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The impact of TV series on the image of a tourist destination

Askanova Kuralay

Askarkyzy Aizhan

Balgimbayeva Anel

Temirshotova Gulsum

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M. S. Narikbayev KAZGUU University

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Askanova Kuralay

Authors' Surname, name

signature:

Askarkyzy Aizhan

Authors' Surname, name

signature:

Balgimbayeva Anel

Authors' Surname, name

signature:

Temirshotova Gulsum

Authors' Surname, name

signature:

Date:

ABSTRACT

Modern cinema is not only an entertainment industry, but also a full-fledged advertising product of national culture, heritage and values. Modern examples of individual countries (Turkey, Korea) demonstrate that a high-quality cinematic product can attract not only the attention of viewers, but also serve as an "advertisement" for the national culture that a tourist wants to penetrate.

It is worth noting that, unlike feature films, it is TV shows that have the most significant impact on foreign audiences. When the viewer watches the series, from series to series he encounters the culture, values of the country of production of the cinematic product, as well as the picture of "reality". Repetitive action (viewing) contributes to the formation of a certain idea of the national culture, mentality and living conditions in a particular country. Later, the viewer becomes a tourist who seeks to visit the country of his favorite TV series, which has a positive impact on the tourism industry.

In this diploma project, certain proposals were put forward for the development of the film industry in Kazakhstan in order to promote the national ideas and tourism opportunities of the country.

Қазіргі заманғы кино-бұл ойын-сауық индустриясы ғана емес, сонымен қатар ұлттық мәдениеттің, мұра мен құндылықтардың толыққанды жарнамалық өнімі. Жеке елдердің заманауи мысалдары (Түркия, Корея) жоғары сапалы кинематографиялық өнім көрермендердің назарын аударып қана қоймай, сонымен қатар турист енгісі келетін ұлттық мәдениеттің "жарнамасы" бола алатындығын көрсетеді.

Көркем фильмдерден айырмашылығы, бұл шетелдік аудиторияға ең көп әсер ететін телешоулар. Көрермен сериалды көргенде, сериядан серияға дейін ол кинематографиялық өнімді шығаратын елдің мәдениетімен, құндылықтарымен, сондай-ақ "шындық"картинасымен бетпе-бет келеді. Қайталанатын әрекет (көру) белгілі бір елдегі ұлттық мәдениет, менталитет және өмір сүру жағдайлары туралы белгілі бір идеяны қалыптастыруға ықпал етеді. Кейінірек көрермен туристік индустрияға жағымды әсер ететін сүйікті сериялары еліне баруға тырысатын туристке айналады.

Бұл дипломдық жобада еліміздің ұлттық идеялары мен туристік мүмкіндіктерін ілгерілету мақсатында Қазақстанда киноиндустрияны дамыту бойынша белгілі бір ұсыныстар айтылды.

Современное кино - это не только индустрия развлечений, но и полноценный рекламный продукт национальной культуры, наследия и ценностей. Современные примеры отдельных стран (Турция, Корея) демонстрируют, что качественный кинематографический продукт может не только привлекать внимание зрителей, но и служить «рекламой» национальной культуры, в которую хочет проникнуть турист.

Стоит отметить, что, в отличие от художественных фильмов, именно телешоу оказывают наибольшее влияние на зарубежную аудиторию. Когда зритель смотрит сериал, от серии к серии он сталкивается с культурой, ценностями страны производства кинематографического продукта, а также с картиной «реальности». Повторяющееся действие (просмотр) способствует формированию определенного представления о национальной культуре, менталитете и условиях жизни в той или иной стране. Позже зритель становится туристом, который стремится побывать в стране любимого сериала, что положительно сказывается на туристической индустрии.

В этом дипломном проекте были выдвинуты определенные предложения по развитию киноиндустрии в Казахстане с целью продвижения национальных идей и туристических возможностей страны.

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INTRODUCTION

The development of the film industry and streaming broadcasting have a significant impact on the tourism business. With the development of the economy, people's demand for tourist consumption continues to grow. Traveling to the filming locations of your favorite TV series or movies has become the new norm in the last decade. Movies, TV shows, and other powerful communication platforms have sparked a boom in travel to filming locations. With the advent of the new media era, the form of television programming continues to evolve. Therefore, given this trend, it is rational to introduce it to the Kazakh tourism and film production markets. This will allow the development and promotion of the national culture to the masses.

Research background

The concept of film and television tourism was put forward many years ago. The film and television industry has always contributed to the development of tourism. The popularity of modern films and TV shows has sparked a tourist boom among viewers. For example, the world famous TV series "Game of Thrones", which was filmed in different parts of the world, attracts tourist fans who want to visit exactly those historical places that were in their favorite series. Previously, there was no such demand for visiting these historical sites. After the release of the series, it was these objects that turned into a tourist destination, and even tourist tours were developed to the places of filming of historical series (for example, in Turkey). Some places not only became competitors and increased their visibility through the broadcast of the series, but also became very popular tourist destinations, which had a huge impact on the development of tourism in this place. It should be noted that TV shows have a more significant impact on the tourism industry than films. This is due to the fact that the popular series makes the viewer want to join this picture while the release of the new season is expected. Of course, filming a series is much more expensive in comparison with a full-length film, however, the idea transmitted through the series is more effectively revealed and strengthened in the minds of viewers from series to series. After watching the film, the emotional effect does not last long. Therefore, when creating a cinematic product for promoting tourism, it is rational to give preference to the series.

The nature of the film tourism phenomenon is closely related to the visual, sound and textual representations of media and the aesthetic value of film production. A number of studies over the past 10-15 years have shown that breathtaking landscapes and natural backgrounds were considered the main motivating factors influencing audience visits to

film tourism sites. TV shows and films reflect culture through main ideas, characters and how they show contemporary issues.

Importance of research

Currently, many scientists have studied the impact of the film and television industry on the development of tourism. However, the series as a means of promoting tourism in Kazakhstan is still poorly understood. There is an urgent need to pay more attention to the study of the main driving factors of the future tourism market, as well as the trend of tourism demand of modern generations. Increasing the visibility of tourist sites of the place with the help of film industry products has opened up new ideas for tourist destinations in the highly competitive tourism market of Kazakhstan.

Study content

This study reflects the current situation of the integration of the film industry and the tourism industry in Kazakhstan, as an urgent direction for the promotion of the two industries.

Analysis of the influence of factors caused by the series and the motivation of viewers of national and foreign markets to travel to the filming locations of the series is a primary task for developing their own idea of a TV series focused on promoting tourism in Kazakhstan.

This study explores the impact of historical TV series on travel destinations and travel industries, and explores which travel properties are becoming the most sought after after the popularization of historical TV series with local flavor. It is being studied how to ensure a healthy and stable demand for tourist routes around the places of filming of TV series, which TV series are the most popular and in demand in the context of promoting national tourist sites.

Analyzed how best to combine the historical series with the attraction of tourist resources, comprehensively study the marketing innovations of tourist destinations as tourist destinations of the historical series.

LITERATURE REVIEW

Many scholars of the analyzed area believe that, in comparison with traditional serials, films and other television shows, historical serials are more focused on the connoisseur of cultural and historical values. Film tourism research has mainly focused on several different points of view. These include increased site traffic for select films and TV series (S. Kim, Long and Robinson, 2009; Riley, Baker and Van Doren, 1998; Riley and Van Doren, 1992; Took and Baker, 1996); travel preferences and destination choices (Iwashita, 2006); the impact of film tourism on host communities (Beeton, 2001, 2008; Connell, 2005a, 2005b; Mordue, 2001, 2009); motivation of film tourists (Macionis, 2004; Macionis & Sparks, 2009); film travel experiences (Buchmann, Moore, & Fisher, 2010; Carl, Kindon, & Smith, 2007; Connell & Meyer, 2009; Couldry, 1998; S. Kim, 2010, 2012; Roesch, 2009); the impact of the footage on the community and diaspora identity (Bandyopadhyay, 2008); sustainable development issues related to film tourism (Heitmann, 2010); and film tourism in non-Western cultural and linguistic settings (S.S. Kim, Agrusa, Lee, & Chon, 2007; S. Kim et al., 2009; S. Kim, 2010, 2012; Ryan, Yanning, Huimin, & Song, 2007). Although these studies contribute to our understanding of the film tourism phenomenon, there is relatively little research on understanding the experience of film tourism with television programming (e.g., television dramas and soap operas) (Connell & Meyer, 2009; S. Kim, 2010). For an empirical study of how viewer viewing experiences can drive off-season tourism and what opportunities for tourism development emerge when targeting film tourism experiences.

By incorporating tourism resources into a film product, they guide audiences towards experiential tourism, which stimulates the audience's perception and acceptance of the image of a tourist destination, which in turn encourages them to actually visit.

The concept of film and television tourism first appeared in the countries of Europe and America. Film and Television Tourism Research has a very complete and comprehensive research system. Scholars have long studied and analyzed the relevant theories and values of historical serials. Studying the literature, it turns out that a wide range of studies of the image of film and television tourism and tourist destinations are being carried out in foreign countries. Iwashita concludes that films and television dramas have the ability to create destination awareness, consciousness and imagery leading to stronger interest in the destination and actual travel to the destination. [1] Tessitore suggests that the TV show may change the image of the destination in which the show is filmed. It has a positive effect on cognitive, affective and behavioral outcomes. In particular, it alters perceptions in accordance with the depiction of the destination in TV shows, increases knowledge of the destination, favorably influences the

attitude of viewers towards the destination and, more importantly, increases the intention to travel to the destination [2]. In the 1990s, research focused on the impact of the film and television industries on tourism. Later, more in-depth research was carried out on the relationship between the film and television industries and travel destinations, as well as film and television marketing.

Research on film and television tourism in Kazakhstan was carried out relatively late. An existing study on film and television tourism focuses on the impact of film and television on travel motivation decisions and film marketing. However, this issue still requires a deeper study, as well as support by practical results. Unfortunately, as will be described below, so far the film industry in Kazakhstan has not focused on the possibility of creating a product that would promote the country's tourism assets.

METHODOLOGY

In this study, a number of methods were used: working with literature, studying the experience of other countries, forecasting methods and developing their own ideas for a film product for the development of tourism. Based on the results of numerous studies on how much cinema has an impact on attracting tourism, two ideas have been developed for creating a national Kazakh cinematographic product.

Statistical analysis is used in this study to reflect the impact of network marketing on tourism development in different regions of the world. Such statistical facts confirm that this direction is really relevant for Kazakhstan.

Statistical analysis was applied to substantiate the need for additional financing of the modern cinema industry in Kazakhstan.

FINDINGS

Film tourism is a worldwide phenomenon, fueled by the growth of the entertainment industry and international tourism. The film industry has become the strongest driver of the rapid growth of tourism and, as a consequence, plays an important role in the development of the local economy.

According to the Tourism Competitive Intelligence study, 40 million tourists choose to visit the country, which have become the main locations for popular films. More than 10% of tourists note that it is films that become a significant factor when choosing travel routes. Cinema tourism is a relatively new direction of recreation, which is a visit to locations where a film was filmed. It can be a natural object, a building, and sometimes a whole city. Cinema tourism is an effective way to promote a destination, in addition, it provides opportunities for the development of new products, for example, cinema museums, tours to filming locations, as well as screenings of existing attractions with reference to the film.

Set-jetting is a new type of tourism that involves trips to locations that a tourist saw in a movie. This type of tourism has become popular over the past 20 years and is actively changing the tourism industry.

Some statistics:

- A 13% increase in the number of tourists wishing to visit the Greenwich Naval College since the release of “Pirates of the Caribbean” in 2003;
- In Paris, after the release of the film “The Da Vinci Code” in 2006, excursion routes to the sights where the shooting took place appeared. Attendance at the

Louvre increased by 600 thousand people - up to 8.3 million people, and the attendance of one of the locations of the film, the Roslin Chapel near Edinburgh, increased 5 times - up to 160 thousand people;

- 40% of UK tourists would like to visit popular movie locations;
- Tourist inflows to Alnwick Castle grew 230% from 2011 to 2013 following the release of the Harry Potter films (it's a record of the set-jetting statistic) (<https://www.rbc.ru/photoreport/24/10/2016/580e02d79a7947d620c9d50a>);
- Unorganized tourism to New Zealand increased 40% after filming The Lord of the Rings trilogy, and organized tourism to filming locations increased by 72% (Mount Olympus in Kahurangi National Park and a birch grove near Queenstown);
- The Harry Potter films led to a 50% increase in tourist visits to the locations used for his filming, and in Sydney National Park after the filming of Mission: Impossible, the flow of tourists immediately increased by 200% (<https://www.atorus.ru/news/press-centre/new/48642.html>);
- Korean dramas have greatly contributed to the development of tourism in this country. In particular, the influx of tourists visiting Gangwon province in 2004 increased by 40% over the previous year.

The series Game of Thrones has had a significant impact on the tourism industry to Croatia. Most of the shootings took place here. The old town of Dubrovnik became the Royal Harbor, the Lovrienac fortress became the Red Castle, the Mincheta Tower became the House of the Immortals, and the city of Sibenik became Braavos.

One of the most popular places for Hollywood filmmakers is the Czech Republic: Prague cinema corners became the streets and palaces of Vienna (Amadeus), Pernstein Castle was the castle of Count Dracula (Van Helsing), Vaclav Havel Airport was Miami Airport (Casino Royale). The Barrandov studio pavilion, the landscapes of the Czech Republic and the old city of Prague were used for the filming of the films "The Chronicles of Narnia", "The Bourne Identity", "Tristan and Isolde", "Mission Impossible", "Oliver Twist", "The Brothers Grimm" and many other films.

One of the most striking examples of Russian cinema tourism is the film "Leviathan", thanks to which the village of Teriberka in the Murmansk region gained a new life and became a place of attraction for foreign tourists. The popular National Geographic Traveler magazine even included Teriberka in the TOP 20 fastest growing new travel destinations ().

It should be noted that cinema tourism trends often change after the release of another popular film. For example, the number of visitors to the 18th century Cornish mansion “Antony House” in the year after the release of “Alice in Wonderland” in 2010 has grown by 75 thousand people. Due to the popularity of Game of Thrones, Croatia became the first in the number of searches on Google for travel planning in the summer of 2016. That is, the popularity of certain tourist destinations persists for a relatively short period of time after the release of a particular picture. Therefore, the relevance of such tourist locations must be maintained through their appearance in new paintings.

The Federal Agency for Tourism will support foreign film companies in organizing and filming films and TV series in Russia. A rebate program has been introduced in Russia. The rebates program (that is, the return of part of the funds spent by foreign film companies in the Russian Federation) was launched in test mode in the fall of 2019 (<https://www.atorus.ru/news/press-centre/new/48642.html>). According to the forecasts of the authors of the project, the volume of rebate will amount to \$ 22.6 million by 2021. However, due to pandemic reasons, these indicators have not yet been implemented.

With the adoption of the Law on Cinematography in Kazakhstan in 2019, the State Center for Support of National Cinema has carried out a large-scale work on the mechanism of rebates, tax incentives and preferences for foreign film companies.

The conditions for granting subsidies are available and open to any foreign companies:

- 1) Filming in whole or in part must take place on the territory of the Republic of Kazakhstan.
- 2) The size of foreign investment must be at least 130 thousand MCI.
- 3) The direct recipient of the subsidy is the investor - a foreign legal entity.
- 4) The investor can be reimbursed up to 30% of the cost of goods, services and works related to the production of a film in Kazakhstan.

In addition to the obvious financial injections that will come to the country from the production budget of foreign film projects, Kazakhstan will receive a number of advantages, including material ones:

- 1) Creation of new jobs.
- 2) Education. Kazakhstani filmmakers will be able to gain invaluable experience of working on an international project, which will subsequently help them become world-class specialists.
- 3) Film tourism. One of the freshest and most interesting directions in the travel industry, which can revive and develop the tourism industry in Kazakhstan.

Turkish case

After the United States, Turkey is the world's second largest exporter of television series. At the same time, in terms of content, Turkish serials are fundamentally different from American ones. Their characteristic features are the drama of the plot, the appeal to family and religious values, social problems - the actual problems of the village and the city, the poor and the rich.

According to the data cited by the Turkish newspaper Yeni Shafak, last year alone Turkey exported more than \$ 300 million worth of TV series to more than 100 countries of the world. In 2016, the largest markets in India and Singapore became new export destinations for Turkey. The demand for Turkish TV series products is constantly growing. If in 2004 the export of TV series was only \$ 10,000, then in 2012 the country exported series worth about \$ 200 million, and in 2015 - \$ 250 million. The main buyers of Turkish products are the countries of the Middle East. Many political scientists and experts even associate this fact with the political aspect - the reorientation of Turkish foreign policy towards the Middle East. TV series have a positive effect on the tourism business of the country - many tourists from Arab countries and Iran travel to Turkey to see places from their favorite TV series.

The special disposition of the authorities towards the producers of Turkish series is understandable - the series represent the country abroad, create the image of modern Turkey, they are also an effective means of demonstrating the Turkish way of life, history, family values, and so on to the world. For the leadership of modern Turkey, which has set an ambitious and, perhaps, overwhelming task - to radically change its status in the world, this is an almost free, but quite effective means of "soft power".

Turkish TV series also have a special role for domestic audiences. The fact is that serials have an important place in Turkish culture. Moreover, an inexplicable general love for TV shows is characteristic of any age group. According to the data cited by the Institute of Statistics of Turkey, in 2015, 94.6% of Turks answered the question "what is your favorite pastime" by "watching TV". The average Turk spends 5.5 hours a day watching TV, thus holding the record for the number of hours spent in front of the screen among other nations of the world.

Taking this fact into account, the country's authorities are closely monitoring the content of the series. Often, the country's political course is veiled in the plots of certain TV series. So, at the moment one of the most popular TV series in Turkey is "Resurrected Erturul" (tr.: "Diriliş: Ertuğrul"). This is a historical series that tells about the life and exploits of Ertugrul, the father of Osman, from whom the Osman dynasty later descended. Recently, the Turkish authorities have been increasingly resorting to nationalist-religious rhetoric. They talk about

"Turkey rising from its knees", "new Turkey" strong and independent from external influence. Hurray-patriotic historical series, like "Resurrected Ertugrul", set themselves the task of popularizing the ideas of neo-Ottomanism and Turkish nationalism.

South Korea case

Korean culture has gradually spread throughout the world. People from different countries find something of their own in the "Korean wave", or hallu, they adapt the phenomenon to themselves and make it a part of their culture. Today, Hallu has reached its peak and attracts a large number of tourists to Korea.

The beginning of the "Korean Wave" is associated with a sharp rise in the popularity of television series in the late 1990s. All over the world, Korean dramas are referred to as "drama". A Korean drama is special about building a continuous storyline that keeps the viewer in constant tension. The effect of allegory is very common, when events do not turn out what they seemed at first. The first dramas raised topics such as the country's economic development, the balance of personal life and career, freedom and human rights. Today, sagyk has become a popular genre - plots on the verge of thriller and fantasy, which arose in certain historical scenery. For example, the popular TV series Kingdom is the story of a zombie in the state of Joseon in the early 16th century. But the main theme of dramas for viewers of all times and peoples remains, of course, love. Proof of this is the undying interest in the 2002 series "Winter Sonata".

"Winter Sonata" is a story about first love. The topic is universal, close and understandable to the widest circle of people, which is why it gained such popularity among the audience. Thanks to the Winter Sonata a new direction in tourism has appeared: people began to come to Korea to take beautiful photos in the places of filming of the series, for example, on the island of Namisom and to feel themselves as heroes of the drama (<https://www.vokrugsveta.ru/article/342699/>).

In South Korea, the situation today is special: "strange" and exciting Korean cinema was popular before (remember "Train to Busan", the dilogy "With Gods" or "Oldboy"). The unexpected success of the film "Parasites", which won the Palme d'Or and four Oscars, sparked a new wave of interest. The film, directed by Bong Joon-ho, was the first non-English film to receive a Best Picture award from American film academics.

A few weeks ago, global film audiences jumped when it became known that Netflix is planning to invest \$ 500 million in original films and TV shows in South Korea. Netflix, one of the global providers of movies and TV series, is expanding into one of the fastest growing markets in Asia.

Thus, with the right approach to the production of a cinematic product, it is quite possible to promote the national culture, sights and even the "lifestyle" of a particular country as a tourism product.

Few words about Netflix

Netflix is a streaming service, or to put it simply, an internet channel. During this time, the site began to enjoy phenomenal popularity. On January 6, 2016, Netflix expanded its audience to include the CIS countries, including Kazakhstan. The main reasons for this popularity are the lack of advertising and high-quality content. It should be noted that in addition to broadcasting popular films and TV series, Netflix shoots its own video production. Here are just some of the channel's own shows - "Narco", "House of Cards", "Murder", "Marco Polo", "Orange is the hit of the season".

The main "trick" of Netflix is access to serials and films practically "first-hand", that is, the most recent video, this principle is not observed in Kazakhstan and many other countries. Since 2020, Netflix has been available in Russian and actively purchases Russian-language cinematographic products for broadcast around the world.

Localization (or "exoticization") of filmmaking is generally a trend, and the streaming giant is not limited to South Korea alone. Netflix invests in TV series production in India (Sacred Games, Crime in Delhi, Ghoul), Germany (Darkness), Spain (Elite and Paper House), Brazil (Mechanism).

DISCUSSION

Situation with TV industry in Republic of Kazakhstan

The quantitative growth of TV series of domestic production today is noticeable to many. If 8-10 years ago TV channels produced 3-4 domestic series a year, today all channels have acquired a full-fledged lineup, which is clogged during the entire TV season with exclusively Kazakhstani products.

The serial market of Kazakhstan is absolutely different from the serial markets even in Russia and Ukraine, not to mention Europe or America. For example, in the major European "serial powers" - France, Spain, Germany, Poland - as a rule, the TV channels themselves produce serials, allocating their own budgets for them, and then "beat off" the costs for them with the help of advertising, as well as through the export of filmed products. to dozens of countries.

In Kazakhstan, the serial industry can hardly be called a market at all. This is a purely subsidized industry. Absolutely all funds for the production of television series are allocated through the state. The money for the series is distributed by the Ministry of Information and Social Development through state orders.

“The budget of one episode allocated for one “regular” series is from 2-3 million tenge per episode. If this series is difficult to stage, then its budget is from \$ 7 to \$ 10 million per episode. As a rule, the Ministry of Culture allocates money for complex drama series, as these are image projects, says director and producer Kanagat Mustafin. - In general, funds are allocated annually for about 200-250 series. However, it still depends on the genre. Some are given money for an 8-episode story, some for 12-16-20 episodes, and some for a long soap opera of 100 episodes.” (<https://kursiv.kz/news/kultura-i-stil/2020-02/kak-ustroena-industriya-serialov-v-kazakhstane>)

According to Kanagat Mustafin, TV channels play the role of a kind of operators - money from the ministry is distributed through them, and the channels decide which studio to outsource the production of the series. The producer notes that the system for generating income from the channel is quite complex and as such, it does not exist. Typically, an agency places advertisements on television - and even if it is created under a television channel, the departments of production of series and advertising are almost completely unrelated.

Advertising time in a serial line is almost the same in cost from its placement at other times. There is another problem - these prices were set almost 10 years ago, and inflation and price increases do not stand still.

In a full meter - the situation is more flexible. The devaluation of 2015 brought down prices somewhat and "trained" the producers. In particular, the timing of the filming period for feature films has been significantly reduced. If earlier they were 2-3 months, then today it is a maximum of a month - from 15 to 25 shooting shifts.

It takes much longer to shoot even the shortest eight or ten episodes. Hence the corresponding spending. Channel and studio executives cannot lobby for a revision of TV show budgets. Despite the fact that the quality of TV series channels require almost the level of HBO and Netflix. And any indignation, as a rule, ends with the traditional "we have no irreplaceable" and "a holy place is never empty."

Almost all directors and producers who have come across the production of domestic serials speak about such a picture, but few dare to speak about it in the first person. Moreover, one of the latest "innovations" in the serial industry is the partial cancellation of the advance system in the production of serials.

Previously, either the entire budget or two-thirds of it was given in advance for the series, and the rest when the product is accepted by the channel, now the last tranche depends on what ratings the series will show. Creators are less motivated. Hence the corresponding quality of the series.

Unfortunately, all directors, producers and cameramen who can make a professional product have gone to full-length, where there are more budgets and better opportunities for creative implementation.

As a result, the series is being filmed today by graduates of creative universities, who, at best, have a job as an assistant director on a full-length project. And the TV channels do not have much zeal to change this situation. These products have their own viewer today, and he will watch the series in any case. And the next state order will still be received, regardless of what quality the series will be filmed.

Filming locations in Kazakhstan that are already popular with tourists

Kazakhstani landscapes and cities, especially Almaty, Shymkent and Turkestan, are often found in world and local films. Quite often in the world's films you can see medieval cities and settlements of Kazakhstan, but, as a rule, directors basically have to recreate them in the form of scenery. That allows in some cases to leave interesting sites after filming for subsequent films and visits by tourists. This happened with the world-famous film by Russian director Sergei Bodrov based on the trilogy by Ilyas Esenberlin "Nomad". The stunning scenery for the film and the ancient city created on the banks of the Ili (not far from the city of

Kapshagay, Almaty region) is visited by many tourists today. You can only get there by SUV, but it's worth it!

A lot of filming of music videos has already taken place on the territory of the preserved film town "Nomad", and here the iconic director Timur Bekmambetov filmed the final part of the sensational "Night Watch" all over the world. By the way, the famous director assigned all the extras in the prologue to this tape and some of the roles to the people of Kazakhstan.

In the picturesque steppes of Betpakdala (which is not far from Shymkent), which bloom in the spring with millions of tulips, the first feature film of the famous Russian director Sergei Dvortsevoy "Tulip" was shot. For this film, Dvortsevoy received nine Grand Prix at international festivals around the world and the main prize at the Cannes Film Festival in 2008. The same director received the Palme d'Or at the Festival de Cannes last year for his new and also popular film "Hayka". In it, however, Kazakhstan is shown sporadically.

The famous French actor Gerard Depardieu also starred in the film "Late Love" by Sergei Azimov in the picturesque Tyulkubas district, drowning in apple orchards, not far from Shymkent. In one of his interviews, Depardieu admitted that it was very interesting for him to see with his own eyes modern Kazakhstanis, whom he highly appreciated for their hospitality and the preserved connection with their roots.

In the fall of 2019, a film directed by Akan Sataev "Tomiris", created at his own studio, as well as in the pavilions of the state film studio Kazakhfilm, used for the scenery of a historical film, was released in the domestic distribution. The battle scenes of the picture were filmed near the city of Kapshagai in the Almaty region. The film is planned to be shown at world film festivals.

Almaty is a very romantic city that allows any motion picture to give a touch of tenderness. Such was the film about love and friendship "Boyzhetken. All because of her" directed by Abdel Fiftibaev. Filmed against the background of recognizable old architecture and modern urban cafes in Almaty, the film plunges the viewer into pleasant emotions.

The premiere of 2019 was the Kazakh-Chinese film "Composer" about the friendship of two composers - Xian Xinghai and Bakhytzhan Baykadamov. The tape tells about the difficult fate of the Chinese composer, who was evacuated to the city of Alma-Ata during World War II, where he found the support of a new friend. The film includes recognizable streets and houses of old Almaty. The film was produced by Kazakhfilm, Shineworks Picters, China film.

These are some of the last films, but many films have been produced in Almaty, including the once popular Kazakh television series "Crossroads".

And once upon a time, during the Great Patriotic War (1941-1945), it was here that the historical painting “Ivan the Terrible” was created by the evacuated Mosfilm.

In 2018, a spectacular film was released about the musician Amr Kashaubaev, who for the first time presented the singing art of Kazakhs and dombra to the world at the EXPO in Paris back in 1925. The film tells about the European triumph of the Kazakh composer, his mysterious fate. Famous Kazakh musical works are also played in it.

"Amre" was filmed in English with subtitles in various languages, including Russian. The film was produced by Hollywood producers. Filming took place in Latvia, America, several takes were filmed in Almaty and the village of Ushkonyr, Almaty region.

In the cult film by Rashid Nugmanov “Needle” (1988) with the participation of Viktor Tsoi, landscape views of the disappearing Aral Sea will forever remain. The heroes of the tape - Moro and Dina - find a rusty ship on its territory, which in reality is the research vessel “Hydrolog”, and this object still exists. And the last shots of the film take place at the intersection of Almaty streets Kalinin (now Kabanbai batyr) and Zhambyl, on the famous Tulebayk (Tulebaev street) not far from the house of the director Nugmanov's family. Now at this place there is a monument to Viktor Tsoi with a lighter in his hand, created from the footage of the film.

The layer of Stalinist Empire architecture preserved in Shymkent attracts the views of directors who are worried about the years of Khrushchev's "thaw" and the post-war period. Perhaps it will surprise someone, but many scenes of the not so long ago sensational film “The Sky of My Childhood” about the first President of Kazakhstan Nursultan Nazarbayev, directed by Rustam Abdrashev, were held on the territory of the former palace and park “Metallurg” of the retro district of this city.

Houses built in Shymkent after World War II by Japanese prisoners of war formed the basis of artistic scenery and a number of frames for another film. In the "Balcony" of Kalykbek Salykov, the facades and balconies of two-storey houses in the Stalinist Empire style were used at the intersections of Ilyich (now Kaldayakov) and Kremlin streets. Many scenes of this tape were filmed at the Shymkent hippodrome, as well as along the children's railway.

In 2011, in East Kazakhstan, near the town of Ridder, the Russian-Kazakh film The Runaways was shot with Liza Boyarskaya in the title role. It is a pity that the wooden blockhouse specially made and installed in a picturesque ravine between the city and the village of Poperechnoye has not survived.

Idea for Kazakhstan No.1 – historical film

Khan Kasym story. The son of Zhanibek and a descendant of Genghis Khan continued his father's work, making a lot of efforts to establish the independence of the Kazakhs, their state, military and political power. An important moment in its formation was the battle with Mohammed Sheibani Khan. It was his maternal cousin who wanted to take possession of the south of Desht-i-Kipchak. The battles, from which Kasym emerged victorious, allowed him to rule most of the khanate without being officially its ruler. It was this victory that brought Kasym a strong position; about a million people were subordinate to him. But he still avoided open confrontation with the existing government.

Khan Kasym came to power, avoiding bloody internecine conflicts. In 1510, Chipmunk was expelled from the Steppe, and Kasym was officially proclaimed the supreme khan.

In 1513, 1200 emirs (tribal leaders) from all over the steppe were present at the ceremony of elevating Kasym to the khan throne, which shows the level of his power. By 1515-16, the population of the Kazakh Khanate increased to 1 million people. Not a single Kazakh khan subsequently possessed such a strong power and such a large number of subjects.

Thanks to his wise rule, the Kazakhs as a separate ethnic group became known in Europe, the Kazakh state began to be spoken of as a strong and powerful political union. His political will and wise leadership led to:

- an increase in the number of Kazakhs in the Zhoshy-khan ulus to a million;
- the establishment of diplomatic ties with Muscovy;
- the creation of a legislative framework for the state: laws were developed that regulated property relations, public life, and regulated criminal penalties;
- the formation of a diplomatic (ambassador) service, thanks to which international relations with neighboring states have been established.

He turned the Kazakh Khanate into one of the strongest states in economic and military-political aspects. The population has increased significantly, and the borders of the state have been expanded.

Kasym Khan is one of the wise and far-sighted rulers who developed a strategy for the development of the Kazakh Khanate for several centuries ahead.

Thanks to his wisdom, his years of reign in the 15th century became an era of prosperity for the Kazakh Khanate. Khanyk's wife Sultan Khanym gave his wife the sons of Khaknazar and Mamasha. When the children grew up, they also became khans. In his dying set of instructions on the administration of the empire, Kasym urged not to conduct civil strife.

In the 2020 year the shooting of a full-length historical feature film about Kasym Khan has started in Kazakhstan. The new film tells about the times when the Kazakh Khanate was ruled by Khan Kasym. During this period, the state reached its heyday, and the Kazakhs took shape as an independent ethnic community, known outside their territory. The film studio "Kazakhfilm" is engaged in the production of the picture entitled "Dawn of the Great Steppe" by order of the Ministry of Culture and Sports of the Republic of Kazakhstan (<https://www.trtrussian.com/kultura/v-kazahstane-snimayut-istoricheskij-film-o-kasym-hane-4635992>). Filming takes place in the Zharkent district of the Almaty region. The film "Dawn of the Great Steppe" describes the times when the Kazakh Khanate was ruled by Khan Kasym (1511-1521). It was during these years that the state reached its heyday and established control over the vast territories of Eastern Desht-i-Kipchak, and it was then that the Kazakhs became known as an independent ethnic community far beyond their territory.

We believe that the story of Khan Kasym deserves a more extensive interpretation and could well be presented in the form of a TV series. In this history, other historical regions of Kazakhstan can be represented, for example, the excavation site of the settlement of Saraishyk, which at one time was the capital of three states: the Golden Horde, the Nogai Horde, and then the Kazakh Khanate. Here archaeologists have discovered a unique burial site. According to scientists, the remains of a prominent statesman of the Kazakh people, Kasym Khan, may be buried here (<https://ru.sputnik.kz/society/20201019/15237827/Vozmozhnoe-mesto-zakhoroneniya-Kasym-khana-obnaruzhili-arkheologi-na-zapade-Kazakhstana.html>). The era of prosperity of Saraishyk, one of the medieval civilized cities on the Great Silk Road, is directly related to the name of the famous ruler. It is believed that seven khans were buried here. One of them is Kasym Khan.

In the story of Khan Kasym, one can focus on important aspects of his historical achievements. The achievements and merits of the great khan are confirmed by the following facts:

- a) the Kazakh people received recognition as an independent ethnic group. The word "Kazakh" entered into active use and supplanted other names. The Austrian ambassador Sigismund von Herberstein noted in his notes that Tatars, called Sheibanids and Kazakhs, live in the East.
- b) Foreign policy was characterized by the establishment of contacts with the Moscow state, diplomatic cooperation with the Nogai Horde, Kashgaria and Moghulistan.

- c) The Kazakh people became one, internal policy was formed. According to the historian Haidar Razi, the ruler managed to improve the situation so that the population of the Kazakh Khanate under Kasym Khan reached a million.
- d) Work was underway to create a legislative system. Kasym Khan's laws were based on wisdom and traditions, related to criminal, property, military, public and ambassadorial law. This brought the political system of the Kazakh state to a higher level.

The Kazakh Khanate was gradually involved in international relations of that time. One of the first states to enter into diplomatic ties with the Kazakh Khanate was the Moscow state under the rule of Grand Duke Vasily III (1505-1533). During the reign of Kasym Khan, the Kazakhs as an independent ethnic community became known in Western Europe: the Austrian diplomat Sigismund Herberstein, who visited Moscow several times (1517, 1526), left his notes about the Kazakhs. Thus, the shooting of this project can become international projects and include the involvement of the Russian side in the process of creating a historical picture.

Idea for Kazakhstan No.2 – youth film

Based on the example of South Korea, we believe that youth TV series also have a huge potential to generate increased tourist demand. Today, Salem social media shoots successful TV shows for young generations, their products are available on the YouTube platform (https://youtu.be/X3Q4sfx_8ws). We believe that the development of this company through the expansion of their series can bring significant benefits. Today the process of interpenetration of cultures is being implemented very actively all over the world. Hot topics of young people - love, friendship, relationships with parents, as well as social problems - remain relevant. It is necessary to add more "beautiful national picture" to youth TV series, which will serve as an incentive to attract tourism. Such "beautiful pictures" are places of the country with a very beautiful view, which can become a place for beautiful pictures on social networks. It is through beautiful landscapes and current topics that Turkish TV series and Korean dramas have become popular all over the world. Kazakhs should also introduce the practice of "beautiful shots" in their youth series and popularize such shots through social networks.

Discussion on ideas

Today in Kazakhstan there is a lack of funding for the film industry. Therefore, experts with a long experience give preference to filming a full film, since TV shows are difficult to finance. But young (novice) specialists try to use modern technologies to promote their ideas.

For example, modern popular products in Kazakhstan are rented by Salem Social, which are available on YouTube. From the implementation of the product on this platform, the company received the necessary funds to implement its next cinematic ideas. However, so far young specialists have little experience and opportunities to create a full-scale product. This requires a lot of permission and political sympathy. At a minimum, political institutions could promote the promotion of a national film product abroad, creating an additional incentive for the development of the industry.

On the other hand, we believe that mini-series ideas can be promoted on YouTube and even (if possible) on Netflix, which is now actively investing in the production of new series in other countries (Turkey, Korea, Brazil, Russia). This can be a direction for funding original ideas.

Another opportunity – promotion of modern TV series through social networks, since photos from filming locations are a new trend. Then, in this modern Internet, streaming services and social networks, there is no need for TV or government funding to create a quality product. It is only necessary to develop a clear strategy in which the tourism industry could invest in cinematography, and cinematography popularized tourism in Kazakhstan. This is a win-win concept for two industries.

GENERAL CONCLUSIONS

Cinematography and tourism are two sectors of the economy that can effectively complement each other and stimulate one another's development. Cinematography promotes national values, culture and lifestyle that tourists can "feel". At the present stage, the film industry is underdeveloped in Kazakhstan, but there are real prospects and opportunities for such development. If today we build the correct concept for the creation and promotion of a cinematic product in Kazakhstan, then it is possible to increase the demand for tourism to this country. Showcasing the country's landmarks in cinematography will provide new tourism opportunities.

In this graduation project, two ideas are proposed for creating a national cinematographic product aimed at different target audiences. With their successful implementation, both the historical regions of Kazakhstan (Turkestan, Almaty) and the modern attractions of Nur-Sultan can become objects of increased attention among tourists.

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