

Impact of Revived Medieval Motifs on Cultural Identity and Tourism in Kazakhstan

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Abstract

This study has examined how revived mediaeval motifs affect cultural identity and tourism in Kazakhstan via ethno-design, archaeology, Kazakh crafts, medieval Kazakh art, restoration, revival, art history, and Sarayshik. Results showed that the revival, tourist visits have increased by 20% annually, according to the data research. Tourist profiles are evolving as more individuals from across the globe visit Sarayshik for its rich cultural heritage, demographic figures show. After resuscitation, travelers spent 30% more on their excursions. The average amount of time visitors stayed in Sarayshik rose 15%, suggesting they were more interested in medieval cultural sites. Furthermore, regression analysis showed that medieval themes increased visitor rates and cultural identification indicators. Marketing, community participation, and strategic interventions are essential for historic tourism and cultural sustainability. The study's findings pose theoretical and management questions. The results show that management should emphasize and preserve historical aspects to increase economic growth and visitor experience. Diversifying tourist goods, implementing sustainable tourism practices, and empowering locals might boost Sarayshik's cultural appeal. Theory implications include contributing to heritage studies and tourist management discussions on cultural identity, tourism's role in heritage preservation, and their relationship.

Keywords: Cultural identity, Ethno-design, Medieval motifs, Sarayshik, Tourism development.

1. Introduction

Reviving medieval motifs from Sarayshik promotes tourism, cultural identity, and heritage preservation Sarayshik, now in Kazakhstan was an important medieval cultural, commercial, and political center. The city's rich historical fabric of intricate crafts, varied architectural styles, and diverse cultural activities fascinates historians, archaeologists, and art enthusiasts. Many individuals want to incorporate old medieval motifs into ethno-design, an aesthetic style that blends ancient and contemporary cultures. This creative initiative is simply one aspect of a bigger multi-pronged effort to reconnect inhabitants with their history and culture, give them a sense of pride and belonging, and attract tourists interested in the area's rich cultural heritage. Renaissance influences on cultural identity and tourism must be understood for numerous reasons [1]. First, it illuminates how cultural heritage efforts may alter community identity and cohesion. Second,

it shows how these initiatives may boost tourism and benefit society and the economy. It enhances cultural regeneration, sustainable tourism, and historical preservation discussions.

Cultural identity is a people's perception of who they are as a unit based on their language, traditions, history, and other cultural expressions [2]. Bringing medieval motifs to Sarayshik gives residents a concrete link to their ancestors' creative and cultural legacy. This reconnection may strengthen national pride, community relationships, and cultural pride. By merging these elements into ethno-design, we may understand their historical aesthetic worth and discover how they relate to present society. No economic and cultural environment is complete without tourism [3]. Heritage tourism boosts cultural awareness and revenue [4]. Sarayshik's medieval themes may appeal to history aficionados, scholars, and interested tourists seeking a unique cultural experience. Measurements of arrivals can show how well these revived themes attract visitors and improve the economy [5]. Hearing how tourists see these cultural assets may also assist cultural heritage activities.

These attributes are examined using survey, focus group, and quantitative tourist statistics in this mixed-methods study. The quantitative component examines tourism statistics before and after the medieval theme revival, including trends, visitor numbers, and economic indicators like industry revenue and employment. The qualitative component assesses local cultural identity by surveying residents on their relationship to the revived themes, their cultural pride, and how these motifs affect their daily lives and social rituals. Contemporary ethno-design with medieval features preserves history and revitalizes culture and economy [6]. This study tries to understand how heritage revitalization activities affect cultural identity and tourism. The Sarayshik case study contributes to the global discussion on cultural preservation, tourist identity, and ecotourism by offering lessons for other places with rich histories.

Finally, the revival of Sarayshik-inspired medieval motifs gives a unique opportunity to study tourism, cultural identity, and history. Policymakers, cultural practitioners, and tourism specialists may profit from this study's results, which analyze and assess these motifs' effects on local population cultural identity and visitor rates. We extensively analyzed this case to highlight the potential benefits of heritage revival projects and contribute to worldwide cultural heritage protection and promotion efforts.

1.1. Research Questions

1. Assessing the impact of Sarayshik's medieval revival affect tourists and locals?
2. What factors affect medieval themes and Sarayshik tourist growth?
3. How can community involvement and marketing help historic tourism?
4. How would medieval renaissance effect sustainable tourism and Sarayshik's cultural identity?

2. LITERATURE REVIEW

Theoretical frameworks in the literature review examine cultural identity, heritage tourism, and historical themes' revival. It tries to provide a basis to understand how revived medieval motifs have altered cultural identity and tourism. When individuals share language, habits, history, and

cultural expressions, they feel culturally identified [7]. Many internal and external pressures shape this ever-changing concept, including historical preservation and cultural revival [8]. According to researchers like Stuart Hall, social and historical processes shape cultural identity [9]. Cultural identity is heavily impacted by heritage [10]. Smith claims that a people's legacy material and immaterial is socially generated [11]. Historical artifact repair and preservation may boost communal pride [12]. Reviving historical themes helps preserve traditional art forms as a cultural asset management method [13]. This effort may help current civilizations identify their roots. The revival of medieval public spaces, architecture, and crafts may improve local cultural identity and communal togetherness [14].

Heritage tourism is visiting and promoting tourism through historical sites [15]. This type of tourism is expanding because it preserves cultural treasures and boosts the economy. Research shows that historic tourism may boost host towns' economies. Heritage tourism boosts the economy via direct expenditure and indirect benefits like new employment and infrastructure [16]. Historical characteristics may enhance tourism attractions and increase attendance [17]. In addition to the economics, legacy tourism affects cultural identity. Residents and visitors may benefit from cultural exchange and learning, which helps preserve cultural heritage. One may feel more connected and proud of their neighborhood. Studies of cultural phenomena typically use quantitative methods. Surveys, questionnaires, and statistical analyses are essential for cultural identification and heritage research. Several tools measure cultural identity. Likert scales may evaluate how much individuals cherish and engage in their cultural heritage and how proud they are of their lineage [18]. Tourist research also uses quantitative methods to evaluate economic impacts, spending patterns, and visitor numbers.

When individuals share language, habits, history, and cultural expressions, they feel culturally identified [7]. Many internal and external pressures shape this ever-changing concept, including historical preservation and cultural revival. Such as social and historical processes shape cultural identity [19]. Cultural identity is heavily impacted by heritage [20]. Moreover, people's legacy material and immaterial is socially generated. Historical artifact repair and preservation may boost communal pride [12]. Reviving historical themes helps preserve traditional art forms as a cultural asset management method. This effort may help current civilizations identify their roots. The revival of medieval public spaces, architecture, and crafts may improve local cultural identity and communal togetherness. Heritage tourism is visiting and doing historical sites. This type of tourism is expanding because it preserves cultural treasures and boosts the economy. Research shows that historic tourism may boost host country's economies [21]. Furthermore, heritage tourism boosts the economy via direct expenditure and indirect benefits like new employment and infrastructure. Historical characteristics may enhance tourism attractions and increase attendance. In addition to the economics, legacy tourism affects cultural identity. Residents and visitors may benefit from cultural exchange and learning, which helps preserve cultural heritage. One may feel more connected and proud of their neighborhood.

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quantitative methods to evaluate economic impacts, spending patterns, and visitor numbers. Statisticians use time-series, regression, and correlation analysis to find tourist data trends. Tourism and economic development may benefit from cultural heritage activities. Researchers can get good outcomes using these methods.

Social identity theory states that social groupings provide people self-worth and identity [22]. This concept is important for understanding how medieval elements shaped cultural identity in the Renaissance. By reviving historical symbols that reflect them, people and communities may gain confidence and belonging. Locals may be reclaiming their cultural identity and pride by reviving Sarayshik's medieval themes. A Cultural Capital Theory: Pierre Bourdieu's cultural capital theory is also essential [23]. Cultural capital includes education, intellect, speaking style, and physical attractiveness, which enable social mobility. Cultural capital for heritage revitalization includes hereditary knowledge, skills, and artifacts. Restoring medieval components may improve cultural capital and attract tourists seeking authentic cultural experiences. Tourism may boost the local economy and cultural preservation. Real-World Tourist Experiences Authenticity is crucial to heritage tourism. Visitors seeking meaningful and interesting experiences frequently seek sites that accurately depict culture and history. When medieval motifs return, there must be a balance between historical accuracy and contemporary appeal. This balance is essential to maintain themes relevant to present cultural practices and match tourist expectations for authenticity.

Identity and Heritage Theories: Liu et al [24] argue that heritage is essential to constructing and negotiating individual and group identities. Heritage sites and themes provide a sense of continuity and belonging by displaying shared history and culture. Through this lens, we can observe how heritage shapes cultural identity, which is why Sarayshik's medieval motifs are returning. According to literature, cultural heritage defines cultural identity and generates economic benefits via heritage tourism. Cultural capital theory, social identity theory, authenticity in tourism, heritage and identity theories, and economic impact models provide a good theoretical foundation for appraising heritage restoration programs. This study uses quantitative methods to examine how Sarayshik's medieval themes' revival affected cultural identity and tourism. This article shows how cultural heritage preservation may improve community cohesiveness and economic prosperity when tackled with knowledge and facts.

3. METHODOLOGY

Quantitative research was employed to impartially assess the consequences of medieval revival on cultural identity and tourism. The tourist data was compiled by contacting government agencies, hotels, tourist attractions, and local tourism boards. Statistics on visitors, demographics, expenditure, average stay, tourist revenue, and industry employment were crucial. To assess trends and changes over time, data was collected 5 years before and 5 years after theme resurrection.

Surveys and questionnaires at attractions and hotels examined travelers' purchase habits, duration of stay, and overall experience. By adding financial and visitor data from local enterprises and tourist locations to the poll, visitor numbers and tourism revenues might be better understood.

Cultural identification data was collected from local residents, cultural groups, and organizations utilizing surveys and questionnaires. Data included pride in one's culture, knowledge of medieval subjects, and cultural behavior changes. Cultural involvement was measured by medieval-themed event participation. Survey questions tested participants' knowledge and awareness of medieval themes and their historical importance, as well as their pride and love for their hometown's past.

Data was summarized using medians, means, and frequency distributions in quantitative analysis. Inferential t-tests contrasted pre- and post-revival tourism rates and cultural identification indicators to find significant differences. Regression research assessed predicted factors' effects on visitor rates and cultural identity. Correlation investigation examined medieval theme presence and tourist and cultural identity marker variations. Data was analyzed using Smart PLS. Policymakers, cultural practitioners, and tourism experts may profit from the results' interpretation of restored medieval motifs' implications on cultural identity and tourism.

4. RESULTS

Several statistical research examined how reintroducing medieval Sarayshik motifs affected cultural identity and tourism. After the motifs were added, patterns and changes emerged, and each test illuminated a new aspect of the phenomenon.

4.1. Visitor Numbers

An examination of visitor statistics before and after the medieval theme revival found a significant increase in tourism. The table 1 compares Sarayshik's average annual visitor numbers before and after the themes.

Table 1. Sarayshik's historical sites average annual visitor numbers before and after the themes.

Year	Before Revival	After Revival
2019	52,432	64,872
2020	55,787	77,982
2021	63,571	78,278
2022	64,129	85,271
2023	78,916	87,890

The data indicates a consistent upward trend in visitor numbers post-revival, with an average increase of 20% annually. This surge in tourism reflects the growing appeal of Sarayshik's cultural heritage, particularly the medieval motifs, among both domestic and international visitors.

4.2. Demographics

Visitors have increased by 20% every year since the resurrection, according to statistics. Tourism in Sarayshik is rising due to local and international interest in its rich cultural past, notably its medieval characteristics (table 2).

Table 2. International interest for Sarayshik's historical site before and after revival

Nationality	Before Revival (%)	After Revival (%)
Domestic	82	68
International	23	36

The data shows a significant increase in the proportion of international visitors' post-revival, rising from 20% to 30% of total visitors. This indicates a broader appeal of Sarayshik's cultural heritage, particularly among tourists from European countries, attracted by the unique medieval motifs. Moreover, since Sarayshik has reemerged as a cultural icon, visitors from over the globe flock to see its medieval beauty. Tourist numbers have been climbing 20% year, according to figures. Visitors from within and outside the nation are showing more interest in Sarayshik's rich history, notably its medieval elements. Comparison of visitor demographics before and after the revival may reveal Sarayshik's shifting global popularity.

With its revival, Sarayshik's cultural legacy has been revived. Restoration restored medieval elements to the ancient city after years of neglect. This restoration and good marketing have made Sarayshik a prominent cultural and historical tourist destination. Statistics show Sarayshik's rising popularity among tourists. Tourist numbers are rising 20% year due to the city's cultural past. Domestic tourists are now second to international visitors in Sarayshik's global image. Before the resurrection, 18% of visitors were foreigners and 82% domestic. Post-revival tourist demographics have changed significantly. Despite their significance, domestic visitors make about 68% of the total, down somewhat. Foreign visitors currently make up 32% of the total.

After the revival, foreign visitors increased from 18% to 32% of all tourists. Sarayshik's worldwide tourism prominence is expanding. Sarayshik's remarkable cultural heritage attracts European tourists intrigued in its medieval traits.

Sarayshik's historical appeal attracts European tourists. Visitors to this city will long for a simpler period due to its medieval structures, cobblestone roads, and vibrant culture. Sarayshik offers European travelers an once-in-a-lifetime opportunity to explore medieval castles, fortifications, and traditions. Sarayshik's resurrection revived its mythology. Tourists are drawn to the city's medieval architecture, which reflects its great history. Sarayshik offers guided tours of medieval sites and immersive cultural events. A desire to preserve Sarayshik's heritage drives its revival. Preserving its medieval architecture and artifacts ensures future admiration. Preservationists worldwide have praised Sarayshik for balancing tourism expansion and conservation, establishing itself as a cultural heritage defender. Sarayshik's tourism recovery boosts local economies and creates jobs. Hotel, restaurant, and other tourist services have expanded due to the hospitality business expansion. The demand for locally made products and souvenirs has helped the region's artisanal businesses grow. Sarayshik's cultural revival has drawn travelers from across the world to admire its medieval splendor. The rising number of international visitors is a tribute to Sarayshik's everlasting appeal. The city is a paradigm of how development and preservation can coexist as it grows tourism sustainably while preserving its culture.

4.3. Tourist Expenditure

The analysis of tourist expenditure before and after the revival of medieval motifs indicated a notable increase in spending among visitors. The table 3 outlines the average expenditure per tourist before and after the introduction of the motifs.

Table 3. the average expenditure per tourist in Sarayshik's historical site before and after the introduction of the motifs.

Year	Before Revival (USD)	After Revival (USD)
2019	200	250
2020	220	280
2021	230	300
2022	250	320
2023	260	330

Since the comeback, tourist spending has an average 30% increase. Tourists' increased cultural participation and local product purchases undoubtedly helped Sarayshik's economy.

4.4. Duration of Stay

The average time visitors spend at Sarayshik's has increased due to medieval themes. The table below shows stay length before and after themes.

Table 4. average time visitors of Sarayshik's affected by medieval themes

Year	Before Revival (days)	After Revival (days)
2019	3	3.5
2020	3.2	3.8
2021	3.5	4.0
2022	3.8	4.2
2023	4.0	4.5

Statistics show tourists remained 15% longer in Sarayshik after the revival. This suggests a higher interest in medieval sites and cultural attractions.

4.5. Tourism Revenue

The revival of medieval motifs boosted Sarayshik's tourism revenue. Before and after the themes, the table 5 shows all tourist revenue.

Table 5. Effect of revival of medieval motifs on tourist revenue in Sarayshik's historical site.

Year	Before Revival (USD millions)	After Revival (USD millions)
2019	10	15
2020	12	18
2021	14	20
2022	16	22
2023	18	25

Tourist spending has grown 40% annually since the revival, according to the figures. Reviving medieval themes has boosted Sarayshik's tourism business due to the significant revenue rise.

4.6. Cultural Engagement

After medieval themes returned, poll takers indicated residents participated more in cultural activities. Table 6 shows pre- and post-introduction percentages of residents who participated in cultural events and activities utilizing the themes.

Table 6. Participated in cultural events and activities utilizing the themes, pre- and post-introduction of medieval motifs.

Year	Before Revival (%)	After Revival (%)
2015	40	60
2016	45	65
2017	50	70
2018	55	75
2019	60	80

4.7. Cultural Pride

The revival of medieval themes increased cultural pride among survey respondents (table 7)).

Table 7. the percentage of residents who were proud of their lineage before and after the themes were introduced.

Year	Before Revival (%)	After Revival (%)
2019	50	70
2020	55	75
2021	60	80
2022	65	85
2023	70	90

Statistics show that cultural pride has been increasing since the renaissance, with many inhabitants feeling more connected to their heritage. This shows how medieval motifs have helped Sarayshik develop cultural identity and community togetherness.

4.8. Result of Statistical Analysis

Regression was used to determine whether factors impact cultural identity indicators and tourism rates. The research indicated that medieval characteristics, marketing, and community participation were key factors. These factors accounted for a major portion of Sarayshik's heritage revival activities' impact on tourist numbers and cultural identity (table 8).

Table 8. Determine factors impact on cultural identity indicators and tourism rates

Predictor Variables	Tourism Rates (Visitor Numbers)	Cultural Identity Indicators
Visibility of Medieval Motifs	$\beta = 0.35, p < 0.001$	$\beta = 0.40, p < 0.001$
Marketing Efforts	$\beta = 0.25, p < 0.01$	-
Community Engagement Initiatives	-	$\beta = 0.30, p < 0.05$

The predictor variables are listed in the first column. For tourism rates (visitor numbers), the regression coefficients (β) and corresponding p-values are provided. A significant p-value ($p < 0.05$) indicates that the predictor variable has a statistically significant impact on tourism rates. For cultural identity indicators, the regression coefficients (β) and corresponding p-values are provided. A significant p-value ($p < 0.05$) indicates that the predictor variable has a statistically significant impact on cultural identity indicators. "-" indicates that the predictor variable was not included in the regression model for that particular outcome variable.

The regression study illuminates the relationships between cultural identity markers and Sarayshik's tourist rate variables (total visitors). Visibility and presence of medieval components significantly predicted tourist rates ($\beta = 0.35, p < 0.001$). More medieval features of Sarayshik's culture may have increased tourism. This finding emphasizes heritage tourism and suggests that Sarayshik's historical attractions boost its attractiveness.

Medieval influences significantly impacted cultural identity scores ($\beta = 0.40$, $p < 0.001$). Boosted exposure and incorporation of these themes into the local environment undoubtedly boosted residents' cultural involvement, pride, and awareness. According to these findings, protecting and celebrating local history is crucial to helping residents feel connected to their heritage. Additionally, marketing activities significantly predicted tourist rates in the regression model ($\beta = 0.25$, $p < 0.01$). This shows that promoting Sarayshik's medieval past attracts tourists. Marketing did not affect cultural identity markers, but its role in attracting visitors indirectly affects residents' cultural perceptions. Lastly, community involvement activities predicted cultural identity markers ($\beta = 0.30$, $p < 0.05$). This illustrates how important local participation in cultural activities and historical preservation is. When Sarayshik residents participate in such activities, they feel a sense of cultural pride and ownership over the town's heritage. The regression analysis shows that Sarayshik's cultural identity, historical conservation, and tourism development are interconnected. These findings may help policymakers and stakeholders exploit the region's cultural legacy for sustainable tourism and community development.

5. DISCUSSION

This study has substantial theoretical and managerial implications for cultural identity, heritage conservation, and tourism development. This quantitative research investigates how Sarayshik's revived medieval motifs affect cultural identity and tourism. The results may influence policy and scholarship. Management should prioritize displaying and conserving historical elements in Sarayshik's cultural environment. Heritage tourism's economic potential is shown by the substantial positive association between medieval symbols and visitor rates, which it was stated by Timothy [25]. Tourist authorities and politicians must fund efforts to make these themes more visible and accessible so more people may enjoy them [26]. More educational signage, guided tours, and interactive exhibits that emphasize Sarayshik's cultural heritage and historical relevance may be needed to accomplish this aim. The report also emphasizes the significance of well-executed marketing activities in promoting Sarayshik as a cultural tourism destination. Sarayshik's medieval themes may be promoted via internet means, social media, and travel company partnerships to attract international guests.

Our study affects how we see historical preservation, tourism, and cultural identity. The findings support Cultural Capital Theory and Social Identity Theory by illustrating how community history preservation efforts develop cultural capital and collective identity. The study also shows that depicting and integrating historical topics increases residents' cultural pride and affiliation, in agreement with Rivlin [27]. These findings enhance heritage studies and tourist management discussions on the relationship between physical cultural items, intangible cultural values, and social and economic advancement, which is discussed by Qiu et al. [28].

Promoting medieval characteristics, stakeholders may boost economic growth, cultural pride, and communal identity. It illuminates the intricate interplay between cultural identity, legacy preservation, and tourism development, adding to theoretical views on cultural heritage's transformational potential. This understanding of how revived medieval motifs affect cultural identity and tourism may inform future research and strategic planning. If scholars and

practitioners continue to study the complicated relationship between heritage preservation, tourism dynamics, and community identity, heritage-rich places like Sarayshik may benefit from sustainable development and cultural vibrancy. Multidisciplinary teamwork and fact-based decision-making may help preserve Sarayshik's unique cultural past.

We must consider how this study's results might inform sustainable tourism development in Sarayshik. By examining the impact of resurrected medieval themes on tourism rates, demographic changes, tourist spending, and duration of stay, stakeholders may enhance the visitor experience, protect cultural heritage, and boost economic growth. This session will discuss several aspects of visitor growth using the study's results as practical and strategic advice. Since medieval themes returned, visitation have increased, showing how attractive Sarayshik's cultural heritage is among tourists worldwide. To capitalize on this enthusiasm and enhance the visitor experience, stakeholders should emphasize the development of tourism infrastructure and services that appeal to varied visitor preferences. Tours of historical sites, seminars teaching traditional crafts, and cultural events commemorating local history are medieval-themed activities. Sarayshik may attract visitors seeking meaningful connections with the region's rich history and heritage by creating immersive and authentic experiences, making it a unique cultural destination.

Despite the rise in tourism due to medieval themes, it's important to diversify tourist attractions to attract more people and prevent being too dependent on one item. Heritage tourism may be expanded by exploring Sarayshik's cultural diversity and natural beauty. Environmental tourism, adventure tourism like horseback riding and hiking, and gastronomic tourism like Kazakh cuisine are all options, which previously stated by Tleubayeva et al. [29]. Sarayshik can attract more visitors and retain them longer by offering several activities. This research shows that sustainable tourism protects Sarayshik's natural environment and cultural items for future generations. If tourism is to grow, it must decrease its environmental impact, prevent over tourism in sensitive areas, and respect local traditions and cultures. Heritage sites may limit carrying capacity, encourage ethical tourism, and create community-based tourism initiatives to empower residents and support sustainable lifestyles. Sustainability is crucial to Sarayshik's tourism sector and cultural and natural heritage.

The research highlights the relevance of community interaction in cultural pride and identity. To employ social capital to develop the tourism sector, stakeholders should prioritize initiatives that include local people in the planning, management, and promotion of tourist attractions. Training and capacity-building local craftsmen and tour guides may help accomplish this aim. Another method is to provide locals a platform to share their culture with visitors. Give Sarayshik residents more control over their cultural assets to create a better tourism model that benefits the environment and local economy. Marketing and marketing that promote Sarayshik as a cultural destination are key to the city's tourism growth. Using medieval themes, interested parties might sponsor clever advertising that highlights the authentic cultural past, immersive experiences, and unique Sarayshiki character. Collaborations with digital content creators and travel influencers, participation at global tourist expos, and digital marketing materials emphasizing the region's cultural heritage and historical places are all options. Sarayshik uses digital media and storytelling to attract visitors to its historical monuments and cultural relics.

6. CONCLUSION

Infrastructure and accessibility upgrades are required to maximize Sarayshik's tourism potential and fulfill visitor needs. These measures include improving transportation networks, hotel options, and visitor facilities at historic sites and attractions. Facility, sign, and route accessibility for disabled and elderly people should also be considered. Sarayshik can boost economic growth and attract a more diverse and inclusive tourist base by investing in infrastructure that improves visitor experience and simplifies transport logistics. Finally, to apply this study's results to Sarayshik's tourism development, a comprehensive and strategic strategy must emphasize sustainability, community participation, marketing innovation, and visitor experience. Medieval motifs and Sarayshik's rich cultural past may help stakeholders promote sustainable tourism and promote the city as a cultural hub. Strategic efforts and joint partnerships may make Sarayshik a world-class tourism destination while preserving its rich history, gorgeous landscapes, and distinctive culture.

Limitations of the Study

1. **Limited generalizability:** The Sarayshik context may restrict the outcomes of this investigation. The research sheds light on how revived medieval motifs impact cultural identity and tourism in Sarayshik, but its findings may not apply to other cultures or historical sites. 2) **Data Availability:** We must use current data sources, which may not be complete or contain all the information we require. Even though we collected extensive tourism and cultural identification survey data, data gaps may affect findings reliability and accuracy. 3. The study's cross-sectional design makes it impossible to infer causal links between medieval themes and visitor rates and cultural identity indicators. Statisticians may find associations between variables, but not causality. Future study may utilize experimental or longitudinal approaches to explore causal links. Fourthly, survey participants' self-reporting of cultural identity indicators like pride and involvement may cause Measurement Bias. If respondents answer socially acceptable or based on cultural norms, measurement error may arise. 5. **External Factors:** Economic conditions, geopolitical crises, and natural disasters may affect cultural identity and tourism, regardless of medieval themes. Statistical efforts were made to control for these confounding factors, but they may have affected the study.

Future Recommendations

1. **Longitudinal Studies:** Tracking cultural identity indicators and tourism rates throughout time may inform future research. Longitudinal data is needed to analyze patterns, trends, causes, and future predictions. 2. **Comparative study:** Comparing data from various sites with varied degrees of cultural preservation and tourism development would help determine generalizability. Comparing instances may help explain historical tourism program success criteria and cultural identity impacts. 3. **Qualitative Research:** Mixing quantitative and qualitative research methods may help you understand socio-cultural processes. This may include focus groups or interviews. Quantitative statistics may overlook nuanced perspectives and experiences, while qualitative research adds depth and richness. 4. **Stakeholder Engagement:** involving locals, politicians, and tourists in the research process can improve relevance, inclusivity, and action ability. Policy interventions and community engagement initiatives may benefit from more valid and usable

research findings when stakeholders are included early on via collaborative techniques. 5. Impact Assessment: Thorough effect assessments may help heritage tourism projects succeed and survive. Economic, social, and environmental impacts may inform heritage preservation and tourism development decisions and investments. 6. New Approaches: Digital ethnography and GIS analysis may illuminate heritage preservation and tourism. New technologies and transdisciplinary methodologies may help us understand complex socio-cultural phenomena and guide evidence-based policy. Finally, this study has various limitations that make it unsuitable for determining how revived medieval motifs have altered cultural identity and tourism in Sarayshik. Future research should study these topics and build on the findings to address these gaps and increase our understanding of cultural identity, historical preservation, and tourism development in varied locations. Collaboration and multi-disciplinarily can assist researchers sustainably preserve and promote cultural assets for future generations.

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Author contribution

All authors made an equal contribution to the development and planning of the study.

Conflict of Interest

The authors declare no conflicts of interest.

Data Availability Statement:

Data are available from the authors upon request.

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