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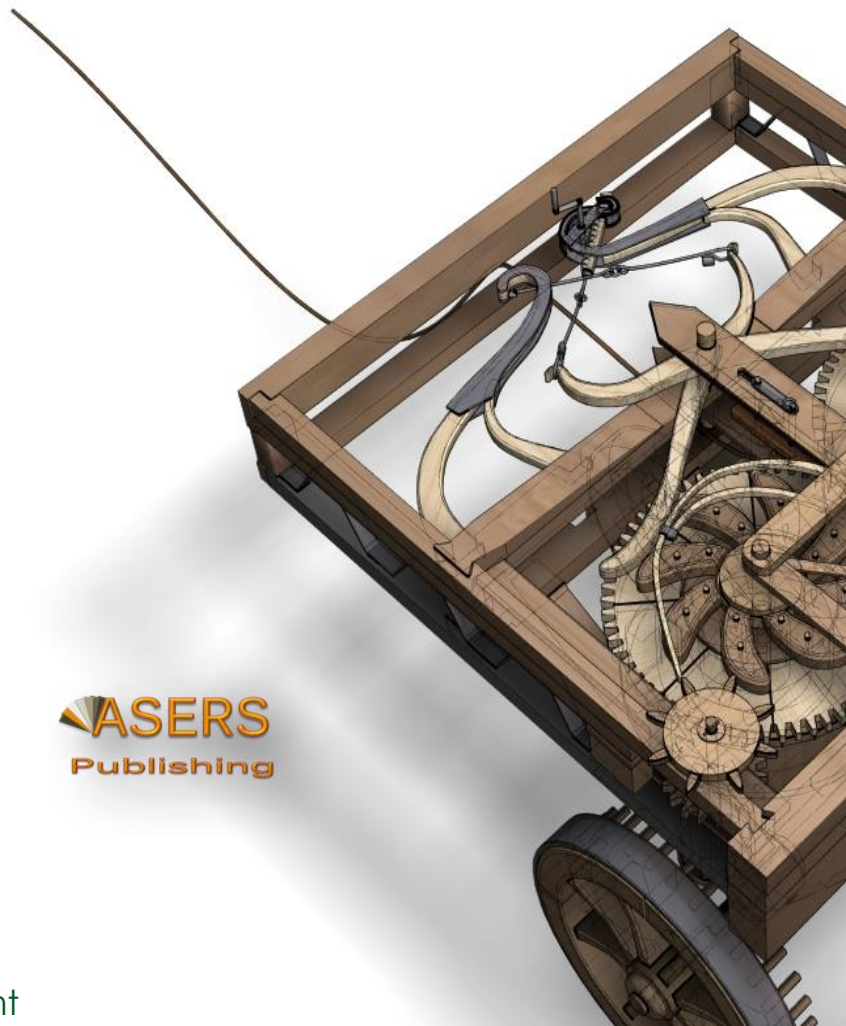
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Research on the Development Model of Cross Border Kazakh Ethnic Cultural Tourism

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Abstract:

Spatial distribution, cultural system and characteristics, constitution of ethno-cultural tourism resources of global Kazakh ethnics was examined in this study, as well as spatial distribution of transnational ethno-cultural tourism resources, and development state and existing problems of Kazakh ethno-cultural domestic and international tourism. Based on the analysis above, ten development patterns of Kazakh ethno-cultural tourism were raised up, including ethnic village, ethnic cultural museum, primitive ethnical village, conformity of relics, conformity and improvement, renew of old fashion and customs, new rural construction, special town construction, ethnic cultural recreational-business district (RBD) and ethnic cultural thematic parks. Further, reasonable regional functions and spatial development pattern of Kazakh ethnic cultural tourism in Xinjiang were discussed, providing foundations for new theories and studies of the industrial development of ethnic cultural tourism in Xinjiang.

Keywords: kazakh; ethno-cultural tourism development; spatial pattern.

JEL Classification: L83, Z32, Z38.

Introduction

Ethnic culture involves a combination of tangible and intangible cultural characteristics, often associated with a specific region, that have formed over long period of time. Ethno-cultural tourism is a kind of cultural tourism where the main attraction is the distinctive features of indigenous people and their lifestyles. It provides outsiders with

opportunities to experience the unique customs, ways of living and production systems of such people. It is a process of sharing, experiencing, selling and consuming culture and the very nature of ethno-cultural tourism lies in the cultural differences that exist among people.

In terms of regional economies, the development of ethno-cultural tourism ideally will promote the social and economic development of minority people while also conserving their cultural inheritance and the environments on which they depend. Especially, in the context of economic globalization, ethno-cultural tourism is an essential approach to the enhancement of international cultural exchange, the expansion of ethno-cultural employment and the enrichment of the lives of minorities. Nowadays, ethno-cultural tourism has become a means of celebrating differences and stimulating tourism in many parts of the world. It is also a potential driver of tourism development in Western China where it offers a new means of stimulating economic growth in minority regions that have, hitherto, lagged in economic opportunities, thereby reducing their marginal status.

This study examined the characteristics of the tourism resources and their spatial distribution and suggests a tourism development model for the Kazak nationality.

1. Background to the Kazakh Cultural System

1.1 Introduction to the Kazakh nationality

The Kazakh are a Turkic minority of the family of peoples that lived around the Altay Mountains. From ancient times, the Kazakh people lived along the old Silk Road in the area of the Altay Mountain in the hinterland of Eurasia. Spatially, these areas experienced an intermixture of Chinese, Greek, Arab, Persian and Indian civilizations in the core area of the Silk Road in Central Asia (Mengzhani, 2007). Because of the special geopolitical location, a variety of societies and cultures were exposed to each other, colliding and mingling, forming open, dynamic and multicultural systems.

1.1.1 Ethnic cultural origin

During the Eighth to Tenth Centuries, based on the tribes of Wusun, Kangju and Caiyan, together with the tribes of Kepuqiake, Aergen, Kelie and Naiman, a transnational Kazakh people was formed that extended across Eurasia (Zhaoping & Xiaolei, 2001).

According to the place of origin, tribal characteristics, heredity and genetic features, the Kazakh people be divided into Dayuzi, Zhongyuzi and Xiaoyuzi and hundreds of small tribes (Shun, 2001) (Figure 1).

1.1.2 Distribution

The Kazakhs are distributed in 28 countries, with a population of about 16 million.

Most of the Kazakhs live in Kazakhstan, with 10.09 million people, accounting for 63.6% of the total number. The rest are located mainly in China (1.5 million), Russia (1.22 million), Mongolia (170,000), Turkey (75,000), Germany (30,000) and Iran (5,000, %) (Mirzahan, 2006).

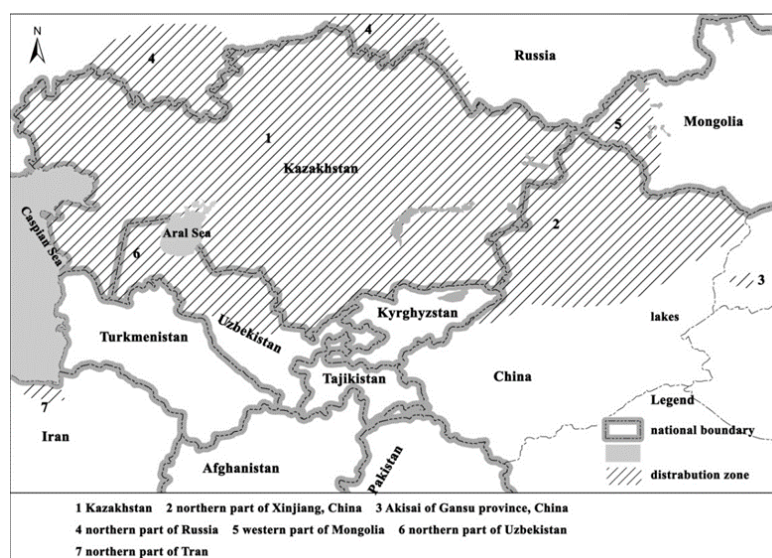


Figure 1 - The Kazakhs distribution

Source: Developed by authors

1.2. The cultural system of the Kazakhs

A cultural system is comprised of all the tangible and intangible elements of the lives of a group of people. A series of ethnic cultures of a larger nationality can often be distinguished from other ethnic cultures in their location, origin, physical features and cultural characteristics. The Kazakh culture was developed on the grassland from an integration of nomadism, militarism and oasis agricultural, permeating the production processes of and social lives of the Kazakh nationality (Omarov, 2013). The cultural system includes historical origins, as well as characteristics such as settlements, residences and traditional building styles, transport tools, production modes, food, dress, handicrafts, festivals, wedding and funeral customs, religious beliefs, etiquette, songs and dances, sports, languages, literature, celebrities and legends and so on, most of which can be regarded as resources for the development of ethno-cultural tourism.

1.3. Features of Kazakh cultures

1.3.1 Tribal inheritance

Kazakh cultures can be distinguished from other ethnic cultures in their obvious uniqueness in terms of natural and historical factors. People in a Kazakh tribe maintain a blood relationship which has been embedded in their production processes and lives. The same tribe shares a common context, genes, cultural memory and symbols which are different from other tribes in the nationality. Tribes in different region may also possess distinctive production and living systems. The different tribal cultures constitute unique irreplaceable resources for tourism development.

1.3.2. Migration

"Kazakh" means "white swan" and the traditional nomadic lives of the Kazakhs are like the seasonal migrations of swans, following the availability of lush greenery and water as the seasons change, and migrating from one pasture to another. Most days of a year, the Kazakhs are on the move. For example, nomads in the Altai Region migrate 50 to 60 times each year, with a total length of 400 ~ 1,000 km. In late May, from the desert grasslands in the Junggar basin, the herders head to the Altai Mountains in the north and pass through the grasslands in the middle and lower mountains and alpine steppe which is in blossom. In middle and late June, they arrive in the lush summer pasture in the alpine meadow zone. After a stay of two months, they begin to migrate to lower mountains and, in late October, they return to the warmer Junggar basin to endure the freezing winter. The migration is on a grand scale, especially in summer and autumn. People on horses wear colorful festival costumes, followed by camels carrying luggage. The migration is more than a simple activity of changing pastures. It actually shows the harmony that exists between herders and the nature. They change pastures following the natural turn of the seasons to find lush grasslands in different natural zones in the Altai Mountains, and this has special cultural contents and is a rational use of resources. The tradition of changing pastures with the seasons has been handed down through generations.

1.3.3. Dispersion

The traditional nomadic lives of the Kazakh are based on the productivity of natural grasslands. As most of the natural pastures are located in the temperate grasslands or in the deserts in the arid region, natural productivity is rather low and a family and a tribe need to occupy a large area of grasslands in order to survive. The main feature of the distribution of the resources of Kazakh minorities is spatial dispersion. The traditional pastures of the Kazakh are large and the folk houses are sparsely distributed across the spacious grasslands. For example, in the town of Qiganjidie, in Fuhai County, Xinjiang, the total area is about 9,000 km², with only about 4,000 families and one house several kilometers away from another. However, wide dispersion has resulted in differences, which has led to the formation of diverse ethno-cultural cultures, potentially rich in tourism resources but difficult and costly to develop.

1.3.4. Cultural fragility

In the context of economic globalization and cultural mingling, minority cultures are fragile. Today, regions with rich Kazakh ethnic cultural tourism resources are less developed economically and socially, and such ethno-cultural cultures are likely to be greatly influenced by the forces of modernization. The desire to acquire economic benefits and the trappings of modernity can undermine traditional Kazakh cultures, and commercial development can distort traditional cultures in ways that affect inheritance of traditional customs and ways of life so that they may disappear (Hun, 2007).

1.4. Composition and spatial distribution of Kazakh ethno-cultural tourism resources

1.4.1. Composition

The ethno-cultural tourism resources of Kazakh ethnic cultures include a variety of cultural elements including:

- literature: oral or written folk legends and myths, Akenayitesi (music and songs using folk instruments, often as duets), opera, long poems, fiction, mottos, proverbs and so on;
- religious beliefs: islam, shamanism and totems;
- traditional handcrafts: wool, leather, ironware and carpentry;
- hunting: eagle taming, horse breaking and hound training;
- buildings: yurts, houses made of wood, stones, grasses and mud, willow woven corrals and cemeteries;
- traditional festivals: Nawurezi, Guerbang, Rouzi and so on;
- ethnic sports: horse races, archery, 'take the lamb', 'chasing' girls, wrestling, etc.;
- songs and dances: Heizouma (dancing like a horse), bear dance and Ayijalike (dancing in couples);
- food: smoked horsemeat, horse milk, cheese, baoersake (nan), naren (noodles) and so on;
- clothing and dressing: jackets decorated with silver, feather millinery, flower hats and fox's leather hats;
- transport tools: horse sledge, snowboards and so on.

1.4.2. Spatial pattern of tourism resources

Based on blood relationships, Kazakh tribes have formed with huge cultural differences in different geographical locations. Nevertheless, the global Kazakh ethno-cultural tourism resources can be broadly divided into two large distribution zones:

- Transnational tourism belt of the Grassland Silk Road

This is a transnational tourism belt dominated by the northern branch of the Silk Road, i.e., China – Kazakhstan – Kyrgyzstan – Uzbekistan – Turkmenistan – Russia – Iran - Turkey. Geographically, the belt connects the three main distribution zones of Ulejuz, Ortajuz and Kixijuz, and possesses relatively intact examples of the ethno-cultural tourism resources of the Kazakh.

This tourism belt is mainly located on the north slope of the Tianshan Mountains and the upper reaches of the Ile River in Xinjiang, China. In the drainage area of the Ile River to the east of Kazakhstan, Yusun and Kezai tribes are dominant, covering the Kengsai valley - Sairam lake - Ile city - Xinyuan county – Nalati sky steppe, Tekesi county - Mongolkure-county - Horgas etc.

- Transnational tourism cooperation zone in the Altai Mountains

The tourism cooperation zone around the Altai Mountains includes the Altai region in China, the Altayskiy Kray and the Respublika Altay in Russia, the East Kazakhstan state in Kazakhstan and the Bayanwuliegai and Kebuduo state in Mongolia. This area has wonderful resources, with beautiful natural landscapes and pristine ecology. However, it is more difficult to access and has a lower level of economic development. It has huge potential. Most of the residents in this region are Kazakh Ortajuz and Kixijuz and share a common context and historical traditions.

In China, the cooperation zone is in the drainage area of the eastern part of the Ertish river and its branches on the south slope of the Altai Mountains. The Ertish river basin is the cradle of the Ortajuz and most residents has this affiliation. Tourism started only recently and so the ethno-cultural tourism resources are still in their original state, with intact traditional cultures. The main features of the tourism resources in the Ertish river basin are the natural landscapes, geology and landforms, archaeology, and the customs of the Kelie tribe. The area mainly covers Qinggil uxor, Taikeshken, Amirsana of Koktogai, Qakurte, Ulinggur of Buwreltogai, the Keran river basin of Altai, Buerqen county, Haba, Kanas, Jemenei and so on.

1.5. In situ development and existing problems

1.5.1. In situ development

Kazakhstan is the main country which has developed ethno-cultural tourism, presenting various kinds of tourism products with rich content and high value. Besides, Mongolia, Russia, Iran, German and Turkey have also developed a few ethno-cultural tourism items. The ethno-cultural tourism resources mainly include:

- Nationality museums and memorials: Presidential memorial in Astana, Kazakhstan, Alashi memorial, Kazakh nationality museum, Kazakh art museum, Kazakh historical museum of; monuments to famous people: Abai, Zhanbul, Ahmed; former residences and cultural centres of famous people of Yasawei, Chakerim, Qohan and so on; ethnic love stories and folk legends, such as Englik-Kebek, Huozekorpex-Bayansulu and Huoerket ata.

- Religious holy lands: Tukusitan city in South Kazakhstan state is one of the famous holy lands in Central Asia.
- Historical cities and remains: Palace of Abulaihan, Palace of Hasimuhan, Taraz ancient city of Kenesare, Otrar city and so on.
- Nature reserves and ethnic villages: nature reserve of Marhakol Lake and Kazakh village of Marhakul, Katon-Haragai National Park and Kazakh village of Moyilde.
- Ethnic opera house and ethnic art colleges, such as the state ethnic opera house and art colleges named after Kurmanhazhe in Almaty, which is well known in Central Asia and even the former Soviet Union.
- Folk catering: Restaurant of Baiterek in Astana, Shangrake restaurant and Worda restaurant and so on.
- Festivals: Naoruz has been considered as a national legal holiday.
- Traditional literature and sports: national playing and singing competition of Aken, horse racing and wrestling league in the Kazakh way.

In China, Kazakh ethno-cultural tourism development areas are mainly in the Ile valley, on the north slope of the Tianshan Mountains and on south slope of the Altai Mountains, and on the natural pastures on the edge of the Junggar basin. Based on the natural scenic spots of Kanas, Tianshan Tianchi lake, Narat, Sairam lake, Koktogai and so on, and scenic spots in neighboring cities or counties with a large number of tourists, such as Nanshan scenic spot of Urumqi, Brkol scenic spot of Humel, Tangbale of Ile, Ulwzhan of Shawan and Zhanbulah of Qonje, Kazakh ethnic cultural tourism includes visiting herders, ethnic villages and nationality museums. These forms of tourism contribute to economic and social development to some extent.

1.5.2. Existing problems

Outside if China, cultural assimilation has been substantial under the effect of Russia culture in the last decades with implications for the development of Kazakh ethno-cultural tourism. Traditional Kazakh ethnic cultures have been gradually disappearing. In contrast, On the contrary, Kazakh ethnic cultures of have retained well in China, although the loss of some features has been inevitable. Because of the limited number of visitors, economic and technological changes are only just starting in most Kazakh areas in China and tourism is only now being initiated (Fojun, 2002). Although there are abundant tourism resources, tourism products are few, similar and of lower quality. There have been few theoretical or practical studies of Kazakh ethno-cultural tourism development

2. Methodology

According to the domestic and foreign development mode of ethnic cultural tourism comparative study, based on previous research experience and successful case analysis, using the method of TOPSIS (TOPSIS is the TOPSIS (technique for order preference by similarity to ideal solution) the English thumbnail. It is with the help of multi-objective decision-making problems and negative ideal solutions for each scheme set in X), ranking factors with Kazakhstan culture tourism resources status, characteristics, scale, geographical location, development potential, we choose the best mode of Kazakh ethnic cultural development.

Mode selection step:

- (1) Pattern set
The pattern set of each alternative model for a multi-objective decision problem is $X = \{x_1, x_2, x_n\}$, and the attributes of the model are $G = \{g_1, g_2, g_n\}$.
- (2) Ideal solution
The ideal solution is a best model of virtual pattern set does not exist in X, it is the value of each attribute value in the best decision matrix of the property; and the negative ideal solution is the mode of virtual, it will have the value of each attribute value of the worst of the attribute decision matrix. The precedence of the alternative patterns in the pattern set X can be arranged accordingly.
- (3) Model design
The tourism development mode of national culture is to choose the national cultural factor which has the attraction of tourism and seek the appropriate materialization carrier and display way.
- (4) The principle of evaluation
 - ① Objectivity. The subjective arbitrariness of the evaluation results should be avoided as a result of the individual tendencies or prejudices of the evaluation implementer. Therefore, on the one hand, to determine the feasibility of alternative models should be objective criterion, note the testability evaluation standard, as a quantitative standard; on the other hand, the evaluation process of the organization work to be fair and open, pay attention to the objectivity and representative evaluation implementation, make value judgments on those difficult to quantify the index at best there is public participation, and to ensure that participants in accordance with the social principle under certain sufficient freedom all opinions.

②Comparability. In determining the evaluation objects and criteria, we should also pay attention to the comparison between each other only on the basis of similar conditions or on the basis of the criteria.

③It is scientific. Model evaluation standard (or index system) should be able to truly and scientifically reflect the comprehensive features of alternative models and pay attention to the standardization of evaluation criteria; at the same time, the collected information to be reliable and accurate, the method used to evaluate scientific procedures; information management should be centralized and systematic.

(5) the determination of the idealized target

(6) Pattern set and sorting value.

Table 1 - Ideal solution

Serial number	Index G	Ideal solution		Negative ideal solution		Sort value	Ranking
		Excellence (over 90)	Good (80-89)	Middle (60-79)	Difference (less than 60)		
1	Resource conditions G1						
2	Development conditions G2						
3	Traffic conditions G3						
4	Customer market G4						
5	Ornamental G5						
6	Participatory G6						
7	Policy environment G7						
8	legal environment G8						
9	Capital investment G9						
10	Economic performance G10						
11	Social results G12						
12	Environmental benefit Gn						

Source: Developed by authors

Table 2 - Mode sorting value

Ranking	Pattern set X	Sort value
1	Retro reproduction	97
2	Integration of remains	96.2
3	Ecological reception Village	94
4	RBD	92.7
5	Famous cultural tourism city	90.5
6	Heritage drive	90
7	Main park	88
8	New countryside	85
9	Agriculture (animal husbandry) Kellogg	77
10	National Museum	75
11	Collection	74.6
12	Natural reserve and Ethnic Village	74
13	Convalescent base + Ethnic Village	72.8
14	National Village + characteristic industry	71
15	National Festival	70.5
16	Folkloric Restaurant	69

Source: Developed by authors

3. Development Model for Ethno-Cultural Tourism of Kazakh

With economic and social development both nationally and globally, tourists' values, behaviors and expenditure ideas are changing, and becoming more diverse and participatory, and these changes are challenging tourism developers and operators. The key to developing Kazakh ethnic cultural tourism of is to keep the main contents of nationality culture in order be competitive. This paper will conclude with a discussion of existing developments and their spatial distribution and make suggestions concerning new types of development.

(1) Ethnic village

This is a relatively universal model that relies on well-known scenic spots. For example, Tianchi village of Kazakh customs provides a series activity of cultural experiences, and leisure and holiday opportunities, by combining dispersed independent Kazakh herders who are engaged in tourism.

(2) National museum

This is also a common development model nowadays. In cities and counties where Kazakh people are gathered, museums present historical, literature, arts, residences, tools and traditional handcrafts of the Kazakh nationality by displaying materials or pictures. Representative museums include the Museum of the Altai Region and the Custom Museum of Buerqen County.

(3) Ancient tribal villages

Old tribal villages (Awul) are connected by blood relationships, through which Kazakh ethnic cultures are inherited. The traditional tribal villages may cover ten or tens of families. For example, Ahhaba in Kanas scenic spot of Qionghushtai on the edge of Karazhon scenic spot are both national historical cultural villages. The environments have been kept well in the two villages which possess exquisite landscapes. More attention should be given to protection than development when developing tourism in such places. The scale of tourism should be limited to protect the integrity of the villages, the cultural authenticity, and their environmental qualities (Wenxiang, 2006).

(4) Combining relics

Most of the ancient relics of Kazakh history and cultures are part of grassland cultures. They are found as rock pictures, stone men, stone coffins, stone cemeteries, the old cemetery of Yusun, Lu stones and so on. Most of the relics are dispersed in remote mountain areas and grasslands. It is difficult to develop tourism in these areas. To take advantage of these relics, one possible approach is to present them on tourism routes by combining them. For example, the grassland cultural park of Ahegonggaiti gathered grassland cultural relics in Buerqen county along the Kanas tourism route.

(5) Reconstruction of old customs

This development model relies on the recreation of famous historical events and legends. For example, the grassland tribe in the scenic spot of Narat, by practicing the stories of Princess Xieyou, has recreated the old dynasty of Yusun.

(6) Combination and improvement

Such a development model can be adopted where there are abundant relics Kazakh cultural relics. For example, this model had been applied to guide the rebuilding of Alenjun's palace. King Alen was the only Kazakh king recognized by the emperor of the Qing dynasty. There are five generations of kings: Kokadai, Aji, Hasimuhan, Jiengshan and Alen. Historical materials of the Alen family had been collected and arranged according to historical literature, such as the King's seal, military clothes, pictures and so on. The Palace of King Alen was rebuilt and tourism facilities were added, such as the King's museum, tourists' centre, meeting room, cultural square, family gardens, reception houses and shopping hall.

(7) Resident herder villages

Special cultural villages can be built by integrating herder settlement projects in Xinjiang with the tourism development of Kazakh ethnic cultures. For example, by using the existing tourism Junnggar ring route along the Xinjiang G216 and G217, tourism development can be integrated with resident projects in the Altai region. In this way, the cultural tourism of the Kerei tribes will be promoted.

In order to show the cultural contents and features of various tribes, development of complete tribal cultural systems should be carried out, covering buildings, tribal cultures, heroic events, histories, food, living styles and so on. In Altai city, the tribal cultures of Hazebek, Yesagasi and Huletaibolat are developed; In Buerqen county, tribal cultures of eight branches of Gudike can be developed along the Kanas tourism route. In Koktogai and Qinggil, based on the scenic spots of Koktogai, tribe cultures of Karahasi and Molhe can be developed along Xinjiang G216; Yili region will be dominated by the Yusun tribe of Ulejuz, such as items exhibiting Yusun cultures named Kezaiana, Alban, Sibani and Hongerat. The Tarbagatai region will rely on the famous patriot Bashbai and the brand effects of "Bashbai sheep". Appropriate functional zones will be defined, including a residential zone, a stock breeding zone, agriculture sight-seeing zone, fruit farming zone, reception zone, marketing zone for local products, handicraft production zone, amusement zone, leisure zone and so on, with tourism service facilities.

(8) Ethnic town construction

Important supporting cities, such as Altai city, Jiemenai county and Narat can be constructed to show the properties and cultural tastes of Kazakh ethnic cultures. Arts, customs and Kazakh styles can be embedded in

the buildings, structures, styles and patterns, city cultural contexts and symbols, sight-seeing axes, squares, roads, tourism hotels, shopping street and so on.

(9) Recreational business district with ethnic scenes (RBD)

This is a kind of city open space model. The development of international bazaar of Urumqi with a Uygur style is an example of this model. A recreational business district with a Kazakh style can also be built in Urumqi, combining culture, amusement, food, buildings, customs, handicrafts, remembrances and commercial sales to get mutual benefit from business and tourism (Jigang & Yifang, 1999).

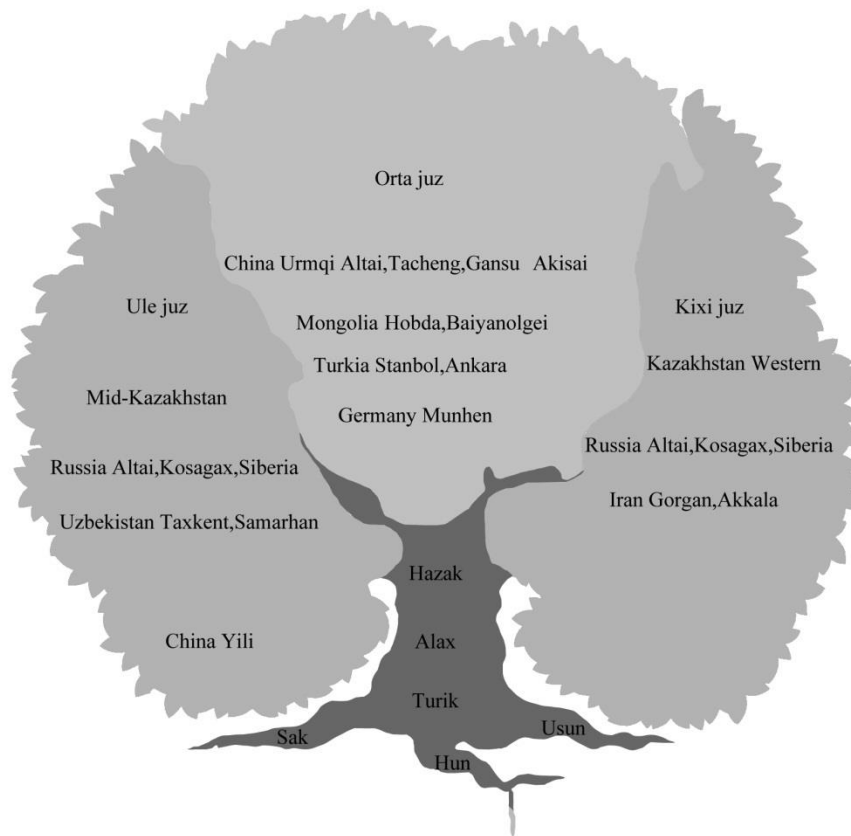


Figure 2 - Kazakh Cultural tree and the structure of its ethnic cultural tourism resources

Source: Developed by authors

(10) Theme parks of ethnic cultures

The Kazakh art of Aken-Ayitesi is a unique cultural art particular to the nationality of Kazakh. It has been nominated for World Intangible Cultural Heritage. The Aken-Ayitesi pageant is a comprehensive literary activity held regularly including competition among folk poets, ethnic wrestling, 'take the lamb', 'chasing' girls, archery, horse racing, horse riding and so on. Cities with concentrations of Kazakh people, such as Altai city, can build ethnic cultural theme parks.

Conclusion

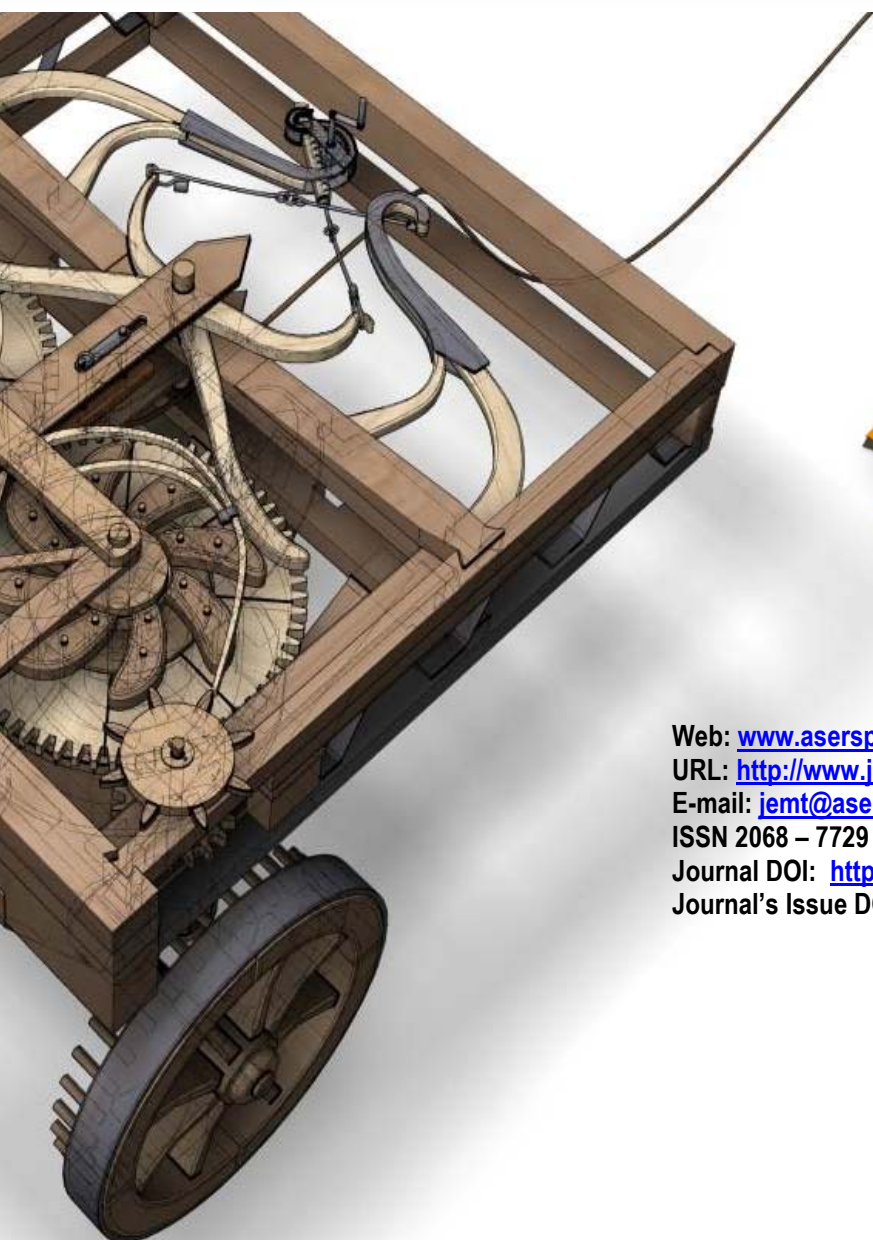
The Kazakh nationality is one of the main transnational ethnic minorities in China. It has abundant ethnic cultural foundations and long historical traditions. Ethno-cultural tourism resources show obvious regional differences, different cultural characteristics even occurring within the same tribe. The spatial distribution of tourism resource is dispersed in a long line, which creates difficulties for development. So, it is necessary to analyze regional functions and contextual features of tourism resource in a systematic way to guide development. Also, innovation is needed in the development of tourism products to avoid similarity, promoting different regions in different ways.

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