

Gubarenko A.V.^a,  Abdikarimova M.N., Pestova A.A.

International university of tourism and hospitality, Turkestan, Kazakhstan

DEVELOPMENT OF MUSEUM TOURISM IN KAZAKHSTAN IN THE TRAINING OF TOURIST PERSONNEL

Gubarenko Anastassiya Vyacheslavovna, Abdikarimova Madina Nurbulatovna, Pestova Alina Amirovna

Development of museum tourism in Kazakhstan in the training of tourist personnel

Abstract. Museum tourism is one of the fairly young types of tourism in Kazakhstan, which is based simultaneously on the development of the museum business in the country and, certainly, on the ever-growing interest of the world tourist community in the Republic of Kazakhstan. The purpose of the article is to determine the prospects for the development of museum tourism in Kazakhstan. The authors have conducted a retrospective analysis of the museum business development in Kazakhstan, identified the features of the museum tourism formation, determined the level of its demand through the study of survey results, developed the principles of creating a tourist product within museum tourism, and identified the prospects and conditions for the development of museum tourism in the republic. As a result of the professional activity and based on the research, the authors have developed a route for the development of museum tourism in Almaty, which has become both a ready-made tourist offer and a type of educational and training activity for future specialists in the field of tourism.

Key words: personnel training, education, tourism, museum tourism, tourist and excursion route.

Губаренко Анастасия Вячеславовна, Абдикаримова Мадина Нурбулатовна, Пестова Алина Амировна

Туристік кадрларды даярлауда Қазақстанның музейлік туризмін дамыту

Аңдатпа. Қазіргі уақытта мәдени-танымдық туризмнің барлық бағыттарын дамыту барған сайын танымал бола түсуде. Өйткені дәл осы бағыт туристерді халықтың шынайы ортасына жүйелі түрде жетелеп, дәстүрмен, тарихи өмір салтымен, заманауи дамумен және болашаққа деген перспективалармен таныстыра алады. Музей туризмі бүгінде елдегі музей ісінің дамуына және, әрине, әлемдік туристік қоғамдастықтың Қазақстан Республикасына деген үнемі өсіп келе жатқан қызығушылығына негізделген Қазақстан үшін туризмнің жеткілікті жас түрлерінің бірін білдіреді. Бұл музей туризмі осы мақаланы зерттеудің негізгі тақырыбына айналды. Мақаланың мақсаты – Қазақстандағы музей туризмін дамыту перспективасын анықтау процесі. Авторлар Қазақстанда музей ісінің дамуына ретроспективті талдау жүргізді, музей туризмін қалыптастырудың ерекшеліктері анықталды, сауалнама нәтижелерін талдау арқылы оның сұраныс деңгейі, музей туризмі шеңберінде туристік өнімді құру қағидаттары әзірленді, сондай-ақ республикада музей туризмін дамытудың перспективалары мен шарттары анықталды. Өзінің кәсіби қызметінің нәтижесінде, сондай-ақ жүргізілген зерттеулер негізінде авторлар Алматы қаласында музей туризмін дамыту үшін дайын туристік ұсынысқа, сондай-ақ туризм саласындағы болашақ мамандардың оқу-жаттығу қызметінің түріне айналған маршрут әзірледі. Осы мақалада баяндалған зерттеу нәтижелері Қазақстан Республикасының музей туризмін дамытуға мейлінше сапалы әсер етуге мүмкіндік береді және одан әрі зерттеулер жүргізу үшін негіз болады.

Түйін сөздер: кадрларды даярлау, білім беру, туризм, музей туризмі, туристік-экскурсиялық маршрут.

Губаренко Анастасия Вячеславовна, Абдикаримова Мадина Нурбулатовна, Пестова Алина Амировна

Развитие музейного туризма Казахстана в подготовке туристских кадров

Аннотация. В настоящее время развитие всех направлений культурно-познавательного туризма становится все более популярным, ведь именно это направление способно планомерно погрузить туриста в аутентичную среду народа, познакомить с традициями, историческим укладом жизни, современным развитием и перспективами на будущее. Музейный туризм представляет сегодня один из достаточно молодых видов туризма для Казахстана, который основан одновременно на развитии музейного дела в стране и, конечно, на постоянно растущем интересе мирового туристского сообщества к Республике Казахстан. Именно музейный туризм стал основным предметом исследования данной статьи. Целью статьи является процесс определения перспективности развития музейного туризма в Казахстане. Авторами проведен ретроспективный анализ развития музейного дела в Казахстане, выявлены особенности формирования музейного туризма, определен уровень его востребованности посредством анализа результатов опроса, разработаны принципы создания туристского продукта в рамках музейного туризма, а также выявлены перспективы и условия развития музейного туризма в республике. В результате

своей профессиональной деятельности, а также на основе проведенных исследований авторами разработан маршрут для развития музейного туризма в городе Алматы, ставший как готовым туристским предложением, так и видом учебно-тренировочной деятельности будущих специалистов в области туризма. Результаты исследований, изложенные в данной статье, позволят оказать качественное влияние на развитие музейного туризма Республики Казахстан и станут основой для проведения дальнейших исследований.

Ключевые слова: подготовка кадров, образование, туризм, музейный туризм, туристско-экскурсионный маршрут.

Introduction. Now the development of tourism is one of the priorities in the economies of many countries. The main task of the specialists is developing innovative tourism offers based on a qualitative approach and taking into account the Goals of sustainable tourism development, as well as contributing to the planned development and economic well-being of the local population. Today, particularly this approach is a guideline for the development of domestic and inbound tourism in the Republic of Kazakhstan, where cultural identity preservation, and the popularization of tangible and intangible cultural heritage. The sustainable approach formation will allow the development of tourism in the country where preservation and popularization are of paramount importance, and bad consumer attitudes are minimized.

Modern Kazakh culture has all the prerequisites for active participation in the global cultural dialogue with its established historical and cultural basis of the genetic code of the nation, where the main components of the cultural code of the nation are heritage, traditions, customs, language, family, economic systems (way of living), holidays. The heritage of the historical past of Kazakhstan, the results of its cultural development, today become a unique resource for the development of cultural and sightseeing tourism in the country.

Cultural and sightseeing tourism is one of the types of tourism [1], which has its classification. Its key goal is the involvement in the cultural, historical, and artistic heritage of a certain region of the visit. In the 21st century, cultural tourism is designed to serve the ideas of intellectual and moral solidarity of humanity, the affirmation of the ideals of tolerance in society, including respect, acceptance, and understanding of the rich diversity of cultures in the world. Cultural and sightseeing tourism includes those types of tourism that imply an active perception of the results of the cultural and historical development in the country.

Museum tourism, as one of the directions of cultural and sightseeing tourism, is aimed at studying and cognizing the historical and cultural heritage of countries through visits to museums, excursion programs, events organized by the museum, etc. The crucial task of museum tourism is the process of building an intercultural dialogue, where the museum is the mediator.

Kazakhstan has the necessary natural and recreational potential to develop all types and forms of tourism [2], so museum tourism in the country is just starting its active development, and conducting such research in this field is of great current interest.

At the same time, becoming an increasingly popular direction in the development of the impressions industry, museum tourism is one of the elements of tourist education. When developing educational programs (EP) on tourism, it is necessary to take into account the importance of this component in all areas of training of tourist personnel. It is museum tourism that makes it possible to expand the professional competencies of specialists in active types of tourism, to form the necessary knowledge among future guides, managers and managers of tourist companies, and also, undoubtedly, to have a qualitative impact on their personal and professional development.

Materials and methods. The theoretical and methodological objectives of this study are to define museum tourism as one of the promising types of Kazakhstanis cultural and sightseeing tourism [3]. Museum tourism is not only a way to popularize the museum space [4], this is an opportunity to attract more tourists to the country, without increasing the aggressive anthropogenic load on natural objects, through the involvement of tourists in the cultural space of the country and the formation of a cultural brand of the regions [5], which can contribute to a healthier society, facilitates civic involvement, and gives tourists a reason to visit [6]. The museum tourism development should be part of the general model of the development of local cultural tourism [7] and be aimed at shaping the overall cultural landscape of the country [8].

Museum tourism is a fairly young phenomenon that was formed at the end of the 20th century. In Kazakhstan, it is a new type of tourism that is just beginning its formation and development. Cooperation between museums and tourism is based on an interconnected and mutually dependent approach [9], where the museum is not only an object of visit but is also an essential part of the formation of the system of historical, cultural and natural areas [10]. Museum tourism development requires an integrated approach from specialists, in which the process of museum actualization takes place [11], as well as its reorientation to meet modern requirements and integration into mod-

ern world culture. That is when museum tourism allows the showing of famous collections in the modern cultural space and interpret them as a specific form of intellectual, historical, and artistic heritage [12].

The main method of research was the method of experimental and empirical level [13], which is a mixed method that includes observation, questioning, and studying creative and experimental works of students, undergraduates, local historians, and guides. A mixed methods research design was employed [14], integrating quantitative and qualitative methods in data collection and analysis. Applied the methods of experimental and empirical level, creative development, survey, etc.

The analysis of educational and methodological and popular scientific literature as one of the fundamental methods of building qualitative research, allowed to identify the features of museum tourism [15], to determine a clear relationship between museum business and tourism regarding its socialization [16] and the purposes of preserving and popularizing the cultural and historical heritage of the countries [17].

Method of statistical data analysis [18] was necessary for determining the dynamics of the museum industry development in the Republic of Kazakhstan and defining the resource availability of this type of tourism. The method of sociological survey was applied in the course of the study – the method of sociological research, which includes collecting and obtaining primary empirical information about cer-

tain opinions, knowledge, and social facts that make up the subject of the study, through oral or written interaction between the researcher (interviewer) and a given set of respondents (interviewees, respondents) [19]. The survey consisted of several stages. The first stage was to determine the demand for museum tourism among the general population. The second survey was conducted among specialists in the tourism industry with experience and knowledge in this field. The third stage of the survey was aimed at identifying priority objects for the development of museum tourism in Almaty (Republic of Kazakhstan). The surveys were conducted both online (Google forms) and through face-to-face interviews with respondents.

Thus, to define the results of the surveys conducted, the survey responses were analyzed, and it was revealed that: 1) The museum industry is one of the priority directions of growth, and cultural tourism, expressed in the form of museum tourism and is fairly attractive for citizens and tourists of the Republic of Kazakhstan (Figure 1.1, Figure 1.2); 2) Today museum tourism can grow as an independent field of cultural and sightseeing tourism, as well as a necessary element of any tourism direction. Meaning that the museum can act as both the main and an additional place for tourists to visit (Figure 1.3); 3) The Republic of Kazakhstan has all the necessary resources for the formation and development of museum tourism, as well as a high potential for its demand among both local and foreign tourists (Figure 1.4).

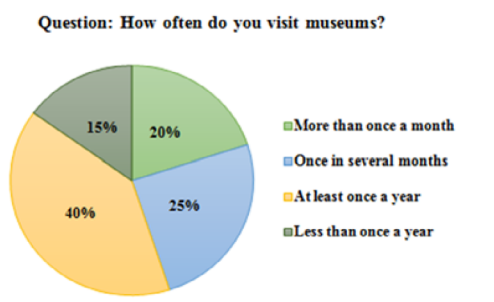


Figure 1.1 Answers to the question «How often do you visit museums?»



Figure 1.2 Answers to the question «Is cultural tourism promising/perspective for the Republic of Kazakhstan?»

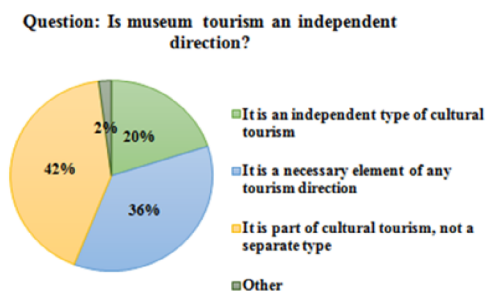


Figure 1.3 Answers to the question «Is museum tourism an independent direction?»

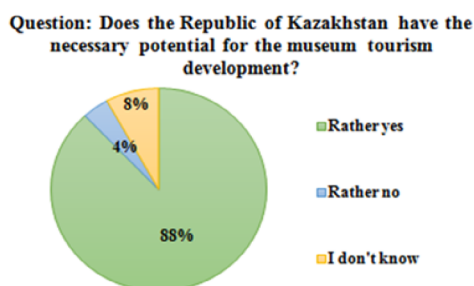


Figure 1.4 Answers to the question «Does the Republic of Kazakhstan have the necessary potential for the museum tourism development?»

Figure 1 – Analysis of respondents' answers to the questions of the survey (Datascource: the authors conducted the survey using Google forms) (compiled by the authors)

The results of the survey revealed the necessary steps aimed at the development of museum tourism in the country, namely: improving the quality of training of specialized personnel with competencies in the field of museum business, forming a strong marketing strategy for the museum culture development, opening new museums and so on.

The method of drawing up a technological map of a tourist-excursion route [20] currently allows

preparing information about the route as holistically and systematically as possible, taking into account the peculiarities of the excursion methodology [21]. A technological map and an excursion route for the museum tourism of Almaty were compiled as a result of the method application.

Thus, this study is aimed at the museum tourism development in the Republic of Kazakhstan and consists of several stages formed into a single methodology of the research process (Figure 2).

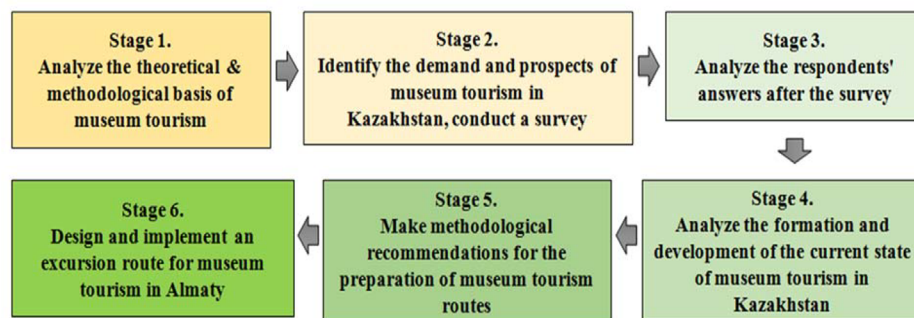


Figure 2 – Research methodology (compiled by the authors)

Every stage has its specific result. So, at the first stage of the study, the theoretical and methodological experience of organizing cultural and educational tourism was studied, as well as specifically distinctive features and international experience in the development of museum tourism as a modern direction of tourism in the Republic of Kazakhstan. The second stage was quite complex and consisted of the preparation of several surveys, professional and social, in which both specialists of the tourism industry (subjects of the tourism industry, teachers of tourist universities, guides, local historians, etc.), as well as citizens, tourists, and guests of the republic, took part. This survey was conducted online (digital) and face-to-face. The analysis of the responses received during the survey revealed the prospects of museum tourism in Kazakhstan and became the third stage of the study. The fourth stage is a systematic analysis of the museum tourism formation and development in the Republic of Kazakhstan, as well as a study of the tourist and excursion potential of the republic using the example of Almaty.

Based on the data obtained during the study, methodological recommendations were developed for the organization of museum tourism in Kazakhstan, which became the basis for the practical part of the work and represent the fifth stage of the study. The sixth stage has experimental and practical nature with

the setting-up, development, and implementation of a new tourist and excursion route for museum tourism in the Republic of Kazakhstan using the example of Almaty. The authors identified objects of excursion interest within museum tourism, formed a route for a walking tour, and developed a technological map of the excursion, as well as a route diagram and general methodological recommendations. This route of the excursion Children of Verny (Rus.: Deti Vernogo) was tested and implemented in educational activity under the “Tourism” educational program as a training route for training specialists in the tourism industry, future and current guides in 2018 and is actively used till present, as well as implemented in the activity of tourist firms in Almaty as a ready-made tourist and excursion offer.

Results and discussion. Currently, the development of cultural and sightseeing tourism, as one of the priority types of tourism in the Republic of Kazakhstan, requires detailed research, including an effective qualitative approach, one of which is the development of all types of cultural and sightseeing tourism. Thus, museum tourism as a way of intercultural communication [22], is a unique means of building intercultural dialogue and creating tolerant thinking, as well as a way to popularize the cultural and historical heritage of countries.

For a long period of history, primarily museums have been considered institutions with the main

purpose of accumulation, preservation, and study of cultural heritage [23], today museums are becoming centers of cultural leisure, they offer their visitors various types of activity, hold popular promotions, develop innovative forms, organize interactive events, etc., aimed at attracting a wide range of visitors.

Generally, cultural and sightseeing tourism is quite well developed and continues to develop on the territory of the Republic of Kazakhstan but museum tourism in the country is only being formed as a separate direction that requires methodological grounds. At present, there are 245 state museums in the republic, including 17 republic-level museums, 54 regional-level museums, 73 – district-level museums, 97 – branches of the regional and district level, and 4 private museums. According to the classification of the Committee on Statistics of the Ministry of National Economy of the Republic of Kazakhstan, Kazakhstani museums are divided into the following 28 groups: historical – 54, local history – 89, memorial – 57, natural science – 3, art -11, culture preserve – 13 and others – 18, which undoubtedly indicates the availability of the necessary resources for the development of museum tourism in the Republic of Kazakhstan.

In the course of the research, the most priority steps necessary for the development of museum tourism in the Republic of Kazakhstan were identified as follows:

- Building up the resource potential for the development of museum tourism. In this regard, it is necessary to open new museums, museum, and archaeological complexes, as well as various types of museums that can fully reflect the historical past of the people, its cultural richness and diversity, innovative and technical development, and much more.

- Training specialists for the tourism industry with competencies in the field of museum and

excursion activities [24]. Special attention should be paid to practice and practice-oriented approach in tourism education and, accordingly, museum-oriented educational and training routes should be developed.

- Developing routes, tourist offers, and excursions following various target methods developed in accordance with the level of involvement of the museum in the finished tourist offer. It is significant to form routes that combine not only a visit to the museum but its organic introduction into the excursion program. These routes should also be introduced into the educational process for training specialists in the tourism industry.

- Creating general museum culture of society, using secondary and higher education. Collaboration of higher educational institutions and secondary schools can be effective in this case, when students can train their skills with visiting groups of schoolchildren, at the same time, schoolchildren will have the opportunity to spend their leisure time qualitatively, be involved in work in the museum, and carry out evaluation activities. It is necessary to develop and implement maps of museum visits, and various events to promote museums, and work with professional communities.

The tourist offer formed in the field of museum tourism can be both an element of a cultural and sightseeing tour, and represent an independent journey that necessarily entails a trip to the museum, the historical city, and its center, as well as sightseeing. It is a priority because it allows attracting tourists by introducing them to ethnic culture, traditions, and the customs of the local people, through the products of their activities presented in the museum space.

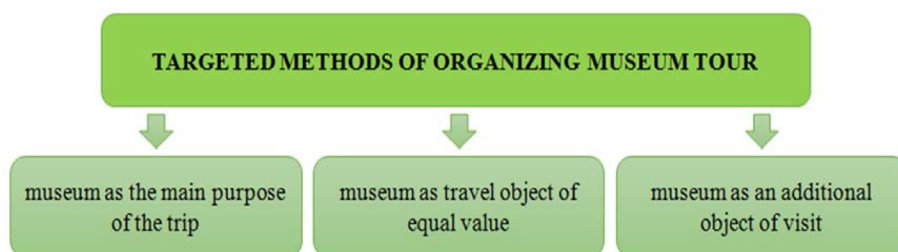


Figure 3 – Targeted methods of organizing a museum tour (compiled by the authors)

A museum tour can be organized according to several target methods (Figure 3), namely: the first approach is when the museum acts as the main object of travel, i.e. the primary goal of the tourist is

visiting a particular museum and viewing exhibits; the second approach implies that the museum is not the main, but mandatory to visit; the third approach reveals the museum as an additional object in the

tour, i.e. the main purpose may be different, but the tourist can express a desire to visit one or more museums. These approaches can be implemented as part of the development of tourist and excursion routes.

Every target methodology regarding museum tourism must comply with the standards adopted in the professional community at the state level and the business environment. *The following stages* should be mandatory for the development of museum excursion routes:

Analysis of the museum space of the city, identification of priority objects (museums) for tourists to visit, analysis of the exhibition space, and determination of the characteristics of each museum through the analysis of its marketing positioning. So, in Almaty (Republic of Kazakhstan), there are more than 30 museums, including 4 historical ones, 5 artistic, 10 thematic, 8 memorial museums, and others. This analysis helps to determine the relevance of museums, and their popularity, and to enrich the exposition in the museums. For developing a new tourist and excursion route Children of Verny, the authors selected two museums in the course of this study: the Museum of the History of Almaty (as the main object) and the Museum of Sports Glory (as an additional object). These objects became the basis for the formation of the excursion route.

In the second stage, it is important to *analyze the objects of tourist interest* that are located close to museums to enrich existing routes, as well as to develop new tourist and excursion routes. The analysis of objects makes it possible to determine the travel mode on the route (pedestrian, pedestrian-bus, bus, etc.), subject area, goals, and objectives of the excursion being developed. The authors chose a walking route since the objects in the subject area are located within walking distance. The building, in which the Museum of the History of Almaty is located, was an operating children's home in the period of the late 19th – early 20th century, so the excursion theme was called “Children of Verny”. The objects located in this theme and within walking distance are the Dynamo Stadium, which is located on the territory of workshops belonging to the children's home; Pine Park planted by the orphanage students in the late 19th – early 20th century; the Museum of Sports Glory, which is located in the building of the government facility of the shelter's director and can be consecrated concerning the sports achievements of children of the modern city of Almaty. The selected objects correspond to the theme and reveal the essence of sightseeing routes in museum tourism.

The third stage is aimed at *searching, collecting, and analyzing information sources about objects*. During the third stage, there is a detailed study of the data on the objects involved, museum expositions, and an accurate study of the period referred to the tour. In this stage, it is necessary to visit the museums, to determine the priority of museum rooms and exhibits, when the theme of the tour is supported by existing museum objects. Thus, in the context of the excursion being developed at the Museum of the History of Almaty, the excursion should be formed based on the idea about the children's place in history, i.e., by conducting tourists from room to room, in chronological order to give information about the city history, while highlighting the place and role of the child in society during this period. For example, tell about the Kazakh society, where the boy underwent the rite of passage at the age of 4: he was put on a horse in a children's saddle; at the age of 10 he could participate in horse racing; at 14 in a trick riding – djigitovka (i.e. a military-applied type of equestrian sport, horse racing with gymnastic and acrobatic tricks). Special attention should be paid to the museum room called Vernensky Period in the History of Almaty.

The fourth stage is the *development of the technological map* of the excursion and the scheme of the excursion route. The technological map should fully reflect such points as the name of the tourist object, stops, time, methodological recommendations, and general information that the guide should pay attention to. This documentation (the technological map of the excursion) is a mandatory element of the finished excursion. This technological map should be developed by empirical research in the educational and professional environment of tourism (and represents as a training excursion embedded in the educational process [25], and a ready-made tourist and excursion offer. An excursion in museum tourism is the main means of transmitting information and can be organized in various innovative forms [26] but the availability of the technological map and the excursion route should be a prerequisite in the preparation of various excursions.

Children of Verny walking museum tour. This tour is both a working tourist offer and an excursion and training route necessary for the preparation of specialists – future and current guides – in the tourism industry. This route was formed in the course of research activities in 2018 as a training, tourist and excursion route. The technological map was compiled in 2022 and implemented into the activities of tourist companies as a ready-made tourist offer for museum tourism.

This tourist route is part of the educational process and is actively used in such disciplines as “Fundamentals of tourist and local history work”, “Museology”, “Research activities” and so on.

Technological map of Children of Verny excursion.

Excursion type: walking

Duration: 2.5 – 3 hours.

Length: 1.5 km.

Seasonality: all-season.

The group number for a one-time excursion is a maximum of 10 tourists per 1 guide.

The technological map of Children of Verny tourist and excursion route in the museum field.

Tour route	Stops	Places of interest	time	Name of sub-themes and the list of main issues	Organizational instructions	Methodical instructions
1)The territory of the workshops is now the Dynamo Stadium	Start of the walking tour with stops	The territory of workshops belonging to the children's home	15 min	1. S/t The history of Almaty from the foundation of the fortress in 1852, the key events 2. S/t Features of the appearance of children's homes in the city, their role in the life of citizens 3. S/t G.A. Kolpakovsky in the city life, activities for the formation of the children's home	The walking tour goes from south to north, in Almaty this route is inclined, because there are mountains in the south, and in the north, it smoothly turns to the plain zone. Organize a group at the widest part of the street, tell general information about the city's history, and dwell on the reasons and goals for the formation of children's homes in the city. Organize the slow movement with small groups, the guide can give related information, partially answer questions and remember about the tourists' safety.	Using the reconstruction technique, as well as using materials from the Guide's portfolio to give the most detailed description of this territory during the foundation of the children's home. On the territory of the Dynamo stadium, there was a large farm household with gardens and vegetable patches, located in the territory of two blocks, bounded by the streets of Soldatskaya (Maulenova) – Meshchanskaya (Kabanbai batyr) – Uzyn-Agachskaya (Nauryzbai batyr) – Lagernoy (Shevchenko) [27]. Tell information about Verny. Tell about the children's home, opened on October 28, 1879, in a building that was damaged by the earthquake in 1887. A new building and a place for it was chosen in 1897 and consisted of several elements, one of which was workshops where the kids of the children's home were trained to become leather craftsmen, shoemakers, seamstresses, and so on, i.e. they were given professional skills for earning money in the feature [28]. Explain that this children's home was built and maintained at the expense of donators, trustees, and benefactors providing gratuitous help. Note that this children's home had branches in different cities.
2) Vernensky Children's Home – at present is the Museum of the History of Almaty	Stop in front of the building of the modern Museum of the History of the city	The building of the Children's Home of Verny, now – Almaty	10 min	3. S/t G.A.Kolpakovsky in the city life, activities for the formation of the children's home	Arrange tourists at the entrance to the building of the museum of Almaty. Give clear information about the organization of the children's home, the role of G.A.Kolpakovsky, the building itself, the project author Paul Gourdet and the life of kids in the children's home.	The economic life of Verny was managed by a special Committee on the city organization, established in 1870 under the leadership of the Governor-General of the Semirechensk Region, Gerasim Alexandrovich Kolpkovsky. He managed to establish a clear mechanism for all aspects of society – governance, economy, zemstvo system, patronage, and guardianship. By order of G.A.Kolpakovsky, every wealthy resident of Verny took part in the «care of the children of poor parents and mainly orphans».

					Provide information about the architectural features, and various organizations located within the walls of the children's home.	On October 28, 1879, a children's home was opened in the house of the former head of the Alatau District in Bolshaya Stanitsa. And in 1892, a new building was built with the money of concerned residents. A majestic one-story building. According to the layout concept, it was divided into two wings, the left was intended for boys, and the right for girls. There were school, a sewing class, shoemaking and bookbinding crafts that produced seamstresses and shoemakers.
3) Museum of the History of Almaty	Excursion to the Museum of the History of Almaty	Expositions of the Museum of the History of the city	1 h	5. S/t History of the Museum 6. The history of the millennial Almaty city	After the group enters the Museum of the History of Almaty, in the entrance room give brief information about the development of the Museum and the places where it was previously located. Give instructions on the museum rules of behavior and safety.	By taking a preliminary view, give general information about the rooms of the rooms of the Museum of the History of Almaty. Special attention should be paid to the rooms of the city formation in different epochs. Most of the tour should be focused on the room «Vernensky period» where exhibits directly related to the period about which the tour is conducted are displayed. In each museum room, select 1-2 key exhibits and build a story following the tour theme, i.e. dive special attention to the information about the care of the city children in different historical periods. The whole history of Almaty is stored in 11 rooms: once here, you will discover different epochs of the southern capital: «Ancient historical of Almaty», «Medieval history of Almaty», «At the origins of Kazakh statehood», «Vernensky period of Almaty history», «Almaty in the 20 th century» and others
4. Pine Park	Walking tour in Pine Park with stops if necessary to the Government Facility of the director of the children's home	The alleys of Pine Park as a result of the work of the children home, works of monumental art and botanical objects.	40 min	1. S/t The history of Almaty from the foundation of the fortress in 1852, the key events 3. S/t G.A.Kolpakovsky in the city life, activities for the formation of the children's home. 7. Flora and fauna of Semirchye	Organize a safe passage across Kabanbai Batyr along the pedestrian crossing between Nauryzbai Batyr and S.Seifullin streets. Determine a suitable place in terms of acoustics for the group and tell the story of the park formation, its role in health improvement. Give a summary of the beneficial properties of pine. In the park there are several works of monumental art, the guide should focus attention on playgrounds as a sign of modern care for children.	The park was built at the end of the 19 th century by orphans who planted the territory opposite their children's home with pine trees. The pupils arranged performances, and concerts, and played chess, volleyball in the park. Over time, the citizens renamed the park, and instead of Priyutsky (Orphan Park) it became known as Sosnovy (Pine Park) In the park. There are works of monumental art. Especially effective is the monument called Jute, dedicated to the events of the early 20 th century and located in the eastern part of the park.

5. The government facility of the director of the Vernensky Children's Home	The inner courtyard of the Tourist Information and Methodological Center	The building of the Government Facility of the director of the Vernensky Children's Home, the adjacent territory and	25 min	1. S/t The history of Almaty from the foundation of the fortress in 1852, the key events 3. S/t G.A. Kolpakovsky in the city life, activities for the formation of the children's home 8. Modern sports achievements of children in Almaty	Arrange the group in the courtyard, and explain the location of this building using the panoramic display technique. Tell about the architectural features of the building, its utilitarian significance, and modern use. Organize the display of the Museum of Sports Glory, form the story emphasizing the achievement of athletes who grew up in Almaty	The building was constructed in 1894 according to the project of architect Paul Gourdet (1846-1914), the author of the emblem of Verny, the city lighting system, the topographical and geological map of the Semirechensk Region, and its historical and cultural monuments. The building originally belonged to the widow of Colonel Sapozhnikov and was rented out, including to the director of the Vernensky Children's Home. After 1917, the house was adapted for a health care facility (sanitary and epidemiological station). In 1988, the restoration of the building was carried out according to the project of architect V.M. Pliss. In 1991, the first U.S. embassy in sovereign Kazakhstan was station in the building for a short time. From 1992 to 1999, the National Olympic Committee of the Republic of Kazakhstan was located here. Then, by the decision of the Almaty Territorial Committee for State Property Management, the building became the property of the Kazakh State Academy of sport and Tourism (KazAST). Today the building has a Museum of Sport Glory, a research Institute of Tourism, and a Tourist information and Methodological Center. In this method of organizing a museum tour, the museum has the equivalent value
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General guidelines. Children of Verny tourist and excursion route of the museum orientation is historical, and covers the period of formation and development of Verny (now – Almaty) in the period from the end of the 19th century to the present day. It is necessary to briefly describe the historic period of the city's formation, to determine the role and place of children in its development. Special attention should be paid to the fact that Almaty is a seismic city, the guide should tell about the period of the two strongest earthquakes, as a factor that influenced the organization of children's homes in the city. The guide should use third-person narration, great attention should be paid to the priority of visual impressions, as well as the details of events through museum objects in the Museum of the History of Almaty. In each section of the show, highlight the exhibit, and give the correct presentation of the subject: the period of history, the definition of the object, its role, or specifics. It is important to use the museum technique of displaying an object in the museum space, namely,

to build a planned message: the exhibit name, its utilitarian function, the materials used, the author (if any), the technique, the proprietor, exhibit significance in the tour. It is worth remembering that the excursion display of the museum's exhibits should be selective and correspond to the excursion theme.

During the walking tour, pay special attention to safety requirements. In the route, there are pedestrian crossings and a park area, where it is important to remind about safety measures. In conclusion, summarize the tour information, answer questions in the form of a free conversation.

The excursion's purpose: to form a holistic view among tourists about the peculiarities of Almaty's development through a specific direction in city life, through the attitude towards children.

The excursion objectives: acquaintance with the preserved objects of the children's home; visiting the Museum of the History of Almaty; obtaining new knowledge about the history of Almaty.

The main means of transmitting the material

are both the objects of the city: the territory of the Vernensky Children's Home (today it is the Dynamo stadium, the Museum of the History of Almaty, the Pine Park, the Tourist Information and Methodological Center), and the information richness of the museum space the Museum of the History of Almaty and the Museum of Sports Glory.

The tour route (Figure 4): The children's home territory during the late 19th and early 20th century.

1) The territory of the workshops is now the Dynamo Stadium (Almaty, Nurezai Batyr, 89).

2) Vernensky Children's Home is now the Museum of the History of Almaty (132 Kabanbay Batyra Street, Almaty).

3) The Museum of the History of Almaty (132 Kabanbay Batyra Street, Almaty).

4) The Pine Park at the Vernensky Children's Home is now Karagaily Park (6WXP+W9H, Kabanbai Batyr Street, Almaty).

5) The Government Facility of the director of the Vernensky Children's Home is now a Tourist Information and Methodological Center, the Museum of Sports Glory (Almaty, Seifullin Avenue, 551).

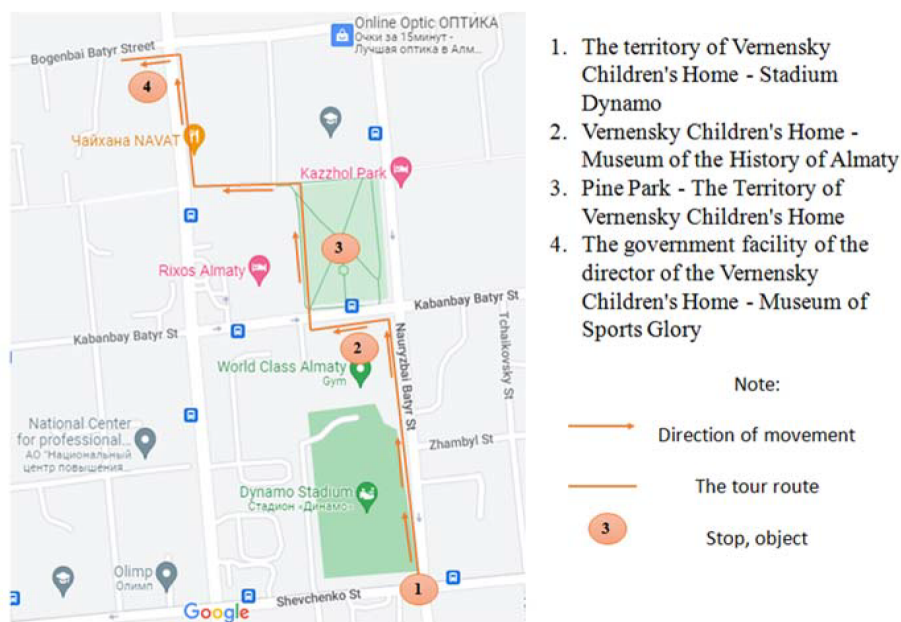


Figure 4 – The schematic map of Children of Verny – tourist and excursion route – in the museum field (compiled by the authors)

The fifth stage is the *approbation and implementation of the developed route*, the technological map, and the schematic map of the excursion into the educational and professional activities of the entities of tourist education and the business environment. In this stage, the specialist is faced with the task of determining the strategy for promoting the route, the results of the study are published in reputable publications, for further use as a theoretical and practical material for specialists in the tourism industry, guides, and local historians.

These stages of the study make it possible to form routes that are diverse in theme and information richness in museum tourism and contribute to its further growth and can also be the basis for conducting educational and training excursions to improve the quality of trained personnel.

Conclusions. Museum tourism in the Republic of Kazakhstan has been developing for a long time only as an element of various types of tourism, or in the context of cultural and sightseeing tourism, but not as a separate and independent type of tourism. Today, it is necessary to form new tourist offers, diverse in their fullness. In this regard, museum tourism can become a quite popular type of tourism in Kazakhstan. The conducted studies, the results of which are presented in this article, allow drawing the following conclusions:

Museum tourism is a prospective and popular type of tourism for the Republic of Kazakhstan, which has not only a wide range of tourist attractions but also all the necessary historical, cultural, tourist, and resource potential. Thus, Kazakhstan is a country with a rich history and authentic culture, the versatility of which can be learned with the help of

museums as the centers of information and authentic exhibits.

At present, tourism specialists are faced with the task of developing interesting and competitive tourist offers in the field of museum tourism. In this regard, the authors have proposed a proprietary methodology for the formation of a tourist and excursion route involving the museum space as the main and additional object of the excursion.

The training of specialists in the tourism industry should reflect modern trends and requirements. For this purpose, competencies in the museum field should be necessarily included in the development of educational programs, and new tourist offers for museum tourism should be developed within the walls of specialized universities and undergo detailed testing as training routes.

Thus, the development of museum tourism, a relatively new direction for the Republic of Kazakhstan, should become a priority, and the development of new tourist offers should be systematic and meet the basic methodological requirements.

Acknowledgments. The Republic of Kazakhstan has all the necessary historical and cultural resources for the development of museum tourism. Now the most important task is the process of methodological support, the development of new tourist offers, tourist and excursion routes, where the museum is the major object of the visit. The museum culture of the country is actively continuing its growth, and in recent years, the museum has become not just a repository of exhibits but has turned into a center of cultural life, and a platform for intercultural dialogue.

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Хат-хабарга арналган автор (бірінші автор)	Автор для корреспонденции (первый автор)	The Author for Correspondence (The First Author)
Губаренко Анастасия Вячеславовна – PhD докторы, қауымдастырылған профессор м.а., Халықаралық туризм және меймандостық университеті, Түркістан қ., Қазақстан, e-mail: gersedat@mail.ru, ORCID: https://orcid.org/0000-0002-9237-1612	Губаренко Анастасия Вячеславовна – доктор PhD, и.о. ассоциированного профессора, Международный университет туризма и гостеприимства, г. Туркестан, Казахстан, e-mail: gersedat@mail.ru, ORCID: https://orcid.org/0000-0002-9237-1612	Gubarenko Anastassiya Vyacheslavovna – PhD, acting associate professor. International University of Tourism and Hospitality, Turkestan, Kazakhstan, e-mail: gersedat@mail.ru, ORCID: https://orcid.org/0000-0002-9237-1612