



Студенттер мен жас ғалымдардың  
**«ҒЫЛЫМ ЖӘНЕ БІЛІМ - 2018»**  
XIII Халықаралық ғылыми конференциясы

**СБОРНИК МАТЕРИАЛОВ**

XIII Международная научная конференция  
студентов и молодых ученых  
**«НАУКА И ОБРАЗОВАНИЕ - 2018»**

The XIII International Scientific Conference  
for Students and Young Scientists  
**«SCIENCE AND EDUCATION - 2018»**



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Л.Н. ГУМИЛЕВ АТЫНДАҒЫ ЕУРАЗИЯ ҰЛТТЫҚ УНИВЕРСИТЕТІ**

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БАЯНДАМАЛАР ЖИНАҒЫ**

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The proceedings are the papers of students, undergraduates, doctoral students and young researchers on topical issues of natural and technical sciences and humanities.

В сборник вошли доклады студентов, магистрантов, докторантов и молодых ученых по актуальным вопросам естественно-технических и гуманитарных наук.

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trips broaden students' minds and develop their communicative and cross-cultural competence. However, in order to ensure high-quality tourism, in all aspects have to be taken into account. The choice of routes and accommodation and food are all issues which are needed to be considered. In addition to the issues mentioned in the survey issues such as visas, weather and others are also of importance.

Even though the results of this study don't represent outstanding novelty, it is pleasant to discover a lot of advantages and vitality of students' study trips. We note that any opportunity of educational travel should be supported as much as possible.

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### PROSPECTS OF DEVELOPMENT OF DARK TOURISM IN THE REPUBLIC OF KAZAKHSTAN

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The expression dark tourism or gloomy tourism was first used in 1996 in one of the most popular tourist magazines in Europe. It means to visit various places, one way or another connected with tragedies, death, ominous legends and disasters.

Fans of such a variety as deadly tourism are sent to the places of mass executions and genocide, for example, to the famous concentration camps of death in Poland. Moreover, fans of mystical tourism go to castles with ghosts in Dublin or the homeland of Count Dracula in Transylvania [1].

Present days, the consciousness of society is under the influence of political, social processes, which could not but affect the tastes and directions of development of new types of tourism, such as "dark" tourism.

"Dark" tourism is a kind of cognitive tourism, which involves visiting places that are associated with the death and suffering of people.

The components of "dark" tourism include:

- tourism catastrophes (visiting places that have suffered from natural disasters, "toxic tours" to places of environmental disasters);

- mystical tourism (travel to places with paranormal activity);

- tourism in cemeteries;

- tourism of "death" (this kind is aimed at visiting places with a tragic history: Akmola camp of wives of traitors in Kazakhstan, the concentration camps of death in Poland, the "Khmer Rouge death fields" in Cambodia, the places of the Holodomor in Ukraine, torture museums, strict prisons,

places of historical battles (for example , Gettysburg and Bosworth) and executions, areas where serial killers committed crimes, for example Jack the Ripper).

Mankind today is less willing to travel and rest passively, as a result of which the producers of the tourist product offer active rest, which is accompanied by many attractions with the existing acute sensations. That's why extreme and non-traditional types of tourism are popular with tourists.

Accordingly, the development of theoretical scientific and practical foundations of "dark" tourism has an important business and consumer perspective.

Recently, there has been an extremely powerful explosion in the demand of tourists for this type of travel, especially after the bombing of aircraft in the destruction of the World Trade Center in New York. According to world statistics, "dark" tourism is activated after powerful hurricanes, typhoons, tsunamis, other natural, techno genic disasters and anthropogenic phenomena.

Interest in the objects of "dark" tourism is explained by the following reasons:

- receiving new impressions and emotions;
- desire to glorify the memory of the dead;
- explore new horizons of their own state;
- to learn about new objects of "dark" tourism;
- a sense of patriotism.

The first tour operators, who developed and implemented the "dark" tour, had an American residence permit. The first travel agencies with this type of specialization began activities at the site of the crash of the airship "Hindenburg", which is in the state of New Jersey (USA) [ 2 ].

"Dark" tourism can be divided into following components:

#### 1. Tourism of disasters

It is divided into natural and anthropogenic:

- a) natural disasters;
- b) techno genic catastrophes;
- c) human negligence.

Tourism catastrophes focuses on people who like traveling to places of natural disasters such as earthquakes, storms, hurricanes, chemical accidents, traffic accidents and places that humanity brought to extreme conditions - the former cities that were created and specialized around the extraction of coal, uranium ore, others minerals, and today are covered with waste pits, underground voids, dips and other anthropogenic forms of relief. Also to such territories should be attributed to the city, which turned into a huge landfill.

The most famous regions of the world that have been affected by powerful storms and hurricanes are the Bahamas, South Florida, Louisiana, Mississippi, Alabama, Florida (northwestern part of the state), much of eastern North America. This area suffered from the devastating hurricane Katrina (August 2005). In 2001, the territory of the eastern Chinese province of Zhejiang and the Japanese island of Okinawa suffered from the typhoon "Muifa". Known in the history of mankind was Hurricane Hayk (September 2008), from which the territory of the Bahamas, Haiti, the Dominican Republic, Cuba, Florida, Mississippi, Louisiana, Texas suffered. From the hurricane Gustav, who "worked" in August-September 2008, suffered the territory of the Dominican Republic, Haiti, Jamaica, the Cayman Islands, Cuba, Florida, Louisiana, Mississippi, Alabama, Arkansas.

#### 2. Mystic tourism:

- a) the place where ghosts appear;
- b) places of unique religious activities;
- c) ufological.

Some people have a craving for the unknown and the supernatural, so choose the places where paranormal activity was recorded. Famous world tours for those wishing to see the reasons: Dublin (Ireland), Florida (USA), Brisbane (Australia) and Quebec (Canada). The largest number of castles, where there are ghosts in the Lake District (north-west of England). The tour is conducted at night from September to March, when ghosts are most active. The tour starts in the evening, then -

viewing photos of murders, spending the night in rooms where tourists can hear voices, howling ghosts [3].

### 3. Tourism of "death":

a) concentration camps;

b) the place of serial killers;

c) territories or objects associated with the destruction of people due to religious activities.

After the end of the Great Patriotic War, the population of the world was opened to a place of mass death in concentration camps. Among the most famous ones that operated during Hitler's Chancery were: Belsen, Buchenwald, Dachau, Majdanek, Sobibor, Trebilnu, Babi Yar. Today, also for the world community, they are open to visiting the Gulag camp, which existed in the times of the USSR.

Many tour operators and travel agencies around the world offer tours and individual excursions to the places of serial killers created by thematic museums and exhibitions dedicated to them: Jack the Ripper, Zodiac, Charles Manson, Ted Bundy, Mary Ann Cotton, Dorothea Puente, A. Chicotylo, the fictional Dexter killers Morgan, Hannibal Lecturer, Puzzles.

### 4. Necropolis tourism.

The graves of famous politicians, priests, scientists, writers, composers, artists, artists, engineers and just interesting people in the cemeteries of the whole world reflect the culture and history of the states, which allows us to recall our own place in this world, about the good and evil, how useful a person is in society [4].

Portal Atlas Obscura named the top 50 gloomy and amazing places to visit in 2017. Kazakhstan is represented in the list by a memorial to the deceased crew of Soyuz-11, which is located in the Karaganda region. On June 30, 1971, during the landing, the crew of Soyuz-11, Georgy Dobrovolsky, Vladislav Volkov and Viktor Patsayev were killed. The astronauts perished on returning to Earth due to depressurization of the descent vehicle at high altitude. The design of the ship did not provide for the spacesuits for the crew. According to the archival photos, the first memorable sign was installed by local residents in late 1973[6].

A year later, in October 1974, a new monument appeared, depicted in the form of winged stars.

In 2008, the memorial was destroyed by vandals. In 2014, with the support of the Zhezkazgan edition, the mass regional newspaper "Podrobnosti", a memorial plaque with the words "Zhezkazgan remembers" was erected on the site of the death of the astronauts.

Furthermore, on July 7, 2016, near the memorial plaque, an updated monument to the "Three Heroes", who gave their lives for the sake of space exploration, was installed. In addition, the non-listed list includes the discotheque Ayala in the Cuban city of Trinidad, the so-called Olympic village of Hitler, built for the Games of 1936, graffiti with David Bowie in English Welling, a glass suspension bridge in China, the exhibition "Murder of Rasputin" in Russia and others. Earlier, Kazakhstan ranked 26th in the list of places worth visiting in 2017 according to the US edition of The New York Times[5].

Dark tourism or gloomy tourism, black tourism, mournful tourism, tanatotourism is a kind of tourism associated with visiting places and attractions historically associated with death and tragedy. In addition, there is an opinion that this concept must necessarily cover ideological tourists attending the relevant places, since the very symbolism of the place is not capable of making a person a "dark tourist". Initially, it was understood as the directions of travel related to the places of tragedy, but later the notion expanded to include other hard-to-reach objects as well as those that were on the verge of extinction [5].

In conclusion, dark tourism enjoys a stable demand [6]. The first travel agencies specializing in dark tourism began their activities from the tour to the site of the crash of the Hindenburg airship at the American military airport of Lakehurst, and the French explorer Bertrand Beyern in a wave of popularity of gloomy tourism published a book describing approximately 7,000 graves of the French cemetery and indicating their places finding. According to the author, the book will allow readers to enrich their knowledge of the history and culture of France. After all, many do not even

suspect where the remains of celebrities lie. For example, the poet Rabelais lies in the Parisian quarter of Marais under a very popular store [6].

The main problem of dark tourism lies in the question of how ethical it is to visit such places for tourist purposes. Of course, people should learn the truth about events, and at the same time it is necessary to show respect for the victims of tragic events [7]. Unfortunately, many tourists perceive such excursions as entertainment and are easily photographed against the backdrop of places of death of hundreds of people. Therefore, the most important thing that "dark" tourists and travel agencies can do today, the number of which is constantly growing, is to show respect to the victims.

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### РАЗВИТИЕ МАРКЕТИНГА В ТУРИЗМЕ В СОВРЕМЕННЫХ УСЛОВИЯХ

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В течении длительного периода маркетинг рассматривался преимущественно как функция управления предприятием, а именно как средство создания и поддержания конкурентоспособности, инструмент, позволяющий управлять инновациями и отношениями на рынке между компанией, ее потребителями, партнерами, конкурентами и обществом в целом, как деятельность, которая определяет характер экономического развития и уровень благосостояния нации.

Современный маркетинг все больше эволюционирует от маркетинга сделок к маркетингу отношений. Область маркетинговой деятельности не ограничивается только сферой обмена, а распространяется дальше, как на сферу потребления, так и на сферу непосредственных услуг. Особенно заметной эта тенденция стала в области туризма. Изучение развития маркетинга туризма является актуальным научным вопросом, поскольку позволит в ретроспективе увидеть его эволюцию с самого начала до нынешнего уровня развития.