Historical and cultural heritage of the Atyrau region as tourism development resource

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Abstract. Kazakhstan, including Atyrau region, is becoming a popular tourist destination due to its natural heritage, archaeological, historical and religious sites. This valuable natural and historical-cultural heritage, revealing the culture and history of the Kazakhs between the 16th and the beginning of the 20th centuries, is an important part of our tourism industry. Archaeological and historical tourism in the region, as part of the larger tourism industry, can make a major contribution to the total income from tourism. The attractiveness of the region among tourists is largely due to the resources available on its territory. The region favorably combines favorable geographical position, preserved natural potential and rich cultural and historical heritage. This is a unique combination of historical and natural wealth; create a good basis and perspective for the development of modern forms of tourism. There are collections of historical and cultural monuments in the region, but these data are scattered, fragmented. In these conditions, to determine its regional specificity and prospects for use, we have created an interactive map of the 50 most significant monuments to demonstrate the cultural and historical potential of the Atyrau region.

1. Introduction

In the modern era, the problem of preserving historical and cultural heritage becomes especially relevant. Each object of historical and cultural heritage is a unique value for the whole of Kazakhstan and is an integral part of the world cultural heritage.

One of the factors contributing to the preservation of historical and cultural heritage may be tourism, covering not only the economies of the regions, but also their cultural heritage, traditions and religion. The essence of tourism can be considered as a certain stage in the formation and use of historical and cultural heritage objects. What has been everyday in the past may be of historical interest to the current generation [1]. Tourism, historical and cultural heritage are closely connected with each other, since the successful development of scientific, educational, cultural, pilgrimage and other types of tourism, and, therefore, the mass attraction of potential tourists directly depends on actions aimed at preserving the cultural, historical and natural resources of the area [2].

Archaeological tourism is actively developing in the world - tourism aimed at being acquainted with cultural and historical attractions, museums, excavation sites, architectural monuments [3-5].

Mega archaeological tourism is popular in the west than in Kazakhstan, although we have great potential. On an expedition to visit archaeological sites you can go to Egypt, Mexico, Algeria, Italy, Greece, India, Israel and other countries [6-11].
Archaeology has made a great contribution to the expansion of the historical database of the Atyrau region. The heritage of the Atyrau region is huge and diverse; these are burial mounds and ancient settlements. As a result of many years of study in the Atyrau region, a range of unique different archaeological sites was investigated.

In neighbouring regions, studies have been conducted out on the historical and cultural potential of tourism and its use. Including in Mangystau and West Kazakhstan regions of the Republic of Kazakhstan [12, 13], Astrakhan, Saratov, Volgograd, Orenburg regions of the Russian Federation [14-17]. Archaeological tourism is at different stages in different countries and regions. Somewhere it has already been successfully implemented, and in other countries, it is at the stage of implementation or completely absent. This is usually due to adverse economic or political conditions in the country.

The problem of formation and development of new promising types of cultural and cognitive tourism in Atyrau region today is very urgent. Sites where archaeological finds have been discovered and research is a unique heritage not only of this area, but also of the entire region and state and have great cultural and historical significance and have significant resource opportunities for full recreation and cognitive travel, archaeological sites can become symbols of this area and are actively offered on the tourist market. This work provides new evidence of the historical and cultural heritage of the Atyrau region and their use for the development of tourism.

2. Materials and Methods
The material for this work was a synthesis of literary and original copyright data on objects of historical and cultural heritage in Atyrau region of the Republic of Kazakhstan. The research work based on the methodology developed by ethno archaeology. A whole range of methods of related sciences is used here - archaeology, ethnography and history. Also such types of creativity as architecture, artistic creativity, ornamentalism, etc.

The main one is the method of comparative historical analysis, which focuses on the analysis of the mechanisms of archeologization of "living culture." The purpose of this method of ethnoarchaeology is to achieve the ability to carry out more voluminous or even almost complete reconstructions of sociocultural phenomena. The method used for ethnoarchaeological research aimed at finding ways to improve the procedure for historical reconstructions, striving to better understanding the organism of the connection between cultural remnants and functioning cultural systems. The object of the study of this article is the material culture of the inhabitants of the Atyrau region, and the subject is the specifics of the reflection in it of the peculiarities of people's behaviour and their social relationships. The locations of historical and cultural heritage objects were recorded by GPS navigator GarminTrezTouch 35, 2019. Photo recording of the objects made by digital reflex cameras Nikon D500 and Canon EOS 90D.

At each particular object a sufficient set of research methods was used. They are the introduction, interpretation and study of ethnographic material in the field of archaeology and architecture, including by analogies (direct or corrected), the introduction of a systematic approach, analysis and synthesis of functional connections in order to recreate the historical past, and traditional methods of source-based analysis of archaeology and ethnography (from ancient fossil material culture to modern material culture). As a result, complete and objective information was obtained on the monuments of material and spiritual culture and sacred places of the Atyrau region via the use of the entire amount of these methods and techniques of ethno-archaeological research.

3. Results and Discussion
The historical and cultural tourism potential of Atyrau region consists of various and unique objects that make up the cultural and historical heritage of the region, and is the basis for the development of various types of tourism (ethnographic, scientific, religious, cultural, event, etc.). Any objects or phenomena of cultural heritage of Atyrau region that have been investigated and evaluated because of public importance, can be used to satisfy tourist and recreational needs and included in various excursion and tourist programs.
The main types of cultural and historical heritage in the region are archaeological sites the number of which in the region is more than 3 thousand. Among them, funerary and cult complexes may become the most popular for tourism. They are divided chronologically into three large groups: 1. early medieval, the beginning of the formation of which dates back to the 9th-10th centuries; 2. Medieval, the foundation of which dates back to the 14th century; and 3. late complexes forming in the 18-19 centuries. The basis of this division is epigraphy with dates on stelae, eponymy, architectural and style synthesis, as well as the physical state of monuments.

There are 7 historical monuments in the region included in the list of sacred places of Kazakhstan: the Saraishyk memorial complex, the Akmechet necropolis, the Kulshan-ata underground mosque, the Araltobe mound, the Imankara complex, the Ushkan necropolis, the Makhambet Utemisuly mazar. The most important objects of cultural and educational tourism of Atyrau region are architectural objects, which represented by architectural monuments: mosques, old houses and buildings, cathedrals, churches.

Architectural objects of a religious nature can be used to form a tourist product of religious tourism. It should be noted that in religious tourism there are two directions - religious tourism of a sightseeing orientation or cultural and cognitive tourism (tourists may be of a different faith or not believers at all) and pilgrimage tourism (tourists are truly believers). The features of the Muslim religion do not allow you to call visiting the holy places and mosques of Atyrau region pilgrimage. Although visiting Muslims seek to participate in religious ceremonies, pray, make sacrifices, or simply familiarize them with existing architectural religious sites, this all happens within the framework of religious tourism. There are famous mosques and holy places on the territory of the region that can attract true believers of Muslims. Mosques are religious buildings of Muslims where they perform prayers, read the Koran, preach and spread religious knowledge. There are several unique religious architectural monuments of other faiths on the territory of the region that can interest tourists. In the very center of Atyrau there is one of the oldest and most beautiful buildings - the Assumption Cathedral, which is one of the oldest active churches in Kazakhstan and is listed as an architectural monument of republican significance. The cathedral was built back in 1888 with personal donations from one of the richest residents of the city - the merchant Fedor Tudakov.

Almost every archaeological monument with its unique history can be included in the excursion program of cultural and educational tours. One of the most popular tourist sites in the region is the ancient settlement of Saraishyk, located in the town where the northern branch of the Great Silk Road once passed. Currently, work is underway on the infrastructure development of this territory and the creation of a visit center here. The presence of this open-air museum makes the region even more attractive for tourists. There are many archaeological sites of local importance in the region, which can also be involved in excursion programs organized in the regions of the region. In addition, there are the mausoleum of great historical personalities in Inder region - Makhambet Utemisov, Malasara-bi and Murat Monkeuly.

To increase the attendance of tourist infrastructure, to increase accessibility and to maximize the integration of cultural heritage, it is necessary to develop unified navigation system and orientation information for tourists. It is especially worth noting that one of the tasks of the above system should be the mass popularization of memorable places and objects of cultural historical heritage. The system of tourist guidance information should become the most important component of quality and safe services for tourists. The main trend of the tourism industry is digitalization. Kazakhstanis and guests of the country will be able not only to find an attraction, but also to learn its history and significance of the spiritual shrine. In the field of tourism today, active work continues on the digitalization of tourist and sacred facilities in the Atyrau region. We developed an interactive map of historical and cultural monuments and sacred places of Atyrau region. The database includes 50 historical sites of the Atyrau region. This map is shown in figure 1. The largest concentration of historical and cultural monuments is observed in the Zhylyoi district - 13 objects, the Kyzylkoginsky district - 9 objects and the Makhambet district - 6 objects (a total of 56%). In the remaining areas - 3-5 objects. Point 22 in figure 1 is the burial place of Malasara Tleukeuly, point 10 is the underground mosque of Kulshan-ata, point
15 is the cult and housing complex of Kainar and point 31 is the church building in the Kurmangazinsky district.

**Figure 1.** Map of historical and cultural monuments and sacred places of Atyrau region (map of the author).

The interactive map is a software and hardware complex with marks of sights and historical places, designed to demonstrate photos, videos, virtual tours, 3D models, descriptive and historical data of sacred places of Atyrau region. The accessed is possible through the following elements: audio, photo, video, graphic, multimedia and visual.

In 3D format the visitor plunges into the virtual world, covering the entire territory of Atyrau region with a look, drawing information not only visually, but also from various bibliographic sources, which will contribute to the development of tourism in the region and the education of a sense of patriotism towards his native land. With the help of this site, everyone can visit the historical sites of Atyrau region without leaving home. This map serves to popularize the population and tourist potential of sacred places of Atyrau region and sights of Atyrau city.

The main purpose of this site is to provide up-to-date tourist information about the historical and cultural heritage of the region and promote the Internet space.

On the territory of Atyrau region religious tourism can develop on the basis of cultural and historical sites and areas, including underground Islamic mosques, mausoleum of historical personalities and saints, religious buildings of other religious denominations. We cited 4 objects as an example in figure 2: the burial place of Malasara Tleukeuly, the underground mosque of Kulshan-ata, the cult and housing complex of Kainar and the church building in the Kurmangazinsky district.

All these objects have an obvious religious character, which was decisive for assessing the level of culture as a whole of the 18th-19th centuries. They represent an example of the most developed types of architectural creativity at that time - a mosque, a mausoleum, a religious and housing complex and a church.
Figure 2. Some objects of historical and cultural heritage of Atyrau region:
A – The burial place of Malasara Tleukeuly; B - Kulshan-ata Underground Mosque;
C - Cult and housing complex Kainar; D – The building of the church in Kurmangazinsky district (authors’ photo).

Burial place of Malasara Tleukeuly (1720 - 1805). Malasara Tleukeuly was one of the most famous biyas (biy - people's ruler, judge) of the Younger Zhuz of the 18th century. In Kazakh society Biy occupied a special high position, but only a few of them remained in the national memory. Malasara is known as a wise man whose advice the people followed carefully. He wisely governed the people because of his strong character, oratorical skill and just resolution of contentious issues. Many of his words and thoughts have become winged and are stored in popular memory. His mausoleum was built during his lifetime, but many have not been preserved in good condition until now. Therefore, in 2001 a reconstruction was carried out.

Geographical location: Indersky district, 40 km east of the Inderbor village. Coordinates: N 48°20'29.3" E 52°03'38.1". Status: a monument of history and culture of local importance. It is enclosed by an iron hedge, built of white marble with the height - 9 meters [18,19].

The underground mosque Kulshan-ata of the 18-19 centuries. The mosque is named after St. Kulshan, who built it himself for the preaching of Islam and after the death was buried here. The mosque is dug in a white Cretaceous rock which emphasizes the impression of holiness and high spirituality of this place. Over time, an ancient necropolis was formed here, which is now built up with Saganatams and Kulpytas (small architectural forms). The people say that until 1943 the body of St. Kulshan-ata was not betrayed to the earth. It has been intact for almost a hundred years, and perhaps it would have laid for a long time if not for outside interference during industrial development. Now the territory near the Kulshan-ata mosque has been ennobled, a path made and houses have been built for visiting and praying [20, 21].

Geographical location: Zhylyoi district, 67 km east of the city of Kulsary, 22 km northeast of the Akkiztogai village. Coordinates: N 47°07'57.6" E 54°40'45.8". Status: an object of historical and cultural heritage.

Cult and housing complex Kainar of the 18th – the early 20 centuries. The monument is a large necropolis, which includes two graves, 35 Saganatams (a house built on a grave), 75 boulders
(Koitas), 350 gravestones, 80 fences and about 300 burials, as well as a mosque complex and a separate well - Shynirau.

The peculiarity of the complex is the presence of a whole system of religious, administrative structures, outbuildings, madrasas, etc. The material of the walls is raw brick with alternating stone blocks. The overlap of all structures is domed waters and domes, with stone gutters for rainwater runoff along the perimeter of the roof. The interior of the buildings retained traces of former high-quality plaster and whitewash. The central place is the mosque itself with four domes on the roof. The height of the mosque along with the dome was 4 meters, the thickness of the walls was almost one and a half meters. The domes eventually collapsed. In the middle of the hall is a powerful column, arches leave from it on four sides, and the column itself is the main support of the building. The location is a large and wide depression, so the complex can be seen by climbing the high hills around it. According to the research, the mosque-madrasah was once built by the famous Doszhan Ishan (Doseke) (1812-1896) - the son of Mullah Kashak, from the Tabyn clan, a zhetyru association of the Younger Zhuz. He is an active religious figure, was one of the first Kazakhs to commit hajj in Mecca. Today, the Kainar necropolis is one of the largest and unique cemeteries in Western Kazakhstan, includes all samples of Kazakh stone-cutting art in the field of cult architecture - kulpitas, koytas, sandyktas, saganatams and mausoleum. The complex is also considered an example of an educational center, an integral part of which is a madrasah [18, 20, 21].

Geographical location: Zhylyoi district, 196.4 km southeast of the city of Kulysary, borders on the Aktobe and Mangistau regions. Coordinates: N 46°11'01.8" E 56°18' 81.1". Status: a monument of history and culture of local importance.

Church building. The end of the 19th century. The church was built at the end of the 19th century in the center of the former old large Russian Korduan village. This is an example of Orthodox architectural architecture, which gives a fairly vivid idea of the culture and religion of that time, one of the largest churches in Western Kazakhstan. The dome was made of copper, inside on the walls and ceilings there was a bright painting, the faces of the saints were painted. At the central entrance to the church, the wall was decorated with a large image of the Cross. Now the church is in a very destroyed state, and due to the lack of settlements in its proximity, it is almost abandoned [22, 23].

Geographical location: Kurmangazinsky district, 10 km west of the Zhylyoi village, 1.5 km southeast of junction No. 3. Coordinates: N 46°39'02.5" E 48°32'50.9". Status: a monument of history and culture of local importance.

The development of tourism with visiting only these 4 objects is unpromising for the region due to the distance from large settlements of Atyrau region. The potential of using these territories for the development of tourism is to include them in complex multi-day tourist routes.

We offer the route Atyrau-Akky斯塔у-Ganyushkino-Zhylyoi with a visit to 6 facilities. All transport facilities are accessible and located along the Atyrau-Astrakhan highway. In the Akky斯塔у village you can visit a monument to the leader of uprising 1836-1838 Isatay Taymanov (1791-1838), then the frontier tower Taskran of the 19th century, on the way to visit the mausoleum of St. Zeyneden Kurasula and the mausoleum of Mukhamedzhan Bekmukhambetov, then in the Ganyushkino village the building of the Russian-Kazakh school (1894). The route ends with a visit to the church building of the late 19th century near the Zhylyoi village.

The second route is Atyrau-Dosser- Kulysary-Borankul with a visit to 8 historical and cultural sites. The first object of the visit is the burial place of Onai ata, 24.5 km south-west of the village of Dosser, then the Duiseke mosque (late 19th - early 20th centuries) 10 km north of the city of Kulysary, then the underground mosque of Kulshan-ata (the 18-19th centuries) 67 km east of the Kulysary city, then the Akmechet necropolis (the 17th - early 20th centuries) 3 km from the Kulshan-ata mosque. A further route was sent to the Ushkan-ata necropolis (the 19-20th centuries) and a series of religious and housing complexes located on Northern Ustyurt (Sholabay-Sherligul-Kainar). From the cult and housing complex Kainar (the 18th - early 20th centuries), the route lies in the village of Borankul and back to the city of Atyrau.
The third route is Atyrau - Saraishyk - Makhambet - Inderbor - Zharsuat - Ortakshyl with a visit to 6 historical and cultural sites. The first object of the visit is the Saraishyk settlement 50 km north of the Atyrau city, then in the Makhambet village a visit to the monument to the leader of the uprising 1836-1838. Poet Makhambet Utemisov (1803-1846), then in the Indersky district, 40 km southeast of the Inderbor village a visit to the mausoleum of Makhambet Further, the route continues 3 km northeast of the Ortakshyl village by visiting the Murat Monkeuly mausoleum (1843 -1906) and 4 km northeast of the Ortakshyl village by visiting the Altyn necropolis of the 19-20th centuries. This route begins with the western part of the Zhaiyk River (the Ural), crosses it through a bridge in the Inderbor village and continues on the eastern bank of the river.

With the above-mentioned objects of historical and cultural heritage of Atyrau region, you can get acquainted with photos, video materials, virtual tours, 3D models in more detail on the interactive website created by us at: https://heritage-atyrau.kz/index.php/ru/.

Foreign tourists are also very attracted to the national traditions, life and culture of the Kazakh people, so ethnographic tourism should receive development. To organize environmental tourism, the site intended for visits should have a number of necessary qualities: uniqueness and unusual, high environmental value and safety, brightness and memorability, connection with the historical past described in traditions and legends. Thus, thanks to the unique natural resources and cultural and historical monuments preserved to date, the region has good conditions for the development of environmental tourism. The development of this sphere will allow preserving priceless natural and historical-architectural monuments, to maintain a favorable image of the region, to attract investments in the development of tourist infrastructure, to create additional sources of income to the republican and local budgets, and to increase the level of income of the population. Ecological tourism can and should become one of the priority areas of the development of the economy of the Republic of Kazakhstan. At present, the tourism industry generally attracts domestic holidaymakers and does not attract huge numbers of international tourists. Most tourists arriving in Kazakhstan come from former Soviet countries. The main challenges facing the industry are poor infrastructure and varying standards of service between regions. The sector has the potential to develop, which can be achieved if strategic partnerships and investments are made.

4. Conclusion
The development of cultural and educational tourism in Atyrau region at the moment largely depends on advertising and the formation of a positive image of Atyrau region as an attractive place for cultural tourism and recreation. The main deterrent to the development of tourism in the region is the lack of rural services infrastructure and road infrastructure.

The historical heritage of the region needs to be promoted to the tourist market. Therefore, the interactive map we have developed is one way to disseminate information about the historical potential of the area. Historical and cultural heritage can cause potential tourists to have the strongest motivation to travel. Therefore, the preservation of historical and cultural heritage and its rational use are crucial for the sustainable attraction of tourist flows and the preservation of the popularity of a specific tourist destination. The study, preservation and use of historical and cultural heritage objects is an urgent problem of both regional historical science and monument and conservation activities, and the development of tourism in this direction can become a new, promising platform in the development of regional tourism.

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