

Tleukeev J.A*., Esenova A.E., Arapova K.M.

candidate of Historical Sciences, M.Auezov SKU. Shymkent, Kazakhstan
candidate of Sociological Sciences, M.Auezov SKU. Shymkent, Kazakhstan
master's degree, senior lecturer, M.Auezov SKU. Shymkent, Kazakhstan

**THE ROLE OF ETHNOPARKS AS ONE OF THE MEANS OF IMPLEMENTING
THE «ROUHANI ZHANGYRU» PROGRAM**

Автор корреспонденции: tleukeev77@bk.ru

Abstract: Culture determines the level of development of any nation. The Kazakh people, being a part of the world community, is a society with a highly developed culture and identity. The Kazakh people are one of the few in the world who have been preserving and honoring their culture and traditions for many centuries.

Nevertheless, under the influence of external factors, the original culture of the Kazakhs is experiencing a crisis these days. Today there are few people who develop folk crafts, young people forget about traditions, national cuisine is also forgotten. In this regard, the creation of an ethnopark in Kazakhstan is very important, this project will solve pressing problems by involving young people and other target groups in the idea of preserving and developing national culture. Moreover, the involvement of target groups in the project will help to assist them in social adaptation and self-development

Keywords: Ethnopark, Rukhani Zhangyru, original culture, national traditions, social adaptation, external factors, patriotism, society, tolerance.

Introduction. Culture determines the level of development of any nation. The Kazakh people, being a part of the world community, is a society with a highly developed culture and identity. The Kazakh people are one of the few in the world who have preserved and honored their culture and traditions for many centuries.

Nevertheless, under the influence of external factors, the original culture of the Kazakhs is going through a crisis these days. Today there are few people who develop folk crafts, young people forget about traditions, national cuisine is also forgotten. In this regard, the creation of an ethnopark in Kazakhstan is very important, this project will solve pressing problems, involving young people and other target groups in the idea of preserving and developing the national culture. Moreover, the involvement of target groups in the project will help to assist them in social adaptation and self-development.

Theoretical analysis. In the Republic of Kazakhstan today there are no ethnoparks or other projects aimed at solving these problems in a complex. The ethnopark will have a positive impact on the development of culture, as well as on the popularization of ideas for its development, through the transfer of skills and knowledge within this corner. The creation of a park of "copies of ethno - cultures" is one of the means of preserving the memory of the cultural heritage of our ancestors, ethnic culture, the development of tolerance towards the peoples living in Kazakhstan.

The concept of activity defines the basic principles and mechanisms for creating and directions of development of a modern multifunctional ethnocultural complex, performing functions of a socio-political and business nature of the international level, first of all, as a center of cooperation focused on the preservation, rational use, popularization and development of the ethnocultural heritage of peoples, and also on the development of cultural tourism.

The location of the complex is the territory of the city of Shymkent. In the conditions of independence, sovereignty and further modernization of all aspects of the life of Kazakhstani society, many problems have arisen related to the revision of the role of leisure. One of the important tasks of Kazakhstani society, which requires an early solution, is the revision of the old and the introduction of new directions in the conduct of leisure and its impact on the educational process and the growth of self-awareness.

The ethnopark has an educational character that develops patriotism and civic consciousness.

The rate of intensive growth of Shymkent, construction of housing, industrial facilities with technogenic load in recent decades has had a negative impact on the environment and, in particular, on green spaces, causing the problem of preserving and improving the environment, creating conditions that have a beneficial effect on the psychophysical state of a person.

Vegetation, as an environment-restoring system, ensures the comfort of living conditions for people in the city, regulates the gas composition of the air and the degree of its pollution, reduces the influence of the noise factor and is a source of aesthetic recreation for people.

In most of the parks, the assortment of trees is poor; zones for games, sports, and cultural events are lacking. In addition to two specialized parks (a zoo and an arboretum), the city lacks a sports park, a children's park, a water sports center, and an exhibition park. Also, the network of boulevards, squares, pedestrian streets and bicycle paths is not developed.

Earlier in the city of Shymkent, the Ken-Baba ethnopark was opened, which was created for the development of crafts, but the lack of the scale of the project and competent marketing actually ceased to exist as an ethnopark, and at this time it is more of a food court. Ethnographic courtyards are an object of entertainment and recreation, a variety open air museum created using life-size mock-ups or replicas for the entertainment and leisure industry. Ethnic yards are focused on preserving the worldview and culture of the country's traditional peoples with the help of modern, including information technologies, and, thus, are sometimes considered in the context of organizing interaction between the country's indigenous peoples and the industrial economy. Ethnic courtyards in different countries of the world are narrowly oriented. For example, in Egypt there is the "Pharaohs Park", where the excursion is conducted along the Nile River with stops near the most significant architectural sights.

Tourists in the boat listen to an audio guide on this sculpture. There are also historical ethnographic villages in Dubai (UAE) and Johannesburg (South Africa). They are mainly aimed at the history of a given country. In the post-Soviet space, the closest ethnographic museums are located in different parts of the Russian Federation. For example, the historical museum of the Don Cossacks in the Ilovinsky region. The main attractions of this museum are firearms and uniforms. Also in the village of Elton there is an ethnic village called "Altyn-Nur", the main objects of interest to tourists are 2 Kazakh yurts and 1 Russian hut. One of the yurts houses a museum of Kazakh history. Since the city is the regional center of the Turkestan region, then, as a rule, all tourist routes to various parts of the region begin with it. Also in the village of Elton there is an ethnic village called "Altyn-Nur", the main objects of interest to tourists are 2 Kazakh yurts and 1 Russian hut. One of the yurts houses a museum of Kazakh history. Since the city is the regional center of the Turkestan region, then, as a rule, all tourist routes to various parts of the region begin with it. Also in the village of Elton there is an ethnic village called "Altyn-Nur", the main objects of interest to tourists are 2 Kazakh yurts and 1 Russian hut. One of the yurts houses a museum of Kazakh history. Since the city is the regional center of the Turkestan region, then, as a rule, all tourist routes to various parts of the region begin with it.

On the territory of Kazakhstan there is an ethnic village located in the city of Ust-Kamenogorsk. In Ust-Kamenogorsk, on the Left Bank, near the eco-park, an ethno-village was built - one round platform for all and one street on which a Kazakh yurt, a Ukrainian yurt, a Russian hut, Korean, German, Armenian and European farmsteads coexist. The project of the first ethnic village in Kazakhstan was not implemented from scratch: the basis was the architectural-ethnographic and natural-landscape museum-reserve in Ust-Kamenogorsk, created on the site of a former huge dump of reinforced concrete products, construction waste, and household waste. In the village, everything strictly corresponds to historical realities: buildings, farmsteads, materials, household items, clothes. Most of these are real exhibits. Some of them are 100 or more years old. Through them, visitors get acquainted with history, culture, traditions of fellow countrymen living side by side with us. There are no analogues of such an ethnic village in Kazakhstan.

The main focus foreign ethno-yards is the promotion of the country's cultural and historical heritage. The cultural policy implemented in the city proceeds, first of all, from the

existing way of life of the population, the synthesis of the original national cultures of the multiethnic society of South Kazakhstan. There are 19 cultural national centers in Shymkent: Kazakh, Slavic, Uzbek, Tatar-Bashkir, German, Jewish, Korean, Kurdish, Polish, Azerbaijani, etc. With their participation and support, national holidays are held, issues of improving educational and educational activities, national politics and leisure of the population of Shymkent.

Therefore, the creation of a developed ethnopark, taking into account the various nationalities of our region, is an urgent task.

An ethnographic park (ethnopark) is an amusement and recreation park, a kind of open-air museum created using life-size models or copies and focused on the entertainment and recreation industry. Ethnic parks are focused on preserving the worldview and culture of traditional peoples with the help of modern, including information technologies, and, thus, are sometimes considered in the context of organizing interaction between indigenous peoples and the industrial economy.

Consider a few examples of ethnoparks from other countries:

1. Ethnographic park-museum "Ethnopark" (140 hectares), Petrovo village, Kaluga region, Russian Federation.

The park positions itself as the center of the diverse cultures of the peoples of the world. The exhibition complex "Street of the World" has 43 national pavilions-rooms, which are decorated in the style of different countries from Europe to America. Many expositions are designated as museums: the USSR Museum, the Museum of Nomadic Peoples, the Museum of Ukraine, the Museum of Belarus, the Museum of the World's Dolls, the Museum of Samovars, the Museum of Irons, the Museum of Wildlife, the Museum of Beekeeping, the Museum of Cameras, the Museum of Maps, etc. The territory has a spa and 7 ethnic yards. You can stay in one of 10 hotels decorated in ethnic style - from felt yurts and a Russian house, to a Ukrainian hut and a Himalayan palace.

2. Ethnocultural complex "Kainyran" (14 hectares), Razdolny village, Kamchatka Territory, Russian Federation

"Kainyran" - a private ethnic camp introduces the customs and life of the Koryaks. The Koryaks are the indigenous inhabitants of Chukotka. Translated from the Koryak language, "Kainyran" means "Bear's corner". In "Kainyran" you will find a truly wild rest away from the bustle of the city. There is a kennel for sled dogs at the camp. You can feed the bears that are brought up here. The camp is located in a clearing on the shore of a small lake, from where a picturesque view of the Koryaksky and Avachinsky volcanoes opens.

3. Latvian Ethnographic Open Air Museum (88 hectares), Lake Juglas, Latvia

One of the oldest and largest open-air museums in Europe is located on the shores of Lake Jugla, just half an hour's drive from the center of Riga. On the territory of the park-museum, it is proposed to visit the events in the museum and the largest craft fair in Latvia, which has been held annually in June for over 45 years. You can also watch connoisseurs of ancient crafts work and try to make something out of clay yourself, weave a basket, cast a coin, or learn some of the old street games.

4. Korean Folk Village, Yongin, Gyeonggi-do, South Korea

The Korean Folk Village, built in 1973, is 41 kilometers from Seoul, near Suwon. Here tourists can see with their own eyes how a Korean village lived hundreds of years ago. The Korean Folk Village embodies the everyday life of Koreans in the late Joseon Dynasty and is very popular not only among Koreans themselves but also among foreign tourists. On the village square you can see tightrope walkers, weddings, funeral processions, kite flying competitions, and dancers' performances. The Traditional Village consists of a traditional landscape center that recreates and displays important folklore artifacts and traditional cultural values.

5. Harvey Rook Topiary Garden (10 hectares), Moncton, Maryland, USA

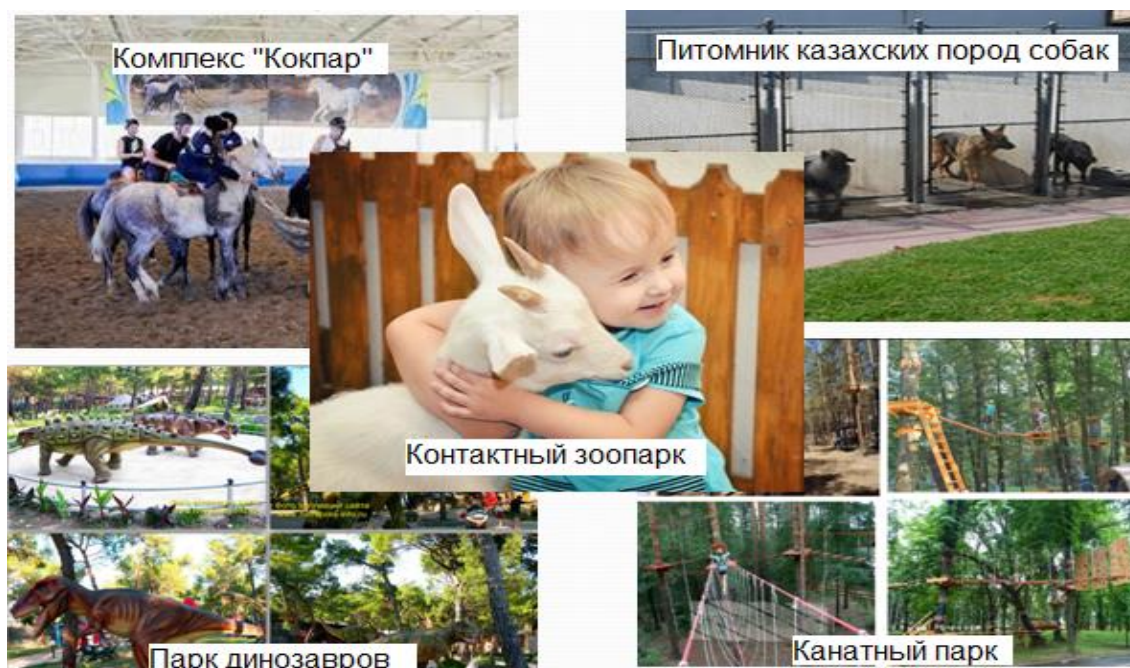
The official birth of the park is considered to be 1935; it is named after its founder. The Harvey Rook Topiary Garden is a collection of 15 thematic gardens designed in various styles:

American, English (British), Oriental (Chinese and Japanese). There is also an oriental garden and landscaped gardens and unique gardens in a regular style. However, in each of the gardens, along with a unique set of plants, there are also topiary objects.

In 2024, the ethnopark will become a creative city, a cluster of domestic ethnic, ecological and educational tourism in the Turkestan region.

By 2024, the ethnopark will be presented not only in Shymkent, but also in Kazakhstan and Central Asia and Russia. In addition, an innovative school with advanced education methods will start operating on the territory, and the ethnopark itself will become a flagship in the formation and development of a strong and integral personality. Ethnopark-2024 is:

- 150 hectares of territory;
- pavilions of the Streets of Kazakhstan;
- Cockparpark Court; (training grounds with the necessary infrastructure for playing kokpar);
- Ethnic courts of the peoples of the Republic of Kazakhstan;
- interactive sculptures (moving from national epics);
- innovation center;
- school "ETNOMIR";
- cultural centers of Kazakhstan;
- youth centre;
- center of crafts and folk art;
- a permanently operating platform for holding children's and youth camps, conferences, seminars, gatherings, ethnic holidays and festivals;
- ecovillage;
- Institute of Organic Agriculture (Botanical Garden)



Picture 1. Types of recreational and entertainment complexes

Ethnopark is a tourist cluster and cultural and educational center, where each visitor has the opportunity to "live" the experience of different peoples through the tangible and intangible heritage, to understand their cultural codes, bringing their guests closer to understanding the unity in the diversity of all peoples of the Earth.

We can confidently say that the ethnopark is the largest ethnographic park-museum of Shymkent, which presents on its territory the beauty and diversity of cultures of the peoples of

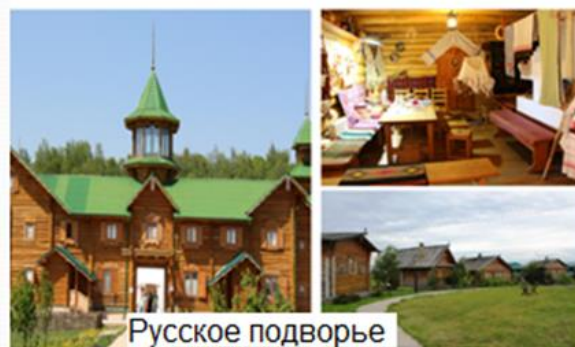
Kazakhstan and the whole world through architecture, national cuisine, crafts, traditions and life of different countries.

Ethno-hotels and ethno-yards, galleries of national dwellings, unique museums and other objects have been built on the territory of the ethnoparka, creating a special environment that immerses visitors in a unique atmosphere of friendship and dialogue of cultures.

The most unique and popular ethnic objects of ETNOMIR are ethno-hotels, which recreate the authentic atmosphere of a yurt, a hut, a hut, a yurt, an Indian palace, Himalayan and Nepalese houses.

On the territory it is necessary to build such objects as:

- Street Kazakhstan - trade and exhibition complex with houses-pavilions from different countries of the world;
- ethno-yards - "Museum of Kazakh Culture", "Russian Compound", "Ukraine and Belarus", "Uzbekistan, Tajikistan, Turkmenistan", "Countries of South Asia", etc .;
- gallery "Travel across Kazakhstan";
- nursery of tobets, tazy and Kazakh wolfhounds;
- Dinosaur Park "Evolution";
- ethno hotels;
- restaurants and cafes;
- 30 workshops and museums;
- 16 venues for events of any format;
- 50 dwellings of the peoples of the world;
- 100 monuments and busts to great people.
- Botanical Garden



Picture 2. Varieties of ethnic complexes

You can carry out:

- change of children's and youth camps;
- international conferences in the field of education, culture, ecology, agriculture, etc .;
- holidays and festivals of regional and international level;

It is planned to conduct entertainment and educational programs and events for the guests of the park. Every weekend in the Ethnopark, themed holidays and festivals will be held. The

creation and holding of festivals is a separate large-scale activity of the Ethnoparkea. No other park in Kazakhstan creates such a variety of thematic festivals and festival tours.

On the largest holidays - Nauryz, Independence Day and New Year - grandiose folk festivals are held in the Ethnopark, to which people from all regions of the Turkestan region come.

Ethnopark is a unique space for the synthesis and dialogue of cultures. These two necessary, civilizationally significant processes form the global concept of the Ethnopark.

The concept of the Ethnopark project is based on such significant criteria as:

- uniqueness in the embodiment of the idea of the unity of the peoples of the Earth in their diversity, equality and tolerance;
- exclusivity and authenticity of the generated content;
- a combination of openness, integrity, harmony of ideas, people and environment;
- the naturalness of the guests' comprehension of various cultural codes through personal experience;
- the scale of the idea of combining the wisdom of different peoples and innovative technologies in the construction and functioning of the complex;
- following the principles of caring for the environment and a conscientious lifestyle.



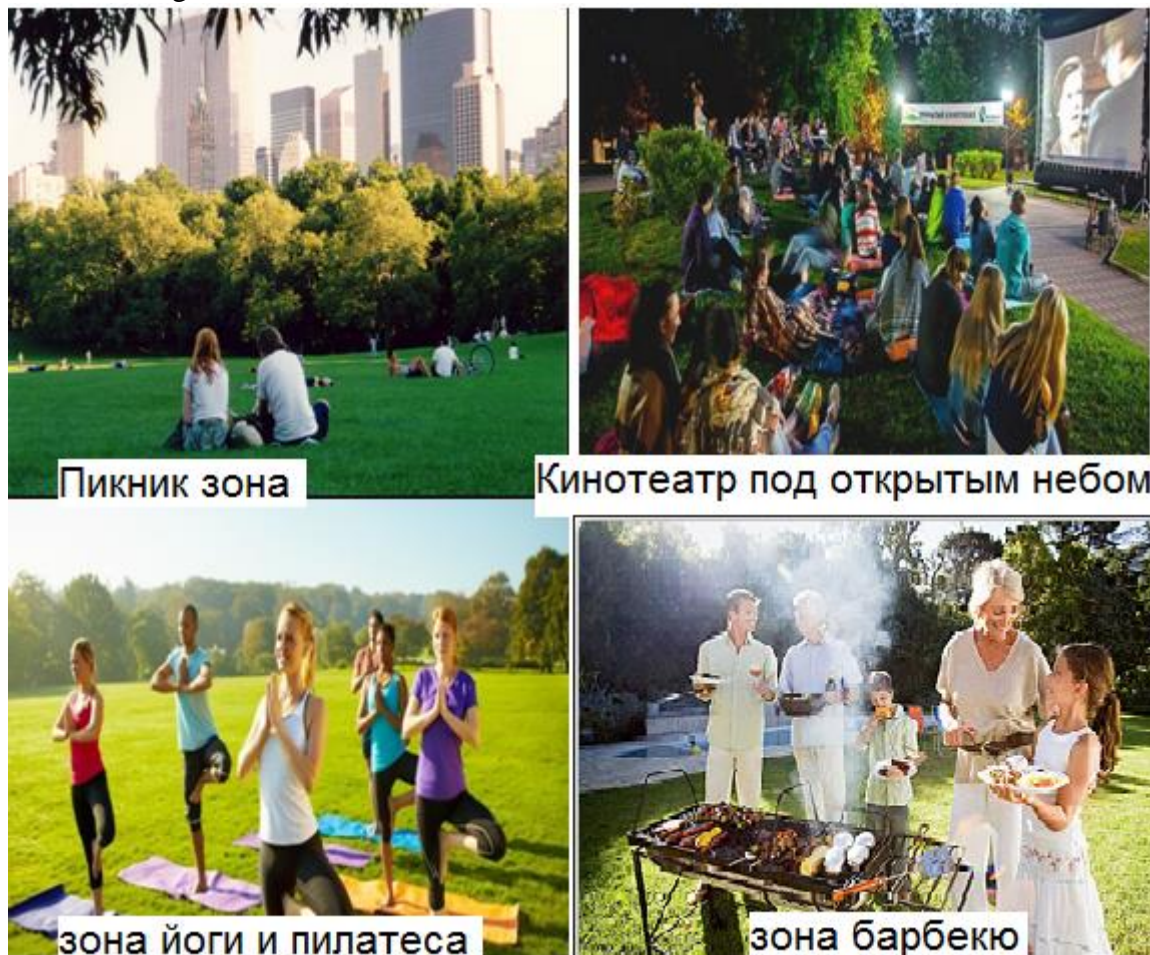
Picture 3. Educational directions for children

Global goals of the project:

- familiarizing visitors to Kazakhstani and world culture;
 - creation of a center (laboratory) for innovative education and modern teaching technologies based on a practice-oriented approach;
 - fostering ethnic tolerance and strengthening friendship between peoples;
 - presentation of the values of Kazakhstan, its mission to the entire world community;
- promoting understanding of the peoples of Kazakhstan, its centuries-old culture, traditions and customs, Russian mentality, worldview, soul;
- synergy of tourism directions: ethnic, ecological, business, educational, patriotic and others;
 - systematic and holistic approach.

Strategic objectives:

- introducing guests to the culture of the peoples of Kazakhstan and world culture through architecture, customs and way of life, folklore and mythology, national cuisine and crafts;
- interaction with such international organizations as UNESCO, UN, etc .;
- attracting energetic youth with an active lifestyle to the region to work on socially significant projects and their own ideas;
- Ethnopark is a city of the future, a center for family, ecological, educational and recreational and cognitive recreation.



Picture 4. Sports and entertainment areas for general use

- Cultural and educational center "Ethnopark" should be created on the border of Shymkent, on an area of 150 hectares in an ecologically clean area with a picturesque landscape.
- The infrastructure of the Ethnopark will include authentically recreated ethno-yards of the countries of the world, quarters of the trade and exhibition complex, sanitary-technical zones, territories of reservoirs, roads, parking lots.
- Each ethnic courtyard represents a specific country or region and includes ethnic buildings for various purposes: hotel houses, craft workshops, museums, cafes and restaurants, souvenir shops and other structures that convey the flavor of traditional life.
- Pavilion Kazakhstan is a trade and exhibition complex, all premises of which are stylized as dwellings of different countries.
- Along the pavilion Kazakhstan "Whole World" to designgallery "Travel in Kazakhstan", whose exposition presents 14 regions of Kazakhstan and the culture of the peoples living on its territory. From the outside, the gallery is decorated with the facades of national dwellings: yurts, huts, German, Baltic dwellings and many others. And inside the exposition is accompanied by information boards that tell about the unique heritage of each region: museums and national parks, estates and architectural "pearls", rare animals, plants and minerals, crafts and traditional

cuisine, famous people and everything that makes this or that corner our country is so attractive and unique.



Picture 5. Workshops for national craftsmanship

Results and their discussion. The purpose of creating ETNOMIR is a cultural and educational center, in which dozens of excursions and master classes that tell about the cultural characteristics of different countries and teach visitors the secrets of traditional crafts. Here you can visit the houses of the peoples of the world, touch household items, try on national clothes, take part in folk rituals and fun, and, if you wish, live in any of the ethnic yards of your choice.

Conclusions. The infrastructure of the Ethnoparka includes toyhans and banquet halls, conference halls and grounds of the Ethnopark are equipped with everything necessary for holding conferences, seminars, round tables and other major business events.

- The Ethnopark includes a rope amusement park, a kennel for Kazakh breeds, a Wildlife Museum, a Bird House, a dinosaur park, as well as numerous playgrounds and sports grounds and tens of kilometers of paths for walking and cycling.

- At the Ethnopark a guests' service is the rental of environmentally friendly transport: not only bicycles, but also segways, cycle rickshaws, electric cars. In summer, arrange boat and catamaran rental on the lake.

- The botanical gardens, surrounding the ethnopark, are intended for tourist hiking trails and ecological programs of the complex.

- Unique forest maze, stone maze and puzzle maze.
- Bath complex, SPA programs.
- kindergarten and school.

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Түйін: Мәдениет кез-келген халықтың даму деңгейін анықтайды. Қазақ халқы әлемдік

қоғамдастықтың бір бөлшегі бола отырып, жоғары дамыған мәдениеті мен өзіндік ерекшелігі бар қоғам болып табылады. Қазақ халқы көптеген ғасырлар бойы өзінің мәдениеті мен дәстүрін сақтап, құрметтейтін әлемдегі санаулы адамдардың бірі болып табылады. Дегенмен, сыртқы факторлардың ықпалымен қазақтардың өзіндік мәдениеті бүгінгі күні дағдарысты бастан кешуде. Бүгінде халық қолөнерін дамытатындар аз, жастар салт-дәстүрлерді ұмытады, ұлттық тағамдар да ұмытылады. Осыған байланысты Қазақстанда этнопарк құру өте маңызды мәнге ие, бұл жоба жастар мен басқа да нысаналы топтарды ұлттық мәдениетті сақтау және дамыту идеясына тарта отырып, өзекті мәселелерді шешуге мүмкіндік береді. Сонымен қатар, мақсатты топтарды жобаға тарту оларға әлеуметтік бейімделу мен өзін-өзі дамытуға көмектеседі.

Кілт сөздер: Этнопарк, Рухани жаңғыру, өзіндік мәдениет, ұлттық дәстүрлер, әлеуметтік бейімделу, сыртқы факторлар, патриотизм, қоғам, толеранттылық

Аннотация: Культура определяет уровень развития любого народа. Казахский народ, являясь частичкой мирового сообщества, являет собой общество с высоко развитой культурой и самобытностью. Казахский народ является одним из немногих в мире, который на протяжении многих веков сохраняет и чтит свои культуру и традиции. Тем не менее, под влиянием внешних факторов самобытная культура казахов в наши дни переживает кризис. Сегодня мало тех, кто развивает народные промыслы, молодежь забывает о традициях, национальная кухня тоже забывается. В связи с этим создание этнопарка в Казахстане имеет очень важное значение, данный проект позволит решить насущные проблемы, вовлекая молодежь и другие целевые группы в идею сохранения и развития национальной культуры. Более того, вовлечение целевых групп в проект, поможет оказать содействие им в социальной адаптации и саморазвитии

Ключевые слова: Этнопарк, Рухани Жаңғыру, самобытная культура, национальные традиции, социальная адаптация, внешние факторы, патриотизм, общество, толерантность.