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### **Business projects in the field of ethno tourism as a direction for increasing tourist attractiveness and protect cultural heritage of Kazakhstan**

**Abstract.** The relevance of the study is determined by the fact that ethno tourism in the Republic of Kazakhstan is of interest to both Kazakhstan and foreign travelers. The purpose of this article is to consider business projects in the field of ethno tourism as a direction for increasing tourist attractiveness and protect cultural heritage of Kazakhstan.

In the modern world, ethno tourism is becoming especially widespread, since directly it provides an opportunity to learn the traditions and culture of different ethnic groups not from books or television programs, but directly through immersion in the environment. The weak level of theoretical and methodological research of ethno tourism field and its conceptual framework is an urgent problem. The article deals with methodological approaches to the study of ethno tourism, summarizes the methodological foundations of the study of ethno tourism. In this research mathematical and economic analyze methods were used. According to the result of research by creation of ethno villages everyone can personally see the traditional housing and household buildings, local residents in national costumes, participate in traditional celebrations, try dishes of national cuisine and buy traditional items as souvenirs. Development of business projects in the field of ethno tourism is an excellent opportunity to explore the history of amateurs and scholars, and in addition, find out about their own roots.

**Keywords:** business projects, ethnic villages, financial support, culture.

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The most inherent trends in the development of tourism today can be attributed to the growth of the diversity of tourist destinations, and in addition, an increase in the range of tourism products. Such types of tourism as MICE tourism, eco-tourism, cognitive tourism and rural tourism, etc., are becoming the most common. Each type of tourism is also a model of interethnic relations, thus, almost every type of tourism contains components of ethno-tourism.

Nowadays, a special interest in traditional ethnic culture can be traced throughout modern society. This interest in ethnic culture finds expression not only in the scientific field, but also in everyday life: furniture and music in the ethno style, the traditional cuisine of various nations is becoming more and more widespread. All sorts of national celebrations, festivals, rituals, traditional games gain popularity.

According to this, some authors tried to describe ethno tourism. For example, M. Orlova in the thesis abstract «Ethno tourism resources of the region: the socio-geographical assessment» gives the following definition: ethno tourism is subspecies of cognitive tourism targeted to familiarize with material and spiritual culture of a particular ethnic group living now or lived in the territory in the past [1]. Analyze of this definition shows only one and surface concept of ethno

tourism.

The concept of ethno tourism is also presented in the foreign literature, where it is often referred to as tourism, providing visits to isolated communities in order to familiarize with their unique cultural characteristics, continuing for a thousand years.

For example, an Australian researcher G. Moskardo considers ethno tourism as the one which provides access to small, often isolated aboriginal communities, enabling visitors to get acquainted with other cultures by «first hand» [2]. According to this definition, it's clear that these communities may include, for example, First Nations and the United States, the Australian Aborigines, the Maori of New Zealand, South African Bushmen tribes Indonesia. In this case, it is noticeable that there is a close relationship between ethno and exotic tourism.

According to these definitions and today's position of ethno tourism, this type of tourism can be considered as a cultural–cognitive form of tourism is compatible with many other species – for example, extreme sports, consumer, environmental, historical, rural tourism.

In the framework of the State Program for the Development of the Tourism Industry of the Republic of Kazakhstan for 2019-2025, ethno-tourism is included in the list of priority areas for the development of the country's economy [3].

The positive experience in developing of tourism industry through state support in some countries such as Turkey, Malaysia, Thailand and the UAE considers as an example of the most effective tourism development strategy and demonstrates that the development of this industry has a positive effect on all sectors of the country's economy.

Today, one of the priority areas for stimulating an increase in the flow of tourists to the country is the creation of tourist centers that can satisfy the needs of tourists in learning and relaxing. So, one of the directions of the formation and development of such centers may be the creation of the ethnic village «Ethno-land».

Recently, there has been a change in consumer preferences of tourists. Whereas in the mid-2000s, the main priorities of tourist activity were the consumption of tours, which included mainly passive relaxation (3 S: sun, sand, sea and other types of recreation), today tourists in most cases are interested in educational tours that can immerse the tourist in the culture and life of the local population [4]. In addition, it should be noted that in recent years the theory of nomadism has become widespread in the world, which has activated foreign tourists to acquire tourist packages to countries with nomadic traditions.

According to Ruhani Zhangyru program, one of the directions of development Kazakhstan tourist product based on the maximization of tourist arrivals is creation of ethno villages in the regions. Given the fact that Kazakhstan is a multinational country where live representatives from more than 130 ethnic groups, these ethnic villages can be multinational in nature and, thus, form the basis for an increase in tourist flow, from both domestic and foreign visitors [5].

In addition, the relevance of this direction is due to the fact that the implementation of this project has social and economic significance both for the regions and for the Republic as a whole. Thus, a situational analysis of the development of tourism in foreign countries as part of the study showed that the ethnocultural direction of tourism, today, is one of the priorities and forms the natural foundations of a favorable tourist image of the country, and also defines completely new prerequisites for the development of tourism and socio-economic relations in the system of both regional and national economies.

According to Tugan Zher program, as the main territorial unit for creating the project, it's possible to envisage the territory of the Karagandy region, Ulytau [6].

The concept of the project includes elements of cultural tradition of people living in the Republic of Kazakhstan. So, the ethnic units formed as part of the cultural and historical identification of the people of Kazakhstan will act as the main units for the provision of services.

On the territory of the ethnic village, it is planned to arrange some ethnic sites located along

the central square and aimed at promoting the cultural, historical and other values of different peoples.

The ethnic site “Kazakh Auyl” is a Kazakh felt yurts that will clearly show the life of the Kazakh people.

In addition, a number of educational and entertainment centers are planned to be created on the project territory as part of the promotion of attendance. So, a museum of the people of Kazakhstan will be created on the central square, including compositions of art and other activities.

In the northern part there will be entertainment facilities, as well as centers of active tourism. Thus, the project provides for the creation in the territory of an artificial reservoir with fish of the cyprinid family, which will increase the demand for ethnic village services from tourists aimed at weekend breaks. In addition, in this part the creation of a golf course and a recreation area is planned, which will attract tourists involved in business tours.

In the framework of supporting the development of the ideas of the green economy and increasing its environmental friendliness, it’s possible to envisage the electrification of elements of the ethnic village due to the capacity of windmills. The installation of 4 mills will quite freely cover the electricity demand of the ethnic village. It is worth noting that the wind rose of this territory allows the use of windmills in the framework of operational standards.

This project is focused on providing the following types of services:

- organization and conduct of business events of an international, republican, and regional nature with the placement of participants in accommodation facilities located on ethnic sites in the form of national structures. Ethno-Land could be an excellent venue for meetings and the development of business cooperation while involving guests in the process of understanding the cultural and historical values of the peoples of Kazakhstan;

- the provision of services in the field of organization of festive events of the people of Kazakhstan. Each ethnic group living on the territory of Kazakhstan is a particle and conductor of cultural values of a separate larger nation, which has its own way and its own philosophy of knowing the world. Ethnic sections provided for on the territory of the ethnic village can be widely involved in the process of celebrating individual festive events of each nation. So, the territory of the Kazakh village can be involved in the celebration of Nauryz and other Kazakh holidays with the appropriate design and implementation of historical traditional customs. Representatives of the Assembly of the People of Kazakhstan may be involved in the process of organizing and conducting these events, where representatives of various ethnic groups of Kazakhstan are accumulated and are able to widely use the media and other sources of information promotion;

- Recreation and relaxation. Clean air, providing various services in the village. Rest from the bustle of the city. Recovery of emotional and psychological powers.

In general, the cost of the project is estimated at 2 384 350 260 tenge, where the main share of expenses falls to the share of private investors - 71.8% of all expenses, which will allow developing public-private partnership mechanisms in the Karagandy region. This cost was constructed according to the budget of the Karagandy region and based on the method of economic calculation and impact of tourism research (table 1, 2) [7].

The main expected effects from the implementation of the project include following:

- development of small and medium-sized businesses;
- preservation and popularization of cultural heritage, by offering visitors cultural and entertainment programs with the effect of cultural immersion;
- creation of new working areas in tourism industry;
- meeting the needs of tourists.
- helps strengthen peace and international harmony.

The development of social technologies: creating real comfortable conditions for tourists; raising social status and improving the quality of life of the population through their active

involvement in the development of entrepreneurship, agriculture, tourism and the social sphere. Territory economic development: creation of new jobs; conditions for the development of a new business; influx of tourists; attraction of investments; influx of new resources and ideas; budgetary effect for the territory. Communication Development: Improving Economic and Cultural Relations.

According to the State Program for the Development of the Tourism Industry of the Republic of Kazakhstan for 2019-2025, the total expenses foreseen from the republican budget for the implementation of the Program in 2019-2025 will amount to 1,385,695.8 million tenge (the republican budget -268,291.8 million tenge, the local budget - 172,167.9 million tenge , other sources - 945,236.2 million tenge) [3]. Based on the above data issues of financial support for the project and its profitability special project budget and coefficient was proposed. It is assumed that the proposed project will be created on the basis of public-private partnership, where the costs of the allocation of land and its arrangement will be financed from the regional budget of the Karagandy region, and the construction of entertainment facilities for cultural centers and ethnic yards at the expense of private investors.

Table 1

**The structure of the main costs for the creation of ethno villages**

Name	At the expense of the regional budget of Karagandy region, (mln. tenge)	By attracting investors (mln. tenge)	Total cost (tenge)
1	2	3	4
Architectural design and discussion in the regional maslikhat	5 400 000		5 400 000
Allocation of a land plot of 130 hectares and its improvement, equipping engineering and communication networks	450 000 000		450 000 000
Landscaping concept development	3 000 000		3 000 000
Construction and improvement of ethnic sites of the Kazakh village		94 500 000	94 500 000
Construction and improvement of ethnic sites «Zhoshy Khan»		160 000 000	160 000 000
Construction and improvement of ethnic sites of the Jezkiik		155 000 000	155 000 000

Construction and improvement of ethnic sections of the Kazakh		116 000 000	116 000 000
Construction and improvement of ethnic sites of some ethnic sites		109 000 000	109 000 000
Creation of other ethnic sites (in total, another 5 units of ethnic sites of mixed culture)		670 000 000	670 000 000
Construction of the Museum of the Assembly of the People of Kazakhstan	63 000 000	30 000 000	93 000 000
Construction of modern shopping and entertainment centers with elements of national color located in the ethnic village of ethnic groups (in the shopping center will be organized points of sale of national craft products of existing ethnic groups in the country)		157 000 000	157 000 000
Creation of fishing and active tourism zones		62 000 000	62 000 000
Creation of parking areas and landscaping for camping tourism		9 450 000	9 450 000
Arrangement of the central square of ethnic villages with elements of national and state symbols	15 000 260		15 000 260
Installation of wind power plants with a rated power of 25 kW	20 000 000		20 000 000
Other operating expenses	125 000 000	140 000 000	265 000 000
Total	681400260	1702950000	2384350260

According to information given in Table 1, installation and equipping of 1 yurt is 5 200 000 tenge. There is expected the installation of 12 yurts (62 400 000 tenge). Engineering, communal, landscape design and land improvement for the life of the Kazakh village - 32 100 000 tenge. Total - 94 500 000 tenge.

It is assumed that the main sources of income will be the rental of conference rooms, entertainment and sports venues, retail premises, contributions from ethnic sites, as well as the sale of entrance tickets at a price of 2500 tenge.

Considering that the ethnic village will be located in close proximity to the Nur-Sultan-Zhezkazgan highway autobahn, the average number of visits to the ethnic village under the neutral scenario will be an average of 2000 units.

Table 2

**Operating costs of the administration of ethnic villages**

Name	Name Cost, tenge
A set of utilities (water, heat, garbage collection, etc.)	5 200 000
Security services in the territory of ethnic villages, including fire safety	3 120 000
Salary of staff (20 people, including administrations and technical staff)	18 215 000
Costs of maintaining the activities of objects located in the ethno-village	3 071 000
Organization and placement of outdoor advertising and information support	2 231 000
Annual gardening and improvement of public sites	817 000
Total	3 265 4000

It is assumed that the main sources of income will be the rental of conference rooms, entertainment and sports venues, retail premises, contributions from ethnic sites, as well as the sale of entrance tickets at a price of 2000 tenge.

According to [3] to increase the investment attractiveness of priority tourist areas for participants and implementing priority investment projects in the field of tourism, investment preferences will be provided. This project meets the requirements of program. On the basis of this, local executive bodies and private business will agree to invest in this project, as it provides for the following investment promotion mechanisms:

- state in-kind grants (land plots),
- tax preferences, including:
  - 100% reduction in the amount of calculated corporate income tax;
  - applying the coefficient 0 to land tax rates;
  - calculation of property tax at a rate of 0% of the tax base;
- and providing concessional long-term lending / financial leasing

It is worth noting that the presented data of a pessimistic and neutral forecast of expected revenue determine only the minimum threshold value and are based on the transit movements of motorists traveling along the Nur-Sultan-Zhezkazgan highway, and also do not take into account changes associated with an increase in the flow of tourists from foreign countries to the Republic of Kazakhstan, the possibility targeted visits to ethnic villages by tourists from other regions, which can positively affect the total revenue.

Participants of the this tour will get acquainted with the history and culture of the Kazakh ethnic group, plunge into the life of nomadic peoples and gain skills in manufacturing tools and



hunting.

The presented route can be offered year-round, but the best time to visit it is the season from spring to autumn.

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### **Қазақстанда этнотуризм саласындағы бизнес-жобалар - туристік беделділікті арттыру мен мәдени мұраны қорғаудың бағыты**

**Андатпа.** Берілген тақырыптың қазіргі уақытта өте өзекті болуы - Қазақстан Республикасында этнотуризмнің дамуы қазақстандықтар мен шетелдік саяхатшылар үшін үлкен маңыздылыққа ие. Мақаланың мақсаты - этнотуризм саласындағы бизнес-жобаларды туристік тартымдылықты арттыру және Қазақстанның мәдени мұрасын сақтау бағыттарының бірі ретінде қарастыру болып табылады.

Сонымен қатар, этнотуризм әртүрлі этностардың дәстүрлері мен мәдениетін кітаптан немесе теледидар бағдарламасынан емес, тікелей олардың ортасына ену арқылы танып-білуге мүмкіндік беретіндіктен, танымалдылыққа ие болды. Этнотуризм және оның тұжырымдамалық негіздері саласындағы теориялық және әдістемелік зерттеулердің әлсіз деңгейі өзекті мәселе болып табылады. Мақалада этнотуризмді зерттеудің әдіснамалық тәсілдемелері мен негіздері қарастырылған. Бұл зерттеу жұмысында математикалық және экономикалық талдау әдістері қолданылды.

Осы зерттеудің нәтижесінде турист жергілікті тұрғындардың дәстүрлі тұрғын-үй және тұрмыстық жағдайымен танысып қана қоймай, дәстүрлі іс-шараларға, мерекелерге қатыса алады, ұлттық тағамдардан дәм татып, кәдесый ретінде тұрмыстық заттарды сатып алуы мүмкін. Сондай-ақ, этнотуризм саласындағы бизнес-жобалардың дамуы әуесқойлар мен ғалымдарға тарих пен олардың түпкі тамырларын зерттеуге тамаша мүмкіндік береді.

**Түйін сөздер:** бизнес-жобалар, этноауыл, қаржылық қолдау, мәдениет.

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### **Бизнес-проекты в сфере этнотуризма как направление повышения туристской привлекательности и сохранения культурного наследия Казахстана**

**Аннотация.** Данная тема является актуальной, так как в настоящее время развитие этнотуризма в Республике Казахстан представляет интерес как для казахстанцев, так и для иностранных путешественников. Цель данной статьи - рассмотреть бизнес-проекты в сфере этнотуризма как одно из направлений повышения туристской привлекательности и сохранения культурного наследия Казахстана.

В современном мире этнотуризм обретает особую популярность в связи с тем, что он дает возможность ознакомиться с традициями и культурой разных этносов не из книг или телепередач, а напрямую - посредством погружения в среду. Слабый уровень теоретических и методологических исследований в области этнотуризма и его концептуальных основ является актуальной проблемой. В статье рассматриваются методологические подходы к изучению этнотуризма, обобщаются методологические основы изучения этнотуризма. В исследовании были использованы методы математического и экономического анализа. Согласно результатам исследования, развитие этнотуризма даст возможность для туристов познакомиться с местными жителями, увидеть традиционные жилищные и хозяйственные сооружения, национальные наряды, поучаствовать в традиционных торжествах, попробовать блюда национальной кухни и приобрести предметы традиционного обихода в качестве сувениров. Также развитие бизнес-проектов в сфере этнотуризма предоставляет прекрасную возможность для изучения истории научным работникам и любителям.

**Ключевые слова:** бизнес-проекты, этнические деревни, финансовая поддержка, культура.

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