

## IMPORTANCE OF CULTURAL VALUES IN THE DEVELOPMENT OF TOURISM IN THE KYZYLORDA REGION

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### ABSTRACT

This article analyzes the development of cultural tourism in Kyzylorda region. In the analysis of the situation of cultural tourism in Kyzylorda region, the presentation of tourist attractions in a single optical system was considered as the main element. The integrity of the meta-image of the region taken as an object of study consists of ordering the textual narration and their symbolic coordination.

The methodological basis is derived from determining the internal connection of the logical and historical analysis of the cultural content of the Kyzylorda region, in the process of explaining the cultural symbols, special attention is paid to the integrity of the national identity.

Here, the semiotic dimension can model the configuration of metastructures, allowing them to become an attractive object of interest to tourists. The use of the method of semiotization of tourist objects gives quick results in determining the interaction of symbolic views, in the process of introducing the visual contours of the region, landmarks to tourists. The results of this can serve as a basis for the development of cultural tourism in the Kyzylorda region. Modern definitions of the concepts of «cultural branding», «regional brand», «regional brand» have been given importance from the point of view of cultural studies and their content has been explained.

**Key words:** Culture, Value, Brand, Factor, Cultural Research.

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### Қызылорда облысындағы мәдени құндылықтардың туризмді дамытудағы маңызы

**Аңдатпа.** Бұл мақалада Қызылорда облысының мәдени туризмінің даму барысы талданады. Қызылорда облысындағы мәдени туризм ахуалын талдауда негізгі элементі ретінде туристік тартымдылықты біртұтас «оптикалық жүйеде» баяндау қарастырылды. Зерттеу объектісі ретінде алынған өңірдің мета-бейнесінің тұтастығы мәтіндік баяндауды ретке келтіруден, оларды рәміздік үйлестіруден тұрады.

Әдістемелік негізі Қызылорда облысының мәдени мазмұнындағы логикалық және тарихи талдаудың ішкі байланысын анықтаудан туындайды, мәдени рәміздерге түсіндірме беру барысында ұлттық болмыстың тұтастығына ерекше назар аударылады.

Мұнда семиотикалық өлшем метаструктуралардың конфигурациясын модельдей алады, туристтер қызығушылық танытатын тартымды объектіге айналдыруға мүмкіндік береді. Туристік объектілерді семиотизациялау әдісін пайдалану рәміздік көріністердің өзара әрекеттесуді анықтауға, өңірдің көрнекі контурларын, көрнекті орындарды таныстыру үдерісінде туристтерге түсіндірме беруде жылдам нәтиже береді. Мұның нәтижелері Сыр өңірінің мәдени туризм саласын дамытуға негіз бола алады. Қазіргі дефинициялар «мәдени брендинг», «өңір бренді», «аймақтық бренд» ұғымдарының мағынасына мәдениеттанулық тұрғыдан мән беріліп, мазмұны түсіндірілді.

**Түйін сөздер:** мәдениет, құндылық, бренд, фактор, мәдени зерттеу.

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## Значение культурных ценностей в развитии туризма в Кызылординской области

**Аннотация.** В данной статье анализируется развитие культурно-познавательного туризма в Кызылординской области. При анализе ситуации культурного туризма в Кызылординской области в качестве основного элемента рассматривалось представление туристических достопримечательностей в единой «оптической системе». Целостность метаобраза региона, взятого в качестве объекта исследования, состоит из упорядоченности текстового повествования и их символической увязки.

Методологическая основа выводится из определения внутренней связи логического и исторического анализа культурного содержания Кызылординской области, в процессе объяснения культурных символов особое внимание уделяется целостности национального самосознания.

Здесь семиотическое измерение может моделировать конфигурацию метаструктур, позволяя им стать привлекательным объектом интереса для туристов. Использование метода семиотизации туристских объектов дает быстрые результаты в определении взаимодействия символических видов, в процессе ознакомления туристов с визуальными контурами региона, достопримечательностями. Результаты этого могут служить основой для развития культурно-познавательного туризма в Кызылординской области. Современным определением понятий «культурный брендинг», «региональный бренд», «региональный бренд» придается значимость с точки зрения культурологии, разъясняется их содержание.

**Ключевые слова:** культура, ценность, бренд, фактор, культурологическое исследование.

### Introduction

Traveling is a cultural phenomenon. The tourist is interested in its space and strives to understand. Conquering space means understanding it. It is an understanding of specific landscapes and national values, as well as penetration into its space as a spiritual level.

The importance of human cultural thinking is revealed when interacting with geographical space. Real space becomes an iconic image of the semiosphere. Non-spatial meanings are represented in language. From this point of view, the semiosphere transforms the world in the surrounding space into its own image [1]. In comparison to this interaction, space must be symbolized through culture while traveling. By describing a culture, symbols only explain, it is difficult to express in words.

### Methodology

The methodological basis of the article is derived from determining the internal connection of the logical and historical analysis in the content of the Kyzylorda region. In the process of explaining cultural symbols, special attention is paid to the integrity of the national identity.

The proposed conclusions of the research contribute to complementing the theoretical bases of pragmatic, symbolic, cultural and social studies related to cultural tourism. Analytical, interdisciplinary, generalization, description, systematization, comparison, summarizing methods are widely used in scientific work. In addition, narrative logic

was given in some necessary issues. A SWOT analysis of the tourism potential of the Kyzylorda region was made.

### Theory

The issue of creating and disseminating instructional handbooks plays a significant role in the growth of tourism is cultural direction. The following types of tourism can be distinguished according to the purpose and main motivation of the trips. According to the American scientist V. Smith, there are six categories of tourism, they are: ethnic, cultural, historical, environmental, recreational, business tourism [2].

- Ukrainian scientist N.P. Krachilo offers six different types of tourism. Resort-medical, cultural-entertainment, sports, educational-business, religious, professional tourism [3].

- according to Russian scientist N.S. Mironenko, he noted in his works that according to the main motives, tourist activities are divided into the following four types: therapeutic, recreational and sports, educational tourism [4].

- Russian scientist V.A. Kvartalnov, on a certain level of travel motives, divided tourists into the following types according to the purpose of travel: recreation, free time, entertainment, educational tourism, sports tourism and its branches, business purposes, the purpose of being a guest. According to him, the main task of cultural tourism is to introduce the achievements of culture, science and technology, travel to historical places and buildings [5].

The main way of implementing regional cultural branding is culture. According to M. Kavartzis, a regional cultural brand researcher, the image of the region is built on the foundation of connection between the cultural past and the present of the region. Cultural branding emerges from the convergence of three different trends: culture, equity and tourism. The trend of cultural tourism is currently gaining ground. This is because it is connected with historical and cultural knowledge, quality recreation, suitable entertainment, fun and profitable business [6, p. 507].

Turning cultural values into a tourist center will contribute to tourism becoming the most profitable branch economic situation in the future.

The cultural symbolic base of the brand becomes its resource through the dissemination of the cultural value system and nature of consumption. Famous theorist K. Bove explains the brand as a set of utilitarian values designed to satisfy the functional, social, psychological, and economic needs of the consumer [7, p. 132]. And researcher N.N. Aleksandrov explains the axiological meaning of the brand through four basic human values: truth, benefit, goodness, beauty. These are combined with the concept of good: 1) rational values; 2) aesthetic values; 3) utilitarian values; 4) ethical values [8, p. 249].

In cultural branding, a brand is interpreted as a set of aesthetic images in a semiotic sense. Therefore, every successful brand should give people aesthetic pleasure. Therefore, in the process of creating a brand, professionals jointly create a brand image [9, p. 24].

Branding improves various phenomena of culture: taste, desire, values, behavior, norms of behavior, forms interest [10, p. 128]. In the process of forming a social communicative space on the basis of defining a brand, video and verbal messages are described as a semiotic sign that takes the main place [11, p. 77].

An important concept of cultural branding is to consider the brand as a myth. Expands its space using various legends and historical stories. The legends of the Syr region give it a special appearance, form its uniqueness with this environment. Such an approach is very region through culture. A brand image creates a unique attitude. As a result of the activities of cultural tourism, our cultural values are not bought as goods, but they are interested in the image of

the region. In the process of creating a brand image that attracts tourists, it forms the concept of mythodesign.

Cultural scientist Kuralai Ermaganbetova offers innovative tools of regional cultural branding:

1. The region should be an attractive object for investment. Then the potential investor makes an investment by studying political, socio-economic, geographical, cultural and legal factors.

2. The region as a place for business. In this case, communication services, meetings and gatherings, effective proposals and information infrastructure take an important place.

3. The region as a place for innovation. Modernization of scientific research and support of innovative projects, organization of contests are included.

4. As a pleasant place to live. A resident is not only a person who lives in this area, he is a taxpayer who supplements the state budget.

5. The region as a venue for business events. Currently, many companies often have the practice of holding official business meetings abroad.

6. The region as an attractive place for tourism. Tourism is not carried out with a specific purpose, not just to see the sights. Nowadays, as there are many types of tourism, the region creates attractiveness depending on its priority.

7. The region as a suitable place to study at a higher educational institution. The method of glorifying the region by creating suitable living conditions for students is implemented in many European countries.

These tourist products depend on the cultural and economic potential of the regions, natural resources. In the concept of tourism development, six main tourist products are offered: «Mice-tourism», cultural tourism and tours, active and adventure tourism, mountain and lake vacations, beach tourism, short-term tourism. Among them, there are cultural tourism and tours that are convenient for Kyzylorda region, special excursions to familiarize with the culture, traditions, cultural-historical monuments, cultural-historical heritage of the regions, organized tours without a guide.

Cultural tourism is tourism that gets acquainted with the culture, cultural environment, traditions and cultural landscapes of the destination country. Cultural tourism includes participation in activities related to the culture of local peoples and visits to museums.

Now many museums face the problem of how to attract more visitors to the museum. According

to the concept of the new culture policy, the main problem of our museums is to increase their popularity by earning additional income. Now citizens can quickly get interesting information through the Internet. Many museums can be visited through their virtual sites.

4 museums in the region provide cultural services to the people. There are a total of 139,467 exhibits in the fund of regional museums.

Another special type of tourism is gastronomic tourism. This is very important for every visiting tourist. A traveler or a tourist who comes to relax gets acquainted with the national cuisine of the region. For a gastronomic tourist, eating is an introduction to culture. Traditional national dishes are connected with history, economy, politics, tradition, and legend, which form the special uniqueness of the region [12, p. 45].

Due to the increasing importance of virtual tourism and its transformation into a tourist mode, we need to determine the social and educational impact of virtual cultural heritage tourism [13].

Researcher Porter: «Everything is important for competitiveness. Tourism schools are important, roads are important, financial markets are important, consumer sophistication is important, as well as many other aspects of a nation's conditions, in a nation's institutions, people's culture is important» [14]. According to researcher Vikhal: «The ability to attract people by offering a quality world is crucial for regional competitiveness. When studying regional attractiveness, it is important to consider not only why people want to move to a certain region, but also why people want to stay here» [15].

The concept of competitiveness has also been applied directly to tourism destinations. According to Crouch, «destination attractiveness» is related to basic resources and attractions, infrastructure, destination management and qualifying determinants [16].

Similarly, Dwyer and Kim mention the factors that determine competitiveness. They are natural resources, cultural values and heritage objects, tourism infrastructure, services offered, general infrastructure, service quality, destination access and destination management factors [17].

Citizens of any other country are interested in national cuisine. Tourists are interested in the cooking culture formed by the local traditions of the countries they travel to.

Through gastronomic journeys, the tourist forms a view of the country he visited.

Domestic tourism. Here the possibilities of our own traditions are fully taken into account. Tourism means that a person goes to a place other than his daily residence. Citizens living in Kazakhstan have a tourist character when they travel within their country. They are domestic tourists: they travel by all public transport, stay in hotels, eat in canteens, cafes, restaurants, and bring gifts from their destinations. Of course, it is true that not all traveling can be attributed to tourism. However, if people do not limit themselves to being guests, but get acquainted with the historical and cultural heritage of the region, visit natural monuments, it can be considered related to tourism. Hospitality tourism can be only a small part of it. Acquainting our guests with the nature and history of the native land affects our way of life, even if it is not directly related to tourism.

A reliable way to develop domestic tourism that does not require a lot of money is to correct the general perception of tourism. If we change the simple concept that sees tourism only as traveling abroad, we will achieve the result.

### **Analysis**

Kyzylorda region is a region with great treasures of world civilization. It belongs to the region that has preserved the national traditions and customs as much as possible and is an example. There are many important historical monuments and cultural relics in the Kyzylorda region.

Kyzylorda region differs from other regions in its nature, socio-economic and historical conditions. This region is geographically located within the Turan basin, on the western slopes of Karatau, in the lower reaches of the Syrdarya river. The total length of the Syrdarya river is 2200 km, of which 1300 km is in our region.

In the Kyzylorda region, there are ancient cities dating back to the Middle Ages, even before our era, and various historical cities and towns in all districts. Barshinkent, Syganak, Sauran, Ozgent, Akkorgan, Bestam, Zhent, Shirik Rabat, Koksengir, Zhankent, etc. most of the cities and towns are still well preserved. The cities had mint palaces, large military fortresses, and developed culture. The

town of Shirik Rabat existed in ancient times. Gent, Zhankent, Sauran, Ozgent, Barshinkent were the main cities along the Great Silk Road, where hundreds of camel trade caravans stopped. Syganak was the first capital of the Kazakh Khanate. If all this is promoted in a way that makes it attractive to tourists as a historical region, tourism will also develop.

Kyzylorda region also has sacred places common to the Turkic world. For example, Korkyt ata, Khorasan ata, Sunak ata, Okshi ata, Begim ata, Kalzhan. ata These ancient mausoleums are not only historical, but also places that have an effect on preserving our spiritual unity and cause our material development.

Kyzylorda region has enough potential to form regional tourist centers. Currently, 553 historical and cultural heritage objects are under state protection in Kyzylorda region, of which 30 are republican, 256 are included in the state list of cultural monuments of local importance, 267 monuments are included in the list of cultural heritage.

9 historical monuments from the territory of the region - the cities of Syganak, Zhankent, Shirik Rabat, Kesken kuyik, Babish, Zhent, Balandy, Zhetiasar cultural monuments and Sauyskandyk petroglyphs have been included in the list of UNESCO World Heritage Sites.

Tourist attractiveness is formed through values, and cultural tourism plays an important role in the development of regions. Cultural complexes are the nucleus of tourist attraction. The goal of each country is to present its cultural heritage while taking into account modern cultural origins. If you can turn your cultural heritage into a brand, it will leave a positive impression. This method is currently used by all countries [9, p. 56].

Strategic analysis is an important stage of tourism development in the region. Strategic analysis allows to assess the internal and external factors that are formed or have an effective influence within the area under study. Based on the use of SWOT analysis, factors of the internal and external environment for the development of cultural tourism in the Kyzylorda region were determined.

SWOT analysis conducted in order to consider measures to increase tourist attraction in the Kyzylorda region.

Among the strengths of the region's tourism are the following important factors, which mostly determine its domestic tourism potential:

1. Historical, archeological and architectural monuments are preserved in the Kyzylorda region.

2. Rational and optimal geographical situation, location at the intersection of railway and motor roads, variety of landscapes, presence of special tourist facilities.

3. Possibilities of implementation of investments and financing in the field of tourism.

4. The development of hotel and catering service networks in most cases determines the type and form of tourism.

5. Availability of an information-tourist center, state and regional support policy and system of strategic documents for tourism development in the republic and regions.

The weak points of tourism of Kyzylorda region are the factors that hinder development in this area and are known as internal barriers:

1. Most of the historical and cultural monuments of the Kyzylorda region require urgent repairs such as restoration, reconstruction and regeneration.

2. The engineering and communication infrastructure of cities does not meet world standards. Poorly developed tourism industry cannot provide the necessary service.

3. Weakness of movement and promotion of tourist routes on historical and cultural places of Kyzylorda region, lack of own Websites for advertising to attract tourists from abroad, lack of private capital contributions and investments in the tourism industry.

4. Periodic lack of hotel and entertainment infrastructure and hotels of tourist category, low level of service in places where tourists rest, insufficient number and quality of services.

5. Absence of traditional restaurants during gastronomic tourism. The exterior and interior of facilities offering traditional food are decorated in a modern style without national color.

Factors that reveal the potential of tourism development and management in the region, which are used today and are not sufficiently used:

1. The location of the region along the Western Europe-Western China international highway, railway, rich in oil, gas, construction materials provides a great opportunity.

2. Land resources in the city area are suitable for the growth of the city area.

3. There are plans to hold various PR companies, conferences, master classes, and develop new tourist facilities that positively influence the tourist image of Kyzylorda region.

4. Training of qualified specialists, guides, tour guides, tourism instructors, historian tour guides and translators, preparation of souvenir products.

5. Opening of a permanent international trade center selling agricultural products specific to Kyzylorda region and specialized by local residents. This can be implemented by developing the specialized economic sector of the region.

Factors that show actual or potential safety to external adverse factors and threats of tourism development of Kyzylorda region:

1. The development of Kyzylorda region is hindered by the unattractive appearance and architectural character of the city, insufficient service facilities for providing tourism.

2. Damage to historical and cultural monuments, lack of necessary engineering, communication and service facilities;

3. Preservation of the economic structure that cannot satisfy tourism;

4. The quality of life of local residents does not correspond to the level of development of human resources in world tourist centers;

5. Decrease in the volume of tourist flows and investment activity in the field of tourism.

Summarizing the results of the SWOT analysis, it is possible to emphasize the formation of the image of the region as the best way to determine the future types of tourism that will increase the tourist image and develop the tourism industry in the Kyzylorda region.

### **Discussion**

There are many approaches to creating a regional image, enhancing the convenience and effectiveness of services. According to branding experts, national branding is not suitable if the object is about the country. Successful regional branding should be branding of goods, sights, and cultural objects that reflect the country's image.

Symbols representing the relevance of creative visual image-territorial branding [9, p. 32].

The regional brand is a regional identity that is systematically reflected in attractive ideas and cultural values. Visual or virtual symbols that identify the consumer area, pleasant corporate signs, a trademark that forms its image and status. If the brand of the region is created and it is glorified, this region will develop successfully.

In cultural tourism, thanks to symbols, an image of the region is created in the traveler's mind, a symbolic image of the territory he plans to visit appears. Uses modern information and communication technologies. When choosing a

new place, not based on tourist recommendations, but on the basis of his cognitive interests, he connects with symbols and learns about its features. We can encourage modern tourists to consume the other culture by creating symbols that represent the semantic space and cultural codes specific to this region in the context of consumption, leisure, and technological innovation.

So, let's talk about the directions of communication during the implementation of regional cultural branding and the evaluation of the cultural brand:

1. Simple types of advertising are widely used. This is because advertising is used to promote the region as a tourist product. That is, it is a culture of its own. However, according to the changing needs of the times, a new milestone has begun for advertisers. Recently, it has become normal to distinguish those who have their own audience, who can influence public opinion to a certain extent, that is, influencers. Accordingly, a new concept called Influencer Marketing has been formed in the world.

Currently, there are 2 regional TV channels, 2 radio stations, 4 Internet sites, newspapers, and 77 republican, regional, and district newspapers operating in the Kyzylorda region. Today, the analysis of the thematic areas working in Kyzylorda region showed that 48.2% of them distribute information in socio-political, 26.8% in informational and informational-cognitive areas, and 25% in other thematic areas.

2. PR. Public relations is focused on establishing a relationship with the target audience of the marketing mix. This approach is also used for regional branding. Communication is established through agents. The specificity of PR allows to show all the competitive features of the region. PR is an institution that creates understanding and good relations between the organization and society. A way or form of propaganda that forms public opinion about goods, products, services, sales.

3. Sales promotion and direct marketing. In this case, tour operators and residents play the role of sellers. There are several ways to encourage sales: tourists can be offered low-cost short-term passes, and investors and entrepreneurs can be interested in tax incentives.

4. Other types of advertising. This includes all the ways to move the area. Organization of republican contests, sports games, Olympiads, competitions, contests.

171 cultural centers and clubs in the Kyzylorda region, 209 libraries, 14 museums, 12 archives, regional N. Bekezhhanov Kazakh musical drama theater, regional philharmonic, regional center for development of folk creativity and cultural production, regional state institution for protection of historical monuments, 1 city recreation park - a total of 410 culture and art institutions provide cultural services to the public.

A big advertisement here is the International Folk Art Festival of Turkic-speaking countries, which is held every two years. In addition to the countries of Turkey, Iran, Georgia, Azerbaijan, Uzbekistan, Serbia, Sakha, Bashkortostan, Tatarstan, Kyrgyzstan, well-known Kazakh scientists, artists and creative teams will participate in the festival. The main feature of the festival is that the opening ceremony will be held at the «House of Friendship» square, and the closing event will be held at the Korkyt Ata monument complex in Karmakshi district. In addition, in order to develop school tourism, the «Sacral Tour» and «Village life» projects are being implemented in Kyzylorda regional historical and local history museum in the direction of promotion of Kazakh traditions. For the first time in the region, special historical and educational tele-expeditions were organized by the regional museum, telecasts about the importance of sacred objects were filmed and presented to the public.

In the 21st century, a widespread trend among young people is «selfie», that is, taking a picture of oneself using a smartphone or tablet camera and uploading it to social networks. This approach can be used during the implementation of «cultural branding». Nowadays, we notice that all spheres of society use visualization methods. Visualization is 80% in the process of imaging and branding. Image is formed on the TV screen and computer monitor, its carrier is objects: for example, clothes, accessories representing the types of the region, objects depicting cultural brands. Modern PR-technologies and brand builders use this approach of modern society to make and spread the trend of visual perception into a cult. In foreign practices, this approach is supplemented with textual content and highly valued [9, p. 53].

Effective means should be used to glorify the cultural values of the Syr region on the platform of information exchange. Google, which includes hundreds of electronic services, is one such platform. States turn to Google to attract tourists. This is how the projects of

development of electronic geographical maps of the country, introduction of 3D images of city streets into interactive maps and guides appeared. Each country contributes its own language to Google's automated translation service. National museums, galleries, libraries and archives contribute to the Google Art Project. Integrates National Library collections into Google Books. This is not what Google needs, but what a country that wants to be in a digital civilization needs.

One of the most widely promoted platforms today is the global online encyclopedia «Wikipedia», which is particularly popular around the world and is visited by more than 500 million unique users every month.

It is an advanced linguistic platform that can accurately describe the potential of each language community. Today's language rating on this resource covers 298 languages with up to 5.5 million articles. The largest section is in English, with over 5.5 million articles. In general, having a lot of information about the region on such a global electronic platform will develop cultural tourism.

Culture enriches the country's image and brand. This comes from understanding the country and its immanent values. The culture of each nation has its own unique features. Thanks to culture, the country is beautified and given national status.

There are cultural monuments of Kyzylorda region, each of them has a history, originality and values. It is important to emphasize the features of our natural wealth by including sacred places in tourist objects and routes. The thematic-tourist route map of holy places should be suitable for tourists. Most of these facilities can be visited by tourists.

### **Conclusion**

In the Kyzylorda region, cultural tourism can be the main tourist resource of regional development, because it has enough important characteristics that attract tourists. We can develop domestic tourism in the Kyzylorda region by creating tours that introduce our currently significant tourist monuments.

However, there are no opportunities for tourists to learn about and familiarize themselves with the tourist facilities of Kyzylorda region. It is difficult for citizens to visit if information is not disseminated in

a way that arouses interest, and the internal tourism of our region is not at a high level to be proud of.

As a result of the analysis of the state of the tourism industry in the Kyzylorda region, the following issues can be identified and the future directions for the strategic development of tourism can be considered:

1. The absence and poor condition of motor roads leading to touristic objects of the region, which are considered valuable and attractive, as a result of which many objects are inaccessible for general domestic tourism.

2. Inadequate conditions of the modern hotel complex, rest houses, health resorts, and low quality of services offered according to international standards.

3. Lack of qualified service personnel among local residents in some areas: guide-interpreters, tour guides, drivers and service providers at accommodation facilities.

4. Lack of a reliable mobile communication system in remote areas.

5. Residents of rural, especially remote areas do not participate in the development and management of tourist routes related to tourism development, do not express interest because they do not have any economic benefits.

In general, the attractiveness of a destination region for a modern tourist depends on its cultural and historical potential in symbols. Since the tourism industry is a large complex industry, every process that takes place in it is closely related to each other. For example, even though it is a valuable historical and cultural monument, if the roads leading to it are not right, or if the service is not at the appropriate level, or if there are no hotels, we cannot use the opportunity of that place. Therefore, the initiative to create cultural clusters should be deeply differentiated and implemented based on a flexible plan.

Today, in order to develop cultural tourism, first of all, it is necessary to attract investors, to search for internal funds for the modernization and repair of the infrastructure of territories with ancient historical cities, their monuments, and to regulate tourism legislation.

In the article, the activities taking place in the modern scientific space and cultural activities were distinguished in the process of defining priorities and shortcomings in the process of forming cultural tourism of Kyzylorda region. As a result, we conclude that it is necessary to study cultural values as

priorities that create a cultural brand of the region. This is because the cultural values of the past, national and state character, are fixed in the memory with semiotic signs, architectural structure, and take an important place in the formation of the cultural image of the region. Therefore, values are of special importance as a rational and saturated symbol that conveys the cultural image of Kyzylorda region.

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