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i. ABSTRACT

Today it is already a well-known fact that tourism is a sector that can contribute to the economic growth of the region. At the regional level, tourism brings social benefits to the region (for example, the development of small and medium-sized enterprises, the creation of new jobs, the improvement of infrastructure, etc.). Culturally, tourism contributes to the enrichment of society through the interpenetration of different cultures. Tourism also makes a positive contribution to the preservation of the environment by protecting, creating or maintaining national parks or other protected areas. This study focuses on the event tourism sector and its impact on the regional economy.

The development of the tourism development strategy and the branding of a particular city must be inseparable. In order for tourists to want to visit a certain city, it is necessary to develop a full-fledged strategy for various events that would take place in different periods of the year and be relevant for different groups of tourists. In many cities of the world today there are full-fledged annual tourism strategies, including various festivals and holidays, to which tourists from all over the world come annually.

Сегодня уже хорошо известно, что туризм - это отрасль, которая может способствовать экономическому росту региона. На региональном уровне туризм приносит региону социальные выгоды (например, развитие малых и средних предприятий, создание новых рабочих мест, улучшение инфраструктуры и т. Д.). В культурном отношении туризм способствует обогащению общества за счет взаимопроникновения различных культур. Туризм также вносит положительный вклад в сохранение окружающей среды, защищая, создавая или поддерживая национальные парки или другие охраняемые территории. В этом исследовании основное внимание уделяется сектору событийного туризма и его влиянию на региональную экономику.

Разработка стратегии развития туризма и брендинг конкретного города должны быть неотделимы. Чтобы туристы захотели посетить тот или иной город, необходимо разработать полноценную стратегию проведения различных мероприятий, которые бы проходили в разные периоды года и были актуальны для разных групп туристов. Во многих городах мира сегодня существуют полноценные ежегодные туристические

стратегии, включающие различные фестивали и праздники, на которые ежегодно съезжаются туристы со всего мира.

Бүгінде туризм - бұл аймақтың экономикалық өсуіне ықпал ете алатын сала екендігі белгілі. Аймақтық деңгейде туризм өңірге әлеуметтік пайда әкеледі (мысалы, шағын және орта кәсіпкерлікті дамыту, жаңа жұмыс орындарын құру, инфрақұрылымды жақсарту және т.б.). Мәдени тұрғыдан туризм әр түрлі мәдениеттердің енуі арқылы қоғамды байытуға ықпал етеді. Туризм сонымен қатар ұлттық саябақтарды немесе басқа да ерекше қорғалатын табиғи аумақтарды қорғау, құру немесе сақтау арқылы қоршаған ортаны қорғауға оң үлес қосады. Бұл зерттеу оқиғалық туризм секторына және оның аймақтық экономикаға әсеріне бағытталған.

Туризмді дамыту стратегиясын әзірлеу және белгілі бір қаланың брендингі ажырамас болуы керек. Туристердің белгілі бір қалаға барғысы келуі үшін жылдың әр кезеңінде болатын және туристердің әр түрлі топтары үшін маңызды болатын әр түрлі іс-шараларды өткізудің толыққанды стратегиясын әзірлеу қажет. Қазіргі кезде әлемнің көптеген қалаларында жыл сайын әлемнің түкпір-түкпірінен туристерді тартатын түрлі фестивальдар мен мерекелерді қоса алғанда, жыл сайынғы толыққанды туризм стратегиялары қолданылады.

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ii. INTRODUCTION

Today we can say for sure that event tourism stands out among other types of tourism and is particularly unique. It is also worth noting the fact that for a short time this type of tourism has gained unprecedented popularity and genuine interest, and this, together with its specifics, makes it possible to talk about the mass character among tourists.

Event tourism is a relatively new trend in the tourism industry. Tourists who choose event tourism wish to attend a specific event. This situation explains the growing popularity of event tourism, because the combination of traditional recreation and participation in various entertainment events creates a unique tourist tandem of its kind. This allows us to say that the key tasks of event tourism include the ability to connect the atmosphere of the holiday with the individual conditions of rest, in order to create lasting impressions. Today, event tourism can be considered one of the most promising and rapidly developing areas of tourism in the world and in Kazakhstan.

Research background

Event tourism is a tourist activity associated with a variety of social events, unique natural phenomena, attracting many foreign tourists.

At its core, event tourism is a series of events and activities of a cultural, sports, ethnographic, exhibition orientation. However, all events cannot be included here, but only those that bring any material benefit, and, therefore, can be considered a resource component of the venue.

In the world, event tourism began to develop in recent years, but very quickly became a visiting card for some countries, like Brazil, which is rightfully considered a country of bright large-scale carnivals. Despite the fact event tourism as a mass phenomenon is characterized by a short historical period, its historical roots go back to the distant past: even in the ancient world, this phenomenon took place. The most striking example of this is the Olympic Games, which were held every 4 years in Ancient Greece.

Currently, event tourism is a significant part of cultural tourism, focused on visiting a destination at a certain time, associated with an event in the life of a particular community or society as a whole, a rarely observed natural phenomenon, such as a lunar or solar eclipse.

The aim of the study is to propose a full-fledged strategy for the development of event tourism in Turkestan, capable of attracting tourists throughout the year.

1. LITERATURE REVIEW

Various events have profound and lasting impacts, both negative and positive, on the host society. Conducting systematic significant events is of interest to many regional communities because of the expected profits for local businesses and communities. Large-scale events attract a lot of attention to the organization and create positive economic benefits. Events leave behind permanent premises created for the event and usually used by residents after the event. Events help to increase tourist flow, economic and cultural opportunities for local residents, strengthen regional traditions and values, and can also lead to a better understanding of other customs¹.

Event tourism is associated with a positive economic impact from destination advertising, and an increase in tourist visits creates more job opportunities and higher tax revenues. Loss of uniqueness, opportunity costs and overpricing are negative consequences².

Event events act as catalysts for attracting tourists, providing competitive advantages, positioning destinations in the market and creating new tourism opportunities. The goal of event tourism is to create a positive image of the destination, increase the tourist flow, increase the economic income of the destination, expand the traditional tourist season and attract international and national visitors³.

Event tourism has different facets and has both a positive and a negative impact on the host community. The reason for event tourism can be a variety of reasons - traditional holidays, religious events and dates (like a pilgrimage or the arrival of the Pope in a certain country), various business conferences, music and food festivals⁴.

The advantage of event tourism is the multiplier effect, as tourism costs return through the local economy. Government benefits from event tourism include local and government revenues generated from tourism taxes, as well as increased employment opportunities in restaurants, hotels, transportation and retail establishments⁵.

¹ Gursoy D, Kim H J, & Lee S-B (2006). The impact of the 2002 World Cup on South Korea: comparisons of pre- and post games, *Tourism Management*, 26 Vol.6, 40.

² Custido M. J. & Perna F. (2008). Importance of Events in Tourism: Impacts of the UEFA-EURO 2004 on the Accommodation Industry in Algrave, Portugal, *An International Journal of Tourism Research*, Volume 19, Number 1, 9.

³ Ibid.

⁴ Gursoy D., Nunkoo R., Yolal M. (2020). *Festival and Event Tourism Impacts*. – Routledge. – p.11.

⁵ Bowen J., Kotler P., & Makens J. (2003). *Marketing for hospitality and tourism*. 3rd edition Upper Saddle River, NJ : Prentice Hall.

The growing demand in the tourism sector can create new jobs in catering, hotels, museums and other attractive tourist destinations. It will also create new opportunities outside the immediate tourism sector, for example in gastronomy.

National and cultural festivals play an important role in the development of tourism. Their positive impact is manifested through economic benefits in the form of increased income from tourism together with an increase in social capital, the formation of endogenous groups among visitors⁶ and infrastructure resources for local residents and tourists, as well as cultural benefits in terms of cultural communication and preservation of national and cultural heritage⁷.

Local festivals and celebrations are increasingly being used as tools for the development of event tourism and the development of the regional economy. This is reflected in the level of government assistance provided to them. It is often difficult to assess the extent of the festival's contribution to local economic growth, and a small number of studies address this issue. D. Felsenstein, based on the analysis of local festivals, proved that the festival increased net local income. The results show modest but positive local growth, providing some justification for government support for local festivals as a tourism strategy.

Based on the literature review, it can be concluded that previous event research is being pursued along five main lines of research⁸:

- motivation and purpose of the arrival of the event participants;
- participation of residents and non-residents in events;
- the economic consequences of festivals or other similar special events;
- evaluating the effectiveness of the methods used to analyze the economic impact;
- the influence of socio-demographic and cultural factors on the costs of event participants.

⁶ Attanasi, G.; Bortolotti, S.; Cicognani, S.; Filippin, A. (2017). The Drunk Side of Trust: Social Capital Generation at Gathering Events; Working Paper no. 2017-21; Bureau d'Economie Théorique et Appliquée, UDS: Strasbourg, France.

⁷ Attanasi, G.; Passarelli, F.; Urso, G.; Cosic, H. (2019). Privatization of a Tourism Event: Do Attendees Perceive it as a Risky Cultural Lottery? *Sustainability*, 2553.

⁸ Kim S.S., Prideaux B., & Chon K. (2010). A comparison of results of three statistical methods to understand the determinants of festival participants' expenditures. *International Journal of Hospitality Management*, 29, 299.

2. METHODOLOGY

Within the framework of this study, we will consider the strategy of several cities in drawing up a tourism strategy for city development (Prague, London, Lviv). Based on the analysis of their practice, as well as taking into account the tourism potential of Turkestan, a strategy for the development of the tourism industry of Turkestan throughout the year has been proposed. The main research methods are: case analysis based on the example of studying the experience of specific cities, the forecasting method (developing a model of one's own strategy).

3. FINDINGS

3.1. Experience in organizing and conducting event tourism as a tourism development strategy in different cities of the world

3.1.1. Prague case

European ethnographic tourism often combines the features of historical and gastronomic tourism. This is due to the fact that historically European society was divided into estates, and in a later era into classes. Each class had its own way of life and its own characteristic features. Therefore, for example, folklore evenings in a robber style are held or walks along the craft "Golden Lane" in Prague.

In the Czech Republic, folklore evenings with dinner are organized on popular tourist destinations, combining the entertainment of tourists with instrumental music performed on the lute, Czech Slavnik, guide and dances of the XI-XIV centuries (Gulyan, Soussedka, Bazhant, Pasachka, Rezanka ...), song folklore of the privileged estates (knightly romances), robber fights, peasant festivals, as well as old Bohemian cuisine. The program includes both a demonstration of both rural and urban culture and courtly culture. Guests are served unique dishes (Dumplings, Štramberk ears (biscuits), baked pork knee, Třebo carp, Pardubice gingerbread ...), each of which has its own history of origin.

To enhance the tourists' sense of involvement in the action, the authors of the show bring an element of interactivity to it, inviting guests to take part in the dance with the artists.

Such dinner evenings are popular with tourists from all over the world mainly because the organizers of the show appeal to all aspects of human perception: visual - dynamic dance, use of bright, original folk costumes, decoration of the restaurant premises under a robber's cave or under a medieval tavern. Auditory - live music, gustatory - thematic dinner, tactile - the opportunity to participate in a dance.

Thus, influencing all the senses, the organizers of such a folklore evening give tourists the opportunity to get acquainted with the country's folk culture in all its aspects, in the conditions of "folk festivities", as well as create a subjective "picture of the ethnos" based on all forms of perception.

From an economic point of view, such activities provide jobs for the inbound tourism industry, restaurant business, show business (musicians, artists, dancers), designers (for interiors and costumes)⁹.

The Czech Republic is a country that did not suffer during the Second World War - many architectural monuments of the Middle Ages have been preserved there, which facilitates the task of organizing ethnographic tourism and enhances the impressions of tourists from the country.

Prague is a city loved by tourists, which is not surprising: here the very air of streets and parks seems to be filled with beauty and tranquility, taking away all problems and worries along with the wind. On holidays, Prague is especially beautiful and interesting, local customs and traditions attract guests from all over the world.

One of the most beloved seasons by tourists in the capital of the Czech Republic is the time of Christmas and New Year's holidays. The city revives and transforms, turning into a shining kingdom of lights from garlands hung everywhere and happy eyes of passers-by. The magical holiday season begins on the night of December 5-6, on the day of St. Mikulas, which Czech children love so much.

On this day, the city is filled with angels and devils: these characters accompany Saint Mikulas, who walks through the streets and houses in his fabulous snow-white vestments. For children who were obedient, the angel gives sweet gifts, and the naughty ones get only coal and potatoes from the devil.

Christmas markets are held throughout December in the city: these markets with rows of wonderful painted gingerbread, amazing handmade Christmas tree decorations, delicious sweets and aromatic mulled wine, the famous Bohemian glass are something completely fabulous. The Old Town Square Fair is decorated with the main Christmas tree in Prague, and every year people look forward to the evening when they can see it, magical, sparkling and completely new every time.

A few days before Christmas (Vanoce), tents appear everywhere selling live carp - this fish is traditionally considered the main dish of the Christmas dinner. Christmas itself in the Czech Republic is a quiet and family holiday, the streets of the city are empty, people gather at home at large tables with their children and parents. But New Year's Eve is a

⁹ Poster. Prague. Retrieved from <https://420on.cz/afisha>

magnificent and unforgettable sight: the townspeople begin to launch rockets and fireworks during the day, warming up before the big night.

The Czechs also celebrate Maslenitsa, and they do it on a grand scale. From February 20 to March 4, Prague becomes the venue for a delightfully colorful carnival dedicated to the Czech Maslenitsa - Masopust. Shrovetide or Bohemian Carnival is a truly fabulous spectacle: crowds of people walk through the streets in various carnival costumes, performances are played during the carnival, mask contests, balls and parades are held, and, of course, everyone is dancing, music is playing everywhere. Anyone can join this wonderful celebration; it is enough to have a costume with a mask. Often the place where the crowd flocks becomes the island of Kampa, where everything ends with a delicious dinner in the open air. Here you can taste such national dishes as pickle, whole-fried pig, fried sausages and, of course, the famous Czech delicacy - sweet and aromatic trdelnik.

On May 16, for two and a half weeks, hospitable Prague becomes the site of one of the oldest and most important beer festivals in the world. Preparations for the festival start early and a lot of effort is invested in it. On the outskirts of Prague, a huge and roomy tent is being erected, where more than 70 sorts of beer are presented to the participants, not only from well-known producers, but also from small private breweries that deserve no less attention. Here you can also try amazingly delicious Czech cuisine, which will be brought to you by waiters dressed in national costumes.

"Golden Lane" in Prague is a historical and ethnographic monument in the open air. This is a series of craftsmen's houses, preserved from the end of the 16th century and located under the wall of Prague Castle. This tourist site illustrates well a walking tour about the life and life of the townspeople of the Middle Ages and New Time.

At the end of June 2020, a party was held in the center of Prague on the famous Charles Bridge to "symbolically say goodbye" to the coronavirus. Thousands of guests sat at a 500-meter table on Charles Bridge, sharing the food and drinks they brought from home.

3.1.2. London case

Holidays and events in London that shape its tourism strategy every year¹⁰.

¹⁰ Poster. London. Retrieved from <https://afisha.london/>

June July. The respectable London suburb of Wimbledon once a year attracts tennis fans from all over the world. It is here that the English Lawn Tennis Club welcomes the strongest athletes on its emerald courts for two weeks.

The Big Beer Festival takes place at the Olympia Exhibition Center in London on August 3-7. Every year you can taste more than 350 varieties of real English ales, almost 60 varieties of cider, and enjoy first-class beer from Belgium and Germany.

On October 3, the London Marathon is held - one of the most prestigious athletics competitions in the world. The race in the British capital is part of the so-called World Marathon Majors. This is a series of 5 largest (majors) marathon competitions.

Late November - early January: German Christmas market in Hyde Park. The tradition of Christmas markets spread throughout the world from what is now French Alsace, and Germany was the first to adopt it. Now the German Christmas markets are much more famous all over the world than the French ones.

New Year. There is an opinion that the British are reserved, prim and even boring people. However, New Year's London is able to smash this stereotype to smithereens. The British are starting to prepare for the winter celebration already at the end of November.

The British are starting to prepare for the winter celebration already at the end of November. On the eve of the popular holidays, the streets of London are dressed up with hundreds of thousands of colorful garlands, the windows of the largest shopping centers and tiny private shops are decorated with themed exhibitions, and the largest and most luxurious Christmas tree is set up on the main square - Trafalgar Square. This glorious tradition was started by Queen Victoria back in 1841.

In the UK, as in most European countries, Christmas is celebrated from December 24 to 25, is considered the most important holiday of the year. It is on this night that little Londoners look forward to the arrival of Santa Claus, or Father Christmas.

A month before the holiday, it is customary for the British to bring a spruce wreath (Advent Wreath) to the house - a symbol of eternal prosperity. According to tradition, spruce branches woven together in a special way should be decorated with five church candles, and then put them under the table. It is believed that a fancy Christmas wreath can bless food.

The walls and doors of dwellings are usually decorated with wreaths of holly or mistletoe. These decorations are usually decorated with berries, fir cones, ribbons and sequins. In every house, they certainly dress up a Christmas tree, on the top of which an angel or a Christmas star is necessarily hoisted. Stockings and socks for Santa are hung over

the fireplace - according to tradition, it is in them that a good old man leaves his gifts. By the way, at Christmas in Great Britain it is customary to give each other gifts of approximately the same value.

At home, when the whole family is gathered, it is time for Christmas dinner. By the way, the British are very responsible in the preparation of Christmas dishes. According to ancient beliefs, it is considered what kind of table for Christmas, such a table and all year round. The British festive table usually includes a baked pork head, Christ's Bread, the famous English pudding (Christmas Pudding) and, of course, a pie (Christmas Pie) with fortunes. Traditionally, the hostess puts a bean, a ring, a coin and a button in the dough of the Christmas cake. When all family members take the cake apart, fortune-telling begins. Each item symbolizes something: wealth, happiness, marriage or poverty.

The British consider New Year to be a minor holiday, but they celebrate it quite noisy and enchanting. Especially young people are waiting for the night from 31 to 1: after all, if Christmas is usually celebrated at home with the family, then New Year is at merry parties or on the streets of London with friends. The British love this holiday very much, because they believe that on New Year's Eve they say goodbye to all misfortunes, problems and failures.

On New Years, Londoners do not give each other expensive gifts, but they always exchange homemade or purchased postcards. In such sincere postcards, every Londoner finds heartfelt wishes addressed to him, written by the hand of a loved one. In some houses, it is customary to put purchased gifts in a large bag, from which each family member pulls out a pleasant trinket for himself.

The New Year's table, like the Christmas one, is bursting with all kinds of dishes. Roasted turkey with chestnuts, aromatic potatoes with gravy and herbs, stewed cabbage, sweet pies, nuts, fruits and other goodies are sure to be present at the gala dinner on December 31st. Unlike Christmas, it is customary to invite friends and acquaintances for the New Year.

January. London film festival. Almost every major city in the world has its own film festival. London is no exception. True, the local festival cannot compete in popularity and prestige, for example, with Cannes or Venice.

February. London Fashion Week. More than 200 British fashion designers present their new collections here every year. Among them are both world-class and aspiring artists.

Applications are accepted for the general exhibition and two special sections: the first is devoted to clothes made from exotic materials, the second - to the works of novice designers.

There are not so many public and not quite official holidays in the UK and its capital, but it is quite remarkable that many of them fall on Mondays, thereby making it easier to start the week.

In mid-February, London becomes a meeting place for famous designers and fashion designers: it is at this time that London Fashion Week takes place here. In the garden of the Natural History Museum, there is a separate pavilion where a large-scale fashion exhibition and fashion shows are held, during which talented couturiers of the world present their magnificent outfits of the spring-summer collection.

On June 23, the Wimbledon tennis tournament begins in London - one of the most ambitious and prestigious championships in the world of sports, the history of which goes back almost two hundred years. For two weeks, there are no empty seats at Wimbledon Stadium: thousands of fans from all over the world flock to London to see their favorite tennis players live on the grass courts. Even members of the royal family traditionally attend the Wimbledon tournament every year.

One of the most famous British holidays is Guy Fawkes Night or Bonfire Night. It falls on November 5, and for four centuries it has been a reminder of how the explosion of Parliament was prevented on that night in 1605, during which important political figures and King James I were supposed to die. But the conspiracy was revealed, and one of key figures, Guy Fawkes, is captured and arrested.

On the last Sunday and Monday of August, Notting Hill hosts a vibrant and bustling Caribbean Carnival. Every year, the carnival gathers about a million people on the streets of this prestigious London district, making this magnificent festival the second largest and most colorful festival after the famous Brazilian carnival. A huge crowd of people in indescribably bright and stunningly beautiful costumes march along the streets, national music sounds, everyone dances and sings. Reggae funk and hip-hop sounds throughout the area. During the carnival, it is customary to smear yourself in paint, clay or even chocolate, with which its participants show their detachment from everyday life. Here everyone forgets about their problems, important matters, sorrows and sorrows, illnesses and fears - for two days, each participant in the carnival in Notting Hill has a chance to close their eyes and tear themselves away from everything worldly.

The Changing of the Guard, a costumed military parade that can be seen every day in the summer or every other day at other times of the year, is a must to get into the atmosphere of the UK. The theatrical performance, during which the members of the royal guard change places, is an enchanting and majestic sight. The guardsmen are dressed in beautiful red uniforms and bear hats, and all their actions take place to the music performed by the Guards Orchestra. Music themes range from traditional marches to popular tunes.

3.1.3. Lviv case

Even those who have never been to Lviv have heard that over the past ten years "the city of four thousand lions" has turned into a tourist Mecca and is recognized as the cultural capital of Ukraine. In addition, many foreign publications, such as the Financial Times or The Wall Street Journal, called Lviv "the city of the European future" and "the most promising city in Ukraine." Due to its peculiar atmosphere, Lviv is often compared to Prague and Krakow. But what is really hidden behind the signboard "Lviv - the tourist capital"?

There are many unusual things in the Lviv City Hall - crowds of tourists wandering to the very top to look at the old city from a height, the lack of security, absolutely free access to any bureaucratic offices¹¹.

Seven years - and provincial Lviv with an interesting history and architecture, but nothing more, has turned into a real Ukrainian tourist capital, in which the season lasts all year round. The city always has something to offer - if not excursions, then gastronomic tours, as well as various exhibitions and festivals on a national scale.

Now there is not only history and architecture here, but also the largest number of cafes and restaurants in the country, hotels and hostels, a lot of signs and information centers and the city center closed to cars, over which the city hall rises.

Tourism in Lviv has been systematically developed over the past years as a priority industry.

Lviv won the title of "tourist capital" absolutely legally, thanks to a huge number of cultural, historical and architectural values. An equally important role in creating a positive image is played by a developed service sector and a border location, which gives Lviv a special European chic.

¹¹ Samoty T. (2015). *Lviv: how the tourist capital of Ukraine can turn into a city of the European future.* <https://www.segodnya.ua/regions/lvov/lvov-kak-turisticheskaya-stolica-ukrainy-mozhet-prevratitsya-v-gorod-evropeyskogo-budushchego--628854.html>

In addition, there is a surge in gastronomic tourism. The Euro 2012 championship in Lviv prompted the opening of hundreds of cafes and restaurants that boast excellent cuisine and service. Lviv has also expanded its accommodation base: in addition to huge hotels, many hostels and 2- 3-star hotels have appeared.

It is known that most tourists come to Lviv on religious and public holidays, when the city organizes large-scale events with gastronomic sophistication.

But, in most cases, the leisure of tourists is limited to gatherings in cafes and pubs. Some gastronomic establishments are more famous than museums, exhibitions or theatrical performances. The leisure time of tourists is 78% sitting in cafes and restaurants, 72% - independent walks around the city, 60% - visiting museums and exhibitions, 36% city excursions accompanied by a guide and 34% - visiting religious sites¹².

More than a hundred festivals are held in Lviv: "Christmas in Lviv", "Easter in Lviv", "Lvov Weather Vane", "Jazz Without", "Chocolate Festival", "Pampukha Holiday", "Golden Lion", Publishers Forum, Night in Lviv, etc. According to the City's Competitiveness Strategy, we make sure that the schedule of events is drawn up evenly throughout the year.

There are more than a thousand catering establishments in Lviv. Only in the central part of the city there are 290 cafes, bars, restaurants and more than 40 souvenir shops.

Thus, in each city considered, considerable attention is paid to developing the tourism industry through entertainment. Because emotions always act stronger than historical and religious factors. We took this aspect into account when developing our strategy.

¹² Bereza A. (2015). *The lion's share. How Lviv has become the # 1 tourism center in Ukraine.* <https://nv.ua/publications/lvinaya-dolya-kak-lvov-prevratilsya-v-centr-turizma-1-v-ukraine-43311.html>

4. DISCUSSION

4.1. The tourism potential of Kazakhstan and Turkestan region

The idea of event tourism in order to increase public interest in a country / region is one of the most effective methods. The holding of events in Kazakhstan for a long time remained at a relatively low level. In the last decade, Kazakhstan has been famous for its rich variety of social, cultural, political and sporting events. World-class events were held under the auspices of international organizations: the arrival of the Pope in Kazakhstan, joining the UEFA club, the congress of world leaders, the OSCE chairmanship and the summit in the capital Astana, the 2011 Asian Games and entry into the list of the 50 most competitive countries in the world. Such events are valuable because they play a role in the image strategy, advertise the country's brand, which is a decisive step towards success in the international market. Brand Finance, which evaluates the so-called "intangible property" of countries, has calculated that financially, a national brand can be from 2 to 10% of GDP (depending on the level of its development).

Tourism is currently a priority sector for Kazakhstan. The events held in Kazakhstan have very favorably influenced the interest of foreign citizens in Kazakhstan due to the high level of organization. Event tourism is a good tool for promoting and establishing a national and regional brand, as well as for attracting tourists to destinations. However, event tourism at the regional level receives little attention from government agencies. Participation in special events is expensive, but the problem is not the price, but the lack of quality. When creating a concept for the development of event tourism within the country, it is necessary to take into account state control and the participation of foreign tourists. Currently, there is no organization in Kazakhstan that would be engaged in the collaboration of activities in the framework of the implementation of the strategy for the development of the domestic economy. The activities carried out in order to promote the traditions of the regions evoke new interests. With the creation of an Organization specializing precisely in the development of such events, it will be possible to cover a large segment of the market¹³. Small businesses cannot act in this position because of their narrow specialization, inadequate level of competence as a result of the situation with the level of training of event management in the state as a whole. This Organization should work on the basis of a synthesis of the

¹³ Kairatova G.K. (2016). The role of event management in the economic development of Kazakhstan / G.K.Kairatova, Zh.M. Zholdasbekova. Young scientist, No. 25 (129), 284.

requirements of the local administration and the local population, aligning the semantic content of the event (how it affects social and cultural life) with funding, costs and registries.

Hosting events professionally requires significant resources, time and effort. Oftentimes, the tasks of promoting the destination brand, as well as any service or product that attracts tourists, cannot be solved by inappropriate, outdated methods. In Kazakhstan, the problem of backwardness, unfortunately, persists in the tourism industry. The tourist potential of Kazakhstan is significant, but so far it is underdeveloped.

Proposed tourism strategy of the Turkestan

Groups of tourists we are going to invite to Turkestan

Tourists attending various events	Pilgrims
Lovers of historical landmarks	Lovers of gastronomic tourism

As part of our research, we focus on attracting different groups of tourists. This will make it possible to take into account the interests and use the available resources of the republic for the development of the tourism industry. Focusing on the current practice of Kazakhstan, namely the practice of popularizing individual events (Nauryz holiday, Love Day, City Day), as well as taking as a basis the experience of other cities considered earlier, we suggest the following strategy of event tourism for Turkestan.

Period of the year	The event	Details of the proposed event
January	New Year	20 days gastronomic festival (on the city square the traditional dishes and fast food tourists could buy, as well as souvenirs and visit some very fashionable decorated places)
March	Nauryz	3-7 days festival with the presentation of national traditions
April-May	Flower tourism	Photo tourism in blooming fields. In addition to vivid photographs in blooming tulip and poppy fields, the city can delight tourists with the opportunity to organize a picnic in a blooming field, as well as excursions to historical sites. Since there are as many tulips in Turkestan as in Holland, a full-fledged flower festival can be organized, which will delight tourists with bright photos and delicious snacks.

	Love day of Kozy-Korpesh and Bayan-Sulu (April 15)	Theatrical performance of the poem. Presentation of the main characters of the poem, with whom you can take pictures. Flash mob to launch paper lanterns. Gastronomic dishes and a concert with love songs.
Summer	Shows at "Caravan-serai"	Theatrical performances of the market on the street of traders and artisans from the Silk Road era. Show performances of the "flying theater". Horse show on weekends.
	Gastronomic tourism (several festivals)	Pilaf festival, beshbarmak-fest, sweets festival. This direction of tourism in Kazakhstan is generally underdeveloped, therefore, in order to popularize the Kazakh national cuisine, it is worth holding various gastronomic festivals. At such festivals, tourists can taste or cook national dishes. It is best to combine these events with other events in the city (concerts, historical festivals, etc.).
September	Historical Festival in the Valley of Forty Disappeared Shrines	Organization of a historical festival for 2-3 (weekend) with the restoration of the events of the Noah's ark or the historical period of the khanate - horse races, battles of archers and horse charioteers. Additional tourists can try dishes prepared according to "historical" recipes - pilaf, meat cooked in a cauldron, etc.
October	Day of the city	2-3 days celebration in various activities organized by the city authorities. Theatrical presentation of the history of the city, organization of gastronomic venues, souvenirs, fireworks, open-air films about the history and sights of the city.
Whole year	Pilgrimage tourism	There are a lot of historical and religious shrines in Turkestan, which pilgrims want to visit every year. Earlier, there were certain problems with the transport connection of Turkestan and other regions of Kazakhstan. It is necessary to popularize vykend tours to the holy places of Turkestan, complementing them with visits to historical sites along the way.

4.2. The popularization of the Nauryz in Turkestan

There are many religious and historical monuments in Turkestan, including the famous mausoleum of Khoja Akhmet Yasavi, which attracts tourists from all over the world to Turkestan. Turkestan is visited by an average of one million tourists a year. This figure is expected to reach five million by 2025. The construction of an international airport, the Museum of Turkic peoples, the Center of Kazakh khans and heroes, the Youth Palace, the mini-museum of Khoja Ahmed Yasavi, and a number of other social and cultural facilities continues in the city.

One of the most interesting traditions in Turkestan is the celebration of the New Year - Nauryz. It is this tradition that we consider so interesting that it can attract the attention of tourists from all over the world with the right marketing approach.

Nauryz is celebrated in Kazakhstan and the countries of Central Asia on March 21-23. For Kazakhstanis and residents of other countries, this holiday is a symbol of spring renewal, fertility and friendship. On this day, many people dress in national costumes; festive events are held in cities and villages.

According to various historical annals, Nauryz is one of the most ancient holidays on earth. It has been celebrated for over five thousand years as a symbol of spring and the renewal of nature.

In 1926, the spring holiday Nauryz was banned in the USSR, then it was recognized as religious. However, according to written sources, it was still celebrated mainly in the southern regions of the country.

The resumption of the holiday, which came from ancient times, begins 65 years later. In 1991, by the decree of President Nursultan Nazarbayev, Nauryz was declared the day of the vernal equinox – “Nauryz Meiramy”. In 2001 it became a public holiday.

Nauryz is the beginning of a new year, the arrival of spring, the day when all life on earth is born again. On the holiday, the Kazakhs dress in festive clothes, visit each other and exchange congratulations and wishes for well-being in the coming year. Camels, horses, batyrs, aksakals and beauties in national costumes - Nauryz meiram in Turkestan is celebrated in the best traditions.

In 2017, a large-scale celebration of Nauryz was held in the city of Turkestan, which this year was honored to be the cultural capital of the Turkic world. The large ethnocultural festival "Nauryz" was first organized by the Kazakh government and the International Organization TURKSOY in 2017, after Turkestan received the rolling title of "Cultural

Capital of the Turkic World". The large-scale celebrations in the historic heart of the city were attended by about 10,000 people, as well as delegates from 23 foreign countries.

In 2017 ethnoaul with 33 yurts is located near a unique monument - the mausoleum of Khoja Akhmet Yassau. As it should be in Nauryz, the tables in the yurts were bursting with an abundance of national dishes. Guests were offered to try kazy-karta, zhaya-zhaya, kumis, shubat, Nauryz kozhe, kurt, irimshik, syrne, kaymak, boursaks, zhent. More than 1 ton of pilaf and 1,500 liters of Nauryz kozhe were prepared for the holiday. The guests were also introduced to the customs and traditions of the Kazakh people. In the ethno-village one could see competitions in national sports and ride Kazakh swings - altybakans.





The center of the festival is the square in front of the main attraction of Turkestan - the mausoleum of the great Sufi thinker Khoja Ahmed Yassavi. There is a large craft fair, ethno-aul of nomadic yurts, Kazakh swings Altybakan, refectory tables-dastarkhan with popular national delicacies: horse meat sausages kazy-karta and zhaya, fermented milk drinks kumis and shubat, salted balls and dried milk and kurt, Zhent desserts and many others. The cultural program of Nauryz, which takes place in Turkestan for 10-12 days, includes a solemn parade of participants in picturesque old costumes, performances by

famous musicians and dance groups, competitions in traditional sports, contests, excursions, and children's events.

The main decoration of the holiday is national dancing and horse caravan. The traditional dishes of this holiday are pilaf and Nuryz-kozhe drink. This (2021) year, a record amount of drink was brewed in Turkestan - two tons of nauryz-kozhe - an absolute record. The drink is brewed from 7 ingredients (water, meat, salt, fat, flour, cereals (rice, corn or wheat) and milk), which symbolize joy, luck, wisdom, health, prosperity, speed, growth and divine protection.

Arguments to substantiate the rationality of the proposed idea:

1) Today, this is the only time of the year when Kazakhstanis wear national clothes, cook and display traditional dishes (nauryz kozhe, boursaks, kurt, zhent, talkan and others), treating those who wish to them. At the same time, the holiday is not ethnocentric, all Kazakhstanis take part in it, regardless of ethnic or confessional affiliation.

2) The scale of the celebration is growing from year to year, which means that the process of the revival of Nauryz continues and is far from complete. Moreover, the holiday is open to all kinds of innovations and contains a powerful potential for the integration of different peoples.

3) State and regional managers need to think about the large-scale promotion of the celebration of Nauryz Meiramy. Nauryz today is an already formed brand that needs to be properly managed. It is high time to take care of giving this holiday elements of modernity and creativity. For example, promote a holiday through social media (YouTube, Facebook, Instagram) by creating a creative video or launching a flash mob with a # hashtag, create tourist routes to places of celebration and organize affordable tours both around the country and from other countries by providing preferential conditions for the time of Nauryz and much more.

4) Attracting tourists to the Nauryz holiday, through well-thought-out PR technologies, creating the necessary conditions for a comfortable stay and movement with guides will definitely have a good multiplier effect for the Turkestan small and medium-sized businesses.

SWOT-analysis of the idea

Strengthen	Weaknesses
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<p>The holiday is popular and traditional for many cultures</p> <p>The practice of celebrating the holiday is increasing every year, there is a massive popularization of the holiday in social networks</p> <p>Turkestan became the capital of the Turkic world, which means it must support the traditions of this ethnos</p> <p>Organization of the Nauryz festival as a several-day holiday can attract tourists for a long time (a week)</p> <p>The economic effects of tourism are increasing in the region, increasing, the corresponding small and medium business is developing</p>	<p>Competition with other cities of Kazakhstan and countries where Nauryz is celebrated (Navruz, Navruz, etc.)</p> <p>The short practice of celebrating Nauryz in Turkestan</p> <p>Lack of a well-thought-out strategy for promoting the Nauryz holiday as a tourist tool</p> <p>Lack of funding for holiday events from government agencies</p> <p>The need for significant expenses to promote the holiday in the next 2-5 years to popularize it abroad</p>
Opportunities	Threats
<p>Promotion of the holiday in social networks, cinema, at tourist locations of the country (airports, hotels, etc.)</p> <p>Formation of a full-fledged concept and tourist event product Nauryz</p> <p>Revitalization of the economy and infrastructure of Turkestan</p> <p>Increase in tourist flow to Turkestan in general, promotion of other tourist routes and destinations for tourists in Turkestan</p> <p>Popularization of Turkestan in the international market as a tourist destination</p> <p>Strengthening the cultural values and traditions of Kazakhstan, in particular the traditions of celebrating Nauryz in the world</p>	<p>Failure to compete with other countries, regions to celebrate</p> <p>Significant expenses</p> <p>The failed concept of event tourism specifically for Nauryz</p>

Strengthening the regional and national brand as a tourist attractive country	
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The same analysis algorithm could be used to all others proposed festivals and events.

5. GENERAL CONCLUSION

For more than one millennium, event tourism has been an effective means of increasing the tourist attractiveness of a region (country), revitalizing the economy, developing infrastructure and increasing social development. Conducting various event events has both advantages and disadvantages. In this case, the advantages significantly outweigh the disadvantages.

The development of the tourism industry in the region and the city is largely associated with the implementation of a full-fledged strategy for the development of tourism events and opportunities. As it was shown by the example of individual cities, the implementation of one major event can ensure the interest of tourists for a short time, which is not economically profitable. But the implementation of various events throughout the year is an option that will attract different groups of tourists and create a constantly coming financial and economic inflow of investments. Together with tourism, other industries are beginning to develop: gastronomy, hospitality, entertainment.

Using the example of London, Prague and Lviv, we examined the success of the city's event-driven tourism strategy. We believe that this approach should be adapted to the tourism opportunities and resources of Turkestan. The work has developed and proposed an event strategy for tourist events that can attract tourists to the republic throughout the year. On the example of one holiday (Nauzyr), it was demonstrated that the annual practice of promoting a specific event can form a stable tourist demand for an event. One should not expect that in the first year of the strategy implementation all activities will be effective and attract the attention of tourists, since the main role is assigned to promotion.

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