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THE MARKETING POTENTIAL OF CULTURAL AUTHENTICITY: THE WORLD NOMAD GAMES 2024

The World Nomad Games have emerged as a significant catalyst in the tourism sector, promoting cultural identity and ethno-tourism on a worldwide scale. Cultural tourism destinations are of significant potential as tourists are changing their preferences, focusing on experiencing culture in a more authentic manner. This shift in tourist preferences has proved to be a significant factor in attracting investment. The aim of this research was to examine the role of cultural authenticity in engaging tourists and promoting global marketing of ethnic sports events. The study was based on the World Nomad Games 2024. The methodology adopted in the study was mixed, using both quantitative and qualitative content analysis, as well as EFAS analysis to evaluate the strategic position of the event. The findings indicated that the impact of cultural authenticity was positive on the engagement of tourists in terms of the visual attributes of the event, such as sports, music, and ethnic dishes. On the other hand, the fragmentation in the digital communication and operation was negative in terms of the overall efficiency in the marketing of the event. The present study contributes to the existing body of knowledge by adding the concept of existential authenticity in the analysis of social media and strategic evaluation tools in the context of ethnic sports events.

Keywords: cultural authenticity, World Nomad Games, cultural heritage, marketing strategies, national identity.

Introduction

UNESCO, in collaboration with the Association for International Sport for All, also known as TAFISA, launched an initiative in support of the Busan

Appeal for the Development and Preservation of Traditional Sports and Games in September 2008. This process highlighted the role of traditional games and sports in promoting tolerance, solidarity, integration, and cultural identity in establishing peace in a culturally globalizing world. It is a significant step towards creating a unique cultural identity among different population groups.

The World Nomad Games (WNG) is a renowned international event promoting and preserving the heritage of nomadic cultures. The WNG Project, being the biggest international project of the Government of the Kyrgyz Republic, was launched in 2012 to revive and preserve the cultures of nomadic civilizations.

The main objectives of the World Nomad Games are the preservation and popularization of the culture and traditions of the nomadic people, which need to be revitalized and renewed. At the current stage, ethnic sports contests contribute to the development of international connections and inter-cultural dialogue, emphasizing the aspects of identity and the distinctive features of the nomadic lifestyle. The World Nomad Games aim to promote the development of ethno-sports and the ethno-cultural movement throughout the world as the legacy of human civilization. The mission of the World Nomad Games is to revive, develop, and sustain ethno-culture and the identities of ethnic groups and peoples throughout the world with the aim of developing tolerant inter-ethnic relations.

Kazakhstan is located at the heart of the Eurasian continent and is characterized by the unique combination of its wealth in terms of both natural resources and its cultural traditions. Over the recent period, the country has actively developed domestic tourism, emphasizing its historical and cultural identity. An important example in this context is the World Nomad Games, which is an international event carrying the spirit and traditions of the nomadic people, characteristic of the ethnic composition of the population of Kazakhstan.

Between the 8th and 13th of September this year, the capital city of Astana hosted the Fifth World Nomad Games, which took place under the motto «Uly dala dubiri» (meeting in the Great Steppe). It is noteworthy to point out the dates of the event, which conventionally coincide with the celebration of the nomadic festival marking the transition to the winter encampment. At the new encampment, the caravan's voyage with yurts and belongings concluded with the toi ceremony, which included various customs, games, and contests. This year, the competition attracted 2,500 participants from over 90 countries, with 97 sets of medals being contested [1].

During the course of the competition, social networking platforms were populated by a plethora of intriguing and vibrant video content. Individuals commenced the dissemination of a variety of videos and photographs from the games. A particularly popular video was a publication by creator Alina Kim,

who shared with her subscribers footage from the opening ceremony. This video featured performances by Dimash Kudaibergen and Roza Rymbayeva, in addition to providing a glimpse into the celebratory atmosphere of the occasion.

The objective of this article is to formulate strategic recommendations for enhancing the effectiveness of international marketing for the World Nomad Games, employing the 2024 Games as a case study. In order to achieve this objective, the subsequent tasks will be executed in a two-stage analytical approach, as follows:

1 The identification of the key authentic elements of the event that generate the greatest response and engagement from international audiences on social media is of the utmost importance.

2 A comprehensive analysis of the external environment is necessary in order to understand the strategic position of the 5th World Nomad Games in 2024. This includes a detailed analysis of the opportunities and threats which may impact the long-term marketing potential of the event.

Materials and methods

Cultural authenticity is identified as the core resource of ethnic tourism destinations, and tourists' perceptions of cultural authenticity have been found to affect their sense of authentic happiness.

Cultural tourism is defined as the travel industry that focuses on visits to locations where visitors primarily seek to experience the consumption of both tangible and intangible cultural heritage and attractions in a designated destination. This form of tourism has been identified as a predominant contributor to the tourism sector, accounting for more than 39 % of all tourist arrivals. Notwithstanding the fact that tourist arrivals may be inbound, this form of tourism constitutes a salient component in the differentiation of a tourist destination.

In this context, events (in this case nomadic games) represent a foundation and have become one of the fastest growing types of tourism events, catering for tourists who are increasingly looking for authentic and distinctive experiences that allow them to expand their knowledge and worldviews.

Despite their magnitude, these events have a significant effect in that they allow countries to demonstrate their unique traditions and culture, hence attracting both foreign visitors and domestic residents.

The power of authenticity has been touted as one of the most important aspects of modern marketing [2]. The idea of authentic experiences in tourism, however, becomes even more important. This is because, in tourism, one wants to have unique experiences to remember, which can only be achieved by having an authentic sense of place. The pursuit of authentic experiences has become one of the main focuses in modern tourism research, with scholars trying to find ways to

incorporate tourists into these events. Furthermore, it is imperative to acknowledge the pivotal role it plays in shaping the image of a destination and its positioning within the global tourism market.

Planning and marketing tourism destinations has always required an understanding of the behavioral elements that impact travelers' intentions to visit a specific location [3]. Cultural heritage sites are becoming more and more popular as travel destinations, and research has shown that culture plays a significant role in influencing travelers' intents to visit. This is because, according to Mousavi, Doratli, Mousavi, and Moradiakhari [4], tourism is a social process that has the power to change both the local culture and the cultural perspectives of tourists. According to research by Xiaoli Yi and Xiaoxiao Fu [5], memorability is also influenced by the perceived authenticity of local cultural heritage through existential authenticity.

Cultural authenticity is a significant factor in the determination of perceived value. As Wang [6] observes, authenticity is a multifaceted concept that can be classified in diverse ways. It can be regarded as a property of an entity (objective authenticity), signifying the capacity to substantiate an object as «original», «genuine», «real» or «trustworthy» [7], or alternatively as the consequence of social construction (constructive authenticity). In the latter case, it refers to the extent to which tourists (and, among them, festival-goers) perceive the experience as genuine, based on their interpretation of both the sites visited and the tourist experience, in light of their own beliefs, expectations, preferences, stereotypical images and consciousness.

One aspect of authenticity, termed «existential», occurs through tourism activity and interaction with objects of cultural significance. This process entails the immersion of the individual in the realm of profound existence, as discerned through the emotional responses of tourists. The existential facet of authenticity is intricately intertwined with visitors' perceptions, sentiments, and profound emotional experiences. In this context, places whether permanent or temporary, such as festivals gain authenticity through the powerful emotional and sensory involvement of individuals in them. This connection allows individuals not only to realise the depth of their presence, but also to experience authenticity as part of their own life journey.

By constructing an «image» of a location through images, videos, and reviews, social media sites like Instagram, TikTok, and YouTube influence how people view well-known tourist attractions.

The utilisation of social media by nations facilitates the demonstration of their cultural and traditional identities on a global scale, thereby exerting a profound influence on the perception and intent of tourists to visit a particular tourist destination.

There has been a lot of interest in the function of social media in the context of tourism marketing. The communicative role of social media influencers (SMI) was initially valued by destination marketing organizations (DMOs) [8]. Numerous studies have examined how media affects destination marketing, including how social media content influences travelers' decisions to travel, how it affects travelers themselves, and how travelers share information on social media platforms. Authenticity is a key concept in the tourism sector that improves the relationship between travelers and their locations. It has been shown that authenticity improves a destination's perceived image.

In the context of cultural events, social media functions not only as a promotional instrument but also as a platform for collaborative authenticity creation. In this milieu, users partake in the construction and validation of cultural meanings through their posts, hashtags, and visual content.

The World Nomad Games (WNG) are a modern phenomenon in the domain of large-scale events, providing a platform for the promotion and celebration of ethnic sports. The inaugural edition was hosted in Kyrgyzstan in 2014, and since then, the WNG has been held in Central Asian countries on a biennial basis. The event's foundation lies in the folk games of the historically nomadic peoples of Central Asia. The World Nomad Games have been inscribed on the UNESCO list of intangible cultural heritage [1].

The Kyrgyz Republic is the birthplace of the World Nomad Games. Since then, the concept of the games has expanded to not only include competition but also highlight traditional sports, sportsmanship, and cultural heritage of nomadic communities around the world. The games also have a role to play in enhancing cultural awareness among different countries of the world.

By fostering global relationships among different countries, preserving national sports, and supporting organizations that promote ethnosports globally, the World Nomad Games have a role to play in the preservation of cultures of nomadic communities. Another objective of the games is to improve the tourism potential of the host nation.

WNG is also about growing, sharing, and lifting up ethnosports, which are the traditional games and sportive contests from all over the world. It seeks to support the scientific and methodological underpinning of the ethnosport movement, which includes traditional games, ethnosports, and classic tournaments. Among the main goals of the WNG is to present the world's cultural diversity and to foster interfaith and intercultural understanding, friendship, harmony, and cooperation among people of many nations [9].

From September 9-14, 2014, the World Nomad Games were held in Cholpon-Ata, Kyrgyzstan's Issyk-Kul region. The countries participating in the games were

Afghanistan, Azerbaijan, Austria, Belarus, Brazil, France, Germany, Kazakhstan, Kyrgyzstan, Lithuania, Mongolia, Russia, South Korea, Sweden, Tajikistan, Turkey, Turkmenistan, the United States, and Uzbekistan. In total, 19 countries participated by sending players for the games. The sports part of the games involved a total of 771 participants, comprising 583 athletes, 188 coaches, and 188 referees. The games involved 230 horses and 1,200 cultural participants. The TV broadcast of the games reached an estimated 230 million viewers in 40 countries [1].

The fact that the event has been hosted five times means that it has grown to become a major event on the international stage, on par with other international sporting events such as the European Olympic Games. The modern-day WNGs can be regarded as international sports gatherings, despite the fact that they have origins in ethnic and ethnocultural games of the nomadic communities of the CA region and other parts of the world, on different continents. The folk games of the nomadic communities of the CA region and other parts of the world, on different continents, are the foundation of the WNG[9].

Mambetaliev asserts that this event has significant socio-cultural value and contributed to the revival of ethnic sports in the contemporary world[10]. For both foreign visitors and Kazakhstanis, the WNG was an excellent event. They had the chance to observe the nomads' identity, culture, sports, and way of life. This occasion is regarded as one of the biggest initiatives to expand the nation's tourism industry since independence. Boosting the allure of Kazakhstan as a destination for tourists and, more broadly, raising the positive legacy of nomadic civilizations, cultures, and peoples that are commonly shared by numerous countries across the world is another key objective of the WNG. Emphasizing a country's history, culture, traditions, and distinct features is a great way of boosting a country's tourism industry significantly. The ripple effects of the WNG on a country and its people are likely to bear fruit in due course. Because there is a chance to promote the international mass and the public's interest in the nation begins to grow through major events like WNG. As a result, the country experiences economic and other developments and sees an increase in tourists.

Any nation that hosts major organizations should be mindful of norms, appropriateness, and preliminary planning. Depending on the circumstances before and after the event, various sectors of the nation experience either forward or backward developments. Thus, we do not overlook the impact of the World Nomads Games on our nation's infrastructure, tourism, economics, national image, and sociocultural values.

In order to find important themes and patterns pertaining to cultural authenticity in the context of domestic travel in Kazakhstan, the study employed the content analysis method, which enables the methodical investigation of textual

and visual data. Perceptions of the World Nomad Games, which developed into a significant cultural event showcasing Kazakhstan's distinctive traditions and customs, were the primary focus.

This study employs a mixed-methods approach, combining qualitative and quantitative content analysis with matrix strategic analysis, to comprehensively evaluate the marketing potential of cultural authenticity at the 5th World Nomad Games in Astana, Kazakhstan, in 2024.

Content analysis will systematically, objectively, and quantitatively evaluate user content to understand perceptions of the event's cultural authenticity. Social media posts from Instagram and TikTok were used in the study to gauge participants' reactions to the event. The results, which covered topics including traditional sports, art, music, and customs, were analyzed to determine both positive and negative perceptions of authenticity. Along with the impact of cultural authenticity on tourist appeal and the expansion of tourism in Kazakhstan, the study method also found characteristics connected to national pride and patriotism.

A PEST analysis will identify the 16 key external factors affecting the international marketing success of the World Nomad Games, including opportunities and threats.

Results and discussion

For ethical reasons in this study, all data is obtained from Instagram and Tiktok posts.

Data collection and extraction: The data was collected based on hashtags linked to the World Nomad Games. In particular, data was extracted from TikTok and Instagram platforms from September 8 to 13, 2024, based on hashtags linked to the World Nomad Games. This was a scheduled time on the events calendar for the games.

At this time the hashtags:

#worldnomadgames2024,
#worldnomadgamesAstana,
#всемирныеигрыкочевников2024,
#игрыкочевников2024,
#Ұлыдаладүбірі were popular.

The year 2024 was specifically mentioned in the sample to highlight the nomadic games that took place in Astana.

Data from instagram by hashtag yielded the following:

#worldnomadgames2024 – 5000 or more;
#worldnomadgamesAstana – 1000 or more;
#игрыкочевников2024 – 100 or more;
#всемирныеигрыкочевников2024 – 100 or more;

#ұлыдаладүбірі – 1000 or more.

Data from the hashtag Tiktok produced the following:

#worldnomadgames2024 – 5141;

#worldnomadgamesAstana – 530;

#игрыкочевников2024 – 596;

#всемирныеигрыкочевников2024 – 151;

#ұлыдаладүбірі – 320.

Reviews, posts with these hashtags have been analysed.

Table 1 – Results of content analysis

Category	Example of post/comment	Tone	Frequency of mentions
Cultural authenticity	Demonstration of traditional sports such as kok-boru, with live explanation of the rules.	Positive	50
Cultural authenticity	The videos show traditional costumes, music and national dishes .	Positive	65
International participation	Athletes from different countries participate in the competition.	Positive	35
International participation	Viewers share photos and videos of foreign guests on TikTok and Instagram.	Positive	45
Organisation of the event	The opening of the games was top-notch, with users also sharing that it was better than the opening of the Olympics.	Positive	75
Organisation of the event	Complaints about lack of seating during popular competitions, some games not being shown live, volunteers not being given what they were promised.	Negative	20
Marketing and promotion	Promoting through TikTok and Instagram doesn't emphasise the uniqueness of games enough.	Neutral	25
Marketing and promotion	The lack of content aimed at foreign audiences reduces interest, users were also dissatisfied that there was little information about these games.	Negative	35
Note – compiled by authors			

A content analysis of user contributions reveals that the Kazakh people hold the opening ceremony in high esteem, perceiving it as a remarkable event. For guests from countries with a non-nomadic tradition, the opportunity to witness the spirit of nomads was an unforgettable experience (Figure 1).

A careful analysis of the data showed that publications that included traditional sports, films of national music, costumes, and food greatly increased audience interest in the events and evoked favorable feelings.

On social media, a remark made by Boldyr Chemek, a member of the Mongolian delegation, highlighting the cultural parallels between Kazakhstan and Mongolia also went viral.

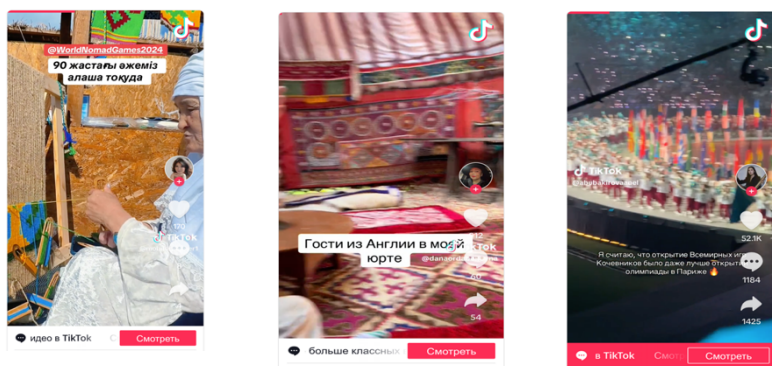


Figure 1 – Posts from TikTok [11]

Furthermore, it was observed that the dissemination of information regarding the event was inadequate, and that there was a paucity of effective publicity. This suggests that the marketing strategy employed for the event may have been inadequate.

This study used the Nomad Games as a case study to investigate how cultural authenticity may be used as a competitive advantage for travel in Kazakhstan.

From the analysis of the content of the World Nomad Games, several key conclusions are made regarding the value of cultural authenticity as a competitive advantage for the tourism industry in Kazakhstan. The World Nomad Games, by representing the essence of nomadic culture and lifestyle, acts as a new form of catalyst for the development of inter-cultural understanding. Nomadic culture and lifestyle have always been in harmony with nature and have provided a sustainable development model for generations.

The analysis of the content of the World Nomad Games revealed that the event is of primary significance for the development of cultural authenticity as a competitive advantage for the tourism industry in Kazakhstan. The World Nomad Games attracts both national and international visitors and supports the preservation of cultural traditions in sports, arts, and culture. The World Nomad Games also helps in instilling a sense of pride and solidarity among the citizens of Kazakhstan.

EFAS analysis is compiled on the basis of secondary information or expert interviews. The EFAS matrix was used to assess the external environment, identifying its strengths and weaknesses. This analysis enabled the identification of opportunities and threats related to the promotion of cultural authenticity within international ethnosport events, which were then evaluated using a strategic framework. The analysis focused on the World Nomad Games 2024 as a unique platform for shaping a positive image of the country and developing ethnotourism.

Fifteen individuals participated in this expert analysis. The limited number of respondents can be attributed to the fact that the study was conducted exclusively among experts in the field of tourism.

Opportunities are defined as favorable trends and external factors that can be leveraged by an event to achieve competitive advantage, growth, and increased marketing effectiveness.

The following key variables were used to determine and quantitatively assess the external environment factors affecting the marketing potential of the V World Nomad Games. These factors were identified through an EFAS analysis and an examination of relevant literature on major cultural and sporting events.

Table 2 – EFAS Analysis Results: Assessment of External Opportunities for the 2024 World Nomad Games

External Factors	Weight Coefficient	Rating	Weighted Rating	Comments
Opportunities				
Interstate cooperation	0.15	2	0.30	While cooperation does exist, it requires greater specificity and funding for the implementation of large joint projects.
Government support and financing	0.05	2	0.10	While support is extant, its allocation is minimal (low weight of 0.05) when compared to that designated for other priority areas.

Cultivation of national values through games	0.10	4	0.40	The potential impact on younger demographics and society at large is significant, and there is a strong public demand for this product.
Growth of global interest in alternative cultures and unique traditions	0.11	5	0.55	A key growth driver. The global trend toward authenticity and the search for unique cultural experiences.
Preservation of intangible cultural heritage through the promotion of traditions	0.11	3	0.33	This is a channel that works well but is very specialized. It needs to reach more people outside of its usual audience.
Promotion of the country through digital platforms and media	0.13	3	0.39	A centralized strategy is needed because the opportunity is being used, but not systematically enough.
Attraction of investment and sponsorship support for event development	0.13	4	0.52	Cultural and ethnic initiatives are becoming more popular among corporations as branding elements.
Emergence of new tourist routes related to nomadic cultures	0.11	3	0.33	Routes are being developed, but progress is being hampered by many regions' poor infrastructure readiness.

Development of gastro-nomic tourism through the national cuisine of nomadic peoples	0.11	3	0.33	Although it's a desirable trend, it's erratic and underrepresented in global markets.
	1	3.2	3.25	
Note – compiled by authors				

The use of these variables resulted in an overall weighted score of 3.25 in table 2, which in essence confirmed that the World Nomad Games are in an extremely favorable external environment and have a lot of potential for strategic growth and capitalization of their cultural authenticity.

Threats are those unfavorable external trends and factors which have the potential to undermine the realization of the marketing potential of the V World Nomad Games, unless they are neutralized in a timely manner. A critical evaluation of these variables was conducted in order to determine the strategic risks associated with this event.

Table 3 – EFAS analysis results: Assessment of external threats to the 2024 World Nomad Games

Threats	Weight Coefficient	Rating	Weighted Rating	Comments
Impact of globalization on cultural authenticity	0.17	3	0.51	Uniqueness may be undermined by global media and trends. To preserve and advance genuine qualities, an active approach is required.
Climatic conditions and infrastructural limitations	0.05	2	0.10	Although there is a threat, its effects are lessened by seasonal planning of activities.

Risk of losing cultural authenticity due to commercialization and adaptation to the mass market	0.13	2	0.26	The threat has been recognized, and steps are being taken to regulate commercial activities and preserve core traditions.
Environmental risks of mass events	0.13	2	0.26	By enhancing logistics and putting environmental regulations into place, the issue can be resolved. But this necessitates ongoing observation.
Cruelty to animals	0.30	3	0.90	The most important factor necessitates the immediate humanization of practices due to public outcry and pressure from international NGOs.
Decline of youth interest in traditional culture	0.14	3	0.42	Modern and digital formats are necessary to engage youth; otherwise, the generational divide will grow.
Political instability and international sanctions	0.08	2	0.16	Although the risk cannot be fully controlled due to external geopolitical factors, its direct impact is moderate for now.
	1	2.4	2.61	
Note – compiled by authors				

The overall picture presents a mean weighted rating of 2.61 for all threats, indicating moderate external pressure, thus emphasizing the need to manage risks strategically in marketing communications for ethnic sports events.

The results of the content analysis support a positive perspective on the 5th World Nomad Games, particularly with regard to the opening ceremony, where 75 positive mentions were recorded, and cultural events, where 65 positive mentions were recorded. This can be explained in terms of a cultural event's impact on viewers, as such events, because of their visual attractiveness, create a positive impression on viewers. Further insights into the results allow us to propose the following interpretations.

The hashtag #worldnomadgames2024 has generated significant interest on a global scale, with more than 5,000 mentions on Instagram and Tik Tok combined. This is an important factor in the execution of international marketing strategies. Secondly, an analysis of the overall number of posts indicates that the platform of TikTok is characterized by an exceptionally high level of content. This speaks to the overall significance of this platform in the context of a viral campaign and a youthful demographic. Thirdly, the use of the hashtag #worldnomadgamesAstana is also an important branding tool that links the event to its location. The data indicates that the groundwork for the online space was carefully laid.

In this context, it is important to recognize the role of the two elements that were pivotal in the process. As previously mentioned in the literature review, this is an important consideration. The elements are existential authenticity and genuine authenticity.

It is important to recognize the role of the cultural elements, such as the attire, melodies, and culinary habits, as they relate to existential authenticity. The findings indicate that the tourists do not merely see the artifacts; rather, they experience the culture through sensory experiences such as appearance, taste, and sound. This is in line with the thesis by Wang [6], which asserts that for the contemporary tourists, the important aspect is not the originality of the destination but the experience of the authenticity.

The second element is the national games. This content is an epitome of genuine authenticity, validating the antiquity and complexity of the traditions, which enhances the trust in the authenticity of the event as a whole.

An analysis of the results table indicates that the organizational issues, such as the information provided through the marketing approach, were the subject of negative feedback. The high incidence of complaints regarding the spatial constraints highlights the issue of the management of the experience during the zenith. This phenomenon is capable of tainting the perceptions of authenticity.

It was posited that the information regarding the uniqueness was not provided sufficiently to foreigners as well as locals. This is an important juncture that underscores the need to recognize the potential of the cultural tourism products of exceptional caliber, which, if harnessed, is capable of yielding substantial benefits on an international scale. This potential was not harnessed by the organizers of the event.

The content analysis of the social media posts related to the competition revealed that there are three major reasons for the high popularity of the World Nomad Games. First of all, there is cultural authenticity, which is greatly appreciated by users. Secondly, the fact that other countries are also participating in the event is regarded as a very exciting feature of the competition. Lastly, the format

of the event is regarded as unique, which is another factor for the popularity of the event. The reactions of the users related to the national games, clothing, music, and customs were found to be positive, raising awareness of nomadic culture.

However, there are some issues related to the event, such as the unclear organizational structure, lack of convenient viewing locations, poor signage, and lack of resources for the viewers of the event from all over the world. All these issues have a negative impact on the overall event experience. Even though there have been intensive marketing campaigns through Instagram and TikTok, the potential of modern technology in promoting the games has not been exploited.

It has already been researched that the promotion of cultural authenticity through the meticulous planning of such events can boost the growth of tourism in a specific region, thus promoting economic growth, especially in rural and remote areas. The current project is a prime example of this. It has already been mentioned that foreign tourists have shown a keen interest in nomadic culture and would like to visit these communities. Moreover, the event has already been proved to boost the reputation of Kazakhstan in the region of Central Asia, raising its international reputation.

Subsequent to the content analysis of the initial documents, the evaluation of the results of the EFAS analysis revealed the following. An in-depth evaluation of the external environment of the 2024 World Nomad Games has been carried out by applying the EFAS matrix.

In the process, the aggregate weighted rating with regard to all external factors was found to be 3.25, which is significantly higher than the mean value of 2.5.

The assessment of the rating (effectiveness of use) and weighted rating (criticality of the factor) identified three key drivers, which are responsible for high potential:

1 The growth in global interest in alternative culture (w.r.= 0.55), which received the highest rating, is the key driver in the market.

This is in line with the global trend in ethno-tourism, which will ensure high demand and effectiveness in differentiation from other sports events.

2 The cultivation of national values (w.r.= 0.40) identified the effectiveness of games in achieving internal legitimacy and social consolidation, which will have an indirect effect on the quality of hospitality and the atmosphere of the event.

3 From this analysis, it is evident that the ability to attract investment and sponsorship (w.r.= 0.52) is a critical factor in achieving success in these games, which is associated with a high weighted score.

The «4» in the rating indicates the effectiveness of organizers in attracting the corporate sector, which will ensure financial stability and brand trust.

The results of the study have also revealed opportunities that have not been fully used. The results of the content analysis have been confirmed by the comments about inconsistency, which have been made in the digital environment. The absence of a centralized and targeted strategy for the foreign audience, despite the presence of a designated channel, remains one of the most serious problems. The absence of tangible and concrete projects within the framework of interstate cooperation can be considered a deficiency, which hinders the potential to streamline the logistics and attract organized tourist groups.

The results of the World Nomad Games in 2024 have demonstrated a powerful strategic base, which can be explained by the relevance of the event and the availability of financial resources. However, the full potential of the event was not realized because of the fragmented use of digital channels and the weak practical implementation of interstate cooperation.

The detailed analysis of the results of the external threat analysis has revealed that, in spite of the huge potential, the World Nomad Games have encountered a number of critical risks.

The factor «cruelty to animals» has demonstrated the highest weighted score (0.90) in the matrix, which points to the exceptional importance of this factor in comparison to other external threats to the World Nomad Games brand. The high score, combined with the reference to the impact of pressure from international non-governmental organizations, points to serious reputational and financial risks in relation to this problem.

The rating of 3 implies that there is a moderate level of action being taken by the organizers. However, this does not seem sufficient in order to address such a level of threat. In terms of strategic brand management, the level of weighting in combination with the level of control is such that there is a need to address the animal welfare policies in order to minimize the impact on the brand. In 2024, in the context of the V Games, at the behest of the host country, a dummy was used in kokpar/kok-boru. However, in other host countries, there is the possibility of a goat carcass being used.

Threats to the cultural integrity of the World Nomad Games brand pose a significant risk to the sustainable positioning of the World Nomad Games brand. The factors of «the impact of globalization on cultural authenticity» and «the risk of losing authenticity due to commercialization» directly affect the basis of the event's marketing proposition, which is built on the values of cultural authenticity and uniqueness. A particularly salient issue is the finding that the threat of commercialization received a low rating for the effectiveness of the measures taken. This finding suggests that the existing mechanisms for regulating and protecting cultural content from the excessive influence of market interests may be inadequate. However, when audiences get overly sensitive about what they consider to be authentic, analysis indicates that

it can undermine trust and chip away at the cultural value of the brand. Therefore, the game plan must find a steadier balance between maintaining commercial viability and protecting the cultural heritage and identity of the World Nomad Games. The management risks, which include weather, infrastructure, and environmental risks, were low in terms of managing these risks. However, in conjunction with the call to improve the logistics and promote sustainable standards, it appears that the event lacks adaptive managerial responsiveness.

This is an important finding because it shows that the issues with logistics, infrastructure, and the management of the experience for the guests are not one-off issues. This is an important issue because it suggests that there is a fundamental flaw in the way the management is structured. In order for the World Nomad Games to remain competitive, there is a need to rethink the processes involved in the organization. There is also the need to enhance the measures for environmental sustainability, as well as pushing for better standardization to ensure the safety of all parties involved.

The threat analysis revealed that crisis management and operational management exhibited deficiencies in the strategic chain of the 2024 Nomad Game.

Moreover, the study confirmed that the World Nomad Games have exceptionally strong strategic potential, successfully leveraging the global trend towards ethno-tourism and tangible (existential) authenticity as their main driver of engagement.

Conclusion

This study shows that, when it comes to ethnic sports events, cultural authenticity is a crucial factor in determining user engagement and marketing efficacy. The results show that components of experiential authenticity, such as national cuisine, music, and traditional sports, elicit the strongest positive audience reactions, demonstrating the crucial role that emotional and sensory experiences play in influencing traveler perception.

The findings also show a notable disparity between the World Nomad Games' strong cultural significance and the success of their global marketing. The event's overall marketing performance is diminished by fragmented digital communication and operational constraints, even in the face of high levels of audience interest and social media engagement.

The results of the EFAS analysis further confirm that the external environment in which the World Nomad Games take place is conducive due to the rising demand for cultural experiences in the world. However, there are reputational, organizational, and communication strategy risks that need to be managed in order to achieve the potential of the event.

From the theoretical perspective, the current research makes a contribution to the body of knowledge by applying the concept of existential authenticity in the context

of ethnic sports events. Moreover, there is a contribution by combining the analysis of social media content with the use of strategic evaluation tools.

The results of the current research indicate that the future competitiveness of ethnic sports events such as the World Nomad Games depends not only on maintaining cultural authenticity but also on the match between cultural authenticity and digital communication strategy in the tourism market.

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МӘДЕНИ ТҮПНҰСҚАЛЫЛЫҚТЫҢ МАРКЕТИНГТІК ӘЛЕУЕТІ: 2024 ЖЫЛҒЫ ДҮНИЕЖҮЗІЛІК КӨШПЕНДІЛЕР ОЙЫНЫ

Дүниежүзілік көшпенділер ойындары туризм саласында маңызды каталогизатор ретінде қалыптасып, мәдени бірегейлікті нығайтуға және этнотуризмді жаһандық деңгейде дамытуға ықпал етуде. Мұндай дестинациялардың стратегиялық әлеуеті туристердің талғамдарының өзгеруімен байланысты, яғни олар баламалы әрі аутентикалық мәдени тәжірибелерге көбірек қызығушылық танытуда. Бұл үрдіс инвестицияларды табысты тартудың маңызды факторы болып табылады.

Зерттеудің мақсаты – мәдени аутентикалықтың туристердің тартылуына және этносportтық іс-шаралардың халықаралық маркетинг тиімділігіне әсерін 2024 жылғы Дүниежүзілік көшпенділер ойындары мысалында зерттеу. Зерттеу барысында аралас әдіснама қолданылды, атап айтқанда сандық және сапалық контент-талдау, сондай-ақ іс-шараның стратегиялық жағдайын бағалау үшін EFAS талдауы пайдаланылды.

Зерттеу нәтижелері мәдени аутентикалықтың аудиторияның тартылуына оң әсер ететінін көрсетті, әсіресе дәстүрлі спорт түрлері, музыка және ұлттық тағамдар сияқты визуалды элементтер арқылы. Сонымен қатар цифрлық коммуникация мен операциялық қызметтің фрагментарлығы іс-шараның жалпы маркетингтік тиімділігіне теріс әсер етеді.

Аталған зерттеу этносportтық іс-шаралар контекстінде әлеуметтік желілердегі пайдаланушы контентін талдау мен стратегиялық бағалау құралдарына экзистенциалдық аутентикалық тұжырымдамасын енгізу арқылы ғылыми әдебиетке үлес қосады.

Кілтті сөздер: мәдени түпнұсқалылық, Дүниежүзілік көшпенділер ойыны, мәдени мұра, маркетингтік стратегия, ұлттық бірегейлік.

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МАРКЕТИНГОВЫЙ ПОТЕНЦИАЛ КУЛЬТУРНОЙ АУТЕНТИЧНОСТИ: ВСЕМИРНЫЕ ИГРЫ КОЧЕВНИКОВ 2024

Всемирные игры кочевников выступают важным катализатором в туристской отрасли, способствуя развитию культурной идентичности и этнотуризма на глобальном уровне. Стратегический потенциал данных дестинаций обусловлен трансформацией предпочтений туристов, которые все чаще стремятся к получению альтернативного культурного опыта. Данная тенденция является значимым фактором успешного привлечения инвестиций.

Цель настоящего исследования заключалась в изучении влияния культурной аутентичности на вовлечённость туристов и эффективность международного маркетинга этноспортивных мероприятий на примере Всемирных игр кочевников 2024 года.

В исследовании была использована смешанная методология, включающая количественный и качественный контент-анализ, а также EFAS-анализ для оценки стратегической позиции мероприятия.

Результаты показали, что культурная аутентичность оказывает положительное влияние на вовлечённость аудитории, особенно через визуальные элементы мероприятия, такие как традиционные виды спорта, музыка и национальная кухня. В то же время фрагментарность цифровых коммуникаций и операционной деятельности негативно влияет на общую эффективность маркетинга мероприятия.

Настоящее исследование вносит вклад в существующую научную литературу, расширяя применение концепции экзистенциальной аутентичности в анализе пользовательского контента в социальных сетях и стратегических инструментов оценки в контексте этноспортивных мероприятий.

Ключевые слова: культурная аутентичность, Всемирные игры кочевников, культурное наследие, маркетинговая стратегия, национальная идентичность.

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