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***U. A. Tokbergenova¹, A. M. Sarsebayeva²**

¹Abai Kazakh National Pedagogical University,
Republic of Kazakhstan, Almaty;

²Almaty Technological University,
Republic of Kazakhstan, Almaty

THE LEVEL OF TOURISM POTENTIAL OF THE TURKESTAN REGION

Turkestan has been a trade center since ancient times, Ordo yntymak. Therefore, the transformation of Turkestan into a regional center is certainly one of the most mobile solutions of the Elbasy. Since this year, the value of the city on the Great Silk Road has been increasing. Turkestan region has a high tourism potential. A particularly priority area of the tourism cluster is a favorable transport infrastructure. The center of the region is the city of Turkestan – the golden nest of historical tourism. At the very beginning of the city, entertainment centers, modern hotels, cultural and historical centers, a drama theater, restaurants, celebration houses, a water park, spot recreation facilities, markets and supermarkets have been completely built for guests and residents of the city. There are places where tourists can provide a full range of quality services.

The novelty of the article is that the city of Turkestan, which has long been considered spiritual Astana, is developing in a tourist cluster and receives millions of tourists a year. Tourism is one of the most dynamic sectors of Kazakhstan's economy. Each region of Kazakhstan is a hotbed of a tourism cluster. The region located in the center of Eurasia, which became the Darkhan steppe of the Great Silk Road, a city was built from ancient times, cultural centers were built. Majestic rivers-lakes and massifs of rocks, forests and deserts testified to historical epochs.

Keywords: tourist cluster, the Great Silk Road, cultural centers, economy and social sphere, ethnotourism, ancient culture of Turkestan.

Introduction

In his Message to the people, Head of State Kassym-Jomart Tokayev set the task to pay special attention to the development of tourism, especially ecotourism

and ethnotourism, as the most important branch of the economy. It is necessary to ensure the creation of the necessary infrastructure for the development of tourism, including the construction of roads and the training of qualified specialists, the President's Message reads. Measures for the development of tourism in the Turkestan region, including eco-tourism and ethnotourism, are contained in the comprehensive plan of socio-economic development of the region for 2021–2025.

The Comprehensive Plan provides for the implementation of 11 investment projects, of which 9 are at the expense of private investment. A set of measures will be implemented in the region to improve the quality of services provided for the development of the tourism industry, to provide new measures of state support to subjects of tourist activity, to increase transport accessibility of the city of Turkestan and the region, etc.

As a result of the implementation of the projects, it is planned that in 2025 the number of tourists will increase to 2.5 million people, visitors served by accommodation facilities-up to 291 thousand and working in the tourism sector-up to 30 thousand people.

Materials and methods

The Turkestan region, which has become the golden cradle of historical tourism, is very popular among both domestic and foreign tourists. The potential of tourism in the region is huge. Turkestan, which has long been considered the spiritual capital, is able to receive more than a million tourists a year.

In Turkestan, there are entertainment centers, modern hotels, historical and cultural centers, a drama theater, restaurants, celebration houses, a water park, sports facilities, markets and supermarkets for citizens and guests of the city. We can say that the city can offer tourists high-quality services. The mausoleum of Khoja Ahmed Yasawi, located in the region and included in the UNESCO Cultural heritage list, the ancient cities of Otrar, Sauran, the mausoleum of Arystan Bab, the mausoleums of Baidibek ata, Domalak ana, the cave of Akmeshit in the Baidibek district, the unprecedented nature of the Tulkubas district, the reserves of Aksu-Jabagyly, Karatau, the state National Natural Park Sairam-Ugam delights with its beauty. The assignment of the status of a regional center to Turkestan has become a new page in the history of the country.

According to the draft State program for the development of the tourism industry in the Republic of Kazakhstan until 2023, the region is included in the cluster «modernization of the Great Silk Road». The main object of the cluster is the city of Turkestan. The flow of tourists to the region increases from year to year.

The main pride and masterpiece of the region is the city of Turkestan – the spiritual capital of the Turkic world, it has a rich history and great prospects. The city is located in the very center of the Great Silk Road.

Today, construction is in full swing in the region: large-scale construction works are underway, infrastructure is developing rapidly, and the sphere of trade is developing. The region is recognized as a region of great opportunities. Indeed, the economic development potential of the region is huge.

Work in the region is carried out in four important areas: the development of small and medium-sized businesses, attracting investment, increasing exports, and large-scale realization of tourism potential.

Results and discussion

The study of the Turkestan region, which has become the golden cradle of historical tourism, is very popular among both domestic and foreign tourists, revealing the level of tourist potential.

The potential of tourism in the region is huge. Turkestan, which has long been considered the spiritual capital, is able to receive more than a million tourists a year. The mausoleum of Khoja Ahmed Yasawi, located in the region and included in the UNESCO Cultural heritage list, the ancient cities of Otrar, Sauran, the mausoleum of Arystan Bab, the mausoleums of Baidibek ata, Domalak ana, the cave of Akmeshit in the Baidibek district, the unprecedented nature of the Tulkubas district, the reserves of Aksu-Jabagyly, Karatau, the state National Natural Park Sairam-Ugam fascinates with beauty [1].

In June 2019, in Akorda, the Head of State Nursultan Nazarbayev signed the law «On some issues of the administrative and territorial structure of the Republic of Kazakhstan».

The decree states that the city of Shymkent is classified as a city of republican significance and the South Kazakhstan region is called the Turkestan region. Thus, Turkestan, which is the golden cradle of the Turkic people, became the center of the Turkestan region.

Turkestan region is the Kazakh Kara Shanyrak, where the kaymag is not violated. «I don't know,» he said. As the poet Magzhan sang: «the doors of two worlds, the cradle of the male Turk.» The Spiritual Horde of the Turkic world. Head of State N. Nazarbayev: «every nation, every independent state should specify its spiritual center. The spiritual center of Kazakhstan Turkestan». Turkestan is not only a regional center, but also a center of national identity, the spiritual heritage of the country. The spiritual capital of the Turkic world [2].

Starting this year, the Turkestan region will become a Golden Bridge uniting and bringing the Turkic countries closer together. General congresses, cultural and spiritual meetings of the countries of Central Asia and Turkey, summits of the Turkic states will raise the flag of Turkestan. In the city, blood is flowing to the roots of the economy and social sphere, work is being intensified in the direction of culture, education and spiritual enlightenment [3].

The definition of the city of Turkestan as a regional center is a new page in the history of the country. It is obvious that new steps will be implemented in the region for the development of tourism, all areas of agriculture, industry. That is, this step, giving impetus to the development of the economy, business, infrastructure and roads in the region, contributes to the development of Turkestan not only as a sacred place, but also as a large cultural center, an economic hearth. The transfer of the administrative center will allow to concentrate new jobs and provide work for the vast majority of the able-bodied population. New social facilities, housing and other projects are being actively implemented.

Turkestan has been a trade center since ancient times, Ordo yntymak. Therefore, the transformation of Turkestan into a regional center is certainly one of the most mobile solutions of the Elbasy. Starting this year, the value of the city on the Great Silk Road will increase [4].

Turkestan region has a high tourism potential. A particularly priority area of the tourism cluster is a favorable transport infrastructure. The center of the region is the city of Turkestan-the golden nest of historical tourism. At the very beginning of the city, entertainment centers, modern hotels, cultural and historical centers, a drama theater, restaurants, celebration houses, a water park, spot recreation facilities, markets and supermarkets have been completely built for guests and residents of the city. There are places where tourists can be provided with a full quality service [5].

The area with a large number of centers of historical tourism has a beautiful nature, extensive chronicle edges. The mausoleum of Khoja Ahmed Yasawi, included in the UNESCO Cultural Heritage list in the region, the ancient settlements of Otrar, Sauran, the mausoleum of Arystan Bab in the Otrar district, the mausoleums of Baidibek ata, Domalak ana and the cave of Akmeshit in the Baidibek bi district, the unique colorful nature of the Tulkubas district, the cities of Aksu-Jabagyly, Karatau, the state National Natural Park Sairam-Uh-huh-I don't know,» he said.

In 2020, more than 1 million 300 thousand tourists visited the Turkestan region. According to the regional Department of Entrepreneurship, Industrial and Innovative Development and Tourism, the majority of tourists are citizens of Uzbekistan, Kyrgyzstan, Russia, Turkey, the USA, China, Germany and Italy. In addition to foreigners, we have a large number of visitors to resorts, historical sites from all over Kazakhstan. Consequently, tourism will become an indispensable source of income for the South. The regional center of Turkestan, as the cultural capital of the Turkic world, hospitably welcomes more than one tourist. Last year, Akim of the region Zhanseit Tuimebayev noted that one of the main issues on the agenda is the transformation of Turkestan into a tourist city, a center of tourism that will be visited by more than 1 million tourists a year, that about 1 million Turkish tourists are ready to visit in the coming years. In accordance with this, the relevant institutions were

instructed to ensure high quality of services, to develop a clear step-by-step plan of measures to increase the tourist potential of the city. Since it became a regional center, this work has increased significantly.

The city of Turkestan, which has been considered the spiritual capital for centuries, is developing along the tourist cluster, reaching millions of tourists a year. Tourism is one of the most dynamic sectors of Kazakhstan's economy. Each region of Kazakhstan is a hotbed of a tourism cluster. The region located in the center of Eurasia, which became the Darkhan steppe of the Great Silk Road, a city was built from ancient times, cultural centers were built. Majestic rivers-lakes and massifs of rocks, forests and deserts testified to historical epochs. Genealogical cities with a thousand- year-old civilization have experienced many wars [6].

A little about the historical tourist sites of the city of Turkestan, which has more than 1500 years of history, became the capital of the Kazakh Khanate, the crossroads of caravan roads leading to Shartarap, became the center of the Great Silk Road.

The development of the tourism sector in Kazakhstan is conducted comprehensively. Including cultural tourism. For example, \$4 million a year to Kazakhstan. 560 thousand people arrived, 5.3 % of GDP is made up of funds from tourist services. This indicator is expected to increase to 8 % in the «program for the development of the tourism industry of the Republic of Kazakhstan until 2025». To date, the inclusion in the UNESCO list of 2 natural and 3 architectural objects in Kazakhstan in world statistical indicators indicates the favorability of our country for the development of cultural tourism [7].

The cultural or ethnotourism of the tourism industry of Kazakhstan is the result of its preservation of the ancient nomadic civilization and urban culture along the Silk Road. Because today's achievements of natural and architectural monuments in Kazakhstan are directly related to the ethnic culture of the population.

Currently, the number of archaeological sites in the vicinity of the city of Turkestan is 99. This indicates the depth of the cultural layer of the ancient cities of the region [8].

The last stages of the ancient culture of Turkestan are directly connected with the Kazakh Khanate and a pantheon of Kazakh khans and biys was formed in it (in turn, the Kazakh people equated pilgrimage to Turkestan with «small hajj»). These sites in the city require comprehensive archaeological and ethnographic research [9, 10].

The Turkestan region annually allocates \$1.5 million for tourist facilities included in the TOP 10 of the «state program for the development of the tourism industry of the Republic of Kazakhstan until 2025». a tourist should attract. This program will consider the cluster «Revival of the Great Silk Road», which will be dedicated to the southern regions of Kazakhstan. This cluster covers the central and

eastern part of the Kyzylorda region, the south-western and north-western part of the Turkestan region, the south-western part of the Zhambyl region.

The Turkestan region annually allocates \$1.5 million for tourist facilities included in the TOP 10 of the «state program for the development of the tourism industry of the Republic of Kazakhstan until 2025». the tourist must be attracted. This program will consider the cluster «modernization of the Great Silk Road» for the southern regions of Kazakhstan. This cluster covers the central and eastern part of the Kyzylorda region, the south-western and north-western part of the Turkestan region, the south-western part of the Zhambyl region.

Conclusion

In the end, the history, way of life, customs, traditions of the Kazakhs, as if nothing had happened, undoubtedly interested anyone. Visitors from abroad want to see another civilization. The state of Uzbekistan, not to mention the countries of Europe and Asia, was somewhat ahead of us in this regard. It has been some time since they turned their ancient cities of Bukhara, Samarkand, Kokand and Khiva with a centuries-old history, unique oriental architecture into a center of tourism.

In general, given that tourists are more interested in ancient, historical cities than modern ones, prerequisites should be created for the influx of tourists to Turkestan. It has all the opportunities and conditions for the formation of tourist potential. Only time.

We are a generation of wise people who have not violated the honor of nobility and morality. – I don't want you to know, I don't want you to know that I know, I want you to know that I want. - We are dear friends. The exhibition «Arda and the country conquer» is held in the same Semey.

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*У. А. Тоқбергенова¹, А. М. Сарсебаева²

¹Абай атындағы Қазақ ұлттық педагогикалық университеті,
Қазақстан Республикасы, Алматы қ.;

²Алматы технологиялық университеті,
Қазақстан Республикасы, Алматы қ.

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ТҮРКІСТАН ОБЛЫСЫНЫҢ ТУРИСТІК ӘЛЕУЕТІНІҢ ДЕҢГЕЙІ

Түркістан ежелден сауда және ынтымақтастық орталығы болған. Сондықтан Түркістанды облыс орталығына айналдыру Президенттің ең оңтайлы шешімдерінің бірі екені сөзсіз. Биылдан бастап Ұлы Жібек жолы бойындағы қаланың маңызы арта түседі. Түркістан облысының туристік әлеуеті жоғары. Туристік кластердің басымдығы ерекше қолайлы көлік инфрақұрылымы болып табылады. Түркістан облысының орталығы-тарихи туризмнің алтын ұясы. Қаланың басында қала қонақтары мен тұрғындарына арналған ойын-сауық орталығы, заманауи қонақ үйлер, мәдени-тарихи орталықтар, драма театрлары, мейрамханалар, элиталық үйлер, аквапарк, спорт ғимараттары, базарлар мен супермаркеттер орналасқан. Бұл дегеніміз, туристерге сапалы қызмет көрсететін көптеген орындар бар. Мақаланың жаңалығы-ежелден рухани астана болып саналатын Түркістан қаласы туристік кластерге айналып, жылына миллиондаған туристерді қабылдайтын болады. Туризм Қазақстан экономикасының негүрлым серпінді дамып келе жатқан секторларының бірі болып табылады. Қазақстанның әрбір өңірі туристік кластердің орталығы болып табылады. Еуразияның қақ ортасында орналасқан Ұлы Жібек жолы даласы ежелден қала және мәдени орталық болған. Әдемі өзендер, көлдер мен таулар, ормандар мен шөлдер тарихи кезеңдердің куәсі болды.

Кілтті сөздер: туристік кластер, Ұлы Жібек жолы, мәдени орталықтар, экономикалық және әлеуметтік салалар, этнотуризм, Түркістанның ежелгі мәдениеті.

*У. А. Токбергенова¹, А. М. Сарсебаева²

¹Казахский национальный педагогический университет имени Абая, Республика Казахстан, г. Алматы;

²Алматинский технологический университет, Республика Казахстан, г. Алматы.

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УРОВЕНЬ ТУРИСТСКОГО ПОТЕНЦИАЛА ТУРКЕСТАНСКОЙ ОБЛАСТИ

Туркестан издавна был центром торговли и солидарности. Поэтому превращение Туркестана в областной центр, несомненно, является одним из самых мобильных решений Президента. С этого года значение города вдоль Великого шелкового пути будет возрастать. Высок туристический потенциал Туркестанской области. Приоритетом туристического кластера является особо благоприятная транспортная инфраструктура. Областной центр Туркестан – золотое гнездышко исторического туризма. В начале города находится развлекательный центр для гостей и жителей города, современные гостиницы, культурно-исторические центры, драматические театры, рестораны, элитные дома, аквапарк, спортивные сооружения, рынки и супермаркеты. Это означает, что есть много мест, которые могут предоставить туристам полноценные качественные услуги. Новизна статьи заключается в том, что город Туркестан, издавна считающийся духовной столицей, будет развиваться в туристический кластер и будет принимать миллионы туристов в год. Туризм является одним из наиболее динамично развивающихся секторов экономики Казахстана. Каждый регион Казахстана является центром туристического кластера. Расположенная в самом сердце Евразии степь Великого шелкового пути издавна была городом и культурным центром. Прекрасные реки, озера и горы, леса и пустыни были свидетелями исторических периодов.

Ключевые слова: туристический кластер, Великий шелковый путь, культурные центры, экономическая и социальная сферы, этнотуризм, древняя культура Туркестана.

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Торайғыров университеті

140008, Павлодар қ., Ломов к., 64, 137 каб.

«Toraighyrov University» баспасы

Торайғыров университеті

140008, Павлодар қ., Ломов к., 64, 137 каб.

8 (7182) 67-36-69

e-mail: kereku@tou.edu.kz

www.vestnik.tou.edu.kz