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**DEVELOPMENT OF ETHNOTOURISM IN KAZAKHSTAN: GLAMPING**

**Introduction**

A national ethnographic tourism is a cultural tourism of high level. It is also one o f the main contents of tourism discoveries and tourist activities that satisfy the spiritual needs of tourists along with gaining new knowledge about nations and nationalities and discovering new countries and lands. According to the study o f International Tourism Organizations, only 26 % o f tourists traveling abroad were interested in indigenous landmarks and ancient cities, while 56.7 % were interested in acquaintance with the national ethnographic culture and traditions of the local people. Therefore, nowadays developed and developing countries consider the developm ent o f national ethnographic tourism as the main direction of tourism. For instance, in North America, the Living History Museum designed an "im m igrants’ village" which reflects conventional houses of American immigrants who m oved to the North Am erica centuries ago and stone and wooden houses of native Americans from the ancient times. These installations recall their lifestyle, traditions and customs of Am erican people. Tunisia enhanced tourism industry through developing national ethnographic tourism. Based on the interests and requirements western travelers it prom oted the indigenous lifestyle of Berbers and their living places, national garments and production tools which assisted it to become one the country with developed tourism industry among African and Arab countries. A national ethnographic village o f 25 nations constructed in Yunnan Province of China and a national ethnographic village o f 56 nationalities constructed in Shenzhen, China, the world-famous electronics industry centre, turned popular tourist destinations that attract tourists from around the world and hugely contributing to the budget o f country. Therefore, nowadays the discovery and study of national ethnographic culture tourism became a vital subject.

**1.Researching part**

1.1 The concept of “Ethnotourism”

The tourism business is a branch of the economy of the non-productive sphere, enterprises and organizations of which satisfy the needs of tourists in material and non-material services, the main function of which is to provide a person with a fully valuable and rational rest. The tourism business is a priority area of the economy of some developed and developing countries of the world. Currently, it has turned into an industry of international scale, occupying the third place in terms of income among the largest export sectors of the economy, second only to the oil industry and the automobile structure.

In many regions of Kazakhstan, elements of ethnographic tourism are present in the composition of the formed complex tourist product, but it is not developed as an independent type. In our opinion, it is necessary to develop ethnographic tourism precisely as a separate, independent direction in tourism, and not as an additional bonus to ski, water, entertainment and other types of tourism. Natural resources (mountains, rivers, seas) - all this is available in many countries and to some extent have already lost interest among tourists who are looking for innovations in their travels. And we must offer them this "something new": not only to get to know the unique traditions and customs of our peoples, make them witnesses and even participants in colorful traditional holidays, festivals, festivities, rituals; teach them local rituals, cook national dishes, etc.

Ethnotourism is an actively developing area of the tourism industry abroad and in Kazakhstan as an introduction to the way of life and traditions of the people who originally lived in a particular region. Thanks to the development of this type of tourism, it is possible to turn the activity of preserving the historical and cultural heritage of the regions of our country into a stable business for small businesses, as well as to ensure the economic and social well-being of small indigenous peoples.

**1.2 Resources of tourism in Kazakhstan**

All the necessary cultural, historical, geographical and climatic conditions are sufficient for the development of tourism in the country.There are three cultural heritage sites and two natural heritage sites listed as UNESCO World Heritage Sites in Kazakhstan. However, the attractiveness of the tourism industry is characterized not only by beautiful natural landscapes and historical sites, but also by developed infrastructure and services, access to transport and security.

Kazakhstan is a country with a rich history and culture, as well as unique natural resources. One of these resources are mineral springs and therapeutic mud, which are used to treat various diseases.

There are more than 1,000 mineral springs in Kazakhstan, of which 600 have medicinal properties. The sources vary in their composition and temperature. The following types of mineral waters are most common:

Carbonate springs are sources whose water contains a large amount of carbon dioxide. These waters are used to treat diseases of the gastrointestinal tract, cardiovascular system, and respiratory organs.

Chloride sources are sources whose water contains a large amount of chlorine. These waters are used to treat diseases of the musculoskeletal system, nervous system, gynecological diseases.

Sulfate springs are sources whose water contains a large amount of sulfates. These waters are used to treat diseases of the gastrointestinal tract, skin diseases, and the genitourinary system.

Therapeutic mud of Kazakhstan is also widely used in sanatoriums and health resorts. Mud is a mixture of organic and mineral substances that have anti-inflammatory, regenerating and analgesic effects. Dirt is used in the form of applications, baths, wraps.

Sanatorium treatment in Kazakhstan has a long history. The first sanatoriums were founded at the beginning of the XX century. Today, there are more than 100 sanatoriums and health resorts in Kazakhstan that accept patients from all over the world.

Borovoye is a resort in the Akmola region, located on the shore of Lake Borovoye. There are sources of radon, chloride and sulfate waters here. Borovoye is famous for its therapeutic mud, which is used to treat diseases of the musculoskeletal system, nervous system, gynecological diseases.

Saryagash is a resort in South Kazakhstan region, located on the banks of the Saryagash River. There are sources of sulphate, chloride and iodide waters here. Saryagash is known for its therapeutic mud, which is used to treat diseases of the musculoskeletal system, skin diseases, gynecological diseases.

Arasan is a resort in the Almaty region, located on the banks of the Ili River. There are sources of radon, chloride and sulfate waters here. Arasan is known for its therapeutic mud, which is used to treat diseases of the musculoskeletal system, nervous system, gynecological diseases.

Alakol is a resort in Almaty region, located on the shore of Lake Alakol. There are sources of chloride and sulfate waters here. Alakol is known for its therapeutic mud, which is used to treat diseases of the musculoskeletal system, skin diseases, gynecological diseases.

Kapal is a resort in the Almaty region, located on the banks of the Ili River. There are sources of radon, chloride and sulfate waters here. Kapal is known for its therapeutic mud, which is used to treat diseases of the musculoskeletal system, nervous system, gynecological diseases.

**2. Perspectives of development of ethnical tourism in Kazakhsatan**

2.1 The development of ethnotourism through Glamping

* To effectively develop and promote ethnotourism in Kazakhstan, a comprehensive marketing strategy that highlights the country’s unique cultural heritage is essential. The approach should focus on showcasing the rich traditions, customs, and lifestyles of the more than 130 ethnic groups residing in Kazakhstan, while aligning with principles of sustainable tourism.

Glamping can support the development of ethnotourism in Kazakhstan by preserving traditions, attracting more visitors, and promoting sustainable tourism

To define what ethnotourism, glamping are, their popularity and demand. Show the potential of glamping as a modern approach to ethnotourism.

\* Preservation of Culture - Helps safeguard and promote Kazakhstan's traditions and heritage.

* Tourism Growth - Attracts a broader audience by combining comfort and unique cultural experiences.
* Economic Benefits - Boosts local economies by creating jobs and supporting small businesses.
* Sustainability - Encourages eco-friendly tourism practices and preserves natural resources.
* Modern Appeal - Makes ethnotourism more accessible and attractive to modern travelers.

Ethnic tourism is one of the areas of tourism that has pronounced ethnic, linguistic and cultural components.

Glamping (from glamorous + camping) is a type of outdoor vacation that combines nature with comfort. Unlike traditional camping, glamping offers stylish accommodations like tents, domes, or cabins with modern amenities such as beds, electricity, and water.

1. Comfort in nature - Enjoy the outdoors without giving up convenience.

2. Easy for beginners - No need for camping gear or setup.

3. Unique locations - Stay in forests, mountains, or by the water.

4. Eco-friendly - Often built with sustainable materials.

5. Great for families and couples - Safe, cozy, and private.

6. Stress-free - Everything is ready for you. All inclusive.

Glamping offers a unique and luxurious way to connect with nature

Target Market Identification

The primary target market for ethnotourism in Kazakhstan includes culturally curious travelers, adventure tourists, and international visitors seeking authentic experiences. Secondary markets could include diaspora communities and educational institutions interested in cultural exchange programs. Segmenting audiences will enable tailored marketing efforts that resonate with diverse traveler profiles.

Branding and Positioning

Kazakhstan should be positioned as a unique ethnotourism destination, emphasizing its diverse ethnic tapestry and promoting experiences such as homestays, traditional crafts, folklore festivals, and nomadic lifestyles. A compelling brand identity can be developed through the slogan “Discover Kazakhstan’s Living Heritage,” supported by visually rich marketing materials.

Promotional Tactics

Digital marketing will play a pivotal role in this strategy. A strong online presence through social media, travel blogs, and virtual tours will help attract a global audience. Collaborations with travel influencers and tour operators can create engaging content that highlights ethnic tourism opportunities. Additionally, participation in international travel expos and partnerships with cultural institutions will enhance visibility.

Community Involvement and Sustainability

The marketing strategy should emphasize the involvement of local communities, ensuring that tourism development is inclusive and beneficial. Training programs can empower local stakeholders to become cultural ambassadors, enriching visitor experiences while preserving heritage.

By implementing this multi-faceted approach, Kazakhstan can effectively position itself as a leading destination for ethnotourism, fostering both economic growth and cultural preservation.

**Conclusion**

Ethnic tourism in Kazakhstan has demonstrated significant potential for development, thanks to the country’s diverse cultural heritage and rich traditions. The research shows that the unique ethnic diversity of Kazakhstan, which includes more than 130 nationalities, offers ample opportunities for creating a distinctive and attractive tourist experience. Developing this sector will not only promote the country’s cultural heritage but also contribute to regional economic growth, job creation, and community engagement.

Furthermore, the successful expansion of ethnic tourism requires a balanced approach that respects and preserves local customs while providing authentic experiences for visitors. Key strategies include investing in infrastructure, training local communities in sustainable tourism practices, and promoting the unique aspects of Kazakhstan’s ethnic groups through events, festivals, and media campaigns.

In conclusion, while ethnic tourism in Kazakhstan is still in its nascent stages, it holds considerable promise. By implementing strategic initiatives and ensuring the active participation of local communities, Kazakhstan can position itself as a prominent destination for ethnic tourism, thus enhancing its global tourism profile and fostering intercultural understanding. The development of this sector should be guided by principles of sustainability, inclusivity, and respect for cultural diversity.