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THE IMPACT OF FESTIVALS ON THE PROMOTION OF EVENT TOURISM IN KAZAKHSTAN

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The impact of festivals on the promotion of event tourism in Kazakhstan

Abstract. Kazakhstan, special attention is paid to the formation of the country's tourist image and the promotion of the national tourist product in the world market of tourist services. For this purpose, Kazakhstan's annual participation in major international exhibitions and fairs is ensured. Event tourism is a progressively developing type of tourism. Festivals play an important role in event tourism, as they are its core and can attract a huge influx of tourists and influence the sustainable development of tourism in the country. Kazakhstan has hidden potential for organizing various festivals that can help increase the number of travelers. Event tourism is developed by hosting various large-scale events, the main purpose of which is the development of domestic tourism and contribution to the country's economy. Event tourism is one of the catalysts for the development of tourism infrastructure, contributing to the formation of a positive image of the region as a tourism industry. All effects, both positive and negative, from hosting events should be assessed to achieve strategic objectives for the development of tourism in the region.

Key words: event tourism, festival, socio-cultural impact, economic impact, tourism.

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Қазақстандағы оқиға туризмінің өркендеуіне фестивальдердің әсері

Аңдатпа. Қазақстанда туристік имиджін қалыптастыруға және туристік қызметтердің әлемдік нарығында ұлттық туристік өнімді ілгерілетуге ерекше көңіл бөлінеді. Осы мақсатта Қазақстанның жыл сайын ірі халықаралық көрмелер мен жәрмеңкелерге қатысуы қамтамасыз етіледі. Оқиға туризмі прогрессивті дамып келе жатқан туризмнің түрі болып табылады. Фестивальдар іс-шара туризмінде маңызды рөл атқарады, өйткені олар оның құрамдас элементтері, сонымен қатар туристердің үлкен ағынын тартып және елдегі туризмнің тұрақты дамуына әсер етеді. Қазақстанның саяхатшылар санын арттыруға көмектесетін түрлі фестивальдерді ұйымдастырудың жасырын өлеуеті бар. Іс-шара туризмі әртүрлі ауқымды іс-шаралар арқылы дамып келеді, оның басты мақсаты ішкі туризмді дамыту және ел экономикасына үлес қосу. Іс-шара туризмі туризм инфрақұрылымын дамыту катализаторларының бірі болып табылады және туристік индустрия ретінде аймақтың оң имиджін қалыптастыруға ықпал етеді. Аймақтағы туризмді дамытудың стратегиялық мақсаттарына қол жеткізу үшін оқиғалардың оң және теріс әсерлері бағалануы керек.

Түйін сөздер: оқиға туризмі, фестиваль, әлеуметтік-мәдени әсер, экономикалық әсер, туризм.

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Влияние фестивалей на продвижение событийного туризма в Казахстане

Аннотация. В Казахстане особое внимание уделяется формированию туристского имиджа страны и продвижению национального туристского продукта на мировом рынке туристских услуг. Для этого обеспечивается ежегодное участие Казахстана в крупных международных выставках и ярмарках. Событийный туризм – прогрессивно развивающийся вид туризма. Фестивали играют важную роль в событийном туризме, поскольку они являются его неотъемлемыми элементами и могут привлечь огромный приток туристов и оказать влияние на устойчивое развитие туризма в стране. Казахстан имеет скрытый потенциал для организации различных фестивалей, которые могут способствовать увеличению числа путешественников. Событийный туризм развивается путем проведения различных крупномасштабных ивентов, главной целью которых является развитие внутреннего туризма и вклад в экономику страны. Ивент туризм является одним из катализаторов развития туристской инфраструктуры, способствует формированию положительного имиджа региона как туристской отрасли. Все эффекты, как положительные, так и отрицательные, от проведения мероприятий должны быть оценены для выполнения стратегических задач развития туризма в регионе.

Ключевые слова: событийный туризм, фестиваль, социально-культурное воздействие, экономическое воздействие, туризм.

Introduction. Event tourism is currently becoming an increasingly important part of the global economy and an important tool for cultural exchange. Among the many factors contributing to the dynamic development of this area, a particular festival stands out more than sport events, carnivals and fashion shows. The festival is more than just entertainment it's become a way to unite people regardless of age, profession and gender. In addition to this festival promoting the progress of society. It is a place for the exchange of ideas, an opportunity for communication, acquaintance and popularization of cultural heritage. It attracts most people who are interested in culture, traditions, customs, music and art [1]. The role of festivals in tourism development is rising due to the fact that the popularity of festivals is growing every year, attracting more and more tourists. Hosting a festival in a country shapes the image of the city and the country in the world. This is of interest for both academic and practical areas.

Bezirgan M., and Yetginer S. noted in their book the festivals have positive and negative effects on development of event tourism. Study showed that there are five factors with positive impact. It is social image, entertainment opportunities, infrastructure development, local advancement, and economic growth. And four factors with negative impact: environmental risks, social conflicts and traffic problems. The positive factors outweigh the negative ones, as the results of a festival can play an important role in the development of cultural tourism [2].

Festivals can be a platform for cultural exchange and preservation of heritage. This requires consideration of ethnic, religious and local aspects, as well as an understanding of how these events contribute to the formation of tourist identity. The festivals can have a significant and long-term impact on a city's or region's income growth. The authors approved that the positive economic impact continues for several years after the event [3].

Another interesting fact is that before hosting a festival establishing a special brand which has clear market positioning, gives an explicit approach and has a strong marketing strategy. Which may attract more and retain visitors [4].

Support from the government plays an important role in the success of holding festivals. Support can be like promotion of the activity, provision of infrastructure, facilitation of procedures for obtaining permits and licenses [5].

The purpose of the study is to reveal how festivals can impact growth of event tourism in Kazakhstan.

The objectives of the study:

an overview on festivals in other countries and Kazakhstan;

to create a complete and more comprehensive picture of the studied issue with emphasis on their role in cultural tourism and other economic sectors; studying demand factors influencing the development of event tourism in Kazakhstan, covering the target audience, preferences and emerging global trends in this tourism sector.

Materials and methods. The study of the prospects for the development of event tourism in the Republic of Kazakhstan was conducted using a combination of qualitative and quantitative methods. Also the research was done by the following methods and approaches: deduction, statistical and comparison method. First and foremost, the deduction method is allowed to identify the main concepts, key trends and patterns of festivals, and explore impact on the development of the economic sector. The focus was on the importance of festivals in event tourism.

1. Literature review: A comprehensive analysis of scientific publications, industry reports and international case studies was conducted to identify global trends and best world practices in the event tourism sector. The main sources were UNWTO reports and specialized publications on tourism development in emerging markets.

2. Case study method: Successful examples of events in other countries, such as the World Economic Forum, were analyzed with the aim of transferring best practices to the Kazakhstani context.

3. Data Analysis: Statistical data on international and local festivals in Kazakhstan were collected and analyzed from government and industry sources to identify trends and the economic contribution of event tourism.

The combination of these methods allowed for a detailed analysis of the event tourism in Kazakhstan and practical recommendations for its further development.

The comparison method has provided a detailed overview and comparison of the different types of festivals that are organized each year in different countries. This allowed us to assess which festivals are in demand and opportunities in the organization in Kazakhstan. It was important to understand what factors can impact the promotion of event tourism in Kazakhstan.

Results. Upon reviewing the definition of the word "festival" in various countries study showed that it is similar in thought and meaning everywhere. It is a holiday, a special event and celebration. [6].

Mishina T.V. et al argues: "A festival is a social phenomenon that has a festive form of embodiment, intended to demonstrate musical, theatrical, aesthetic, sporting, creative and other achievements" [7, p. 23].

Every year various festivals are held in different

spheres, scales and types. The largest ones are in the film industry, fashion, music and sports. For example, in the film industry: Cannes, Shanghai, Karlovy Vary, Locarno, Montreal, etc. Music festivals are Coachella, Bonnaroo, Glastonbury, Lollapalooza, Austin City Limits, etc. The largest sports festivals in the world are the Olympic Games, the FIFA World Cup, the Tour de France, etc. The most fashionable Fashion festivals: Paris Fashion Week, Milan Fashion Week, New York Fashion Week and London Fashion Week.

Organizing festivals brings economic benefit. Income is received not only by the organizers, but also by other sectors of the economy. For example, the sphere of services is hotels, cafes, bars, etc.

According to research from consulting firm Angelouconomics Austin City Limits in the 2023 music festival generated \$499.9 million in revenue for Austin. Visitors spent \$111.5 million on food and beverages and \$53.9 million on hotels. The festival paid \$28.1 million to artists and performers [8].

Figure 1 shows how much revenue different festivals generate around the world in the countries which they are held annually, and the approximate number of visitors [9]. According to the diagram Outside Lands Music & Arts Festival is the highest grossing festival in the world in 2023, with revenues of over \$40 million. In second place are HARD Summer Music Festival and Phish: Riviera Maya, which grossed \$29.9 million and \$22.15 million.

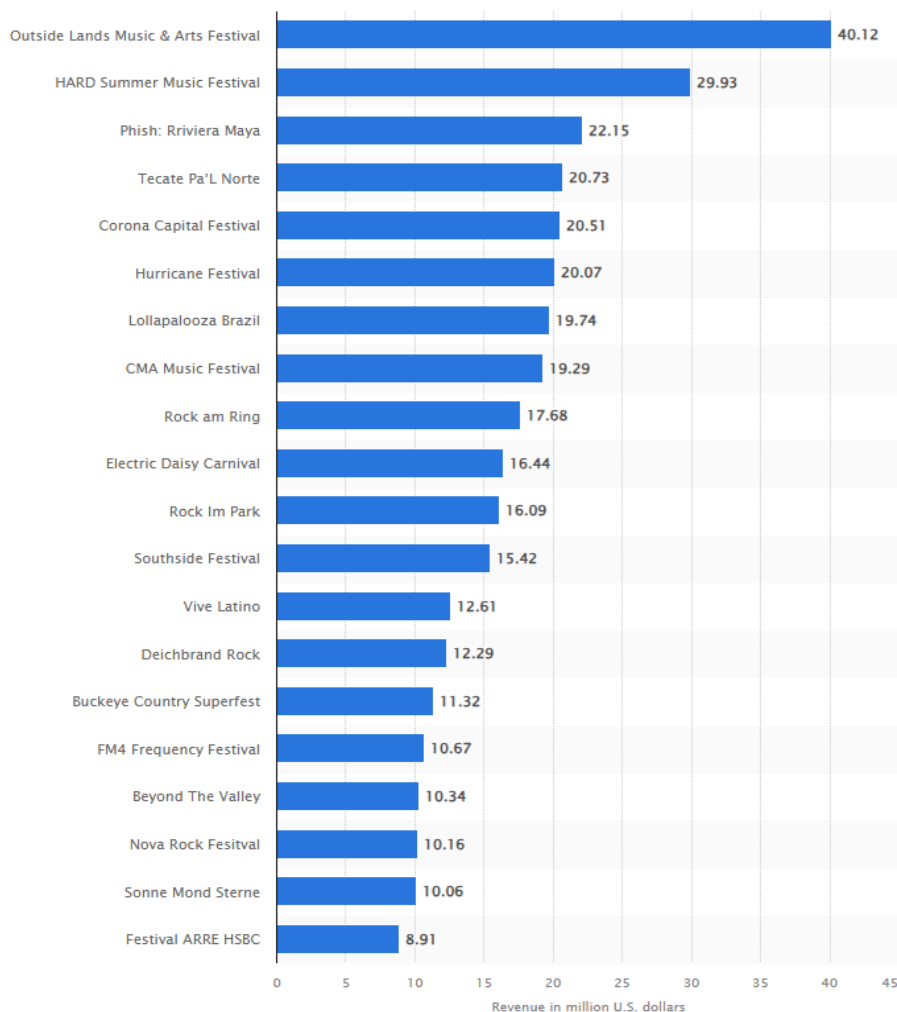


Figure 1. The festivals with high incomes around the world (2023)

The festival not only affects the economic spheres but also affects the social spheres of the country. A prominent example of a festival is Jinhae Gunhangjae Festival in South Korea. History of the festival started

when residents established the statue of Admiral Yi Sun-sin at Bukwon Rotary for the first time in Korea and held a memorial ceremony commemorating Admiral Yi because it coincides with the cherry blossom season.

The government decided to impoverish this event. Gradually it became the Jinhae Gunhangje Festival. The parade march, military band and guard of honor procession are held. Thanks to these two bright events alone, all participants and spectators can get acquainted with the rich history of Korea and enjoy the cherry blossoms. In 2023 Jinhae Gunhangje Festival visited around 4,5 million people. The festival runs for 10 days. Usually, festivals start from March 25 to April 5, but each year the dates can change depending on the weather [10].

Kazakhstan is a huge country with vast territory. National company “Kazakh Tourism” adopted the conceptual directions of tourism development - the concept “4E” (Eso - ecotourism, Ethno - ethnotourism, Event - event tourism and Entertainment - entertainment tourism) and the concept “E-Tourism” [11].

Discussion. According to the statistics made by Kazakh Tourism, in recent years, event tourism in Kazakhstan has established itself as one of the key factors in attracting domestic and foreign tourists. Starting from 2018, Kazakhstan begins to actively participate in international exhibitions, carries out promotion on platforms (Euronews, CNBC Arabia, CGTN, The Business Year, etc.), announces the launch of the project “Tourism Ambassadors of the Republic of Kazakhstan” (popular singer Dimash Kudaibergen, famous cosmonaut Talgat Musabayev, etc.). Also, the national company organized a series of expeditions, events and business events. For example, large-scale expeditions to 20 mountain peaks and 20 natural objects of the country were conducted. Ethno Festival “Koshpendiler Alemi” and media forum “Travel Media Talks” were held. At the end of 2018, for the first time in history, the national tourism award “National Tourism Awards 2018” took place. Kazakhstan improved its position in the world ranking of tourism

of the World Economic Forum and took 66th place among 117 countries. It was also mentioned in major publications: the Telegraph, Conde Nast Traveler and Aviasales as a travel destination. Since the beginning of 2022, state support measures have been introduced, including Kazakh Tourism, which has become the operator of the Kids go free program. 1500 children used the program per year. For every tenge spent, 5 tenge returned to the economy. The coverage of the eQonaq information system increased 40 times to 65,000. accommodation. Digital modules eShagym and eGuide were created as part of digitization.

Also in 2023, a number of projects were implemented, such as the launch of the NeoNomad campaign, where participants who visited 20 special photo spots will receive prizes from project partners. The “Mark of Quality” program was launched. More than 50 facilities are certified under the program. 5 grand routes have been formed: Almaty 4 seasons, Great Silk Road, Mangistau, Saryarka and Altai. 7,000 people have been covered as part of the work on improving the qualifications of tourism workers through the organization of training events, trainings, seminars, including in online format [12].

Under the informational support of the national company “Kazakh Tourism”, a number of exciting and bright festivals and sports events are being held in Kazakhstan. Usually, festivals for Kazakhstan are a touch of history and traditions. Kazakhstan festivals preserve the traditions of ancestors, which arose many centuries ago in the huge plains of the steppes. As in ancient times, for such mass events there are folk games, national dishes, fairs and workshops by artisans. At the main festivals traditional yurts are displayed, men and women dress in national costumes, you can hear folk songs and see folk dances. Table 1 shows which annual festivals take place in Kazakhstan.

Table 1 – List of festivals in Kazakhstan

Name	Time	Location
Kokmaisa	beginning of May	Ulytau district of Karaganda region
Uba Chants Ethnic Folk	mid-July	Ridder, East Kazakhstan region
National Horse Games	October	Astana and Almaty
Burabike Fest	late August	Akmola region
Okunkol Fishing	early September	Almaty Province
Apple Fest	mid- September	Almaty
Kansonar Fest	mid-December	Akmola region
Nauruz	end of March	All regions
<i>*Compiled by the authors</i>		

At the «Kokmaya» festival, held in the foothills of the Uluru mountains, guests can enjoy traditional games such as «kzeremokpar» (fighting for a goat on horses), «azurypischchah» (horse wrestling) and «zamba tatou» (shooting from a bow at hanging targets). In addition, craft exhibitions and national food tastings are organized [13].

The «Kazakh Eli» festival in Almaty demonstrates the richness of Kazakh culture through national games, music and crafts. Participants can try traditional dishes, buy handmade products and participate in workshops [14].

The Nauryz festival, which combines the ethnocultural of Central Asia with modern music, fashion, cuisine and crafts. This is an open-air spring neo-ethno festival that brings together creative youth and lovers of cultural events. Balloon Festival - Konaev International Balloon Festival 2024 was held in July. The 25 of the most beautiful balloons brought from all over the world, hundreds of colorful kites, a rich and diverse program, including unusual photo zones, children's and youth playgrounds, a fair of masters, performances by musical performers, theater artists, circus, contests, art performances and raffle prizes - all this were at the Konaev International Balloon Festival.

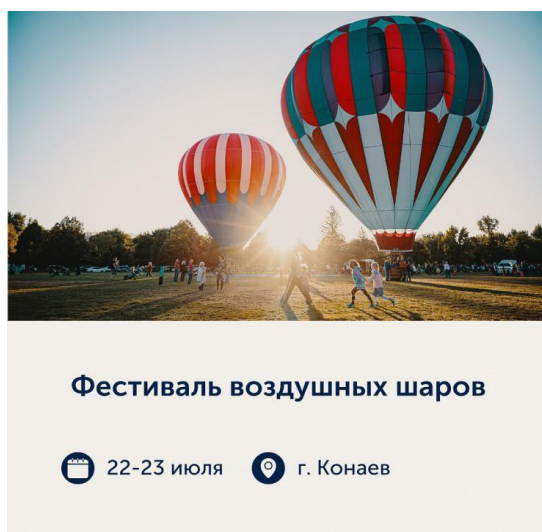


Figure 2 – Konaev International Balloon Festival (Kazakhstan, 2024)

Drive Nomad Fest 2024 stands out among the exciting events that attract motorists and naturalists. This festival is unique in that it unites drivers and travelers who explore the beautiful wild nature of Kazakhstan in their cars. Drive Nomad Fest provides an opportunity for participants to overcome mountain passes, roam the steppes and enjoy the beauty of Northern Kazakhstan. This unique event provides unforgettable impressions and emphasizes the spirit of travel in Kazakhstan.

The three-day festival of camping tourism, caravanning and road trips “Drive Nomad Fest” was held in Burabay. The initiator of the event was the Kazakhstan Association of Camping Tourism and Caravanning with the support of the city Administration, the Regional Chamber of Entrepreneurs. The festival is located in a picturesque location - near the Maloe Chebachye lake, near the village of Akylbay. More than 100 auto travelers from different regions of Kazakhstan and abroad took part in the event. Also, representatives of camping, glamping, manufacturers of goods for auto

tourism, tourist clubs and associations, bloggers, state bodies, and other public organizations participated in the festival [15].



Figure 3 – Oyu Fest

Almaty city hosts international competitions in such spectacular sports as cross-country skiing, ski jumping, alpine skiing, snowboarding and ice speedway. Tourists who are keen on running can be

attracted by the annual marathon “Courage to be the first” (held in April), as well as the July international athletics competition “Memorial G. Kosanov” and such an unusual option as running along the stairs of the high-mountain dam “Medeu” in September.

Those who prefer water sports should visit the Ile-Balkhash Regatta in the Tamgaly tract (April-May) and the sailing regatta on the Kapchagay Reservoir (June). But vacationers who are fond of rock climbing or hiking should go on a trip in July: that is when the region hosts the Shymbulak - Nursultan Peak alpiniaid and the Dzungaria tour along the Central Ridge of the Dzungarian Alatau.

Through sports, one can also get acquainted with the culture of the country: for this, it is worth going to competitions in national equestrian sport in May and August as well as visiting tournaments in the national sport “Kazakh Kuresi” (May-June, October). A number of sport events like FIS Ski Jumping World Cup and the World Junior Water Polo Championship took place. The International One-Day Cycling Race “Almaty Tour”, the Eurasian Curling Cup, the Open Figure Skating Championship of the Republic of Kazakhstan, and a stage of the Short Track Championship of the Republic of Kazakhstan, the Cross-Country Skiing

and Biathlon Cup of the Republic of Kazakhstan, the Ice Hockey World Championship were held in Kazakhstan.

Throughout the year, the region hosts festivals of modern dance styles “Energy Youth” and festivals of extreme and street sports [16].

Conclusion. We can highlight that Kazakhstan is a young independent country, but with a rich and huge history of thousands of years. Compared to other countries, Kazakhstan has not long ago begun to use the potential for the development of the tourism industry. Based on the review of festivals and various events that take place, an understanding comes that there is potential to organize more. The size of festivals can be: large or small, different themes, related. modern requests and related to historical events. The creation of unique events allows to attract more people and opens new horizons for the development of cultural tourism. Thus, the development of event tourism through festivals gives in Kazakhstan there is potential for positive economic and social impact. Correspondence is this will lead to increased income and business development, infrastructure development, image formation and most importantly will lead the country to development.

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