

7. АОММ. 13-к., 21-т., 19-іс, 444-465-пп.
8. АОММ. 13-к., 21-т., 20-іс, 121-129-пп.
9. ҚР ПМ. 708-к, 21-т. 649-іс. 46-п.
10. ҚР ПМ. 708-к. 26-т., 825-іс. 16-п.
11. ҚР ПМ 708-к. 26-т. 829-іс. 126-п.
12. Ақтөбе Энциклопедия. «Отандастар-Полиграфия» ЖШС баспасы, -Ақтөбе 2001. 111 бет.
13. АОММ. 13-к., 21-т., 19-іс, 313-п.
14. Есеркепов А.К. Социально-экономическое развитие Западного Казахстана во второй половине XX века: на примере Актыобинской области. Диссертация на соискание ученой степени к.и.н. М., 2007, 148 с . 93 бет.
15. Ақиқат. 2010 жыл. № 8.ХҒТАР 68.35.01

SRSTI 71.37.01

HISTORICAL CULTURAL HERITAGE AND TOURISM: PROBLEMS OF INTERACTION AND CONFRONTATION (ON THE EXAMPLE OF THE AKTOBE REGION)

M.ZH. OMIRZAKOVA, D.U. DOSMYRZA

K.Zhubanov Aktobe Regional State University, Aktobe, Kazakhstan

Андағпа. Тарихи және мәдени тақырыптар әрдайым әр түрлі деңгейлерде өзіне назар аудартады және туризм саласы да осыдан тыс қалмайды. Мәдени туризм - туристерді әртүрлі қалалардың, аймақтардың, елдердің мәдени мұрасымен таныстырудың көптеген тәсілдерін біріктірген туризмнің кең таралған түрлерінің бірі. Мақалада «мәдени туризм» түсінігі ашылып, мәдени және сәулеттік мұраны сақтау мәселелері қарастырылған. Бұл мәселе қазіргі кезде өркениетті қоғам алдында тұрған маңызды міндеттердің бірі болып табылады. Сондай-ақ, Ақтөбе облысының тарихи-мәдени мұра объектілеріне SWOT талдау берілген.

Кілт сөздер: туризм, тарихи- мәдени ескерткіштер, кесенелер, саяхат.

Аннотация. Историко-культурная тематика неизменно привлекает к себе внимание на самых разных уровнях, и сфера туризма не является исключением. Культурный туризм — один из наиболее распространенных видов туризма, вобравший в себя многочисленные способы знакомства путешественников с культурным наследием тех или иных городов, регионов, стран. В статье раскрывается понятие «культурный туризм», рассматриваются вопросы сохранения культурного и архитектурного наследия. Данная проблема является одной из важнейших задач, стоящих в настоящее время перед цивилизованным обществом. А также, дана SWOT анализ объектов историко – культурного наследия Актыобинской области.

Ключевые слова: туризм, историко-культурные памятники, мавзолеи, путешествие.

Abstract. Historical and cultural subjects invariably attract attention at various levels, and the tourism industry is no exception. Cultural tourism is one of the most common types of tourism, which has incorporated numerous ways of introducing travelers to the cultural heritage of various cities, regions, countries. The article reveals the concept of "cultural tourism", discusses the preservation of cultural and architectural heritage. This problem is one of the most

important tasks currently facing a civilized society. And also, a SWOT analysis of the objects of historical and cultural heritage of the Aktobe region is given.

Key words: tourism, historical and cultural monuments, mausoleums, travel.

The preservation of historical and cultural heritage is a specific field of knowledge that is interdisciplinary in nature and has a certain ideological orientation. Scientific basis for the preservation of cultural heritage is associated with such disciplines like history, archeology, history of architecture and art history. This problem is addressed by a fairly narrow circle of scientists, by gender their activities related to the work of public and state organizations for the protection of monuments. Cultural protection heritage is an essential social phenomenon plan. It is inconceivable without scientific research, ascetic activity of museum workers, the state [1].

From this, we can conclude that improvement of a sphere-like tourism will be beneficial for our country. Because, Kazakhstan has a lot of natural, historical-cultural sites which stand on a par with foreign attractions.

Especially Aktobe, have a lot of opportunities for developing cultural tourism. In this article, we will talk about seven historical and cultural places which will show us the potential of tourism in Aktobe. They are chosen from every region of Aktobe. They are Alga, Bayganyn, Mugalzhar, Temyr, Kobda, Khromtau and the city Aktobe.

First of all, the monument of Abul Khair Khan. The majestic monument was opened in 2000 and has become one of the favorite attractions of citizens and guests of Aktobe. The total height of the monument is 12.3 m. The height of the sculpture is 2.8 m. The authors of the monument to the Great Khan are the famous Kazakh sculptor E. Sergebaev and architects B. Egimbaev and N. Kozhagulov. The Raised hand of Abul Khair Khan calls on the people to unity and the desire for victory. Also, the horse is a symbol of freedom. Honor and respect Abul Khair Khan earned during his lifetime for courage and military tactics and strategies. Also, he was not only an excellent commander but also a skilled diplomat. Nowadays, a monument of Abul Khair Khan situated in Aktobe near the park after Kunanbayev A [2].

Kobda- a special place which includes a lot of mausoleums of great batyrs' of Kazakh steppe. There is we can find the mausoleum of Kobylandy Batyr, Abat Baytak. The burial place of Koblandy batyr is located on the left bank of the Kobda River. In 1995, a stone with an inscription was installed at the burial site, and a year later the remains of the batyr were reburied, the territory is fenced. The mausoleum, which was erected by Koblandy batyr in 2007, has no analogs among similar structures of the 21st century. unique in its architectural appearance. The height of the mausoleum is 17.5 meters, the width is 12 [3]. Abat Baitak Mausoleum is an architectural monument of the XIV-XV centuries. The only and rare sculptural monument in Western Kazakhstan, Abat Baitak, is located twelve kilometers east of the village of Beskopa [4].

Mazar Yeseta Batyr is located in the Alga district. The Mazar has a cubic base and a helmet-shaped dome. Mazar was founded in 1992 in honor of the celebration of the 325th anniversary of Tarhan. At the moment, there is a memorial complex with a free house for spending the night and a dining room for a funeral dinner [6].

There is another wonderful mausoleum which is located in the Baiganyn. Namely, it is located in the necropolis Karasakal, which is 60 km southwest of the village of Zharkamys. In 1988, Mazars were updated and a three-domed mausoleum and “kulpytas” were installed over the grave of the batyr. Baktybai Batyr Tolesuly was born in 1698 and is one of the faithful followers of Abulkhair Khan. Despite the fact that he was only 15 years old, he distinguished himself from his peers in courage and courage. It should be noted that at such a young age he was in the detachment of Khan Abulkhair. The batyr units made an invaluable contribution to the victory over the enemy in the Bulantinsky and Anirakai battles. The role of Baktybai Batyr, whose name has turned into a war cry and has been preserved on the lips and in the memory of the people, is invaluable in the history of the Kazakh people [7].

The mausoleum of Kotybar Basenuly is located in the Alga district, 15 km. west of the village of Akkemer. The building is 12 meters high, decorated with Kazakh ornaments inside and out. In front of him are three stone boulders on which the tamgas (patrimonial signs) of 29 genera of the main tribal associations are carved: alim, shomen, bayuly, and jetira. They are a symbol of the unity of the Kazakhs of the Younger Zhuz. Also in front of the mausoleum, you can see a tombstone with the names of friends of Kotybar. Kotybar himself was a fighter against colonialism [8].

The Oysylkar Antiquity is located 2 kilometers from the Oysylkar settlement of the Khromtau district. The name Oysylkar means the patron spirit of camels and the keeper of camel herds. Archaeologists have revealed that the monument was built in the XVIII - the beginning of the twentieth century. Necropolis is a cemetery with an area of 100 by 170 meters, consisting of 150 gravestones. In the center of the cemetery, there is a monument of iron, painted in green. It is here that Saint Oysylkar is buried [9].

Historical and cultural subjects invariably attract attention to the most different levels, and the tourism industry is no exception. Cultural tourism - one of the most common types of tourism, which has absorbed numerous ways to familiarize travelers with the cultural heritage of various cities, regions, countries [10].

At the same time as improving the infrastructure of cultural tourism and raising public interest in certain historical and cultural monuments and tourist clusters corresponding profile continues to create thematic routes, which should integrate these monuments, and provide infrastructure [11].

For analyzing data that we found from literatures, was chosen a method «SWOT».

Table 1. Monument of Abul-Khair Khan

S	W
<ul style="list-style-type: none"> * Located in the center of the city * Does not require money to visit * Nearby is the boulevard named after Abaya 	<ul style="list-style-type: none"> * Information regarding Batyr is not located nearby
O	T
<ul style="list-style-type: none"> * Put up a bulletin board in three languages 	<ul style="list-style-type: none"> * Destruction of the monument by local vandals

Table 2. Kobda

S	W
<ul style="list-style-type: none"> * Unique historical site * Does not require a lot of money to visit 	<ul style="list-style-type: none"> * Information regarding Batyr is not located nearby * Infrastructure is not developed * Few places to sleep * There are no conditions for foreign tourists
O	T
<ul style="list-style-type: none"> * Build a special hotel near the monument * Build a small restaurant for tourists * Hire guides who speaks on several languages or digitalize information about this place, making a program through which you can watch and listen to information about the place through the phone 	<ul style="list-style-type: none"> * Environmental issues may occur * Due to undeveloped infrastructure, may occur an anti-advertising for tourists

Table 3. Mazar Yeset Batyr

S	W
<ul style="list-style-type: none"> * Widely known * Located near the road * There is a free house for the night and a dining room for funeral lunches 	<ul style="list-style-type: none"> * The language barrier between foreign tourists and the person who represents this area * Shortages for all places for spending the night and in general for funeral dinners
O	T
<ul style="list-style-type: none"> * It is possible to attract a lot of tourists by advertising the holiness of this object * It is possible to develop a special application in English 	<ul style="list-style-type: none"> * There are no conditions for foreign tourists

Table 4. Mazar Baktybai Batyr

S	W
<ul style="list-style-type: none"> * The area is far beyond the city and has untouchable nature 	<ul style="list-style-type: none"> * This object is far from the city, respectively, a lot of problems with the infrastructure of the area. * Not very well known among the people
O	T
<ul style="list-style-type: none"> * Camping construction 	<ul style="list-style-type: none"> * Pollution

Table 5. Mausoleum of Batyr Kotybar

S	W
<ul style="list-style-type: none"> * Very popular among citizens 	<ul style="list-style-type: none"> * No options for foreign tourists

* The infrastructure of the area is more or less developed compared to other historians in cultural areas	* Overnight stay is not provided.
O	T
* Arrange with local residents on the provision of overnight accommodation for tourists thereby improving the local economy.	* In addition to environmental problems, there may be problems with local residents who will not be completely happy about the noise due to tourists

Table 6. Oisylkara Antiquity

S	W
* Located near the city * Does not require large expenses for visiting%%	* Not widely known among people. * Not much information about this object * This place is not at all ready to receive foreign tourists.
O	T
* It is possible to develop a special application in English	* Since the monument is not fenced off, there is a possibility of destruction by animals

Table 7. Necropolis of Maulimberdy

S	W
*The area has untouchable * Like all of the above objects does not require a lot of money for visiting	* Necropolis is not protected from natural phenomena * This place is not ready to receive foreign tourists.
O	T
* To fence the plot * Put a bulletin board in different languages * Build a small house for tourists	* Since the monument is not fenced off, there is also a possibility of destruction by animals

According to A. I. Zaitseva, «models of using objects of cultural and historical heritage are used in various types of tourism: D.V. Bugrov. Historical heritage as a resource of tourist potential of the regions sightseeing, educational, ethnographic, environmental, rural. The choice of this or that model should correspond to national features and traditions of the country or region» [12] .

On the example of seven sites that were discussed, one can generally imagine the general picture of domestic tourism in the Aktobe region. You can also conclude that tourism in the region is poorly developed mainly due to infrastructure and lack of training for visitors from abroad. Nevertheless, thanks to the historian, the cultural places that have been indicated and not only can be concluded about the potential of tourism in this region

References

1. Свичкаръ И.Г. Теоретико-методологические основы сохранения историко-культурного наследия // Вестник Челябинского государственного университета. - 2013. - Т 1. № 12. - С. 90–94.

2. Памятник Абилкайырхана. [Electronic resource]. Официальный туристский портал. URL: <http://visitaktobe.kz/putevoditel/dostoprimechatelnosti/pamyatnik-abilkajyir-xana> (date of the application 10.11.2019)
3. Мавзолей Кобланды батыр. [Electronic resource]. Официальный туристский портал Visit Kazakhstan. URL: <https://visitkazakhstan.kz/ru/guide/places/view/104/> (date of the application 25.10.2019)
4. Мавзолей Абат Байтак. [Electronic resource]. Международное информационное агенство. URL: https://www.inform.kz/ru/mavzoley-abat-baytak_a2373193 (date of the application 29.10.2019)
5. Есет батыр – любимец Всевышнего и защитник народа. [Electronic resource]. Сакральный Казахстан. URL: https://ru.sputniknews.kz/Sacral_Kazakhstan/20171003/3397331/eset-batyr-lyubimes-vsevyshnego-i-zashchitnik-naroda.html (date of the application 05.11.2019)
6. Мавзолей Бактыбая – Толесулы. [Electronic resource]. Сакральные места. URL: <http://visitaktobe.kz/putevoditel/sakralnyie-mesta/obektyi-oblastnogo-znacheniya/mavzolej-baktyibaya-tolesulyi> (date of the application 05.11.2019)
7. Мавзолей батыра Котибар Басенулы. [Electronic resource]. Интерактивная карта.объекты. URL: <http://visitaktobe.kz/interaktivnaya-karta/obektyi/mavzolej-batyira-kotibar-basenulyi> (date of the application 15.11.2019)
8. Некрополь Ойсылкара. [Electronic resource]. Путеводитель Ақтөбе. URL: <http://visitaktobe.kz/putevoditel/dostoprimechatelnosti/mavzolei/nekropol-ojsyilkara> (date of the application 15.11.2019)
9. Мазар Маулимберди Аулие. [Electronic resource]. Путеводитель Ақтөбе. URL: <http://visitaktobe.kz/putevoditel/dostoprimechatelnosti/mavzolei/mazar-maulimberdi-aulie> (date of the application 20.11.2019)
10. Бургов Д.Б. Историческое наследие и этнокультурные традиции как ресурс развития туристского потенциала регионов //Известия УрФУ. Серия 2. Гуманитарные науки. - 2017. - Т. 19. № 4 (169). - С. 268–278
11. Александрова А.Ю., Аигина Е.В. Туристский вектор в актуализации культурного наследия // Современные проблемы сервиса и туризма. - 2016. - Т. 10. № 2. - С. 19–28.
12. Зайцева А.И. Модели использования объектов историко-культурного наследия в экскурсионно-познавательном туризме // Вестник Кемер. гос. ун-та - 2015. - Т. 7. № 2. - С. 78–81.