199 as of 2023). 3 objects are included in the list according to cultural criteria, with one of them recognized as a masterpiece of human genius (criterion i), and 3 objects are included according to criteria criteria. In addition, as of 2023, 13 objects in Kazakhstan are monitored, including candidates included in the list of universal recognition [1]. The Republic of Kazakhstan ratified the Convention for the Protection of the World Cultural and Natural Heritage on April 29, 1994 [2]. The first object approaching the territory of Kazakhstan was included in the list in 2003 at the 27th session of the UNESCO Committee for the Protection of Monuments.

We would like to tell you which of the attractions of Kazakhstan are included in the list and which are still on the UNESCO preliminary list.



Picture1. - Location of World Heritage Sites in Kazakhstan

#### Mausoleum of Khoja Ahmed Yasawi

The mausoleum of KhojaAkhmetYassawi, famous throughout Kazakhstan and Central Asia, is located in the city of Turkestan. The site was the first in the country among the places that were included in the World Heritage List in 2003. The reason is innovative solutions in construction, the presence of unique architectural solutions and the importance of the object for history.

The popular religious complex of Kazakhstan was created in the late XIII — early XIV centuries by order of Amir Timur. In general, the facility consists not only of the mausoleum of KhojaAkhmet, it also includes an underground mosque, a medieval bathhouse and the mausoleum of Rabiga Sultan Begim. The dome above the main mausoleum is the largest in Central Asia.

Now there is a full-fledged visit center on the territory of the complex, where free lectures are held on the influence of KhojaAkhmetYassawi on the culture, knowledge and religion of Kazakhstanians of that century. Entrancetothemausoleumisfree.

We strongly advise you to attend one of these lectures or take a guided tour with representatives of the visit center. So, you will learn more and understand the scale of not only the building, but also such a historical figure as KhojaAkhmet.

#### Petroglyphs of Tanbaly

The UNESCO World Heritage List includes the petroglyphs of Tanbaly in the Zhambyl region. The landmark was included in the list of important historical sites in 2004. They are located in the Anrakai Mountains.

Presumably, the petroglyphs were created in the second half of the II millennium BC. They were found only in the 50s of the last century. In addition to 5,000 petroglyphs, ancient burials, mounds, dwellings and stone cysts were found.

The drawings depict scenes of war, hunting, sacrifices, weddings and other family rituals.

### Steppe and lakes of Sary-Arka

The SaryarkaSmallholder is a huge area of Northern Kazakhstan, which stretches through the Akmola, Karaganda and Kostanay regions. The area of the facility is 450 thousand hectares. Saryarka with numerous unusual ecosystems and a large number of animals from the Red Book was included in the UNESCO Heritage List in 2008.

There are two reserves on the territory of Saryarka: Nauruzumsky and Korgalzhinsky. There is also an Ulytau massif on the territory of the small-scale forest of Kazakhstan. It is home to such rare bird species as pink flamingos, curly pelicans and bald eagles. Among the animals are majestic saigas. Birds migrating to Siberia from South Asia and Africa make a stop on the territory of Saryarka.

### Settlements of the Great Silk Road

The Great Silk Road passed through the territory of the southern parts of Kazakhstan, namely through the Almaty and Zhambyl regions. A section of the Silk Road was included in the UNESCO list in 2014, namely the Kayalyk, Karamergen and Talgar settlements in the Almaty region, the Aktobe, Akyrta, Stepninskoye, Kulan, Kostobe and Ornek settlements in the Zhambyl region.

The Great Silk Road connected East Asia with European lands. The Silk Road originated in the III century BC as a trade route and existed until the XVI century of our century. The main task of the facility was to transport silk from China. In addition, the Silk Road facilitated the exchange of religion, culture, science and art. It was on the territory of the Great Silk Road that the capitals of the Kazakh khanates, temples, mosques and military towers were located.

### The Nature of the Western Tien Shan

On the territory of the Western Tien Shan there are national parks (Karatau and Sairam-Ugam), nature reserves (Aksu-Zhabagly) and rivers (Chu, Talas, Syrdarya). The area at the junction of Turkestan and Zhambyl regions was included in the UNESCO World Heritage List in 2016. It is the Western Tien Shan that is the habitat of a large number of endangered species of animals.

Aksu-Zhabagly Reserve — the first and oldest in Kazakhstan — was opened in 1926.

The Western Tien Shan is home to a large number of animals from the Red Book: the Tien Shan brown bear, Turkestan lynx, snow leopard, warblers, Menzbir marmot, Karatau argali, stone martens, Indian porcupines, golden eagles, black storks.

Site	Image	Location	Year listed	UNESCO data
<a href="#">Mausoleum of Khoja Ahmed Yasawi</a>		<a href="#">Turkestan</a>	2003	1103; i, iii, iv (cultural)
<a href="#">Petroglyphs within the Archaeological Landscape of Tamgaly</a>		<a href="#">Almaty Region</a>	2004	1145; iii (cultural)
<a href="#">Saryarka – Steppe and Lakes of Northern Kazakhstan</a>		<a href="#">Almaty Region</a>	2008	1102; ix, x (natural)
<a href="#">Silk Roads: the Routes Network of Chang'an-Tianshan Corridor*</a>		several sites	2014	1442; ii, iii, v, vi (cultural)

Site	Image	Location	Year listed	UNESCO data
<a href="#">Western Tien-Shan</a> *		several sites	2016	1490; x (natural)
Cold winter deserts of <a href="#">Turan</a> *		<a href="#">Jetisu Region</a> , <a href="#">Kyzylorda Region</a>	2023	1693; ix, x (natural)

Figure 1. List of UNESCO World Heritage Sites in Kazakhstan [2]

To be included in the list, an object must be recognized "as having outstanding global value." This means that it is so culturally or naturally exceptional that its significance even transcends national borders, and the object is valuable to all mankind.

The main purpose of the World Heritage List is to make unique sites known, as well as to protect them and help with restoration. Here are the advantages that the status of a World Heritage site gives (at least, that's how UNESCO records it):

Advantages that the status of a World Heritage site
Helps to preserve the integrity of the attractions. Of course, first of all, each state itself is obliged to preserve its heritage, but this is not always possible due to financial and cultural circumstances, or is not a priority at all. Then UNESCO can finance and help to control the procedures for the preservation and restoration of heritage.
It increases the prestige of the territories where the object is located and makes known the countries that are not the most noticeable on the world stage.
It helps to attract tourists to a specific place, and in the case of natural heritage, to develop alternative types of tourism, for example, ecological.
It allows you to set financial priorities in supporting cultural and natural heritage sites that come from the World Heritage Fund and from the state treasury. By the way, by becoming a party to the Convention, the country undertakes to invest in its facilities.
The facility is constantly monitored and its state of preservation is monitored.
And the last obvious thing is that the inclusion of sites in the World Heritage List stimulates the local economy through tourism.

UNESCO promotes international cooperation in the field of preservation and protection of cultural heritage. This includes the exchange of experience, the transfer of knowledge and technology, joint projects and programmes, as well as cooperation between UNESCO member States.

All these measures and programs help to preserve and protect UNESCO's cultural heritage for future generations and contribute to its uniqueness and diversity.

Criterion	UNESCO Cultural Heritage	Examples of sites
Historical and cultural value	Objects of high historical and cultural value	The Pyramids of Giza, the Great Wall of China
Uniqueness	Objects that are unique and unrepeatable	Machu Picchu, Stonehenge

Safety	Objects that are well preserved and of historical value	Acropolis in Athens, Petra in Jordan
Contribution to world culture	Objects that have a significant contribution to the development of world culture	Louvre Museum, Notre Dame Cathedral
Social significance	Objects that are of great social importance to the local population	Machu Picchu, Ayasofia in Istanbul

Figure 2 Criteria for inclusion in the List of UNESCO's cultural heritage [1]

Heritage is our heritage of the past, what we live with today, and what we pass on to future generations.

UNESCO strives to promote the identification, protection and preservation of cultural and natural heritage throughout the world, which is of outstanding value to humanity. This is embodied in an international treaty called the Convention for the Protection of the World Cultural and Natural Heritage, adopted by UNESCO in 1972.

What makes the concept of world Heritage exceptional is its universal application. World Heritage sites belong to all peoples of the world, regardless of where they are located.

Thus, the modern life of sovereign Kazakhstan is unthinkable without cultural heritage, and we see its comprehensive development. Cultural heritage is one of the foundations of self-awareness, a great potential for the formation of continuity of humanistic and patriotic values.

Kazakhstan has powerful cultural potential for the development of the tourism industry, which can and should become an important sector of its economy. Tourism contributes to the popularization of historical and cultural monuments, taking into account the authority of the high republic, both in the country and abroad.

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УДК: 338.23

## PROBLEMS AND PROSPECTS FOR THE DEVELOPMENT OF EVENT TOURISM IN KAZAKHSTAN

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