

ҚАЗАҚСТАН РЕСПУБЛИКАСЫ БІЛІМ ЖӘНЕ ҒЫЛЫМ МИНИСТРЛІГІ  
MINISTRY OF EDUCATION AND SCIENCE OF THE REPUBLIC OF KAZAKHSTAN

Л.Н.ГУМИЛЕВ АТЫНДАҒЫ ЕУРАЗИЯ ҰЛТТЫҚ УНИВЕРСИТЕТІ  
L.N. GUMILYOV EURASIAN NATIONAL UNIVERSITY



**«ҚОНАҚ ҮЙ-МЕЙРАМХАНА БИЗНЕСІНІҢ ҚАЗІРГІ ДАМУ  
ТЕНДЕНЦИЯЛАРЫ»**

халықаралық онлайн-конференциясының

**ЕҢБЕКТЕР ЖИНАҒЫ**

12 наурыз 2020 ж.

**СБОРНИК ТРУДОВ**

международной онлайн-конференции

**«СОВРЕМЕННЫЕ ТЕНДЕНЦИИ РАЗВИТИЯ ГОСТИНИЧНО-  
РЕСТОРАННОГО БИЗНЕСА»**

12 марта 2020 г.

**PROCEEDINGS**

of the international online-conference

**«MODERN TRENDS OF HOTEL AND RESTAURANT BUSINESS  
DEVELOPMENT»**

12 March 2020

Нұр-Сұлтан, Қазақстан  
Нур-Султан, Казахстан  
Nur-Sultan, Kazakhstan

УДК 005(063)  
ББК 65.050.2  
Қ 64

**Редакционная коллегия:**

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**Қ 64 Қонақ үй-мейрамхана бизнесінің қазіргі даму тенденциялары:** халықаралық онлайн-конф.еңбектер жинағы. – Нұр-Сұлтан: Л.Н. Гумилев атындағы Еуразия ұлттық университеті, 2020.

**Современные тенденции развития гостинично-ресторанного бизнеса** Сб. материалов межд. онлайн-конф. – Нур-Султан: Евразийский национальный университет им. Л.Н. Гумилева, 2020.

Proceedings of the international online-conference «**Modern trends of hotel and restaurant business developmen**» Nur-Sultan, L.N.Gumilyov Eurasian National University, 2020.

**ISBN 978-601-337-310-2**

Халықаралық онлайн конференцияның еңбек жинағында Қазақстан Республикасында және шетелде қонақ үй және мейрамхана бизнесінің дамуының өзекті тенденциялары қарастырылған.

В сборнике материалов международной онлайн конференции рассмотрены актуальные тенденции развития гостиничного и ресторанного бизнеса в Республике Казахстан и зарубежом.

The proceedings of the international online conference discuss current trends in the development of hotel and restaurant business in the Republic of Kazakhstan and abroad.

УДК 005(063)  
ББК 65.050.2  
Қ 64

**ISBN 978-601-337-310-2**

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## THEORETICAL ASPECTS OF ETHNO-TOURISM DEVELOPMENT

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Nowadays the growth of the diversity of tourist destinations and an increase in the range of tourism products can be attributed as the most inherent trends in the development of tourism. These days society gives a special interest in traditional ethnic culture. This interest is manifested in numerous configurations: ethnographic research is being conducted in various areas of the world, scientists are dynamically collaborating with national social organizations, manuals on the specifics of the traditional culture of various ethnic groups are appearing, conferences and lectures on ethno-national topics are being organized [1].

This trend can be characterized by ethnic fashion. The tourism industry and the hotel industry have not bypassed this process either.

Ethnic tourism is considered as one of the areas of cultural tourism and is becoming more and more popular worldwide. Ethnic tourism provides an opportunity to learn the traditions and culture of various ethnic groups.

Traditions are the components of social and cultural heritage, passing from generation to generation, which are preserved in specific societies and social groups for a long period [2]. Traditions has a great importance in the reproduction of culture at all areas of life, in the implementation of many years of efforts, successive generations, to make a wealthier, more beautiful, more meaningful existence, in ensuring the continuity of the newest and long-past, in the harmonious evolution of the environment and personality. They exist, are supported by the masses of the people in all shapes of social life: family, social, political, social, cultural, labor, etc.

The cultural heritage of the people consists of some components, such as reckoned material and spiritual values formed in the old days, monuments, historical and cultural resources and objects, providing the meaning of human life and their contribution to the world culture [3].

The prosperity of tourism, particularly ethnic tourism, is important in multinational areas with suitable climatic conditions and an extensive historical and cultural heritage.

General provisions characterizing the requirement for the effective formation of ethnic tourism, which ensures the preservation of traditional culture and traditional cultural landscape, cover the following:

- the preservation of traditional nature management should be considered as the main condition for the preservation of the cultural landscape of the region;
- meaningful involvement of local communities in the role of key stakeholders should be an indispensable condition in the formation of tourism and recreation;
- the wording “peer to peer”, “host-guest” should be the norm in relations between tourists and the local communities [4].

It is necessary to consider the presence of the following objects in the organization of ethnic tours:

- monuments of architecture made in the traditional manner for the ethnos and associated with a specific stage in the cultural life of this ethnos;
- religious buildings reflecting the denominational affiliation of ethnic groups, distinguished by a set of traditional techniques in architecture, ornament;
- necropolises, burial places with traditional gravestones, inscriptions in the national language, ornamentation;
- household objects that meet the traditional economic type: fountains, wells, mills;

- traditional houses (uninhabited, however, retaining the appearance and internal layout; residential - with traditional interior decoration, with a selection of traditional household items);
- villages preserving the "ethnic appearance" in the territory of compact residence of ethnic groups, with traditional street layout, the location of houses and household structures;
- places of restoration of folk crafts and traditional crafts;
- Venues for ethnic celebrations with the assistance of folklore ensembles;
- ethnographic museums, exhibitions, complexes of ethnographic objects; the totality of architecture or religious buildings, founded by representatives of different ethnic groups in the territories of long-term common residence;
- archaeological sites (cultural monuments), with ethnic orientation [5].

As a rule, ethno-tourism considers as the tourism in the rural and historical areas. At the same time, the territory selected for visiting should have a unique ethnographic, folklore, historical significance. It can be an authentic village, where it is possible to clearly trace the characteristics of a particular ethnic group. Similar villages can be found in Kazakhstan, and in the states of the former USSR, and even abroad. Quite often, a traveler selects not just a location where there are similar places, but regions, from which places he comes directly, or his ancestors. This makes it possible to better understand his life and the history of his own family.

Ethno-tourism is able to form only in combination with other types of tourism, in contrast to which, it is able to remain year-round seasonality. The parallel formation of ethnocultural tourism will make it possible to maintain tourist flows, albeit to a small extent during the "dead season", as well as using elements of social tourism. A tourist should not only actively relax, enjoy the unity with nature, restore health, but also familiarize himself with the life of local ethnos, or, for example, not only get satisfaction from extreme varieties of entertainment, but also at the same time imbued with the spirit and culture of main providers of these entertainments, local citizens.

According to the development of ethno-tourism there are can be noted some tendencies:

- formation and development of centers of traditional crafts (creation of jobs for local communities, support of traditional economic activities, creation and promotion of new ethno-cultural brands)
- the formation of ethnic camps, museums and open-air museums (the spread of traditional folk culture)
- hunting and fishing ethno-tourism
- folklore and event ethno-tourism (in order to preserve and develop native languages, preserve oral folklore)
- organization of eco-villages (in order to save and popularize the concepts of traditional life support, ethnic medicine).

According to the works of Ryan, C., & Aicken, M., scholars in this field have regarded ethno-tourism as a traditional image as a tourist product and as a unique complex (figure 1).

Traditional Images	Tourist product
<ul style="list-style-type: none"> <li>• Lifestyle</li> <li>• Ethnological exhibitions</li> <li>• Culture</li> <li>• Traditions</li> <li>• Custom</li> </ul>	<ul style="list-style-type: none"> <li>• Labels</li> <li>• Instruction</li> <li>• Copy</li> <li>• Souvenir</li> </ul>

Figure 1. Features of ethno-tourism in works of Ryan, C., & Aicken, M  
 Note - compiled by the author in accordance with the source [6]

Local and indigenous people should definitely take part in the formation of ethnic tourism tours. The local communities can rent houses or rooms for travelers, with minimal furniture and household appliances (utensils, bedding, clean towels) for a period of a couple of days up to several months. In addition, tenants can provide vacationers with additional services: the organization of entertainment events (bathhouse, a joint trip to barbecue, berries and mushrooms, boating, fishing, hunting, horseback riding, etc.); the involvement of tourists to assist in simple rural work, for example, feeding animals, harvesting berries and vegetables, etc. It is necessary to provide high quality of the services, and to have information about the main needs of target segment for effective development of ethno-tourism.

According to L.Yang, G. Wall there are some key stakeholders of ethno-tourism (figure 2).

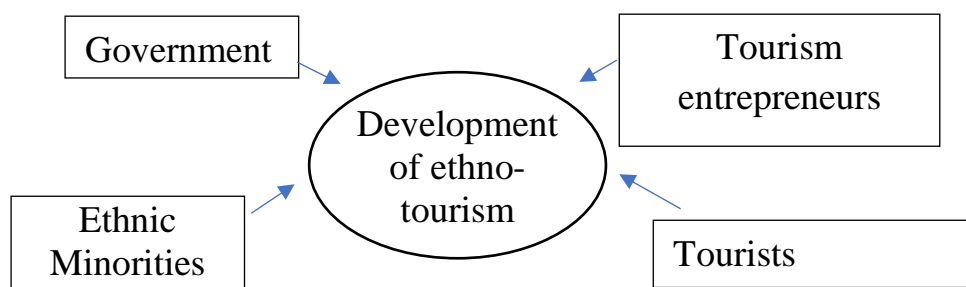


Figure 2. Key stakeholders of ethno-tourism (L.Yang, G. Wall)

Note - compiled by the author in accordance with the source [7]

Key stakeholders of ethno-tourism play main role of its development in the region. Because of this, it is crucial to prepare local communities to serve for tourists in high quality level. It is necessary to organize a course of training for local people in the provision of certain ethnic tourism services on the basics and principles of conducting small business, standards of service quality, language courses and the history of this region.

In conclusion, ethno-tourism as a one part of cultural tourism has its own characteristics and by development this type of tourism and by considering education of local communities, region can have an opportunity to create new jobs, to raise economic growth, to improve the welfare of the locals.

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