

2023-2024 ОҚУ ЖЫЛЫНА АРНАЛҒАН ЖОҒАРЫ
ГУМАНИТАРЛЫҚ МЕКТЕБІНІҢ ДИПЛОМДЫҚ
ЖОБАЛАРЫ/ ЖҰМЫСТАРЫ БОЙЫНША
ҚОРЫТЫНДЫЛАР МЕН ҰСЫНЫСТАР ЖИНАҒЫ

COLLECTION OF CONCLUSIONS AND
RECOMMENDATIONS OF DIPLOMA
PROJECTS/WORKS OF THE SCHOOL OF LIBERAL
ARTS FOR THE 2023-2024 ACADEMIC YEAR

СБОРНИК ВЫВОДОВ И РЕКОМЕНДАЦИЙ
ДИПЛОМНЫХ ПРОЕКТОВ/ РАБОТ ВЫСШЕЙ
ГУМАНИТАРНОЙ ШКОЛЫ ЗА 2023-2024
АКАДЕМИЧЕСКИЙ ГОД

MAQSUT NARIKBAYEV UNIVERSITY

ASTANA 2024

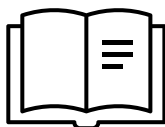
MAQSUT NARIKBAYEV UNIVERSITY

Высшая гуманитарная школа

**2023-2024 ОҚУ ЖЫЛЫНА АРНАЛҒАН ЖОҒАРЫ ГУМАНИТАРЛЫҚ
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АКАДЕМИЧЕСКИЙ ГОД**



MAQSUT NARIKBAYEV UNIVERSITY

2024

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2023-2024 оқу жылының Жоғары гуманитарлық мектебінің дипломдық жобалары/жұмыстары = Diploma projects/works of the School of liberal arts for the 2023-2024 academic year = Дипломные проекты/работы Высшей гуманитарной школы за 2023-2024 академический год : Қорытындылар мен ұсыныстар жинағы = Collection of conclusions and recommendations = Сборник выводов и рекомендаций / сост.: Айкенова А. Ж. – Астана: MAQSUT NARIKBAYEV UNIVERSITY, 2024. – 61 с.

2023-2024 оқу жылына арналған жоғары гуманитарлық мектебінің дипломдық жобалары/ жұмыстары бойынша қорытындылар мен ұсыныстар жинағы.

Collection of conclusions and recommendations of diploma projects/works of the school of liberal arts for the 2023-2024 academic year.

Сборник выводов и рекомендаций дипломных проектов/ работ высшей гуманитарной школы за 2023-2024 академический год.

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КІРІСПЕ

Бұл жинақ Жоғары гуманитарлық мектебінің студенттерінің түрлі салалардағы дипломдық жобалары мен жұмыстарынан алынған маңызды қорытындылар мен ұсыныстарды қамтиды. Атап айтқанда, Туризм және қонақжайлылық, Психология, Қолданбалы лингвистика, Қазақ-ағылшын тілдері және лингвистика бағыттарында жүргізілген зерттеулердің нәтижелері мен ұсыныстары жүйеленіп, бір жерге жинақталған.

Жинақтың басты мақсаты — дипломдық зерттеулер аясында алынған ең маңызды нәтижелер мен ұсыныстарды жүйелеу және оларды кеңінен тарату. Бұл материалдар оқытушыларға, студенттерге, зерттеушілерге, сондай-ақ осы салаларда білімін тереңдетуге және практикалық қызметін жетілдіруге мүдделі мамандарға арналған құнды ресурс болып табылады.

Жинақ төрт негізгі бөлімнен тұрады, олардың әрқайсысы белгілі бір тақырыптық бағытқа арналып, студенттердің дипломдық жобаларының қысқаша аннотациялары, негізгі қорытындылары және практикалық ұсыныстары ұсынылған. Әр бөлімде оқырманға сала бойынша қолжетімді білім мен зерттеу тәжірибелерінің нәтижелері көрсетілген, бұл ақпарат практикалық қызметті жақсартуға және теориялық білімді кеңейтуге септігін тигізеді.

Бөлімдер:

Туризм және қонақжайлылық – саладағы соңғы зерттеулер мен олардың практикалық қолданысы бойынша ұсыныстар.

Психология – психологиялық зерттеулердің нәтижелері және олардың жеке және әлеуметтік контекстерде қолдану мүмкіндіктері.

Қолданбалы лингвистика – тілдік зерттеулер мен олардың түрлі салаларда қолданылу жолдары.

Қазақ-ағылшын тілдері және лингвистика – екі тілдегі зерттеулердің нәтижелері мен олардың білім беру, аударма ісінде және тілдік қарым-қатынас процесінде қолданылуы.

Әрбір бөлімде тақырыптық бағыт бойынша ең маңызды деректер мен ұсыныстар жинақталған, бұл материалдар білім беру жүйесін жетілдіру мен зерттеу қызметін дамыту үшін өте құнды.

INTRODUCTION

This comprehensive collection encapsulates the essential conclusions and recommendations derived from the completion of diploma projects and works by students of the School of Humanities, focusing on four pivotal disciplines: Tourism and Hospitality, Psychology, Applied Linguistics, and Kazakh-English Languages and Linguistics. Designed to be an invaluable resource, this collection serves the needs of educators, students, researchers, and professionals who are eager to deepen their expertise and enhance practical applications within these domains.

The primary goal of this collection is to meticulously systematize and disseminate the most significant findings and practical recommendations generated through diploma research. By doing so, it aims to foster the practical implementation of these insights, bridging the gap between academic study and real-world application.

Structured into four dedicated sections, each part of this collection is tailored to address specific areas of study:

Tourism and Hospitality – Featuring recent research outcomes and actionable insights pertinent to the industry.

Psychology – Showcasing findings from psychological studies and their applicability in both individual and social contexts.

Applied Linguistics – Highlighting linguistic research and its diverse applications across various fields.

Kazakh-English Languages and Linguistics – Providing in-depth analysis of bilingual studies and their relevance to education, translation, and intercultural communication.

Each section includes concise annotations of diploma projects, key conclusions, and the practical recommendations proposed by the students. This collection stands as a critical resource for those aiming to leverage academic research to drive innovation and improvement in both educational settings and professional practice.

ВВЕДЕНИЕ

Настоящий сборник представляет собой тщательно составленное обобщение выводов и рекомендаций, полученных в результате выполнения дипломных проектов и работ студентами Высшей гуманитарной школы по четырем направлениям: туризм и гостеприимство, психология, прикладная лингвистика, казахский-английский языки и лингвистика. Этот сборник предназначен для преподавателей, студентов, исследователей и практиков, заинтересованных в углублении своих знаний и улучшении профессиональной деятельности в этих областях.

Целью данного сборника является систематизация и широкое распространение наиболее значимых результатов и рекомендаций, полученных в рамках дипломных исследований, а также содействие в их эффективном внедрении в практическую деятельность. Этот сборник структурирован в соответствии с основными направлениями исследований и содержит четыре отдельных раздела, каждый из которых посвящен конкретной области.

Разделы сборника:

Туризм и гостеприимство – в этом разделе представлены актуальные результаты исследований и практические рекомендации, способствующие развитию индустрии.

Психология – освещены выводы из психологических исследований и их применение в личной и социальной сфере.

Прикладная лингвистика – представлены исследования в области лингвистики и их применение в различных контекстах.

Казахский-английский языки и лингвистика – анализируются результаты исследований по двуязычию и их значение для образования, перевода и межкультурной коммуникации.

Каждый раздел включает в себя краткие аннотации дипломных проектов, основные выводы и практические рекомендации, предложенные студентами. Этот сборник является важным ресурсом для всех, кто стремится применить академические исследования для совершенствования образовательной и профессиональной деятельности.

Бөлім 1. Туризм және Қонақжайлылық – Section 1. Tourism and Hospitality -

Раздел 1. Туризм и Гостеприимство

Voluntourism Impact Assessment. Balancing Altruism and Sustainable Development and analyzing the effectiveness of voluntourism programs in achieving both altruistic goals and sustainable development objectives in host communities.

Ayaulym Berikkara, Ayazhan Nuranova, Aruzhan Kanibetova, Madina Kamzayeva

Supervisor's name: Zhanar Ashikbayeva

Voluntourism is a relatively newborn field that has recently emerged in Kazakhstan. However, there is a need to thoroughly assess its sufficient benefits and potential challenges that could arise. To fulfill this gap, this study proposes a conceptual model that establishes connection between voluntourism, Sustainable Development Goals and its impact on Kazakhstan. The study employed quantitative research methods, using surveys for data collection. Our results showed that there was a positive correlation between the attitude of people and the development of voluntourism programs. The results also revealed that the positive development of volunteerism can lead to economic benefits, which is directly attributed to the tourism sector. The results contribute to other studies by offering recommendations in terms of applying voluntourism programs in host communities.

Keywords: voluntourism, altruism, Sustainable Development Goals, sustainability, biospheric values, ascription of responsibility, environmentally friendly behavior, awareness of consequences

Voluntourism is a combination of volunteerism with tourism, when volunteers travel to another place to be engaged in volunteer activities (Han et al., 2019). It is widely thought that volunteer tourists, unlike mass tourists, tend to seek altruistic experiences (Movstafa & Abdulaziz, 2023). Since volunteer tourism implies not only leisure, but also a useful time spent for the benefit of society, it has numerous benefits for the local community including help to eliminate environmental and social issues, historical and cultural restoration, promoting personal growth as well as providing educational assistance (Movstafa & Abdulaziz, 2023). For this reason, Devereux et al. (2017) believe that voluntourism facilitates the achievement of sustainability and Sustainable Development Goals (SDGs). This includes the realization of SDG 4 (Quality education) as well as SDG 13 (Climate action), SDG 14 (Life below water), and SDG 15 (Life on land).

Mainly, volunteers are aimed to do volunteer activities to prevent or solve many environmental, social as well as economic problems. However, as one of the new fast-growing types of tourism, voluntourism causes a lot of questions about the right balance between altruism and sustainable development. The main challenge is to maximize benefits for host communities and surrounding environment as well as to support sustainability and eliminate negative impacts. Despite the fact that volunteer tourism is developing fast, there is insufficient awareness and not enough research on the topic because of its beginning stage.

This research was aimed to examine the impacts of voluntourism as well as to evaluate the effectiveness of volunteer tourism programs in achieving both altruistic intentions and sustainable development goals in Kazakhstan. This study contributes to the analysis of volunteer tourism programs and development of volunteer tourism in Kazakhstan by offering suggestions to balance altruistic goals and sustainable development objectives.

The results of the survey confirmed the conceptual framework and three hypotheses that were developed based on the literature overview and justified that voluntourism has a positive impact on the host community by achieving sustainability. In order to make an analysis and confirm hypotheses, an online survey in Google Forms was conducted among one hundred and nine (109) members of volunteer and tourism organizations. The majority of respondents support values of voluntourism, altruism and sustainable development, which proves the positive attitude of people towards the development of volunteer tourism in Kazakhstan. Willingness of people to participate in volunteer tourism shows that there is balance between altruistic goals and sustainable development in the area.

Based on the research analysis, several recommendations for the further development of volunteer tourism in Kazakhstan were suggested. It includes such recommendations as making multicultural learning as one of the initiatives of volunteerism, cooperation between NGOs and local businesses, introducing funding models as well as creating mentorships and exchange opportunities for volunteers.

However, the current research showed that there were some limitations such as the limited number of participants, narrow range of different aged people and respondents' unawareness about volunteer tourism. For this reason, for further research it was proposed to increase the sample and select a particular site of one region that has the most potential to develop voluntourism.

Tourism Governance and Corruption: Case Studies in Policy Implementation and Enforcement: Study instances where corruption has influenced tourism policy implementation and enforcement, and discuss strategies for improving governance and regulatory frameworks.

Urinbassar Zhanay, Shakir Ayana, Rakhymgalieva Aknur, Seisenbayeva Diana

Supervisor's name: Zhanar Ashikbayeva

This study employed a comprehensive approach, utilizing both qualitative and quantitative methods, to investigate the impact of corruption on tourism management in Kazakhstan. By analyzing various data sources and case studies, the research aimed to understand the depth of corruption within the tourism sector and propose effective strategies to combat it. The findings emphasized the negative effects of corruption on tourism policies and implementation, stressing the importance of implementing robust anti-corruption measures. Through examples from Kazakhstan and international cases like Italy, the study highlighted the significance of transparency, accountability, and strict regulations in addressing corruption.

Moreover, the research identified several preventive measures, including regular audits, international collaborations, and legislative reforms, to strengthen anti-corruption efforts in the tourism sector. Additionally, it emphasized the role of public opinion and media coverage in influencing policy decisions. Overall, this study contributes valuable insights for policymakers and stakeholders to develop more effective strategies in addressing corruption within the tourism industry. By adopting an integrated approach inspired by successful models like Singapore, nations can enhance transparency and integrity, thereby fostering sustainable tourism development and economic prosperity. In conclusion, while corruption poses significant challenges to the tourism sector, implementing effective anti-corruption measures, drawing upon international best practices, and fostering collaboration are key steps towards ensuring a fair and sustainable tourism industry. By addressing corruption through a multi-faceted approach, tailored to each country's unique circumstances, nations can uphold the integrity of their tourism sectors and promote economic growth and international understanding.

Impact of Internship on Career Readiness: experience of MNU students in Tourism and Hospitality Majors.

Kissykova Sabina, Kudaikulova Adilaa, Sain Fariza, Tulakova Zhainagul

Supervisor's name: Axamal Issaliyeva

Tourism and hospitality sectors are dynamic and ever-changing, necessitating a blend of theoretical understanding and practical skills from professionals. Internships are essential for helping students prepare for the workforce by bridging the knowledge gap between the classroom and practical application. The study investigates and evaluates how internships affect MNU tourism and hospitality majors' preparedness for the workforce. By exploring their experiences, the study identifies challenges and opportunities, providing valuable information for academia and industry.

MNU University Career Center plays a critical role in enabling students to successfully navigate the labor market, bridge the gap between theoretical learning and practical application, and build a successful career in their chosen field. Through active initiatives and specialized support services, the center aims to provide students with the necessary tools and resources for long-term professional growth and development.

On the part of companies providing internship placements, the interviewees expressed positive opinions about the internship program with MNU, along with offering suggestions for improvement and further collaboration. They emphasized the importance of trainees having theoretical knowledge, a desire to learn, and a passion for hospitality. Interns are selected based on their willingness to learn and their positive attitude. Throughout the internship, students are expected to acquire practical skills and overcome challenges such as adapting to new conditions and work processes, with full support from employees. Trainees are treated similarly to new employees and receive support from staff, providing them with valuable experience and skills. The likelihood of employment post-internship depends on the student's interest and the availability of vacancies.

The development of quality internship programs and maintaining good partnerships with tourism and hospitality organizations confirms the sensitive attention of the university and interest in the further development of students in professional terms. In pursuit of high accomplishments in the tourism and hospitality sphere of Kazakhstan it is necessary to develop in young minds all the necessary qualities for continuous career development.

The views of MNU University tourism and hospitality students emphasize the transformational nature of internships in shaping both academic and career trajectories. By

solving problems, creating a positive work culture, and actively utilizing learning opportunities, students complete their internships with the necessary skills, confidence, and clarity for their future endeavors. After all, as it was found out from the research and interviews, practical preparation is important for future employment.

As recommendations, they can be noted mostly from SWOT analysis with the seniors and alumni, the first one was to increase the duration of internships. Having considered this issue, the solution may be to give this process time during one of the semesters, conditionally reducing academic training with the calculation of obtaining certain knowledge in the course of practice, or the entire academic semester to devote to practical training, according to the methodology of training European universities that produce specialists in the field of hospitality and tourism, such as "Les Roches", "Glion" and so on. In other words, the methodology of training of the world's best schools of hotel business, whose specialists are in demand all over the world. The second proposal was to provide a more expanded list of places for internships, particularly those abroad, because the period of study is the most suitable time to gain experience beyond the possibilities. Speaking about foreign organizations, in this direction the university MNU the previous two years has made confident and successful steps to bring students to the world arena, sending students to internship in Turkey, but the disadvantage was the fact that this internship overlapped with academic study, which accordingly had its own consequences.

And after all, to start discussing and developing in-detail programs for internships at every organization and duration, so that students can apply their academic knowledge and top up it with deep practical experience in organizations, give incentives to supervisors and share to them the programs of internship.

Being one of the graduates of the specialty of hospitality of MNU University, it can be confidently told, that the process of training every year improves thanks to the staff of the Higher Humanitarian School, which, by trying new ideas brings to perfection the process of growth of in-demand professionals in tourism and hospitality in Kazakhstan, and bring to a new level the methodology of training, which accordingly can not fail to be mentioned in the work devoted to practical training of students of tourism and hospitality business and its impact.

Examining Kazakh traditions: Culture shock impact on Tourism Development

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Supervisor's name: Axamal Issaliyeva

This study examines the sources of culture shock among tourists and foreigners who visited Kazakhstan to assess the degree of cultural experience they received and its possible impact on the development of tourism in the country. To gain more accurate insights, in-depth interviews focused on the experiences of three groups: short-term tourists, long-stay business travelers, and academic exchange students to structure the reasons for the culture shock of each group and reveal an effective tourism development plan for each category of foreigners. The results of this study suggest strategies for turning acute cultural differences into strengths of Kazakhstan as a tourist destination, where culture shock will change interest in the country in a positive direction.

The goal of the project “Examining Kazakh traditions: culture shock impact on tourism development”, which was derived from the consideration of identifying which special aspects of Kazakh culture can cause a sense of cultural shock, and how this can further affect the development of tourism in Kazakhstan, has been fully achieved. To achieve these goals, in-depth interviews with foreigners, a literature review and frameworks of researchers in the field of cultural shock and intercultural sensitivity, such as Hofstede and Milton Bennett, respectively, were used. It is important to note that these frameworks have become the basis for data analysis, and the qualitative approach played the most beneficial role for this research, due to which we were able to go deeper into the questions and hypotheses we asked.

From this point forward, it should be noted that despite the limitations that we had during the study, as a limited group of respondents located within Astana, we were able to obtain detailed answers that were mentioned in the results of this work. Following from this context, all questions asked at the initial stage of this research have been answered. Analysis of the data clearly demonstrates that our introductory hypothesis that foreigners' perceptions of culture shock can be both positive and negative, depending on their time of stay, cultural experience and purpose of the visit, was confirmed.

During the research process, it was also discovered that the second hypothesis that culture shock can be used as an advantage to attract tourists and develop tourism in Kazakhstan was confirmed. To conclude, the results of this study directly contribute to the development of inbound tourism in Kazakhstan by establishing the marketing and strategic plans of action

aimed to attract the certain categories of tourists such as exchange students, expats, and short-term visitors based on the recommendations they gave to mitigate the impact of culture shock.

**The future of travel writing and blogging in Kazakhstan: influence on tourism
development and branding of Kazakhstan**

Auyelkhan Maral, Krivovyazova Amina, Nurseiit Gauhar, Saparbekova Dilnaz

Supervisor's name: Madina Lukpanova

In the research process it was revealed that the future of travel writing and blogging holds immense potential for Kazakhstan's tourism industry development and branding based on the existing literature, surveys among both locals and foreigners, and interviews with tourism industry experts. Public and private tourism organisations and individuals are trying to create interesting content to attract more visitors. There is an increasing number of travel bloggers who broadcast beautiful places in Kazakhstan, want to popularise the travel culture within the country and attract new audiences. Kazakhstan has the potential to do this, as the country is saturated with different types of tourism, attractions, natural riches, climate diversity and leisure activities. To achieve this goal, the country should take a conscious approach to strategy planning. The best examples of country case studies have been given above to promote tourism in the country using modern tools, involving private and public organisations, travel bloggers, and journalists and creating sustainable tourism. Based on the interviewees', locals' and foreigners' opinions, it is clear that before starting active promotion of tourism in the country through travel bloggers, journalists, and content creators, Kazakhstan should be ready to receive a large number of tourists, while preserving natural resources and enhancing locals' life. To build a successful Kazakhstan tourism brand and conscious travel culture, it is possible to consider four stages for further development: focus on sustainability, ethno-tourism branding, niche tourism, and trend creation. Using the example of the New Zealand case, tourism organisations can create their campaign to encourage people to travel responsibly, to create their own special, sacred set of rules that will form the right mindset for travellers and encourage them to think about their impact on the environment and the preservation of all the wealth for future generations. This campaign can be promoted through travel bloggers, travel organisations, TV channels, travel agents, onboard airlines, airports and train stations, in public places to create awareness and gradually influence the culture of thinking of all people. Tourism blogging and writing is a very important area that is responsible for shaping public

opinion. With the help of creating new trends in social media, travel bloggers can promote the country's brand, moreover teach tourists the rules of behaviour in a foreign country in order to preserve the local culture and nature. At the moment, popular locations in the cities of Astana and Almaty are overcrowded with a large influx of tourists. For example, "The Shymbulak ski resort began to experience difficulties due to the excessive influx of vacationers"(tengrinews.kz, 2015). Using the example of the second case in New Zealand, Kazakh bloggers can start a new trend, with the help of which people will look for new beautiful locations in Kazakhstan and share photos with each other, thereby redirecting the flow of tourists from popular places in Kazakhstan to other unexplored new attractive destinations. This will help promote domestic tourism, and will also solve the problem of the massive influx of tourists in famous places and will not cause damage to the country and the state of nature. Similar to Saty Village, Kazakhstan can enhance other villages in the country by focusing on ethno-tourism branding which usually attracts foreigners. Building an ethnotourism brand helps to showcase the rich culture and valuable traditions, nourishing cuisine made with local products, and the breathtaking nature of Kazakhstan. This step can lead to a strong brand image and country associations worldwide while preserving nature, culture and traditions and creating jobs for village residents. Discussing the advancement of ecotourism, ethno tourism, and the establishment of Kazakhstan's brand image, these aspects contribute to the growth of specialised tourism in lesser-known cities and destinations within the country. Drawing inspiration from the Italian model mentioned earlier, Kazakhstan has the opportunity to showcase its diverse culture, natural beauty, and numerous niche offerings to foreign visitors, extending beyond major urban centres. It is a powerful tool in the promotion and marketing of tourist destinations that can build a certain brand image of the country, depending on the quality and direction of content. Consequently, with the right approach travel writing and blogging can lead to a more conscious tourism culture, forming images and opinions based on the blogs' narratives.

Is there a place in the future for human beings in the service sector? Marketing research and competitive analysis of the latest hardware and software technologies in the tourism and hospitality sector and its influence on labor force

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Supervisor's name: Madina Lukpanova

Based on the findings of our study, it is evident that a harmonious integration of technology and human involvement is vital within the realm of tourism and hospitality. Based on the examination of the survey and interview findings, it is evident that newest technology presents substantial prospects for enhancing operational efficiency and elevating the guest experience. However, it is imperative to supplement its utilization with human interaction to uphold hospitality's fundamental principles.

The findings of our study underscore the significance of attaining a nuanced equilibrium between the use of technology for automation and the provision of individualized service. It is acknowledged that technologies have the potential to enhance process optimization, resource management, and service quality. In addition, our attention is directed at the enduring significance of human empathy, intuition, and flexibility in effectively addressing the varied requirements of patrons.

Considering this, we propose the following suggestions to facilitate the successful integration of AI technology and human labor in the tourism and hospitality industries.

Technology in the hotel industry is rapidly advancing in several nations and manifests in diverse ways. An innovative concept, including the use of robots as receptionists, was introduced at the Henna Hotel in Japan (“Henna Hotel | Official Website,” 2023).

At Henna, robots carry out a range of tasks, including visitor registration, delivering information about the hotel, amenities, and attractions, as well as aiding in room placement and ensuring a pleasant stay. In addition, they possess the ability to respond to inquiries from patrons in many languages and carry out additional duties to guarantee a superior standard of service. This project exemplifies the effective integration of current technology into the hotel industry, enhancing service quality and a distinctive guest experience.

The implementation of these technologies may start with expansive hotel establishments in Kazakhstan, such as:

The Ritz-Carlton, being a prominent and esteemed hotel in the city, has the potential to enhance guest service and optimize the efficiency of check-in and lodging procedures via the use of robotic receptionists.

Rixos hotels, renowned for their appeal to global tourists and corporate travelers, have the potential to include automated receptionists who can provide comprehensive information about the hotel and its amenities in many languages. This implementation aims to enhance the comfort and convenience of visitors throughout their stay.

Technology, such as automation and the Internet of Things (IoT), can greatly increase employee productivity and service quality. Top hotels are utilizing several automation

systems, like Hoteza and iRidium, keeping in mind all the latest technology developments. These are hotel products; guests may quickly and simply use all hotel services without having to visit the front desk by downloading the app to their mobile device in a matter of seconds.

"The main transformative factor in personalizing customer service in the next few years will be the Internet of Things," according to the Spanish Institute of Hotel Technology (2019). As a result, the process of changing the service to meet changing demand in the travel and service industries needs to be flexible. This is the most important requirement for surviving in the fiercely competitive global market.

Regarding the future of human replacement by robots in the hotel industry, we may anticipate their further proliferation. The integration of robots into the hotel industry will continue due to technological advancements and the growing need for automated solutions. Nevertheless, it is crucial to consider the requirements and inclinations of patrons, while also guaranteeing a suitable degree of security and safeguarding of data. Simultaneously, the development of such initiatives needs ongoing technological updates and enhancements to guarantee their efficient functioning and competitiveness within the hotel industry.

The advent of artificial intelligence (AI) has enabled it to replicate tasks previously reliant on human cognitive abilities (Barten, 2024). This development holds significant implications for the travel industry, as AI implementation offers tangible benefits such as efficiency gains and cost reductions, alongside the potential to minimize human errors and ensure seamless task execution at all hours.

In the hospitality sector, where the provision of exceptional customer service is pivotal to brand differentiation, AI emerges as a valuable tool. It provides versatile support mechanisms for enhancing guest experiences and optimizing service delivery within hotels and resorts. Additional information will be presented on the primary uses of artificial intelligence within the tourism sector in 2024, including concrete examples highlighting AI's impact in this field.

According to Trejos, Connie, an AI-powered robot concierge developed by IBM, has been introduced at the Hilton McLean. Leveraging knowledge from Watson and WayBlazer, Connie assists hotel guests in navigating attractions, dining options, and locating amenities within the property. Standing at about two feet tall, Connie has adjustable arms and legs that allow her to navigate anywhere. When a guest requests for directions, Connie responds by physically moving itself to indicate the correct path. Furthermore, its eyes light up in different colors to communicate emotions like understanding, confusion, or excitement, imitating human expressions. Jim Holthouser, Hilton's Executive Vice President envisions a future where

Connie could potentially recognize individuals' faces and extend greetings to guests with elite status in the loyalty club.

Another AI success can be noticed in Hopper, which employs machine learning algorithms to predict optimal flight and hotel prices, offering personalized booking recommendations. Drawing from extensive historical flight data and real-time price feeds, it advises travelers on when to purchase tickets. This app has facilitated over \$600 million in flight ticket sales and is utilized by hotels and airlines to adjust rates based on consumer demand (Izchak, 2021).

As it can be observed from above, several AI tools are transforming the tourism business. For example, BagsID uses biometric data to simplify baggage handling operations and quick computer vision to correctly track luggage, reducing errors. Meanwhile, Brand24's sentiment analysis tools go further into social media sentiment, demonstrating AI's impact on tourism. Emerging solutions, such as Pure Strategies ANIE, track client sentiment successfully (Koteshov, 2024). In regards to customer experience, TravelPerk uses Twilio Flex and Twilio Segment to segment the market and improve offerings. AirFrance KLM and British Airways deploy innovative technologies, such as FlightBeat and the Happiness Blanket, to track passenger well-being during flights. use cutting-edge technology, such as FlightBeat and the Happiness Blanket, to track passenger well-being during flights. Furthermore, virtual travel companions such as Juliet from Westjet help consumers manage their trip itinerary easily. These examples highlight AI's increasing importance in altering numerous sectors of the tourism industry.

To what extent can advanced technologies supplant human presence entirely within the service sector? By interviewing experts who work in the field of service and have their own knowledge and experience in innovative technology, and based on the response of an online survey, researchers have made sure that people cannot be replaced by advanced technologies. In the field of service, the need for employees to have a close relationship with the guest, to receive the guest with a smile and to solve their problems with empathy can be the basis for this argument. In the modern age, the ability to use technology correctly is a big success, so there is a need for new technologies in the field of tourism and hospitality too.

In considering exemplary instances from abroad as guiding recommendations, the case study of South Korea stands out as particularly instructive. To be more specific, while Korean hotels have been experimenting with various technologies in the field of hospitality since 2000, currently the hotel "Novotel Ambassador Seoul Dongdaemun hotel & Residences" is successfully using virtual reality (Chung, N., Lee, H., Kim, J. Y., & Koo, C. 2018). The hotel

delights its guests with interactive tour guides and virtual tours of local attractions and cultural highlights. The correct use of advanced technologies is not only useful for guests, but also creates a new impression and acts as the main asset of every business.

The Impact of Student Background (family) on hospitality education choice

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Supervisor's name: Nazym Seitova

The purpose of the project “The Impact of Student Background (family) on hospitality education choice” was to examine how a student's family background affects their decision to pursue a hospitality degree, considering variables including parental education, socioeconomic standing, and family sentiments about the hospitality sector. To achieve this goal, information on demographics, parental support, and opinions of parental knowledge and encouragement for professions in the hospitality sector from 200 students using an online questionnaire was collected.

As a result, the research offered valuable perspectives of parental influence, revealing different patterns that range from neutral to supportive among participants. According to the demographic data, most students were female, between the ages of 19 and 25, majoring in tourism, and had prior hotel internship experience. Moreover, the questionnaire's robustness was validated by reliability testing, yielding a Cronbach's Alpha of 0.880. While parents were generally supportive and encouraging of their children, descriptive statistics showed that there was a lack of agreement when it came to conversations regarding jobs in the hospitality sector. Our research also revealed a relatively small influence on employment choices, in contrast to other studies by Shumba and Naong (2012) and Qui, Dooley, and Palkar (2017), which highlighted considerable familial influence. This variation could be explained by a variety of reasons, including peer groups and personal goals that were not fully explored in this study, cultural differences, and the sample of M. Narikbayev University students.

The complex influence that parents have on their children's job decisions in the hospitality sector was highlighted in the findings of this study, as well as the other social factors. As it was revealed in the results of the survey, parental encouragement and support are obvious, but there is little evidence of active parental participation in conversations about careers. This result also implied that students feel competent to choose their own careers, even if they have their parents' emotional and motivating support.

The substantial impact that family background has on students' career choices is something that educational institutions in Kazakhstan, especially those that offer programs in hospitality and tourism, are advised to consider in light of the comprehensive assessment of the literature and empirical investigations. Future studies should take larger and more diverse sample sizes to further validate these findings. Investigating the effects of additional variables such as cultural influences, family customs, and the function of peers and mentors in the classroom can help to obtain a more thorough understanding of the impacts on career decisions in the hospitality sector. By focusing on these areas, educators and legislators may create more successful plans to assist students in making career decisions, which will ultimately result in the development of a more knowledgeable and driven labour force in the hospitality industry. Moreover, enhanced career counselling services can be introduced to assess the abilities of students and find opportunities for them in the hospitality and tourism industry, as well as address the concerns of both students and parents regarding career choices. Strengthening practical training is another approach to prepare students for future challenges that they may face, and raise their employability chances upon graduation, considering the mismatch between corporate demands and educational programs. Thirdly, educational institutions should consider promoting collaborations with industry participants, such as hotels, dining establishments, tour operators, and tourism companies, that can make internships, job placements, and guest lectures possible, giving students invaluable experiences and insights. These collaborations will also establish a base of trained undergrads, who are well-prepared to start their career paths in the hospitality and tourism industry.

**The importance of hospitality education for small and medium-sized enterprises in
Kazakhstan**

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Supervisor's name: Nazym Seitova

The study highlights the pivotal role of educational reforms, industry collaboration, and addressing barriers in hospitality education in Kazakhstan to ensure the development of a skilled and competitive workforce. The findings underscore the necessity of modernizing educational programs to integrate international best practices, thus enhancing their relevance and efficacy. The dynamic nature of the hospitality industry, driven by changing customer preferences and technological advancements, necessitates a curriculum that is responsive to

these changes. This includes broadening the scope of education to encompass macroeconomic and business knowledge, equipping graduates to meet industry challenges effectively.

Practical training and industry collaboration emerge as critical components in bridging the gap between theoretical knowledge and real-world application. Such experiential learning opportunities are essential for preparing students to contribute to the success of the hospitality sector. High-quality education investment is vital for developing professional manpower that enhances service standards and customer satisfaction, ultimately driving the industry's success.

Despite these promising directions, significant barriers such as outdated teaching methods, inadequate legislative frameworks, and accessibility issues hinder the progress of hospitality education. Addressing these challenges requires concerted efforts to modernize teaching approaches, improve accessibility and affordability of education, and foster closer collaboration between educational institutions and the hospitality industry.

The optimism of industry stakeholders about future growth and international partnerships in hospitality education reflects the potential for Kazakhstan to develop a globally competitive labor force. By aligning educational programs with market needs and providing comprehensive practical training, Kazakhstan can ensure that its graduates are well-prepared to excel in the global hospitality industry. This strategic approach will enable the country to compete and flourish internationally, contributing to the socioeconomic development of the hospitality sector.

Innovative development of tour guiding in Astana

Abibullayeva Gauhar Iman Gaukhar Toktagazy Ayala Zhakiyanova Nurshashu

Supervisor's name: Rabiga Mukatova

In conclusion, it should be noted that the research paper on the innovative development of excursions in Astana has provided valuable information about the current state and potential future of the tourism industry in the city. Through qualitative methods, including interviews with museum staff, guides, and tourism specialists, we have gained a nuanced understanding of the challenges and opportunities facing this sector. Results of the paper show a mixed landscape in terms of the introduction of innovative technologies and approaches in guided tours. While some respondents express optimism about the integration of new tools such as virtual reality, augmented reality, and mobile applications, others highlight barriers such as the lack of a separate Kazakh platform or application for guides, shortage of courses for guides in

the professional Kazakh language, poor quality and quantity of transport and equipment used in the field of tour guiding. Despite these challenges, there is a clear consensus among respondents on the importance of balancing traditional methods with innovative approaches. While traditional guided tours offer an individual approach and direct interaction with tourists, innovative methods and technologies have the potential to enhance the visitor experience, attract a new audience, and enrich the overall tourist landscape of Astana. Moving forward, it is important that stakeholders in the tourism industry, including government agencies, tour operators, and cultural institutions, collaborate to create an enabling environment for innovation. This may include investments in transport upgrades, providing training and resources for tour guides, and facilitating collaboration between museums, travel companies, and technology developers. By introducing innovations while preserving the authenticity and cultural richness of guided tours, Astana can position itself as a leading destination for modern travelers looking for exciting and unforgettable experiences. With careful planning and strategic investments, the city has the potential to capitalize on its unique heritage and natural beauty to drive sustainable tourism growth for years to come.

Urban tourism opportunities and smart technologies. Focus on transport system in Astana

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Supervisor's name: Rabiga Mukatova

The purpose of this study was to evaluate Astana's tourism potential, and to examine the city's transportation system, infrastructure, retrieve challenges, and to identify practical solutions that could promote the growth of urban tourism in Astana. The research's findings indicate that Astana is expanding rapidly, boasting a highly developed infrastructure, a booming creative industry, and an elevated rate of digitalization. The population of the city is increasing yearly, as are foreign investments and tourism, as economics drives international tourism. Since Kazakhstan is a new destination for foreign tourists, the city grows larger, more attractive and appealing to both locals and tourists every year. Currently, the city's mayor's office is working to enhance urban tourism in Astana and upgrade the city's tourist infrastructure and transportation with assistance from Astana Damu, CTS and the Center of Urbanism. The capital includes all the facilities needed for business and medical travel, including hotels, conference rooms, entertainment venues, and others. Infrastructure for

tourists, particularly public transportation, is crucial to the industry since it provides services and settings that respond to travelers' demands. In order to facilitate tourists' walking, it is essential to create accessible and barrier-free urban areas and to have sidewalks and lights on every street. The applications must be translated into English for the comfort of travelers. To attract more tourists to Astana, a cohesive strategy for the growth of urban tourism must be developed, and more activities must be held there. Using public transportation allows visitors to explore the city and its key attractions. Need to implement a new bus route that would pass through the main tourist sites of Astana and also the venue for the World Nomad Games, which would enable tourists to travel safely and comfortably around the city. Considering transportation influences travelers' satisfaction and perception of the city, it is essential that it be safe, modernized and easy for them.

Next-Gen Marketing: Enhancing Context through Augmented Reality

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Kamila

Supervisor's name: Shora Leila

In the swiftly evolving technological landscape of our times, where keeping pace with advancements and shifting consumer desires presents a formidable challenge, integrating augmented reality into marketing efforts emerges as a crucial strategic move, particularly within the tourism industry. Leveraging AR in tourism marketing unfolds a myriad of benefits. Primarily, it enables the crafting of unparalleled customer experiences, offering an in-depth exploration of Kazakhstan's landmarks and cultural heritage. A second notable merit of AR is its facilitation of customized marketing endeavors. Through AR, it's feasible to tailor content to individual consumer interests, significantly enhancing communication efficiency and audience engagement. Our project's focus on this domain stems from our conviction in its market potential within Kazakhstan. By incorporating AR into tourism marketing, we anticipate not only capturing the younger demographic's interest but also furnishing unique and personalized visitor experiences. These efforts are expected to bolster our market standing and draw more tourists to the country. Our project is dedicated to the development and deployment of AR technologies in tourism, with flagship offerings including interactive AR brochures. These brochures use 3D models, videos, and animations to bring to life Kazakhstan's attractions and cultural points of interest. Positioned in Astana's heart, our company's headquarters will

provide proximity to essential partners and resources. Furthermore, our findings suggest AR's appeal to the younger generation, a crucial demographic for many businesses. This group actively engages with cutting-edge technologies and seeks novel entertainment forms. Introducing AR into tourism not only caters to these preferences but also aids in brand consolidation in the marketplace. The project's core output will encompass interactive printed AR materials tailored for the tourism sector, embodying a contemporary and innovative approach to acquainting tourists with Kazakhstan's cultural and historical sites. The initial year's project expenses are projected at 92,838,257.2 tenge, covering various operational costs, with an anticipated annual increment of 5%. Expected first-year revenue stands at 131,700,000 tenge, with a forecasted annual growth rate of 10%, driven by an expanding customer base and rising demand for AR tourism services in Kazakhstan. To sum up, the proactive incorporation of AR into Kazakhstan's marketing frameworks holds immense promise for enriching the tourism, cultural, and business landscapes. Continuous exploration and experimentation with AR will enhance Kazakhstan's appeal to tourists and investors alike, laying the groundwork for a more prosperous and sustainable tourism sector.

Influence of Online Reviews on Consumer Behavior

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Supervisor's name: Shora Leila

The current research work was focused on the investigation of online reviews' impact on hotel booking intentions among the students. The main purpose of the research work was to examine the potential impact of the online reviews on a hotel booking intention among students. Moreover, it was expected that the research findings could provide practical implications for hotels in Kazakhstan and enable future research on the impact of the internet on consumer behavior. Conducted literature review of the work has primarily focused on the analysis of existing academic literature on the potential relationships between online reviews and consumer behavior by addressing the concepts such as e-WOM and its elements. Moreover, the review examined the influence of textual comments, contextual images, positive and negative online reviews. Based on the literature review findings four research hypotheses were suggested. In order to test pre-determined research hypotheses, the authors relied on a survey as the quantitative research methodology. While the surveying method remained as a primary data collection instrument, other methods such as the creation of website based on the

WIX platform, A/B testing and heat-maps were implemented to obtain multifaceted research data. In order to determine statistical relationships among different survey data variables, linear regression model was applied in SPSS software.

This research provided an opportunity to obtain the necessary data on the factors and attributes that influence guests' desire to book rooms. It is worth noting that despite the fact that not all hypotheses used in the analysis were confirmed, of course, positive online reviews and a website have a significant impact on consumer behavior. In addition, the results highlight the major role of online reviews, in particular people's electronic recommendations to each other, in creating consumer perceptions in the hospitality industry. Over time, understanding these dynamics will be key to improving online platforms and increasing guest appreciation and engagement.

The results of the research thesis have demonstrated the importance of online reviews in a consumer's decision-making process. Taking into account that an increasing number of consumers have become reliant on online reviews before making a purchase intention, it is essential for hotels to develop appropriate content and foster positivity on different online channels of communication with customers. Such efforts could foster credibility and mutually-beneficial trust between a brand and consumer.

**An In-Depth Examination of Sustainable Practices of Travel industry
(Kazakhstan)**

Bolegen Aruzhan, Ualiyeva Ayaulym, Yedige Albina, Yeleshova Gulden

Supervisor's name: Shora Leila

As already known from this research, the goal of sustainable tourism is to increase the benefits and reduce the negative impact of tourism on the environment. We have set ourselves the task of analyzing the role of the tourism and hotel business in the development of sustainable tourism in our country. For the research, a series of interviews was conducted with a number of leading hotels and companies, including Sheraton Astana, The Ritz- Carlton, The St. Regis Astana, Hilton Garden Inn, Wyndham Garden Astana, as well as with Scat Airlines, Air Astana and American Global Express. This multifaceted approach has allowed us to obtain valuable research data on the current state of their sustainability and environmental practices. As a result of the study, it was revealed that many hotels do not achieve full sustainability, but many of them make efforts and implement environmental practices.

According to the collected information from the research papers and interviews, there were allocated the most sustainable hotels in Astana: The St. Regis Astana Hotel and The Ritz-Carlton. They apply energy-saving systems in hotels, as well as sort waste and strive to use recyclable materials instead of excess plastic. However, it is worth noting that most international hotels adhere to sustainability standards, mainly at the direction of their foreign branches and chains. Many of them face difficulties in fully implementing these standards. One of the most common reasons they mention is the lack of companies specializing in recycling and waste disposal. During the interview, many hotels realized that they use greenwashing to a certain extent, but they actively seek to eliminate this practice. At the same time, they acknowledge that greenwashing is not only unethical, but also has a negative impact on their reputation. Despite this, they also note that they cannot call themselves completely stable. This underlines the importance of further efforts towards increasing the degree of sustainability in the activities of hotels and travel companies.

In conclusion, the analysis demonstrates the urgent need for sustainable measures to close the gap. Despite commendable efforts, obstacles remain on the way to increasing energy efficiency and waste management. In addition, the study faced financial, geographical, logistical and time constraints, especially in the context of limited resources for field research requiring travel to remote regions. The topic of sustainable tourism in Kazakhstan, which limits the possibilities for comparative analysis and informed conclusions. Additionally, there were difficulties in accessing data provided by international organizations and non-governmental organizations, which further complicated the conduct of a comprehensive analysis. These are some of the limitations for the development of sustainable tourism: financial constraints, lack of investment, lack of qualified personnel and phenomena such as "greenwashing" make progress difficult. To achieve success, it is necessary to combine the efforts of all parties.

Upon evaluating the outcomes of this research paper, the subsequent recommendations were discerned:

- The Government, NGOs and travel companies should financially support and promote sustainable tourism;
- The creation of a national system (e.g., the opening of waste recycling facilities in the city that work with tourist enterprises), certification programs and cooperation between business and government are important steps need to be taken;
- Creation of general educational programs and giving access to transparent information about sustainable projects (e.g., the course of Academy.tourisonline (2024) “Sustainable tourism. Principles, practices and innovations in creating a sustainable tourism industry”);

For future research, it would be beneficial to delve deeper into specific aspects and spheres of sustainable tourism in Kazakhstan.

The impact of new technologies on hotel operations (Virtual Reality, Artificial Intelligence, Machine Learning)

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Supervisor's name: Raushan Mukhamejanova

In conclusion, the current work aimed at investigating the potential impact of advanced technologies such as Virtual Reality, Artificial Intelligence and Machine Learning on hotel operations in case of Kazakhstani hotel sector. In order to gain information about current levels of digitalization in a hotel sector, interviews were conducted with the representatives of four international five-star hotel brands located in Astana City. Moreover, online inquiries were administered using Google Forms in order to obtain an information from perspective customers of hotels. In total, 8 interviews and 101 surveys were obtained throughout research period. The results had demonstrated low levels of implementation of VR, AI and ML among the hotels in Kazakhstan, but high levels of awareness of innovative disruptions dictated by the market trends had demonstrated the importance of considering the future outlook of the hotel industry. Indeed, the survey results had demonstrated that in spite of rich hotel stay experience, the survey participants had been skeptic regarding obtaining a service from a technology-powered devices. The preference of a human interaction as well as the consideration of AI as a supportive instrument demonstrated low level of readiness of technology acceptance among the survey participants.

The current work has attempted to address the potential impact of new technologies such as Virtual Reality, Artificial Intelligence and Machine Learning on hotel operations in Kazakhstan. The combined research methodology containing interviews and surveys had provided with information not only about the current phase of technological development in hotels of Astana City, but also the perceptions of hotel staff as well as customers. Nonetheless, there are several recommendations are proposed in order to improve the quality of further academic research on the research subject.

First of all, prior to investigating the customers' potential preferences of technology in hotels, it is recommended to conduct in-depth analysis of a hotel consumer behavior in Kazakhstan. The study of consumer behavior could contribute towards the development of an

ordinary hotel customer profile in Kazakhstan. The detailed analysis of a hotel consumer behavior could enable a researcher to understand country-level of characteristics including cultural variables, technological consciousness, purchasing characteristics as well as hotel preferences.

Secondly, it is recommended to increase the number of interviewees including more hotels in the other cities of Kazakhstan. Moreover, hotel personnel should be selected thoroughly with the specific focus on the IT specialists, project managers as well as top management of the hotel. The inclusion of more hotels and IT specialists would enable to obtain more detailed information on the subject matter.

Thirdly, it is recommended to expand survey population size and include the questions focused on the behavioral characteristics of survey participants. The expansion of sample size would improve the representativeness of the population, which could be generalized to a large population. An inclusion of behavioral questions could provide with an insightful information on technological awareness, use and awareness levels.

Post-Pandemic travel behavior: analyzing the shifts in tourist preferences and safety concerns (with a focus on Kazakhstan and Central Asian region)

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This study showed changes in the behavior and preferences of tourists, as well as industry stakeholders related to the COVID-19 pandemic. The results of a study on Central Asian countries have shown that COVID-19 has caused huge damage to the tourism industry through border closures. This has greatly affected the economies of countries, as well as the income of private travel companies and hotels. The results of a survey of specialists from Kazakhstan showed that people have an active tendency to return to the former tourist trend, both in domestic tourism in Kazakhstan and in Central Asian countries. After COVID-19, the most important thing in traveling or on regular trips was the vaccine that was suitable for a particular country. Currently, travelers have no need to comply with mandatory sanitary and hygienic standards, but a first aid kit, medical insurance play an important role in deciding to visit a particular tourist destination to this day. Also, in the countries of Central Asia, tourists have not preserved the regime of wearing medical masks, such as in Malaysia, Singapore and China, which indicates the level of trust in the country. As revealed by the observations of

experts, tourist accommodation in the countries of Central Asia and Kazakhstan, among others, have high safety standards that are not inferior to international ones. Some experts did not give special recommendations for the development of tourism after the postpandemic, citing the fact that the issue is not relevant, since the countries of Central Asia overcame COVID-19 quite easily. Despite the fact that the tourism industry has suffered greatly, the number of occupied hotel rooms and the number of event events indicate that tourism is recovering without much external effort due to the need for people to travel. But based on the knowledge gained from the professional point of view of other specialists, the following suggestions are made to support tourist efforts in Kazakhstan and the larger Central Asia region after the pandemic:

From the part of Digitalization and Contactless Operations:

- Give top priority to and progress digitization projects in the travel industry, including contactless reservations, payment processing, and paperwork management. Use Kazakhstan's advancements in automated operations (Kaspi QR) as a model for other nearby countries, utilizing state-of-the-art technology to increase traveler convenience and safety. About Infrastructure Development and Information Accessibility following recommendations were given:

- To guarantee tourists' convenience, safety, and accessibility, improve infrastructure throughout popular tourist locations;
- Expand the distribution of information on historical places and cultural attractions, providing resources that are easily accessed and available in several languages for visitors from both local and foreign countries. Regarding Quality Control and Standards Enforcement:

- To maintain adherence to safety procedures and quality benchmarks, strengthen regulatory control and enforcement mechanisms within the tourism sector;
- To maintain hygienic conditions, security, and patron contentment, the institute maintains oversight over lodging facilities, transportation companies, and tourism-related businesses.

According to the area Ecotourism and Sustainable Practices:

- Support ecotourism programs that protect the environment and promote environmentally friendly travel methods. Moreover, following recommendations were made about Certification Programs and Safety Standards:
- Make investments in environmentally friendly structures and programs that help the environment while providing visitors with distinctive and genuine experiences. Consider implementing certification schemes similar to the "Amazing Thailand Safety & Health Administration" in Thailand in order to reassure tourists about the safety precautions that tourism businesses take;

- Make health and safety procedures a top priority in order to boost visitor trust and guarantee enjoyable travel experiences both during and after the pandemic.

According to the research, an unusual opinion was expressed by an expert about Options for Remote Work and Prolonged Stays:

- People who use technology to work remotely and live mobile lifestyles are known as digital nomads. They are not restricted by a fixed place and blend between work and leisure activities. They need high-speed internet and public work areas, such as cafés and coworking spaces, to have a comfortable stay. Digital nomads gravitate towards places with consistent internet access and vibrant networks of like-minded people, which encourages the growth of new travel destinations. In order to examine ways to draw in digital nomads and remote workers it is recommended to provide services and infrastructure that facilitates remote work;

- Moreover, encouraging longer visits and immersing activities that are suited to the postpandemic will create a desire for more meaningful interactions and cultural stimulation. By following these suggestions, Kazakhstan and the larger Central Asian region will be in a better position to take advantage of the post-pandemic tourism boom, draw more tourists, and establish themselves as top travel destinations for sustainable and rewarding travel experiences.

Cocktail Tourism: Investigating the Popularity and Influence of Craft Cocktails and Mixology in Urban Tourism

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Supervisor's name: Yernazar Shynassyl

The urban tourism industry, mixology and craft cocktails are all intertwined, and have certain effects on one another. Many factors set trends and preferences of people, affecting their decision making process. After conducting research using both quantitative and qualitative approaches, this study comes to a conclusion that some factors tend to have less effect on tourist's choices. One of such is gender, which appears to not have a significant influence on respondents' preferences. This indicates that respondents taking part in this study have a broad spectrum of interests which is not determined by their gender group. On the other hand, age turned out to be a significant factor which does have an effect on the decision making process of tourists traveling to urban destinations. Younger people travel to urban places more actively, which can be explained by their rather active lifestyle and the desire to experience more new things in life. The concept of mixology is already known by many people, but it does

not appear to be crucial in the decision making process of urban travelers according to the respondents' answers. Bartenders, on the other hand, always try to attract guests with their charm and impress them with their skills by experimenting with traditional and well known recipes. It is also worth mentioning that this concept turned out to be not so widely used by bartenders in Kazakhstan. Bartenders commonly use the term 'author cocktails'. A big part of respondents were aware of what mixology is, however, most of them reported being neutral to the concept. It might indicate that many see mixology not as a vital necessity when traveling, but rather a nice touch to the overall experience. Many also showed interest in trying out non-alcoholic options, showing their curiosity towards the subject. Responses show that what tends to matter is how mixology services are provided. Average visitors mostly favor the quality of services and the environment in which these services are provided. More specifically, travelers primarily value the aesthetic aspects and the overall atmosphere of the establishments they visit. The presence of unique cocktail recipes is also highly valued, which highlights the importance of individual approach in providing services. This is the reason why examining complex concepts like mixology, other things directly related to them should be taken into account as well, since different things in one industry are usually intertwined. With or without a significant and direct effect on urban tourism and travel in general, mixology still takes part in shaping visitor experience which is crucial for stakeholders willing to gain a good reputation among travelers.

Accessible Tourism for People with Disabilities

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Supervisor's name: Galymbek Mamrayev

The choice of the project to train service sector staff to work with people with disabilities is driven by the desire to create an inclusive and welcoming environment in tourism where every visitor, regardless of their special needs, can feel like a full human being. Thus, staff training becomes a key factor in creating an inviting and accessible environment for all tourists, making the project not only important but also meaningful to the community. Main advantages of the project: Increased professionalization of staff. Qualified staff will have the knowledge and skills to work with diverse client groups, which contributes to improved service quality. Creating an inclusive environment in tourism. This promotes tourism in the country by attracting new audiences and increasing tourist traffic, which can be an additional source of

income for local entrepreneurs and contribute to the development of the economy. Changing attitudes towards people with special needs. By training staff it is possible to promote social inclusion and a more tolerant society, which is key to population development in Kazakhstan. It also helps to reduce stigma and prejudice against people with disabilities.

The main disadvantages of the project:

Risks of limited resources and funding. Lack of funding may limit the scope of the project and hinder project implementation.

Lack of standards and regulation. Lack of clear standards and regulations for training staff to work with people with special needs may affect the effectiveness and subsequent quality of training. Therefore, you should develop individual programs with the help of speakers.

Technical and infrastructural constraints. Poor infrastructure in some regions can make it difficult to access training resources, as well as complicate the practical implementation of training activities.

The main technical and economic parameters of the project implementation include: Facility location: online materials available on official educational platforms, trainings and seminars in hotel conference halls.

Project components:

1. Development of educational materials and training programs: creation of training programs, methodological materials, case studies and other educational resources necessary for conducting training sessions.

2. Organization of training, seminars and workshops: conducting training events for staff, including training on the basics of service, workshops on interacting with clients with special features, workshops on adapting services for different groups of travelers, etc.

3. Creation of training resources: development of various training materials including videos, presentations, online courses that can be used as part of educational programs. These components are key elements of the training program and are aimed at achieving its main goal of improving the quality of service for travelers with disabilities.

This project has the potential not only to improve service levels in the tourism industry, but also to create a more inclusive environment in Kazakhstan. Training staff to work with people with disabilities promotes a more tolerant and welcoming attitude in society. Creating such an inclusive environment can lead to an improved quality of life for people with disabilities and promote their fuller social inclusion.

Бөлім 2. Психология – Section 2. Psychology - Раздел 2. Психология

Психоэмоциональные особенности людей с синдромом ВДА

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Научный руководитель: Адиль Самекин

Наше исследование убедительно демонстрирует, что синдром ВДА не связан исключительно с личностными особенностями или предрасположенностью к определенным методам проявления гнева, как это было показано ранее, а скорее создает в популяции ярко выраженный контекст уязвимости данной группы населения. Данная работа была направлена на определение направленности гнева у лиц с синдромом ВДА, и для достижения цели весь объем работы был разделен на несколько этапов.

На первом этапе нами была проведена предварительная подготовка на определение научной гипотезы, формирование ключевых задач, научно-исследовательских вопросов.

На втором этапе мы провели литературный обзор, где мы убедились в актуальности данной тематики, так как мы поняли ограниченное количество данных, где изучалось ауто- и гетеро- направленность гнева у лиц с синдромом ВДА, а также суицидальное поведение у ВДА. В Казахстане данных и исследований о взрослых детях алкоголиков не было найдено.

На третьем этапе нами была проведена эмпирическая часть. Мы выбрали адаптированную версию для России опросника Спилбергера «STAXI» (1999), так как он является русифицированной версией англоязычного оригинала, и может быть допустим для наших респондентов, для которых основным языком общения является русский язык. Далее мы переформатировали наши опросники «CAST» и «STAXI» в онлайн формат для удобного прохождения респондентами. Для этой задачи мы использовали Google Forms. Респондентам предоставлялось неограниченное количество времени, но в среднем весь опросник они проходили за 10 минут. Изначально в выборке было запланировано 70 человек с подтвержденным синдромом ВДА, а также 70 человек не ВДА, которые вошли в контрольную группу. Но в итоге, в основную группу были включены 84 респондента ($n=84$), а в контрольную 62 ($n=62$). Это связано с тем, что первоначально люди, которые считали себя неВДА, по результатам тестирования «CAST», получили результаты, не только превышающие минимальное пороговое значение в 6 баллов для включения в основную группу, но продемонстрировали

результаты, находящиеся в значении 15-20 баллов. Полученного количества респондентов было достаточно, чтобы провести статистическую обработку. Наши результаты продемонстрировали, что у основной группы почти по всем показателям результаты выше, чем в контрольной (кроме показателя Контроль). Из чего можно сделать вывод, что люди с синдромом ВДА имеют более выраженную склонность к агрессивному поведению и возможно ниже контроль агрессии, чем у лица без синдрома ВДА, что также требует дополнительных исследований.

Любой человек, который рос в семье, где родитель или оба родителя страдали от алкогольной зависимости, к сожалению, имеет значительные последствия в психоэмоциональном и поведенческом аспекте своей личности. Наше исследование убедительно демонстрирует, что синдром ВДА не связан исключительно с личностными особенностями или предрасположенностью к определенным методом проявления гнева, как это было показано ранее, а скорее создает в популяции ярко выраженный контекст уязвимости данной группы населения.

Полученные данные также свидетельствуют о необходимости серьезного отношения к предложению о специализированной терапии взрослых детей алкоголиков, создании психотерапевтических программ и общественных инициатив в Казахстане, а также о том, что психологи, психотерапевты и другие специалисты, занимающиеся проблемой агрессивного поведения, должны сформировать в своем сознании следующую концепцию последствий рождения и воспитания в семейной.

Психоэмоциональные особенности людей с синдромом ВДА
среде, которая указывает на необходимость выявления провоцирующих факторов суицидального поведения.

Влияние астрологических стереотипов на формирование образа другого человека

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Научный руководитель: Адиль Самекин

Проведенный теоретический анализ литературы показал, что социальные стереотипы личности формируются в процессе общения и носят обобщенный характер. При этом следует отметить, что несмотря на то, что в социальных стереотипах содержится информация в обобщенном виде о личности и группах, то ее используют чаще всего при вынесении быстрых суждений в процессе коммуникации. При этом,

конечно, наличие большого количества социальных и астрологических стереотипов может препятствовать точности межличностного восприятия, что негативно может отразиться на эффективной коммуникации между людьми.

В данном исследовании мы рассматривали астрологические стереотипы как разновидность социальных стереотипов и их роли в процессе межличностного общения.

Проведенное нами исследование позволило понять, как восприятие знаков зодиака и других астрологических параметров влияет на восприятие личности. Результаты нашего исследования показали, что существует взаимосвязь между астрологическими стереотипами и самовосприятием. Положительная корреляция между восприятием собственного знака зодиака и восприятием других знаков зодиака подтверждает, что астрологические стереотипы о других формируются на основе собственных представлений. Было обнаружено, что люди склонны наделять похожие знаки зодиака теми же характеристиками, что и свои собственные. Например, если человек считает свой знак зодиака эмоционально нестабильным, он, скорее всего, будет думать, что другие знаки зодиака, которые, по его мнению, похожи на него, также эмоционально нестабильны.

Исследование подтвердило гипотезу о том, что астрологические стереотипы о другом человеке формируются на представлениях личности о своем знаке зодиака. Наблюдаемая корреляция между представлениями о личности и астрологическими параметрами показала, что эти стереотипы могут оказывать значительное влияние на формирование образа других людей. Также, теоретический анализ подтверждает, что астрологические стереотипы действительно являются разновидностью социальных стереотипов, и их формирование связано с восприятием человека собственного знака зодиака.

В ходе исследования мы столкнулись с определенными ограничениями. Одним из ограничений проведенного исследования является возрастная структура выборки. В частности, исследование проводилось среди молодежи на русском языке. Мы не охватывали взрослых и пожилых людей. Следует также отметить ограниченность географического охвата, так как большая часть респондентов проживали в малых или больших городах, и лишь совсем небольшой процент в селах. Кроме того, 84% респондентов являлись казахами по этнической принадлежности и большинство являлись русскоговорящими, так, определенные культурные и национальные особенности могли оказать влияние на результаты исследования. Например, хотя мы

анализировали астрологические стереотипы с учетом личностных характеристик, мы не оценивали уровень знаний о астрологии среди участников исследования.

В целом, наши результаты подчеркивают важность понимания влияния астрологических стереотипов на самовосприятие и формирование образа другого человека. Дальнейшие исследования в этой области могут помочь лучше понять как преодолевать социальные, астрологические стереотипы личности и развивать точность межличностного восприятия.

Одним из возможных направлений исследований является более детальный анализ гендерных различий, что позволит более точно определить, почему женщины чаще склонны верить в астрологию по сравнению с мужчинами и как эти различия могут влиять на формирование стереотипов о других людях. Кроме того, важно исследовать культурные аспекты веры в астрологию в коллективистских и индивидуалистических культурах. Также было бы интересно исследовать влияние астрологических стереотипов на межличностные отношения. Немаловажным мы считаем исследовать и то, какие черты личности или внутренние убеждения человека определяют веру в астрологию и как это в целом влияет на их жизнь. Также, на наш взгляд, научный интерес представляют для нас убеждения, установки личности относительно астрологии и ее роли в социальных взаимодействиях.

Исследование взаимосвязи между личностными характеристиками и развитием лудомании

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Научный руководитель: Райхан Сабирова

Наше исследование, посвященное изучению взаимосвязи между личностными характеристиками и лудоманией среди мужчин в Казахстане в возрасте от 20 до 42 лет, выявило значительные связи между такими факторами, как стресс, тревожность, депрессия, склонность к риску и уровень самоконтроля. Исходя из полученных данных позволяющие лучше понять динамику развития игровой зависимости, наша работа подтвердила предположение о тесной связи личностных характеристик и лудомании. Особенно значимыми оказались уровни стресса и склонность к риску, которые коррелировали с игровой зависимостью.

Обсуждение результатов показало, что существует значительная корреляция между выраженностью депрессии, тревоги, волевой саморегуляции, настойчивости, самообладания, общего самоконтроля и склонностью к азартным играм, что подчеркивает влияние этих эмоциональных и волевых состояний на развитие игровой зависимости. Подтверждение этих взаимосвязей находится в линии с предшествующими исследованиями, например, работы Аффифи и соавторов (2010), которые демонстрируют валидность применения Канадского теста показателя проблемного гемблинга (SPIG) для изучения азартного поведения.

Тем не менее, в рамках нашего исследования мотивация к достижению не продемонстрировала статистически значимых различий между группами, что может указывать на более сложный характер мотивации, которая может быть связана с разнообразными факторами вне зависимости от наличия лудомании. Это открытие требует дальнейшего анализа и может способствовать разработке индивидуальных подходов в профилактике и лечении азартной зависимости, учитывая психологический профиль игрока и специфику его мотивационной структуры.

Далее в работе были выявлены значительные различия между выборками лудоманов и не лудоманов, особенно по таким параметрам, как управление риском и депрессией, что подчеркивает значимость этих факторов в контексте азартных игр. Исследование Хи и соавторов (2019) также подчеркивает, что склонность к риску может быть ключевым фактором в поведении игроков, влияющим на их решения при участии в азартных играх. Это согласуется с нашими наблюдениями значительных различий в рисковом поведении между лудоманами и не лудоманами, где игроки, страдающие зависимостью, демонстрируют высокую готовность идти на риск.

Кроме того, результаты нашего исследования подчеркивают значимость депрессии и тревоги, в контексте азартных игр. В соответствии с работой Barrault и его коллег (2019), которые указывают на значительное влияние эмоциональной регуляции на поведение азартных игроков, было обнаружено, что депрессивные состояния могут усиливать негативное воздействие лудомании на индивида.

Следующее, что стоит отметить об исследовании, присутствие определенных ограничений, к примеру, отсутствие женщин и более старших возрастных групп в выборке, что делает результаты менее обобщенными. В будущем исследования должны стремиться к более широкой и разнообразной выборке, чтобы повысить репрезентативность данных и глубину анализа. Также рекомендуем включить дополнительные методологические подходы, такие как долгосрочные наблюдательные

исследования и использование биологических маркеров стресса, чтобы улучшить понимание каузальных связей между личностными факторами и лудоманией. Это позволит определить, какие интервенции могут быть наиболее эффективными для различных подгрупп населения.

На законодательном уровне, результаты исследования могут служить основанием для усиления контроля за азартными играми, в том числе через ужесточение возрастных ограничений и требований к лицензированию игровых заведений. Это поможет снизить доступность азартных игр и, как следствие, уменьшить число новых случаев лудомании. Дополнительно, результаты подчеркивают необходимость внедрения образовательных инициатив, которые могут информировать общественность о рисках лудомании и способах её предотвращения. Публичные кампании и школьные программы могут играть ключевую роль в повышении осведомленности и формировании здоровых альтернатив азартным играм.

Также, реализация научных выводов в практическую деятельность, расширение исследований в области лудомании, и разработка комплексных подходов к профилактике и лечению игровой зависимости станут важными шагами на пути к улучшению общественного здоровья и благополучия населения. Продолжая эту тему, следует акцентировать внимание на необходимости мультидисциплинарного подхода в изучении и лечении лудомании. Вовлечение психологов, социальных работников, медицинских специалистов, и законодателей в создание и реализацию интегрированных программ может существенно повысить эффективность предотвращения и лечения азартных зависимостей. Это особенно важно в контексте Казахстана, где азартные игры становятся все более доступными через цифровые платформы, увеличивая риск развития лудомании среди населения.

Для более глубокого понимания проблемы лудомании и разработки эффективных интервенций необходимо также уделить внимание исследованию долгосрочных эффектов игровой зависимости на индивидуальное и социальное благополучие. Исследования должны оценивать не только непосредственные последствия лудомании, но и ее влияние на семейные отношения, профессиональную деятельность и социальное взаимодействие. Кроме того, следует усилить исследования в области гендерных различий в лудомании, чтобы лучше понять, как различные стратегии могут работать для мужчин и женщин. Это поможет создать более целенаправленные и эффективные подходы к лечению и профилактике, учитывая специфические потребности каждой группы.

В заключение, результаты нашего исследования подчеркивают важность комплексного подхода к лудомании, объединяющего усилия научного сообщества, практикующих специалистов и политиков. Ведь необходимо учитывать, что социокультурные особенности могут модифицировать проявления и восприятие зависимости, а также эффективность вмешательств. Только через совместные усилия можно достичь значимого прогресса в решении этой сложной и многогранной проблемы, сократив распространенность лудомании и ее отрицательное воздействие на общество.

Психологические и социокультурные аспекты виктимизации жертв бытового насилия в Казахстане

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Маркерами того, что цели нашего дипломного проекта были достигнуты, служат полученные результаты исследования, в частности обнаружение различий между как минимум двумя группами респондентов.

Взяв во внимание пробелы в нашем законодательстве касательно проблемы семейно-бытового насилия, мы осознаем, что полностью исправить сложившуюся ситуацию сложно, учитывая множество аспектов, влияющих на нее. Наша работа сосредоточена на наиболее доступном из решений, больше профилактическом – на виктимности самих казахстанок. Для этого были выделены два доступных для измерения аспекта, оказывающих на наш взгляд наибольшее влияние на женщин – социокультурный и психологический. Из выделенных Абдукаримовой (2023) первой группы факторов являются архаичные представления о гендерных ролях, недостаток культурного воспитания, наличие алкогольных и/или наркотических зависимостей, слабая реакция закона на случаи бытового насилия, а также табуирование темы в нашем обществе. Немалое влияние по наблюдения Мусабековой (2022) оказывают и безработица, низкий доход, низкий уровень образования, из культурных – традиции или влияние патриархального уклада на жизнь женщины. И так как многие из приведенных выше социокультурных причин, к примеру, архаичные представления или недостаток культурного воспитания сложно измерить как минимум за неимением психологических опросников на данные темы, влияние других аспектов на женщин может оспариваться

исследованиями. К примеру, отсутствие образования как одну из причин выделяют несколько исследователей, однако в своей работе Мусабекова (2022) приводит данные о том, что в зависимости от страны проживания исход для одного и того же аспекта может меняться. Так в полученных результатах количество женщин с высшим образованием около 80%, и можно однозначно сказать, что данный аспект не является защитным либо же повышающим риск насилия. Та же тенденция наблюдается и у партнеров респонденток. Однако в вопросе наличия постоянного заработка ситуация немного меняется. Если среди групп женщин статус занятости не имеет значения, то в случае их партнера отсутствие постоянного заработка может быть виктимизирующим женщин фактором. То же касается и наличия у партнера зависимостей. Если в паре присутствует алкоголь, наркотики, или игровые зависимости, шанс возникновения бытового насилия повышается. Такая тенденция прослеживается и у родителей респондентов, и у них самих.

Психологические аспекты, которые выделялись нами в литературном обзоре Малкиной-Пых (2021), Лифтеровой и Вакулича (2013) и разобранные в собственном опроснике - это детский опыт, агрессивность, тревожность, зависимость, эмоциональная составляющая и психологические защиты. Раздел затрагивающий столкновение с домашним насилием в детстве в нашем опроснике подтвердил исследования Малкиной-Пых (2021); Вакулича и Лифтеровой (2013); Качаевой (2021), что пережитое насилие или наблюдение насилия в семье повышает риск столкновения с бытовым насилием в более взрослом возрасте. В разделе ИТО (Собчик, 2005) повышенные баллы по шкалам интроверсии и сензитивности показали среднюю степень связи между опытом бытового насилия и формированием зависимых отношений, о которых также писала Малкина-Пых (2021). По причине средней связи мы не можем утверждать точно о корреляции этих двух факторов, поэтому эта тема требует дальнейшего исследования. Несмотря на отсутствие методик определяющих наличие психологических защит в нашем исследовании, благодаря вопросам мы предположили наличие защитных механизмов, как отрицание и рационализация. Авторы Малкина-Пых (2021); Вакулич и Лифтерава (2013); Зубицкая (2009) выделяют тревожность как виктимизирующий аспект, но в нашей выборке (подвергавшихся и не подвергавшихся) у респондентов уровень тревожности находился в зоне неопределенности.

Не вся полученная в ходе исследования информация отвечала на поставленные вопросы, однако нельзя не отметить тот факт, что чаще всего к жертвам применялось эмоциональное насилие и сверхконтроль (см. Рис. 5,6), в случае же подвергшихся

женщин одну из ведущих позиций занимает и физическое насилие (см. Рис. 5). Можно предположить, что в нашей культуре некоторые действия, определенные нами в раздел «Сверхконтроль» иногда расцениваются как проявления любви и заботы. К примеру, забирать устройства курения, проявлять ревность, следить за местоположением. Это также может быть и влиянием мысли о том, что в браке женщина подчиняется мужу и находится под его покровительством (Абдукаримова, 2023), исходя из этого, уже такие пункты как «Ограничивал встречи с друзьями», «Требовал показать переписки или журнал входящих вызовов» и «Навязывал религиозные убеждения» могут восприниматься нечто нормальное. Помимо этого легко заметить преобладание эмоционального насилия у латентной группы (см. Рис. 6). Ограничиваясь предположением, причиной такой тенденции могут выступать низкая информированность женщин о формах насилия, или же данное проявление сложнее идентифицировать чем, к примеру, физическое насилие.

Тема домашнего насилия достаточно объемна, и полностью рассмотреть все влияющие на нее факторы в одной работе не является возможным. Во время проведения дипломного проекта мы столкнулись с некоторыми ограничениями, которые важно будет учесть в дальнейших возможных исследованиях. Во-первых, хотелось бы больше внимания уделить культурным аспектам, которые не удалось отразить в полной мере в данной работе. Во-вторых, включить в исследование и мужчин, сместив акцент с женщин, ведь проблема не является специфичной относительно лишь одного пола и требует комплексного рассмотрения. В-третьих, использованный нами способ исследования в виде онлайн опросника имеет множество недостатков и ограничений. Ожидается, что при проведении качественного интервью с респондентами вероятность собрать полную, более правдивую картину проблемы бытового насилия несколько выше. В-четвертых, хотя полученные результаты и являются справедливыми для нашей выборки, всё же возникает вопрос о том, можем ли мы экстраполировать полученные данные на всех жертв насилия в Казахстане. Так как мы не имели доступа к отдаленным регионам страны, и наш опросник проходили женщины из больших городов, есть некоторые сомнения в том, будет ли получен аналогичный результат после включения в исследование всех регионов Казахстана.

Данные рекомендации предназначены для расширения понимания проблемы домашнего насилия в казахстанском обществе и проведения более тщательного анализа в этой области.

Exploring the Influence of Trilingual Language Policy on the Perception of National Identity in Kazakhstan

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The current research aimed to investigate if the Trilingual Language Policy has an impact on the construction of National Identity. Therefore, the following main and subsidiary research questions were developed: - How does the Trilingual Language Policy in Kazakhstan influence the perception of National Identity? - How do individuals understand and experience the effects of language policies on their sense of National Identity? To achieve the goal qualitative study approach and purposeful sampling methods were chosen. Seven experts in the field of Linguistics, Philology, Education, Language Policy and National Identity, individuals with at least five years experience of working in that sphere, especially from MNU, NU and AITU Universities were chosen to participate in the interview. Additionally, ten school alumni who have experienced the Trilingual Policy and studied all three languages were also selected. The BIL and NIS schools, fully Russian and Kazakh state schools, and Mixed-Language state schools were the criteria for participants for the reason that teaching language at these schools can be taught differently. Overall this research identified seven key topics, therefore the results indicate that both alumni and experts have a similar understanding of Trilingual Policy which is for them the equal use of all three languages and all three languages are crucial in the development of the country in a global context. Similarly, both groups understand National Identity as a sense of belonging to a nation or ethnic group, however, some of them feel a stronger connection of National Identity to the country's historical heritage, culture, and language. Some alumni indicated that they feel a strong feeling of pride and patriotism demonstrating their perception of National Identity. Further findings illustrate the views of both groups on Language Policy's impact on National Identity. Experts illustrated that three languages in Kazakhstan play a significant role in shaping the Identity of people because language and identity are interconnected. Overall, the policy impacted National Identity by promoting linguistic diversity, strengthening connections between languages and cultures, as well as influencing personal connections to specific languages. Alumni also indicated their views on Language Policy and National Identity, thus they feel a strong affiliation between

them highlighting the crucial role of language policy impact on National Identity. However, alumni of state schools indicated that they did not feel that Trilingual Policy was even implicated in their curriculum. Experts and alumni also indicated some advantages and disadvantages of the implied policy which are the number of opportunities provided such as multiculturalism, global integration, access to information, opportunities in a global market, intercultural communication, and a sense of pride for the nation. On the contrary, they express disadvantages such as code-switching which could contribute to the loss of the proficiency of the mother tongue. Moreover, the limited presence of English in public highlights a disparity in the use of all three languages mandated by the policy. Additionally, people indicated that the younger generation is more internationally oriented because of knowing international languages, unlike the older generation. There were also proposed improvements like creating more educational centers, checking rural areas, and assessing the professionalism of teachers, implementing language learning programs, speaking clubs, and reflecting on others' experiences, using statistics to make conclusions, using Kazakh, Russian, and English in parallel at school, integrating CLIL at school for easier language learning. Contrariwise, the majority suggests prioritizing Kazakh as a mandatory language, followed by English and Russian. This study helps to understand the gaps in Trilingual Policy implementation in the curriculum of school programs and also what problems are present currently. This study provided a comprehensive analysis and insights into how National Identity is being shaped by the use of three languages simultaneously in the country. This study's insights offer policymakers a nuanced understanding of the Trilingual Policy's effect on the construction of National Identity for a policy formulation process.

For future research, it is recommended to find more experts to gather valuable opinions and insights into the Trilingual Policy, and probably try to reach out to the policymakers. Therefore, create partnerships with academic and governmental bodies and utilize professional networks to attract more experts from Kazakhstan and countries abroad. Also, it is recommended to use more thorough research that implies a mixed method so that bigger data can be collected from all the districts of Kazakhstan. It could be also recommended to observe how the Trilingual Policy is implicated and how it influences the formation of National Identity at schools of Kazakhstan in the cities and remote districts. By implementing these strategies the research can overcome recruitment challenges, enrich findings, and contribute more comprehensively to the understanding of how Language Policy impacts National Identity.

Kazakh Language Revitalization and National Identity: Examining the Role of Reviving Indigenous Languages in Nation-Building Efforts

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Based on the analysis of the data collected during the study and the materials of the literary review, several key aspects related to the language situation in Kazakhstan can be identified:

Historical context and Russification policy:

Kazakhstan, as a post-Soviet country, has experienced a significant impact of Russification, which has affected the language environment. Russian dominates everyday communication, especially among friends, which is due to historical factors, the education system and the status of the Russian language as a language of international communication. This is confirmed by both research data and literature (for example, Doganaksoy, 2008).

The impact of the nation-building process on the revival of the language:

The importance of language policy and language revival is emphasized both in the literature (Bizhanov & Amrebaev, 2021) and in the responses of the study participants. The language is considered as a means of uniting various ethnic groups of Kazakhstan, and knowledge and use of the Kazakh language are associated with patriotism and preservation of cultural heritage.

The role of education, media and content in the revival of the language:

Literature and examples from other countries (Canada, New Zealand, Ireland) indicate successful strategies for reviving languages that can be applied in Kazakhstan. The importance of education, media and content is highlighted as key aspects.

Education: Strengthening the Kazakh language in the educational system and changing teaching methods to increase students' motivation to learn the language. Criticism of existing approaches focuses on the lack of practical orientation of training.

Media: The study participants believe that social networks and video platforms play an important role in popularizing the Kazakh language among young people. The increase in the amount of content in the Kazakh language contributes to the strengthening of national identity.

Content:

The lack of high-quality content in the Kazakh language hinders linguistic and cultural development. The increased interest in Kazakh-language content among respondents indicates

the need for its creation and dissemination, which requires support from both the state and the private sector.

In general, for the successful revival of the Kazakh language, a comprehensive approach is needed, including the reform of the educational system, the active use of media and the creation of high-quality content in the Kazakh language.

Interference in teaching a second foreign language

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In conclusion, when learning a second foreign language, learners often encounter different types of interference that impede their progress and reduce the effectiveness of learning strategies. Various kinds of interference are related to many factors, such as linguistic differences between the target and native languages, teaching methods, cultural differences, motivation, and individual learning preferences. The impact of each of these factors on learning depends on how they are addressed by both teachers and learners. This study revealed the problems associated with language intervention in second foreign language learning and identified effective strategies to address them. By examining the problems encountered in L2 English, L3 German, and L3 Korean, as well as the strategies preferred by teachers and learners, we gained valuable information. Key strategies for overcoming interference include regular practice, comparative language learning, and seeking help from teachers or tutors. In addition, using authentic materials (fiction and movies, videos and newspapers, etc.), practicing writing essays, participating in conversations with native speakers, or developing conversational skills independently is crucial. Teachers should help students identify the common features of languages (structure, grammar, words, pronunciation, etc.) and their differences. Using these approaches can improve language-learning outcomes and mitigate the negative effects of interference, leading to a smoother language-learning process for learners. Based on the research conducted, the theoretical data from previous studies was analyzed, which helped us identify some of the problems that students face during language learning. We also conducted practical analyses such as interview, survey, and quasiexperiment, which proved the significance of our research and helped us come to the results of our research. On the basis of the results obtained from the practical analyses, we developed a methodical guide to help students overcome language interference. In the methodological guideline, tasks

specially adapted for German, Korean, and English were created to enable students to effectively overcome language interference in the three sections of the language, grammatical, lexical, and phonetic. By following these guidelines, both teachers and learners can systematically eliminate and reduce language interference, contributing to more effective language learning. Further research and the development of personalized teaching methods based on these findings can help effectively address interference in foreign language teaching.

Compiling a dictionary of linguistic terminology

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Supervisor's name: Anar Baizhanova

In conclusion, by developing a specialised dictionary of linguistic terminology, this thesis project has attempted to meet a crucial requirement for instructors and students in MNU's Applied Linguistics programme. In order to lay the basis for the compilation of a Dictionary of Linguistic Terminology, our research has studied the areas of terminology and lexicography. While lexicography deals with the rules and procedures for gathering and presenting dictionary material, terminology concentrates on the connections between concepts and their meanings. Gaining an understanding of these domains has proven to be crucial during the process of word collection and organisation, which was required for our endeavour. This framework has directed the creation and organisation of the lexicon in the final dictionary. For the methodological part of the research, the technique integrates quantitative and qualitative methods. We focused on pertinent and difficult terminology from the curriculum while conducting a dictionary analysis, needs analysis using surveys and interviews, and compiling the dictionary using an organised method. All participants' voluntary participation and confidentiality were guaranteed by ethical standards. The effective production of the dictionary is guided by the full awareness of the needs and preferences of both professors and students that this mixed-methods approach offers. Understanding that final exams are extremely important and need a lot of preparation, we wanted to reduce some of the stress and workload that comes with preparation for them. Our goal in creating this dictionary was to offer a useful tool that was customised to meet the unique demands of MNU's academic setting by gathering and arranging relevant study materials in one place. We conducted a convergent research, by conducting content study of other dictionaries, then carrying out needs analysis of students and teachers. This was crucial for ensuring that the dictionary has the most essential and commonly

used terms in addition to presenting them in an easy-to-use manner, as well as making the dictionary structure clear, readable and providing sufficient information to the reader. The final dictionary prioritises usability, clarity and conciseness in its design to be a succinct, but thorough resource. In contrast to more expansive linguistic dictionaries mentioned in content analysis, ours has been made to meet the needs of MNU's Applied Linguistics programme in terms of both curriculum and exams. Students can effectively access and review the material that is important to their studies and examination preparations thanks to this focused approach. The ultimate goal of this dictionary is to assist MNU students in their studies by helping them to more comfortably and successfully study the complexity of linguistics. We wanted to provide assistance in enhancing the academic performance and overall well-being of students by decreasing the time and effort required to compile and review key phrases. This research is evidence of the effectiveness of focused, user-centred tools in education, and we anticipate that it will have a good effect on upcoming MNU linguistics student intakes.

Applying country-specific information in teaching foreign languages

Orazgaliyeva Nargiz, Ayapova Anel, Kydyrbay Gulzhazira, Aiarys Nursapa

Supervisor's name: Anar Baizhanova

The purpose of this study was to investigate the efficiency of various approaches for teaching cultural studies in different classrooms and at different levels of language competency. The findings underscore the significance of employing effective pedagogical approaches to promote student learning outcomes and teacher development in cultural studies. The study highlighted the importance of using proper teaching approaches in cultural studies. Effective solutions led to considerable improvements in student engagement, learning outcomes, and teacher excellence. One of the study's significant conclusions was the value of interactive teaching in increasing student engagement and collaboration. Interactive approaches created a dynamic learning environment in which students actively exchanged knowledge and explored culture, resulting in more intercultural dialogue and a better awareness of cultural differences. The faculty interviews revealed that each teacher used distinct, self-created teaching tactics, emphasizing the diversity and adaptability of pedagogical approaches in cultural studies. These tactics frequently reflect personal experience and ingenuity tailored to the demands of the class. Lessons taught at different levels of English proficiency (A1, B1, B2) had diverse levels of student interest and comprehension. Higher levels of competence demonstrated increased

engagement and understanding, highlighting the importance of tailoring instructional tactics to students' language skills. According to the study, incorporating country-specific content increases students' interest, cultural awareness, and language ability. Students gain substantially from contextualized learning, as demonstrated by practical classroom activities at various language skill levels that include interactive teaching methods and technology. Activities such as evaluating cultural media and disputing stereotypes have proven to be particularly beneficial in improving critical thinking and intercultural understanding. The primary goal was to develop *Teaching Country Studies: A Comprehensive Methodological Guide (TCS CSE)*, which would equip teachers with realistic tools and strategies for teaching cultural studies. This handbook is intended to assist standardize and improve the quality of cultural studies instruction in English classrooms. The guidebook is intended to be useful and accessible. The manual's chapters include fundamental topics, theoretical foundations, interactive teaching methods, technology integration, and lesson design for various language competency levels. Each chapter offers examples, exercises, and resources to encourage active learning and application. The study discovered various effective teaching tactics, such as collaborative projects, peer tutoring, and conversations, that may be tailored to different competence levels, assuring inclusivity and practicality. Given the scarcity of research on the implementation and impact of country studies in English language education, this study bridges a vital gap by providing empirical evidence on the benefits and problems of teaching country studies curriculum. The study underlines the necessity of ongoing research in developing trustworthy methodology and updating suggestions in response to evolving trends and instructor input. The study's findings underscore the importance of country studies in broadening learning experiences and improving knowledge of cultural diversity.

The study provided an answer to the primary question of how "Landeskunde" (country studies) education evolved from communicative to intercultural. This movement mirrors a larger trend in language education toward a more in-depth study and engagement with culture, with implications for teaching methods and curriculum creation. The approach to teaching Landeskunde has developed from a concentration on communicative approaches to one that incorporates multicultural methods. This shift focuses on increased cultural knowledge and engagement, helping students to respect and interact with people from many cultures. As a result of this development, students' ability to develop intercultural competency, critical thinking skills, and a greater awareness of cultural variety has improved. Country studies may assist English language learners by offering contextualized information that improves language understanding and cultural awareness. These studies provide teachers with an organized

approach to teaching cultural nuances and social conventions, which makes language learning more relevant and engaging for pupils. It also promotes the development of international communication skills, which are critical in today's globalized society. Landeskunde, or country information, is incorporated into English language teaching using a variety of ways tailored to different levels of language skill. According to research, including cultural content into language instruction helps pupils improve their cultural awareness, critical thinking, and language abilities. Here's how this is done at various levels: The study revealed effective approaches for incorporating country-specific information into language learning at various skill levels, which improved both language and cultural competency. Simple cultural introductions, engaging tasks, and collaborative learning interest students at the A1 level. Media integration, contextual vocabulary development, and classroom discussions at the pre-intermediate level (B1) help students relate language learning to realworld cultural situations. Critical debates, in-depth cultural analysis, and reflective exercises foster critical thinking and cultural awareness in intermediate students (B2). These tactics ensure that cultural content is effortlessly interwoven, increasing both language and cultural proficiency. Integrating country information into English instruction necessitates customized solutions for students with various skill levels. Our findings emphasize the importance of interactive, media-rich, and reflective learning in improving cultural understanding and language abilities, preparing students for the varied English-speaking world. To increase the generalizability of the findings, future research should use a broader range of approaches and educational contexts. Long-term research that assesses the impact of various instructional styles on cultural competency and critical thinking abilities might yield more detailed results. Investigating the function of digital tools and online platforms in teaching cultural competence may provide new approaches to create interactive and immersive learning experiences. Comparative studies of diverse cultural and linguistic situations would help us understand how cultural studies are taught and understood around the world. It would be beneficial to include students more directly in the study process in order to acquire their perspectives on effective teaching tactics and cultural learning experiences. This study underlines the importance of country studies in improving the cultural competency and language skills of English language students. This work contributes significantly to the field of English language teaching by analyzing existing practices, creating a complete instructional guide, and reviewing existing data. It makes practical advice to instructors and establishes the groundwork for future research targeted at improving learning experiences and better understanding cultural diversity. Teaching Country Studies: A Comprehensive Methodological Guide (TCS CSE) provides educators with the tools and strategies they need to create dynamic

and culturally enriching learning experiences, resulting in the development of well-rounded global citizens in today's interconnected world.

Comparative conceptual analysis of English and Russian / Kazakh advertising texts

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Supervisor's name: Anar Baizhanova

In conclusion, it should be noted that a comparative conceptual analysis of English and Russian advertising texts provides valuable insight into the various linguistic and cultural elements that form these communication strategies. Considering the choice of language, cultural references and methods of attracting an audience allows us to conclude that both English and Russian advertising use unique approaches to communicating messages and convincing consumers. Despite these differences, both linguistic traditions share a common goal - to engage the audience and consumers. Several steps were taken during the graduation work. The first of which was a review of the literature related to the topic of the work. This step is very important because it helps to understand in which direction the research was conducted and what past researchers came to. 24 articles were analyzed and the analysis revealed the main ideas and results of each study. The second step was to create a new conceptual model that includes “seed” – 50%, “pulp” – 30%, “skin” – 20%. This model allows you to define the concept of each advertising slogan based on its direction. The third step is to collect data for analysis. Our group analyzed 200 slogans, each of which was applied to the conceptual model that we created. During the comparative analysis, similarities and differences between English and Russian were found. Step number 4 is the testing of the conceptual model among students. There were 3 presentations for 3 different groups of second-year students. The presentation includes the purpose of our research, an explanation of what a conceptual analysis is, examples of stylistic devices and an analysis of the work of the model using examples. After that, students were asked to take a test that included 8 questions in the format of choosing one answer among several suggested options and one question was a task during which students had to analyze the proposed slogans using our conceptual model. The results make it clear that the model is working, but it needs to be improved to obtain more satisfactory results. It should also be noted that the results of our study will undoubtedly prove incredibly useful for future research on this topic. Due to the methodology, the results obtained are extensive and include elements of a quasi-experiment. The research will be useful not only for linguists specializing

in the field of cognitive linguistics, but also for advertising agencies or people directly involved in creating advertising, as we have identified the most important stylistic techniques in advertising slogans.

Experiences of Russian Speaking Kazakh Students from Astana: Identity Formation

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Supervisor's name: Anar Ibrayeva

In conclusion, our study's results provide insight into the intricate processes involved in the development of identities among Russian-speaking Kazakh and Bilingual (Kazakh and Russian) Kazakh students in Astana. The difficulties people face in everyday life – from social pressure and feelings of sufficiency to bullying and exclusion in educational environments – highlight the significant influence that language obstacles have on people's sense of identity and belonging. Notwithstanding obstacles (restricted social networking and misinterpreted messages), it is apparent that several individuals demonstrate resilience and flexibility by adjusting to their environment and switching between languages to enhance communication and state that they do not face difficult challenges in the diverse linguistic landscape of Kazakhstan. Crucially, participants confirm their Kazakh identity despite the challenges they have endured, highlighting the lasting value of national identity and cultural legacy. Hence, it can be inferred that within the contemporary context of Kazakhstan, proficiency in both Russian and Kazakh languages emerges as a potential resolution to the challenges mentioned earlier, fostering harmonious intergroup relations. Embracing bilingualism not only facilitates effective communication across diverse societal segments but also nurtures a climate of inclusivity, thereby promoting social cohesion. Such linguistic competency not only enhances individual adaptability but also contributes to the broader goal of fostering a pluralistic and cohesive society wherein individuals can engage meaningfully across linguistic and cultural boundaries.

Pre-existent literature mostly focuses on two different spectrums of the linguistic environment in Kazakhstan: Nagyz and Shala. This paper focused on the Russophones: during the interviewing process and selection of participants, we scouted Russian-speaking Kazakhs (Shala) and those who have similar linguistic competence in Russian and Kazakh. Research that focuses on Zhai Kazakhs as a separate group and/or compared to Shala/ Nayz Kazakhs might have a huge contribution to add/ Additionally, the research, based in a more Kazakh-speaking region, such as the Southern part, might potentially have different results or may

debunk our reasoning on preference for Russian in the daily communication of the two interviewed groups. Lastly, relationships between the civilisational identity and Kazakh identity of bilingual (Russian and Kazakh) people do need more in-depth exploration, thus creating a more rigid framework that can be used to further detailed investigation upon those identities in general and of Shala, Nagyz Kazakhs.

Pragmatic Characteristics of Linguistic Units Describing Sensual Perception

Khasenov Rustem, Maratkyzy Aidana, Aitmukanbet Ayaulym, Bakhytkyzy Shyryn

Supervisor's name: Yevgeniy Puzikov

To summarize, sound, taste, visual, and tactile perceptions play a crucial role in human life, emphasizing the way people perceive, process, and use language. It changes the way people understand and use words. Sensory perception also plays a vital role in linguistic texts; it provides a deep understanding of different texts and genres. They allow us to analyze and perceive information from the environment, providing a framework for understanding and interacting with each individual. In linguistics, it is essential to note that our linguistic and vocabulary resources show how perceptual sensations are expressed and how we describe them in linguistics. In this paper, three literature books were selected and analyzed thoroughly. According to the three analyzed literary works, visual perception is used the most. The authors of the literary works pay more attention to visual perception rather than tactile, taste, and hearing perceptions. According to their pragmatic context usage, four main types of pragmatic context were found: strong emotional impact, manipulation, attention-drawing elements, and social interactions. In most cases, the lexemes perform the role of emphasizing the emotional impact on the reader.

There are seven types of distributions of lexemes. The table with examples from the selected three books was made and categorized by lexical meanings into groups such as the lexeme itself, the adjunct (adjective preceding), the adjunct (adjective following), the adverb preceding, the adverb following, clauses, and other types.

This study might be useful for people who are interested in linguistics and especially in lexemes. The representatives of these spheres may evolve further study to deepen the quality of the research.

It would be better for future researchers to expand this study to multiple universities to obtain generalizable results for the entire country, if possible. In addition, since there are still

problems associated with a lack of access to some sources in Kazakhstan, it would be better to provide researchers with free access. Corpus-based research may be involved using COCA and BNC corpora to widen the frame of the research.

The Relationship between Students' Language Use, Language Choice and their Identities, including Ethnicity, Gender and Social Class: EMI Universities in Astana

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Supervisor's name: Roza Sagitova

The findings of the present study showed the relationships between Language Choice, Language Use, and Identity. Using both Descriptive analyses and Multiple Linear Regression tests, the study explored language dynamics in the context of Kazakh, Russian, and English languages. Descriptive statistics revealed that Kazakh and Russian languages are predominantly used within domestic settings, whereas English is preferred in academic contexts. These findings show that each language has its sociocultural role in the studied context and population. The multiple Linear Regression analyses indicated several significant predictors that influenced Language Use and Language Choice. Key factors shaping Language Use were Ethnicity, Gender, Native language, and Region. For example, participants of Mixed ethnicity, Female gender, and speakers of Russian or Other languages demonstrated less frequent Use of Kazakh. Additionally, participants from different regions showed different preferences in the Use of Language. Furthermore, the Multiple Linear Regression demonstrated a correlation between some sociodemographic factors and language choice. The Choice of Kazakh and Russian languages is characterized by the impact of Ethnicity, Gender, and Native language. However, the Choice of English was not significantly impacted by the mentioned predictors. In conclusion, these findings underscore the complex interplay between sociodemographic factors and language Use among students of EMI universities in Astana. Recommendations for Further Research Based on the findings of this study, several avenues for further research could enrich the understanding of the relationship between identity, language use, and language choice. Future studies may use a qualitative research method to explore the experience of the students in speaking three languages in different aspects. Furthermore, it is suggested to research this topic not only among EMI university students, but among students of other universities, regions, and all citizens of Kazakhstan to achieve generalized results for the whole country.

Exploring the Role of Teachers' Digital Literacy on Online Language Teaching

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Supervisor's name: Anna Tonkikh

The study revealed that MNU university language instructors significantly view digital literacy role in improving students' language learning experiences. Digital literacy of language instructors allows them to apply various digital tools and resources which beneficially provide students' engagement enhancement. However, there are some challenges related to maintaining students' concentration, attention, and motivation which are not connected to the instructor's digital skills and knowledge.

This study also investigated teachers' understanding of the concept of digital literacy, and the interview data revealed that teachers have a broad understanding of the term. Also, the answers to the interview questions revealed the skills that the teachers have in order to understand how competent they are in the digital domain. Language teachers manage digital devices and resources without any problems, which has a positive impact on the learning process. One of the reasons for competence may be the independent and voluntary training and continuous development of teachers in this area.

Our study confirms the importance of resource accessibility, convenience in location and time, and digital literacy for successful online learning. These important factors contribute to improving skills in important aspects of language and provide effective feedback between students and instructors. These results provide opportunities for future improvement of educational methods in online learning.

There is new information in terms of tools, resources and strategies. Tools and resources by purpose are for: Communication, Evaluation, Gamification, Lesson management. Teaching strategies that were pointed out after analysis are Project-Based Learning, Cooperative Learning, Active Learning, and Edu-tainment. The findings fill the gap in the information about the sphere of digital literacy and its influence on the learning experience of students while online learning.

There are several recommendations for further studies on this topic. The first one is to implement digital literacy assessment tools and conduct follow-up research using a quantitative method, which will further help to assess more accurately the impact of digital literacy teachers on online language learners. Due to the limitations of this study, it is recommended that a larger study be conducted that includes both university faculty and students.

Correlation Between Critical Reading Proficiency and Academic Performance

Alpysbaikyzy Adina, Alpyssova Madina, Berdikulova Malika

Supervisor's name: Dina Abdrakhmanova

In summary, our study highlights the complex relationship between technological distractions, students' reading practises, and their critical reading abilities. Although social media and other distractions don't seem to have a major effect on students' reading habits or critical reading abilities, there may be other factors at play that are responsible for the difficulties that have been noticed.

The student's proficiency level in English as a second language may be one of these factors, which may have an impact on their capacity to interact critically with textual materials. Students who remain working on their English language proficiency may encounter difficulties understanding and interpreting texts, which could result in a decline in their critical reading proficiency.

Our study also highlighted common techniques learners use to improve their comprehension. Common strategies included underlining key points, skimming materials, going back and rereading passages, summarising them, and choosing passages for additional reading.

Many students still read every day, and those who are passionate about fiction literature can comprehend more because of the intricate storytelling and long-form narratives. These results highlight how crucial it is to address skill-based aspects in order to support students' critical reading abilities across a range of academic subjects.

This research on the correlation between critical reading proficiency and academic performance makes several significant contributions to both academia and educational practise. By investigating the relationship between critical reading skills and academic achievement, this study facilitates a deeper understanding of the cognitive processes involved in successful learning. The findings of the research can inform pedagogical practises aimed at enhancing critical reading skills among students. Therefore, the insights gained from this research can provide valuable guidance for the design and implementation of educational interventions focused on improving critical reading abilities. Moreover, by recognising the importance of critical reading in academic success, policymakers can prioritise the integration of reading comprehension strategies across diverse disciplines and educational settings. Overall, this research contributes to the broader goal of fostering a culture of critical thinking and lifelong learning, empowering individuals to thrive in today's knowledge-driven society.

The recommendation for future research is to concentrate on bilingual children, since this demographic group presents unique challenges and opportunities concerning critical reading and academic achievement. A study by Peets et al. (2019), shows that children learning a foreign language, as well as bilingual children, show better reading comprehension than their monolingual peers. Longitudinal studies are recommended to assess the sustained effects of critical reading on academic achievement over time. Additionally, using mixed methods combining quantitative and qualitative techniques will provide a more complete picture of the relationship between critical reading and academic performance. Moreover, diversifying participant demographics to include a wider range of ages, cultural backgrounds, and linguistic competence of bilingual young adults will supply a broader and more representative picture. Since the survey in this study was only provided in English, which is a second language for all participants, the results of the study reflect their critical reading skills in English. The representation might differ if the same study were conducted with surveys being distributed in participant's native languages. These recommendations are intended to expand the depth of research on critical reading and its impact on academic success.

Developing 21st century skills in the English language classroom at university

Aliyeva Yasmina, Turganbek Aruzhan, Kamit Assylayim, Smagulova Malika

Supervisor's name: Dinara Imanzhanova

This study aimed to understand university lecturers' perspectives on developing students' 21st-century skills in the English classroom. Throughout the research, the focus was on uncovering the methods used by lecturers, the challenges they encounter, and the overall understanding of instructors of these skills in preparing students for the modern world. The findings reveal a strong recognition and implementation of 4C skills—creativity, critical thinking, communication, and collaboration—among educators. Additionally, flexibility, adaptability, and digital literacy are emphasized as essential skills to navigate the evolving educational landscape.

Educators prioritize interactive and participatory teaching methods to foster these skills, such as group discussions, debates, and real-world projects, supplemented by digital tools and online platforms. Despite these efforts, challenges persist, including digital literacy gaps, varying student engagement levels, and structural constraints within educational institutions.

Moving forward, addressing these challenges will require targeted interventions and professional development programs to enhance digital literacy, improve student engagement, and create more inclusive learning environments. By doing so, educators can better prepare students for success in the complex and dynamic 21st-century world.

To address the challenges identified in developing 21st-century skills in university English classrooms, future research should focus on creating targeted digital literacy programs, innovative student engagement strategies, and effective group dynamics methods. These areas of research are crucial for bridging the gap between personal device proficiency and academic digital tools, improving student participation, and fostering a more inclusive and effective learning environment.

Code-Switching: Socio Linguistic Study of Code-Switching between L1 and L2 languages in the university learning environment

Aray Aldan, Akzhan Nazarova, Diana Kemel, Gulnaz Kameltay

Supervisor's name: Roza Sagitova

This study shed light on the complex role of code-switching among English language learning students of Maqsut Narikbayev University, demonstrating how socio-demographic factors influence its use. Code-switching has a dual role as a communication tool and a barrier to language proficiency. After exploring the influence of socio-demographic factors on code-switching, the research revealed comprehension of students' language navigation and its usage in an academic context.

According to findings, attitudes towards code-switching are mostly positive. Students believe that it improves communication, understanding, and learning. However, respondents did not notice beneficial effect of code-switching on their language proficiency. Speaking of perceived outcomes, students highlighted that code-switching helps to understand difficult concepts, to overcome linguistic challenges, and contributes to academic success. This shows a generally positive perceived outcomes of code-switching. The reasons for students' usage of code-switching are to avoid misunderstanding, to find the right words, to express themselves, and to add emphasis.

Moving on to the influence of socio-demographic factors on code-switching, findings reveal that the higher educational levels of fathers increase the chances of their children using code-switching. Also, students with higher GPAs are likely to have more negative attitudes

towards code-switching and less engagement with it. If we talk about age and gender, older students are less likely to use code-switching, and female respondents are more likely to code-switch in different contexts. Meanwhile, Russian speakers tend to code-switch more to express their feelings, and students who are native speakers of languages other than Kazakh and Russian are significantly more likely to switch codes.

Overall, certain socio-demographic attributes, such as age, GPA, gender, native language and father's education level, predict students' engagement with code switching to a limited extent, thus affecting their academic and interpersonal communications within the English learning environment. This also highlights the need for investigation of the interaction between individual characteristics and language. Further research using mixed methods is recommended to deepen these insights and elaborate educational practices. Speaking on the recommendations for future studies, it is advised to employ mixed method research, which may help to gather a more extensive understanding of students' experiences with code-switching, to explore underlying information and detailed perceptions on code-switching. Additionally, conducting research in different educational institutions may help to gather more diverse information on experience with code-switching. Therefore, it is recommended that interdisciplinary perspectives from students of other specialties be considered, which can enrich the understanding of code-switching from different academic contexts and points of view. Involving students from different specialties, such as technical areas of studying, could help researchers to discover how code-switching is applied in distinct specialties.

For teachers and university administration, it is recommended to provide training for educators to increase awareness and knowledge on the nuances of code-switching and its potential challenges and to help them build the right approach to teaching. Furthermore, regular assessments of students should be implemented to evaluate the impact of code-switching on learning progress and to see the outcomes of the students' studying and using code-switching. Additionally, this would help monitor students' usage of language and academic performance, helping educators address and solve problems associated with code-switching and providing students with academic support.

**Бөлім 4. Қазақ-Ағылшын тілдері және Лингвистика – Section 4. Kazakh-
English languages and Linguistics Раздел 4. Казахский-Английский языки и
Лингвистика**

Language policy and education: Kazakh language teaching as a second language

Tolemis Moldir, Serik Moldir, Seitkhanova Anel, Aitpanbet Aiyim

Supervisor's name: Anar Ibrayeva

In conclusion, Kazakh language teachers believe that teaching Kazakh as a second language contributes to the implementation of language policy in Kazakhstan through positive consequences such as growing interest, implementation of a new language system and personal growth. However, they also face obstacles in teaching Kazakh as a second language due to errors in methodology, low quality of materials and poor training of specialists. Nevertheless, they are positive about the future of language policy in Kazakhstan and believe that in order to realize the full potential of teaching Kazakh as a second language and to strengthen language policy, active measures such as strengthening state requirements, introducing effective language management programs and allocating sufficient funding are needed. These initiatives will not only enhance the quality of language education but also promote the broader goals of language revitalization and cultural preservation.

By addressing the existing difficulties in teaching Kazakh as a second language, we can pave the way for substantial progress in language development. With proper legislative support, these advancements will be solidified and contribute significantly to the effective implementation of language policy.

Focusing on improving the teaching of Kazakh as a second language within the framework of language policy initiatives aimed at elevating the status of the state language will undoubtedly lead to its revitalization. As a result, we can anticipate a surge in the number of learners and a renewed vigor in the promotion and preservation of the Kazakh language.

In this study and the pre-existing literature, teaching the Kazakh language as a second language was considered in connection with the main object - language policy, thereby focusing on the development of the state language through the field of education. In further research, we recommend taking the opinions of experts in the field of language policy as a basis and comparing them with previous results, thereby obtaining more information in the field of language concepts and opening up new possibilities for reasoning.

It is also recommended to scale the area in further research, exploring the whole of Kazakhstan, new conclusions may appear that may complement or change the previous ones. In our study, one of the conclusions drawn from the interviews of the participants was an insufficient amount of materials, perhaps in further studies, it will be possible to develop and consider this problem more deeply by analyzing their internal structure and context. Language policy and education require more in-depth analysis, which can lead to various useful results.