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## **Platform presence of audio guides by regions of Kazakhstan: quantitative and qualitative analysis**

### **Abstract**

*Object:* Qualitative and quantitative research of audio guides in the context of the regions of Kazakhstan, presented on the izi.Travel platform.

*Methods:* *Bibliographic analysis, methods of systematization and grouping*, a content analysis method, a qualitative research of the content of audio guides, audiovisual content and routes.

*Results:* The main results of the research can be conditionally divided into two main groups: *the first* is the results of a bibliometric analysis, which showed that the number of publications directly related to the izi.Travel platform is small, while there are more than 70 for the query “audio guides”. In general, this suggests that the scientific direction under study is a new economic phenomenon that is gaining momentum and is relevant and necessary for the further development of excursion activities and the tourism economy; *the second* is the results of a qualitative and quantitative research of audio guides presented on the platform by regions: for example, their total number is 94, tours are presented by types - 53 units and audio guides for museums - 41 units; speaking of languages, the majority of audio guides are in Russian (81 audio tours), English (58 audio tours) and Kazakh (53 audio guides).

The following locations are presented on the platform: Ganyushkino, Naurzum, Sarayshyk, Uralsk, Akkum, Aktau, Aktobe, Alma-Ata (Almaty), Arystanbab, Atyrau, Zhypity, Kabanbay, Karaganda, Kokshetau, Kostanay, Mikhailovka, Nur-Sultan, Petropavlovsk, Rudny, Satpayev, Semey, Taraz, Turkestan, Shymkent. Qualitative analysis showed that, in general, many audio guides are presented in a standard way, but, as a rule, they contain quite capacious and complex information about objects; at the same time, there are routes that are creative and unique, including: the city of Almaty – “Museum of rare books”, “SPUE Museum of Folk Instruments named after Ykhlal”, “Excursion to the Museum of Arts named after. A. Kasteyev with audio descriptions\*”, “Metro Almaty”, “Tourist bike route”, “Multimedia center of traditional music”, “Women of the Great Steppe”; the city of Kostanay – “Museum of computer technology”, “In the footsteps of the teacher-educator Ibray Altynsarin”; the city of Karaganda – “Murals of the city of Karaganda”, etc.

*Conclusions:* Despite the available audiovisual routes through tourist sites and territories of the country, their number is small; at the same time, several tours have not been developed sufficiently, which affects the overall quality of the content listened to by the tourist.

**Keywords:** tourism, audio guides, audiovisual excursions, digital solutions in tourism, platform solutions in excursion activities, izi.Travel, regions of Kazakhstan.

### **Introduction**

In the context of widespread digitalization, the transition of countries to the formation and active development of digital economies, tourism activities have for a long time reflected and applied a variety of information and communication technologies, including platform solutions that have become an excellent communication tool that allows tourists / sightseers / the visitor at any convenient time to get acquainted with the display objects in the territory of a particular destination. Examples include:

– international: izi.Travel, TravelMe, VoiceMap, Tours&Travels, PocketGuide Audio Travel Guide, AZBO, World Tour Audio Guide, Qwixi Tour and others;

– country and city: Dubai Travel Guide, Audio Guide Israel, Paris Travel Guide, Czech Audio Guide, New York City Travel Guide, Istanbul Travel City Guide, My Rome – Tourist audio-guide, Discover Scotland, Venice offline audio guide, Audio Guide Georgia: offline, Audio Guide Bulgaria and many others;

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\* Laconic description of objects / phenomena for the blind with special verbal comments

– created for special objects (tourist places), museum and events: Louvre Museum: Audio Guide, Hagia Sophia Audio Guide, Hermitage Museum, Uffizi Museum, Bosphorus Cruise Audio Guide, Stonehenge Audio Tour and others.

It is important to note that izi.Travel is one of the largest platforms containing audio guides for different countries and regions of the world. It combines routes of different thematic focus, offering high-quality content for show and story objects.

The platform was created in 2011; its uniqueness lies in the ability not only to use ready-made excursion offers, but also to develop your own in places and objects that were not previously known to travelers, but definitely of tourist interest.

For today, izi.Travel is presented in the desktop version, as well as in the PlayMarket and AppStore, and you can notice an annual increase in the number of downloads. The main advantage of the platform is the ability to use the audio guide at any time convenient for the tourist, as well as for those objects that the tourist would like to visit the most.

It is important to note that some of the developed routes are freely available, some are presented in the form of paid content, the price of which varies depending on the number of objects included in the route, as well as on the quality of the content and the presence of additional interactive elements that accompany the tour (several languages, VR and AR - technologies, maps, etc.).

Given all of the above, it should be noted that *the purpose of the article* is a qualitative and quantitative research of audio guides in the context of the regions of Kazakhstan, presented on the izi.Travel platform.

*The following tasks were defined:* conducting a scientometric analysis for the search queries “izi.Travel” and “audio guides” in the Web of Science database (Clarivate Analytics); research the number and content of audio guides on the izi.Travel platform in the context of the regions of the Republic of Kazakhstan.

*The hypotheses of the research are the following:* 1. on the izi.Travel platform there is at least one audio guide in the context of each region of the Republic of Kazakhstan, which includes the most famous sights and show/story objects; 2. the contents of the audio guides are presented with high-quality audiovisual and textual information.

### **Literature Review**

The conducted scientometric / bibliometric analysis showed that the number of publications that directly consider aspects of izi.Travel is small, while there are more than 70 of them in the search query “audio guides”. This is partly due to the applied nature of the platform itself, which is little studied from a scientific point of view. The main period when there was an increase in articles on the issues under study was 2018-2019 (Table 1). The explanation for this is the popularization of platforms of this kind in the world, the transition of many forms of tourism activities (primarily museum business) to the active use and offer of various audio guides, the use of various information and communication technologies that reduce costs, accelerate interaction between service providers and the client, as well as to expand the presence in the market (24/7).

Table 1. The results of the analysis of search queries “izi.Travel” and “audio guides”

Number of publications within the search query, of which		Years for which there is a maximum increase in publications	WoS categories with the largest number of articles published (TOP-3)		Name of the country / region where the largest increase in publications is noted (TOP-5) / number of articles	Full name of the authors who published the largest number of articles within the considered search query (TOP-3) / number of articles	Research areas with the largest number of published articles (TOP-3) / number of articles	Name of organizations funding research on the issues under consideration
articles published in journals	articles published in conference proceedings		Category name	Number of published works				
<b>1. Search query “izi.Travel”. The total number of articles found is 6. Years of publications are 2018, 2019, 2021.</b>								
5	1	2019	“Hospitality Leisure Sport Tourism” “Computer Science Interdisciplinary Applications” “Social Sciences Interdisciplinary”	For all categories - 1	Italy, USA - 3; Spain - 2	Bonacini, E. - 3; Gabardamallorqui, A. - 1.	Social Sciences Other Topics - 2; Computer Science - 1; Science Technology Other Topics - 1.	European Commission, European Commission Joint Research Centre
<b>2. Search query “audio guides”. The total number of articles is 72. Years of publications are - 1997-2022.</b>								
36	34	2018, 2019	“Computer Science Information Systems” “Computer Science Theory Methods” “Computer Science Cybernetics”	19, 15, 10 respectively	Italy - 13, England - 10, Germany, Spain - 8	Del Bimbo, A. - 4; Baecchi, C. - 3; Seidenari, L. - 3.	Computer Science - 35; Arts Humanities Other Topics - 7; Engineering - 7; Social Sciences Other Topics - 7.	Ministry Of Science And Technology Taiwan, 2018 Science Technology And Humanity Converging Research Program Of The National Research Foundation Of Korea, British Academy, Casa Batllo and others.

Note - compiled by the authors according to WoS data.

The general characteristic of citations for the search query “izi.Travel” shows that the total number of citations was 9, while the average index per article is 1.5. The h-index is fixed at 2: this means that 2 articles have been cited at least 2 times (Table 2).

Among the most cited publications are the following:

1. Promoting historical irrigation canals as natural and cultural heritage in mass-tourism destinations (Ricart et al., 2019) // *Journal Of Cultural Heritage Management And Sustainable Development*;
2. Participatory Storytelling, 3D Digital Imaging and Museum Studies: A case study from Sicily (Bonacini et al., 2018) // 2018 3rd Digital Heritage International Congress (Digital heritage) Held Jointly With 2018 24th International Conference On Virtual Systems & Multimedia (VSMM 2018);
3. The Regional Archaeological Museum Paolo Orsi of Syracuse: from traditional fruition to digital platforms (Santagati, 2019) // *Capitale Culturale-Studies On The Value Of Cultural Heritage*;
4. Participatory digital storytelling as a didactic tool in cultural dissemination (Bonacini and Marangon, 2021) // *Cuadernos De Filologia Italiana*;
5. New Technologies In Smart Tourism Development: The #Izitravelsicilia Experience (Giaccone and Bonacini, 2019) // *Tourism Analysis*;
6. Managing The Geography Of Complexity, From Data To Stories: The Biographical Paths Project Between Public Archeology And Urban Regeneration (Mariotti, 2019) // *Archeologia E Calcolatori*.

Also we can see that some surnames are repeated several times. For example, Bonacini, Elisa is the author of more than 15 publications in the field of the use of modern information technologies in tourism and museum activities\*, one of the few foreign experts studying the aspects of using the capabilities of various platforms for creating audio guides, primarily izi.Travel.

Similarly, consider citations for the search query “audio guides”. Here one can notice that the total number of citations for the entire body of work was 385; 1 article, on average, accounts for 5.35, while the Hirsch index is 12, which indicates a fairly high level of citations of the studied materials. Table 3 presents the authors and titles of publications that are most often cited (TOP - 10), among them are:

1. An Augmented Reality Museum Guide (Miyashita et al., 2008) // 7th IEEE International Symposium On Mixed And Augmented Reality 2008, Proceedings.
2. User experience of museum technologies: the phenomenological scales (Pallud and Monod, 2010) // *European Journal Of Information Systems*.
3. Engaging Visitors in Museums with Technology: Scales for the Measurement of Visitor and Multimedia Guide Experience (Othman et al., 2011) // *Human-Computer Interaction - Interact 2011, PT IV*.
4. Impact of Mediation Devices on the Museum Visit Experience and on Visitors' Behavioural Intentions (Jarrier and Bourgeon-Renault, 2012) // *International Journal Of Arts Management*.
5. Deep Artwork Detection and Retrieval for Automatic Context-Aware Audio Guides (Seidenari et al., 2017) // *ACM Transactions On Multimedia Computing Communications And Applications*.
6. Effect of AR-based online wearable guides on university students' situational interest and learning performance (Yu et al., 2019) // *Universal Access In The Information Society*.
7. Combining traditional and indirect augmented reality for indoor crowded environments. A case study on the Casa Batllo museum (Gimeno et al., 2017) // *Computers & Graphics-UK*.
8. Enhancing visitors' experience in art museums using mobile technologies (Tesoriero et al., 2014) // *Information Systems Frontiers*.
9. Engaging Constable: Revealing Art with New Technology (vom Lehn et al., 2007) // *Conference On Human Factors In Computing Systems, Vols 1 And 2*.
10. The Art of Pervasive Eye Tracking Unconstrained Eye Tracking in the Austrian Gallery Belvedere (Santini, 2018) // *Pervasive Eye Tracking And Mobile Eye-Based Interaction (PETMEI 2018)*.

It should be noted that, as in the first case, a large array of publications concerns the development and use of audio guides in museum activities, including the use of virtual reality technology, which became a popular digital tool during the COVID-19 pandemic among millions of online users of tourist and excursion services.

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\* According to the portal Web of Science (Clarivate Analytics): <https://www.webofscience.com/wos/author/record/3451635>.

Table 2. Qualitative characteristics of citations by search query "izi.Travel"

Title	Authors	Source Title	Publication Year	Conference Title	Total Citations	Average per Year	2020	2021	2022
Promoting historical irrigation canals as natural and cultural heritage in mass-tourism destinations	Ricart, Sandra; Ribas, Anna; Pavon, David; Gabarda-Mallorqui, Ariadna; Roset, Dolors	Journal Of Cultural Heritage Management And Sustainable Development	2019	-	5	1,25	4	0	1
Participatory Storytelling, 3D Digital Imaging and Museum Studies: A case study from Sicily	Bonacini, Elisa; Tanasi, Davide; Tripani, Paolo	2018 3rd Digital Heritage International Congress (DigitalHeritage) Held Jointly With 2018 24th International Conference On Virtual Systems & Multimedia (VSMM 2018)	2018	3rd Digital Heritage International Congress (DigitalHERITAGE) / 24th International Conference on Virtual Systems and Multimedia (VSMM)	3	0,6	1	2	0
The Regional Archaeological Museum Paolo Orsi of Syracuse: from traditional fruition to digital platforms	Santagati, Federica Maria Chiara	Capitale Culturale-Studies On The Value Of Cultural Heritage	2019	-	1	0,25	0	1	0
Participatory digital storytelling as a didactic tool in cultural dissemination	Bonacini, Elisa; Marangon, Giorgia	Cuadernos De Filologia Italiana	2021	-	0	0	0	0	0
New Technologies In Smart Tourism Development: The #Izitravelsicilia Experience	Giaccone, Sonia C.; Bonacini, Elisa	Tourism Analysis	2019	-	0	0	0	0	0
Managing The Geography Of Complexity, From Data To Stories: The Biographical Paths Project Between Public Archeology And Urban Regeneration	Mariotti, Samanta	Archeologia E Calcolatori	2019	-	0	0	0	0	0

Note - compiled by the authors according to WoS data.

Table 3. Qualitative characteristics of citations by search query "audio guides"

Title	Authors	Source Title	Publication Year	Conference Title	Total Citations	Average per Year
An Augmented Reality Museum Guide	Miyashita, T.; Meier, P.; Tachikawa, T.; Orlic, S.; Eble, T.; Scholz, V.; Gapel, A.; Gerl, O.; Arnaudov, S.; Lieberknecht, S.	7th IEEE International Symposium On Mixed And Augmented Reality 2008, Proceedings	2008	7th IEEE International Symposium on Mixed Reality and Augmented Reality	75	5
User experience of museum technologies: the phenomenological scales	Pallud, Jessie; Monod, Emmanuel	European Journal Of Information Systems	2010	-	23	1,77
Engaging Visitors in Museums with Technology: Scales for the Measurement of Visitor and Multimedia Guide Experience	Othman, Mohd Kamal; Petrie, Helen; Power, Christopher	Human-Computer Interaction - Interact 2011, PT IV	2011	13th IFIP TC 13 International Conference on Human-Computer Interaction (INTERACT)	19	1,58
Impact of Mediation Devices on the Museum Visit Experience and on Visitors' Behavioural Intentions	Jarrier, Elodie; Bourgeon-Renault, Dominique	International Journal Of Arts Management	2012	-	18	1,64
Deep Artwork Detection and Retrieval for Automatic Context-Aware Audio Guides	Seidenari, Lorenzo; Baecchi, Claudio; Uricchio, Tiberio; Ferracani, Andrea; Bertini, Marco; Del Bimbo, Alberto	ACM Transactions On Multimedia Computing Communications And Applications	2017	-	17	2,83
Effect of AR-based online wearable guides on university students' situational interest and learning performance	Yu, Shih-Jou; Sun, Jerry Chih-Yuan; Chen, Oscar Tzyh-Chiang	Universal Access In The Information Society	2019	-	15	3,75
Combining traditional and indirect augmented reality for indoor crowded environments. A case study on the Casa Batllo museum	Gimeno, Jesus; Portales, Cristina; Coma, Inmaculada; Fernandez, Marcos; Martinez, Bibiana	Computers & Graphics-UK	2017	-	15	2,5
Enhancing visitors' experience in art museums using mobile technologies	Tesoriero, R.; Gallud, J.A.; Lozano, M.; Penichet, V.M.R.	Information Systems Frontiers	2014	-	15	1,67
Engaging Constable: Revealing Art with New Technology	vom Lehn, Dirk; Hindmarsh, Jon; Luff, Paul; Heath, Christian	Conference On Human Factors In Computing Systems, Vols 1 And 2	2007	Conference on Human Factors in Computing Systems	15	0,94
The Art of Pervasive Eye Tracking Unconstrained Eye Tracking in the Austrian Gallery Belvedere	Santini, Thiago; Brinkmann, Hanna; Reitstaetter, Luise; Leder, Helmut; Rosenberg, Raphael; Rosenstiel, Wolfgang; Kasneci, Enkelejda	Pervasive Eye Tracking And Mobile Eye-Based Interaction (PETMEI 2018)	2018	Conference on Pervasive Eye Tracking and Mobile Eye-Based Interaction (PETMEI)	13	2,6

Note - compiled by the authors according to WoS data.

### Methods

As research methods were used:

– *bibliographic analysis*, which made it possible to update information on publication activity within the framework of the scientific problem under consideration, through the creation and analysis of search queries for such masks as: 1. “izi.Travel”; 2. “audio guides” as part of the scientometric database Web of Science (Clarivate Analytics); the depth of the array was 47 years (from 1975 to 2022);

– *methods of systematization and grouping*, which made it possible to quantify the presence of audio guides on the izi.Travel platform in the context of the regions of Kazakhstan;

– *content analysis method*, which made it possible to comprehensively research the composition of the audio guide, its audiovisual content, route thread and content (including in several languages, if the audio guide was presented on them).

### Results

Analysis of the izi.Travel platform showed that the total number of audio guides in the Republic of Kazakhstan is 94 units. In terms of types, there are: tours - 53; museum audio guides - 41; quests are missing. Based on this, it can be seen that in total izi.Travel includes three types of audio tours, which are systematized and conveniently presented on the platform. The main languages of all audio guides analyzed in the Republic of Kazakhstan are Russian (81 audio tours), English (58 audio tours) and Kazakh (53 audio guides). The general characteristics of all audio tours in the Republic of Kazakhstan on the izi.Travel platform are presented in Table 4.

Table 4. Quantitative characteristics of audio routes in the Republic of Kazakhstan presented on the izi.Travel platform

The number of audio guides by type is 94 units, including:			Language distribution of audio guides					
tours	museum audio guides	quests	in German	in English	in Kazakh	in Russian	in Turkish	in Chinese
53	41	-	3	58	53	81	3	4

*Note - compiled by the authors according to the portal izi.Travel.*

The locations presented on the platform are as follows\*: Ganyushkino, Naurzum, Sarayshyk, Uralsk, Akkum, Aktau, Aktobe, Alma-Ata, Arystanbab, Atyrau, Zhympity, Kabanbay, Karaganda, Kokshetau, Kostanay, Mikhailovka, Nur-Sultan, Petropavlovsk, Rudny, Satpaev, Semey, Taraz, Turkestan, Shymkent. The number of audio guides within these regions and sites, as well as their examples, are presented in tables 5-9.

Table 5. General characteristics of audio guides in Western Kazakhstan presented on the izi.Travel platform

Name of the region, object / region	Number of audio guides	Name of tours <sup>†</sup> / who provided, developed	Route thread <sup>‡</sup> (example)
1	2	3	4
<b>Western Kazakhstan</b>			
Ganyushkino / Atyrau region	1	“Kurmangazy district museum” / Museum of Kurmangazy district	-
Sarayshyk / Atyrau region	1	“Saraishyk” State Historical and Cultural Museum-Reserve / “Saraishyk” State Historical and Cultural Museum-Reserve	-
Aktau / Mangistau region	4	1. “From the sea to the sea briefly studying the history of the city” /	1. Yacht Club “Breeze” - Akbota Park - Astana Square –

\* The names of locations are presented in accordance with the names on izi.Travel, which should be recorded in the original style to ensure correct search on the platform

<sup>†</sup> The names of the first 5 tours available on the izi.Travel platform are presented

<sup>‡</sup> Presented only for those audio tours that include several objects

1	2	3	4
		Yessenov University 2. "Historical places of the city of Aktau" / Yessenov University 3. "Caspian State University" / Student of the Yessenov University 4. "Hello, CUTE (Caspian University of Technology and Engineering named after Sh.Yessenov)!" / Student of the Yessenov University	"SHUM" shopping center - T.G. Shevchenko alley - Mangistau Regional Philharmonic named after Murat Oskinbayev - Descent to the sea.
Aktobe / Aktobe region	1	"Aktubinsk Regional Historical and Local Lore Museum" / Department of culture, archives and documentation of the Aktobe region	Hall of nature - Hall of archeology - Hall of rare and precious metals - Hall of the Kazakh Khanate - Hall of ethnography - Hall "History of the region in 1869 – 1940" - Hall "Heroism and Glory" - Hall "History of the Aktobe region in 1945-1991" - Hall "The Road to Independence"
Akkum / Aktobe region	1	"Akkum" / School (no name)	Akkum - sandy oasis - Landscape of Akkum sandy valley - Zhumbakkol - Kunyskerey cave
Atyrau / Atyrau region	3	1. "Historical and local lore museum of the Atyrau region" / Atyrau regional museum of local lore 2. "Atyrau regional art and applied arts named after Sh. Sariyev" / Atyrau regional museum of arts and crafts named after Sh. Sariyev 3. "Saraishyk" State Historical and Cultural Museum-Reserve / State Historical and Cultural Museum-Reserve "Saraishyk"	1. Atyrau region - Hall "Mystery of the century" - Hall "Culture and literature of the region" - Hall "Ethnography" - Hall Archeology - Hall "Great Patriotic War" - Hall of Independent Kazakhstan - Hall history of the region, covering 12-20 centuries - Historical and local lore museum of Atyrau region - Kulpytasy - Nature of the region - Fauna of the fourth period on the territory of the Caspian Sea
Zhympity / West Kazakhstan region	1	"Zhympity is the capital of Western Alashorda" / NIS	Alash museum – "Alash arystary" alley - Muslim mosque
<i>Note - compiled by the authors according to the portal izi.Travel.</i>			

According to the data presented in Table 5, it can be seen that there are only 12 audio guides for Western Kazakhstan on the izi.Travel platform, covering such objects of the region as: the museum of the Kurmangazy district, the historical places of the city of Aktau, the Aktobe Regional Museum of Local History, the State Historical - cultural museum-reserve "Sarayshyk" and others. So, for example, a tour of the local history museum of Atyrau region contains a fairly detailed route and interesting content: Atyrau region - hall "Mystery of the century" - hall "Culture and literature of the region" - hall "Ethnography" - hall of Archeology - hall of the Great Patriotic War - Hall of Independent Kazakhstan - the hall of the history of the region, covering the 12th-20th centuries. - Museum of History and Local Lore of Atyrau region - Kulpytasy - Nature of the region - Fauna of the Quaternary period on the territory of the Caspian Sea. At the same time, of course, the presented guides are not enough, since the tourist and recreational potential of the region is quite high.

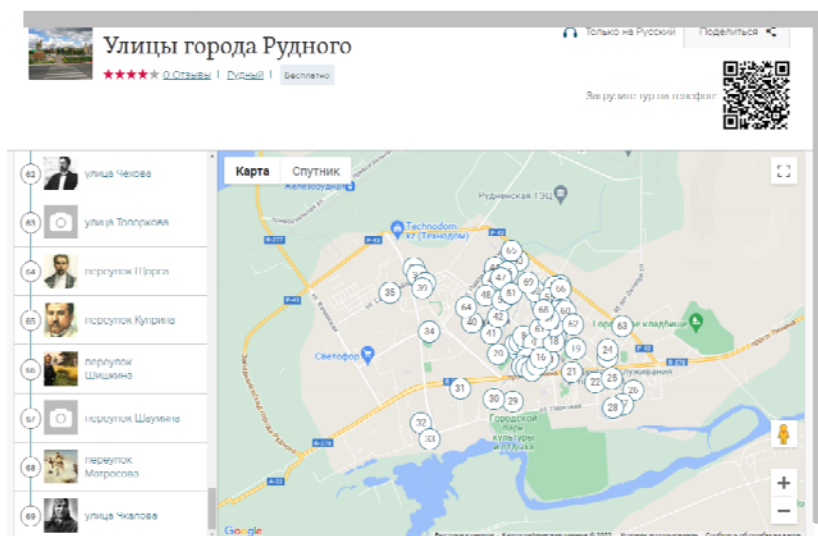
Table 6 reflects the quantitative characteristics and threads of routes for tourist sites in Northern Kazakhstan.



Table 6. General characteristics of audio guides in Northern Kazakhstan presented on the izi.Travel platform

Name of the region, object / region	Number of audio guides	Name of tours / who provided, developed	Route thread (example)
<b>Northern Kazakhstan</b>			
Naurzum / Kostanay region	1	“Nauryzyn nature reserve” / Nauryzyn nature reserve	-
Kokshetau / Akmola region	1	“History of Kazakhstan” (museum) / History of Kazakhstan	Kazakh national instruments - Kazakh national clothes - Kazakh national handicrafts
Kostanay / Kostanay region	12	<ol style="list-style-type: none"> <li>1. “Sacred objects of Kostanay region” / Branch of the Library “Yuzhny”</li> <li>2. “Health and medical institutions of the Kostanay region in the years of the Great Patriotic War” / Zatobolskaya school-gymnasium</li> <li>3. “Roads of heroes” / Excursion bureau BESTkz</li> <li>4. Excursion to the historical places of Kostanay / Students of Kostanay State Pedagogical Institute</li> <li>5. “Kostanay, which you did not know” / Excursion bureau BESTkz</li> </ol>	<ol style="list-style-type: none"> <li>5. City school of children's creativity - Regional universal scientific library named after L.N. Tolstoy - Arch in Kostanay Park of Culture and Recreation - History of Kostanay Square - Kazakh-French Center - Monument to Ahmet Baitursynov - Kostanay State University named after Akhmet Baitursynov - Former men' school, new art school - Kostanay tower hours - Square in front of the regional akimat - Former people's house, now - new Department of culture of Kostanay region - House of the merchant of the Kostanay region - Stadium Memorial Museum of Ibrai Altynsarin - Central Department Store - Shopping and Entertainment Complex MART - Marala Ishchan Mosque</li> </ol>
Nur-Sultan / Akmola region	8	<ol style="list-style-type: none"> <li>1. “Walking tour of monuments and objects of historical and cultural significance of the city” / LLP “Astana Invest”</li> <li>2. “Walking tour of Nurzhol Boulevard” / Astana Invest LLP</li> <li>3. Embankment -Central Park / Astana Invest LLP</li> <li>4. “Pavilion “Nur Alem” Astana EXPO-2017” / JSC NC Astana EXPO-2017</li> <li>5. “Walking through the old city” / LLP “Astana Invest”</li> </ol>	<ol style="list-style-type: none"> <li>5. Building of the city administration - Gymnasium - Monument to Kerey and Zhanibek khans - Museum of the First President of the Republic of Kazakhstan - Monument to Abay Kunanbayev - Monument of Justice - Building of the Military Court - Museum of Saken Seifullin - Monument to Saken Seifullin - The house of Dr. Fyodor Ivanovich Blagoveshchensk - Monument to the victims of the Holodomor of 1932-1933 - School of Baimukhamet Koschegulov - House of Petr Grigorievich Moiseev - Building of a merchant's house Matvei Konstantinovich Kubrin - House of merchant Vasili Matveyevich Kubrin and outbuilding - Arbat - Monument to Khan Kenesary - Pedestrian Bridge “Atyrau Bridge” - Old Poplar</li> </ol>
Petropavlovsk / North Kazakhstan region	1	“Petropavlovsk at the end of the XIX - beginning of the XX century” / Tatiana Rogozina, Nikolai Kleshev	Residence of Abylai-Khan - Building of the merchant club - Ganshin and Ovsyannikov Universal store - House of merchant Kazantseva - House of merchant Cheremisinov - Cinema “New World” - Water tower - Siberian trading bank - Bride's house - Arkel and Strelov shops - Church of the Sacred Heart of Jesus - Central Park of Culture and Leisure
Rudny / Kostanay region	1	“Streets of the city of Rudny” / GSI “School No. 1 of the education department of the city of Rudny” of the education department of the akimat of the Kostanay region	Ostrovsky Lane - Pushkin Street - Ulitsky Lane - Saltykov-Shchedrin Lane - Shevchenko Street - Gastello Lane - Abay Lane - Krupskaya Lane - Dzhambul Lane - Chernyshevsky Lane - Sverdlov Street - Gogol Street - Altynsarin Lane - Taran Street - Kirov Street, etc. Total – 69 facilities covering almost the entire city.
<i>Note - compiled by the authors according to the portal izi.Travel.</i>			

So, according to the table, there are about 24 audio guides in the region, each of which has its own uniqueness and interesting content. One of the most detailed is: “Streets of the city of Rudny”, created by students of the secondary school No. 1 of the education department of the city of Rudny, which includes 69 route points (Figure 1).



Picture 1. Thread of the route of the audio guide “Streets of the city of Rudny”

Note - according to the izi.Travel platform.

Table 7 audiovisual routes in East Kazakhstan were analyzed.

Table 7. General characteristics of audio guides in East Kazakhstan presented on the izi.Travel platform

Name of the region, object / region	Number of audio guides	Name of tours/ who provided, developed	Route thread (example)
<b>Eastern Kazakhstan</b>			
Uralsk / East Kazakhstan region	2	«Tour by West Kazakhstan oblast's sights» / NIS PMD, Uralsk	1. The School of Zhangir Khan – The Mausoleum of Syrym – Khan’s copse – Sculpture “Glorious daughters of nation” – The statue of Makhambet and Issatay – The Museum of History and Local Lore – Square of First President – Monument and Culture center named after Kadyr Myrza Ali
Kabanbay / East Kazakhstan region	1	Branch of the Regional Museum of History and Local Lore of Semey in the village of Kabanbay Urzha / Museum of the village of Kabanbay, Urzhar district	Hall 1. Princess of Urzhar - Hall 2. Archeology - Hall 3. “Sacred places” of the East Kazakhstan region - Hall 4. Independence of Kazakhstan - Hall 5. Ethnography - Hall 6. Culture of the nomadic people - Hall 7. Nature - Hall 8. The unique nature of the East Kazakhstan region.
Semey / East Kazakhstan region	3	1. “Semey is the historical center of Kazakhstan” / SGI “Special library for the blind and visually impaired citizens of Semey” 2. “Literary Memorial House-Museum of Abai” / LLP “Kazakh Research and Design Institute of Material Culture” - design and research company 3. “Regional Local History Museum of Semey” / Museum of Semey	2. Audio tours: Boreli - Zhidebay - Literary and Memorial Museum

Note - compiled by the authors according to the portal izi.Travel.

Only 6 audio guides are presented on the territory of East Kazakhstan, 5 of which are for the objects of the cities of Uralsk and Semipalatinsk, 1 - the branch of the regional local history Museum of Semey in the village of Kabanbai Urzha. The region, having a very high tourist and recreational potential, unfortunately, does not actually develop and place on one of the most popular platforms in the world - izi.Travel digital audiovisual tours of its attractions.

The leading region in terms of the number of audio guides presented on izi.Travel is South Kazakhstan - 50 units, some of which are presented in several foreign languages at once (Table 8).

Table 8. General characteristics of audio guides in South Kazakhstan presented on the izi.Travel platform

Name of the region, object / region	Number of audio guides	Name of tours / who provided, developed	Route thread (example)
1	2	3	4
<b>South Kazakhstan</b>			
Alma-Ata (Almaty) / Almaty region	43	1. "Museums of the city of Almaty" / Visit Almaty 2. "Monuments of the city of Almaty" / Visit Almaty 3. "State Museum of Arts of the Republic of Kazakhstan named after A. Kasteyev" / SMA of the RK named after A. Kasteyev 4. "Old center of Almaty is a mirror of the history" / Center Smart Tourism 5. "Museum of the History of the City of Almaty" / State Museum of the History of Almaty	1. Tourist Information Center - Museum of Musical Instruments - Military History Museum - Tlendiyev Museum - House Museum of D. Kunayev - Museum of the History of the City of Almaty - Museum of Rare Books - Museum of Geology - House Museum of M. Auezov - Central State Museum of the Republic of Kazakhstan - Museum Arts named after Abylkhan Kasteyev
Arystanbab / Turkestan region	1	"Sacred places of South Kazakhstan" / Center Smart Tourism	Arystan Bab mausoleum - Otrar settlement - Mausoleum of Khoja Ahmed Yasawi - Ukash Ata mausoleum and well - Underground cave Ak Mosque
Mikhailovka / Zhambyl region	1	Regional Museum of Local History of Bayzak District of Zhambyl Region / Regional Museum of Local History of Bayzak District of Zhambyl Region	Hall of Ethnography - Hall of the history of the region - Hall of Fame - Hall of culture and art - Hall of archeology
Taraz / Zhambyl region	1	"Taraz Visit" / Zhambyl Regional Library for the Blind and Visually Impaired Citizens	Karakhan Mausoleum - Aisha Bibi Mausoleum - Tole Bi Monument - Zhambyl Zhabayev Monument - Koigeldi Batyr Monument - Kairat Ryskulbekov Monument - Muhammad Khaidar Dulati Monument - Turar Ryskulov Monument - Bayzak Batyr Monument - Bayzak Batyr Mausoleum - Monument to the Victims of Political Repressions and Holodomors - Karimbay Koshmambetov Monument - Monument to the soldiers of the Great Patriotic War - Rock paintings
Turkestan / Turkestan region	3	1. "Visit Turkistan" (includes 100 show and story objects) / Visit Turkistan 2. Azret Sultan Historical and Cultural Reserve-Museum / Provided by Azret Sultan 3. The memorial complex of the Kazakh Khanate / provided by LLP "Kazakh Research and Design Institute of Material Culture" - design and research company	2. Audio guides: historical monuments - Rooms of the mausoleum of Kh.A. Yasawi (the recording is available, but the audio guide is missing) - the mausoleum of Khoja Ahmed Yasawi

1	2	3	4
Shymkent / South Kazakhstan region	1	“Visit Shymkent” / provided by the State Institution “Department of Tourism of the City of Shymkent”	Monument “Baidibek Bi” - Museum of Local Lore - Nauryz Square and park area “Zhailaukol” - ZOO - Installation “Tulip - Heritage of the South” - Arboretum named after Asanbay Askarov - Memorial complex “Kasiret” - Kazakh Academic Drama Theater named after Zh. Shanin - Ethnographic Museum “Kyluet” – “AQ MESHIT” named after Sheikh Khalifa bin Zayed Al Nahyan and others (total - 33 objects on the route).
<i>Note - compiled by the authors according to the portal izi.Travel.</i>			

Table 9 presents the characteristics of audio guides in Central Kazakhstan, the number of which does not exceed 2 at the time of the analysis, one of them is the development of a research team and students of Karaganda University named after academician Y.A. Buketov – “Murals of the city of Karaganda”. It should be noted that within the framework of the project of the university research team “Development of urban tourist routes in Central Kazakhstan based on using of smart technologies in the context of digitalization of tourism” in 2023, routes such as “Geometry of the city” (sightseeing tours of the display facilities of the cities of Karaganda, Temirtau, Zhezkazgan), “Where? Where? In Karaganda!” (a walk through the famous and unusual monuments of Karaganda), “Karaganda is a forge of knowledge”, “Shady alleys, fountains and parks of Karaganda”, “Balkhash - the pearl of Central Kazakhstan”.

Table 9. General characteristics of audio guides in Central Kazakhstan presented on the izi.Travel platform

Name of the region, object / region	Number of audio guides	Name of tours / who provided, developed	Route thread (example)
<b>Central Kazakhstan</b>			
Karaganda / Karaganda region	1	“Murals of the city of Karaganda” <sup>*</sup> / Karaganda Buketov Buketov University	Mural dedicated to huntsman Yerlan Yergaliyev - Mural dedicated to the memory of pilot Nurken Abdirrov - Mural uniting portraits - Mural uniting landscapes - Mural uniting contemporary art paintings - Mural with a nest of storks
Satpaev / Karaganda region	1	Museum of Bauyrzhan Momyshuly in School-gymnasium No. 1 of the city of Satpayev / School-gymnasium No. 1	Exhibits with voiced history: “Biography”, “Memories of the daughter-in-law”, “Tragic pages”, “Legendary division”, “Thinker and strategist”, “Ernesto Che Guevara's idol”, “Layout 1”, “Layout 2”, “Struggle for Kryukovo”, “Assessment of fighting qualities”, “Bauyrzhan's writing”, “Volokolamsk highway - the story of Alexander Bek”, “Monument in the city of Almaty”, “In memory of Bauyrzhan”, “Combat journal 1”, “Combat journal 2”, “End”
<i>Note - compiled by the authors according to the portal izi.Travel.</i>			

In general, we can distinguish the following number of audio guides in the context of regions:

1. Almaty - 43;
2. Kostanay - 14;
3. Akmola - 9;
4. East Kazakhstan - 6;
5. Atyrau - 4;

<sup>\*</sup> This tour was developed as part of a grant project AP09261199 “Development of urban tourist routes in Central Kazakhstan based on using of smart technologies in the context of digitalization of tourism”

6. *Mangystau* - 4;
7. *Turkestan* - 4;
8. *West Kazakhstan* - 2;
9. *Aktobe* - 2;
10. *Zhambyl* - 2;
11. *North Kazakhstan* - 1;
12. *South Kazakhstan* - 1.

It should also be noted some non-standard and, of course, interesting, unique routes available on the platform, by regions:

1. *Almaty city*\*: “Museum of Rare Books”, “SPUE Museum of Folk Instruments named after Ykhlis”, “Excursion to the Museum of Arts named after A. Kastejev with audio descriptions”, “Metro Almaty”, “Tourist bike route”, “Multimedia center of traditional music”, “Women of the Great Steppe”;
2. *Kostanay city*: “Museum of Computer Technology”, “In the footsteps of the teacher-educator Ibray Altynsarin”.

In general, it should be noted that in the context of regions there is a small number of audio guides. Their increase, qualitative improvement would increase the tourist attractiveness of objects and regions, form a favorable image, and enhance their recognition through free placement and open access. As the analysis showed, only a small part of all audio tours on the platform is presented in several languages at once, basically, many of them are posted using one or two languages, usually Kazakh / Russian, or English.

The analysis also showed that there is no system for the unified development and upload of audio guides to the izi.Travel platform by the regions and the state. Many of the developed and analyzed routes in tables 5-9 were created by schools, universities, directly by museums and memorial complexes, only a small part - by professional companies (Center Smart Tourism, Kazakh Research and Design Institute of Material Culture LLP), tourist information centers, offices and departments for tourism development. In this regard, the regions need to intensify their work on developing audio tours and uploading them to izi.Travel, creating high-quality content in several languages (including foreign ones), since, given the huge audience of the platform, this can become a powerful driver for popularizing objects among potential, and real foreign and domestic tourists and sightseers.

### ***Discussions***

The most important aspect of the functioning of the modern tourism industry, as mentioned above, of course, is the use of a variety of modern digital tools and technologies that reduce costs, the period for providing services to the client, and also significantly improve the quality of the provided excursion services, adding interactivity and increasing the tourist experience. interest in the objects of display and story on the territory of tourist destinations.

At the same time, a small number of publications devoted to the problem analyzed in the article, first, due to the novelty of the scientific issues under consideration, and, secondly, the complexity and versatility of the phenomenon under consideration, allows us to talk about the emerging new and relevant scientific direction in the tourism economy, the study of which requires comprehensive and timely research. In this regard, the scientific novelty of the work is beyond doubt since no developments related to the research of the quantitative and qualitative content of audio guides in the context of the regions of Kazakhstan were found. This work is of a pronounced theoretical and practice-oriented nature, as it gives a succinct idea of the current state of excursion activities from the standpoint of the presence of audio guides on various platforms, including one of the most popular and developed in the world - izi.Travel.

At the same time, the question of further content filling of systems with audio guides, their numerical quantity, which is “sufficient”, remains open, since excursion activity is a dynamically developing industry that requires not only serious technological and methodological solutions, but also an integrated approach to develop the thematic orientation of routes, which are new and capable of attracting an increasing number of potential and real consumers to the regions where they are represented.

### ***Conclusions***

In general, the research made it possible to obtain a quantitative description of the audio guides presented on the izi.Travel platform in the context of the regions of Kazakhstan. In particular, it was determined that the total number of interactive routes with relevant content is 94, while most of them are presented in Rus-

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\* “Alma-Ata” on the izi.Travel platform

sian, English and Kazakh languages; there are also audio guides in Turkish, Chinese and German, but not so many. The leading regions in terms of the number of developed audiovisual online excursions are Almaty, Kostanay and Akmola regions.

In turn, a qualitative analysis of the content of audio guides made it possible to conclude that there are photos and videos accompanying the tourist on the route, while not all content is up to the mark; also, for some audio guides, the thread of the route and the textual accompaniment of the objects of the show and story were not fully worked out.

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### Қазақстанның аймақтары бойынша аудиогидтердің платформалық қамтылуы: сандық және сапалық талдау

#### *Аңдатпа*

*Мақсаты:* izi.Travel платформасында ұсынылған Қазақстан аймақтары контекстіндегі аудиогидтерді сапалық және сандық зерттеу.

*Әдісі:* Зерттеудің негізгі әдістері ретінде «izi.Travel» және «audio guides» іздеу сұраныстары үшін WoS деректер базасынан материалдарды пайдалану негізінде зерттелетін ғылыми мәселелер бойынша басылым қызметінің сипатын зерттеуге мүмкіндік беретін *библиографиялық талдау*, платформада орналасқан аудиогидтер аймақтарға (Солтүстік, Оңтүстік, Бағыс, Шығыс және Орталық Қазақстан) біріктірілген *жүйелеу және топтастыру әдістері*, аудиогидтердің, аудиовизуалды толтырымын және маршруттық ағындардың мазмұнын сапалы зерттеуге мүмкіндік беретін *контент-талдау әдісі* қолданылды.

*Қорытынды:* Зерттеудің негізгі нәтижелерін шартты түрде екі негізгі топқа бөлуге болады: *біріншісі* — библиометриялық талдау нәтижелері болып табылады, ол izi.Travel платформасына тікелей қатысты жарияланымдар саны аз екенін көрсетті, ал «audio guides» сұрауы бойынша 70-тен астам нәтиже анықталды. Тұтастай алғанда, бұл зерттелетін ғылыми бағыттың жаңа экономикалық құбылыс болып табылатынын және экскурсиялық қызмет пен туристік экономиканы одан әрі дамыту үшін өзекті және қажетті қарқын алғанын көрсетеді; *екіншісі* — аймақтар бойынша платформада ұсынылған аудиогидтерді сапалық және сандық зерттеу нәтижелері: осылайша, олардың жалпы саны — 94, түрлер бөлінісінде турлар — 53 бірлік және мұражайларға арналған. Аудиогидтер — 41 бірлік; ұсынылу тілі бойынша аудиогидтердің басым бөлігі орыс (81 аудио тур), ағылшын (58 аудиомаршрут) және қазақ тілдерінде (53 аудиогид). Платформада мына орындар ұсынылған: Ганюшкино, Наурызым, Сарайшық, Орал, Аққұм, Ақтау, Ақтөбе, Алматы, Арыстанбаб, Атырау, Жымпиты, Қабанбай, Қарағанды, Көкшетау, Қостанай, Михайловка, Нұр-Сұлтан, Петропавловск, Сәтбаев, Семей, Тараз, Түркістан, Шымкент. Сапалық талдау, жалпы алғанда, көптеген аудиогидтер стандартты түрде ұсынылғанын көрсетті, алайда оларда объектілер туралы жеткілікті көлемді және күрделі ақпарат бар; сонымен бірге креативті және ерекше бағыттар кездеседі, соның ішінде: Алматы қаласында — «Сирек кездесетін кітаптар мұражайы», «Ықылас атындағы Халық музыкалық аспаптар музейі» КММ, «Тифлотүсініктемелермен сүйемелденген Ә. Қастеев атындағы өнер мұражайына экскурсия», «Алматы метросы», «Туристік вело-маршрут», «Дәстүрлі музыканың мультимедиялық орталығы», «Ұлы дала әйелдері»; Қостанай қаласында — «Компьютерлік технологиялар мұражайы», «Ұстаз-ағартушы Ыбырай Алтынсариннің ізімен»; Қарағанды қаласында — «Қарағанды қаласының қабырға суреттері» және т.б.

*Тұжырымдама:* Жалпы еліміздің туристік орындары мен аумақтары арқылы қолжетімді аудиовизуалды маршруттарға қарамастан, олардың саны аз; сонымен қатар бірқатар турлар жеткілікті түрде әзірленбеген, бұл өз кезегінде турист тыңдайтын өнімнің жалпы сапасына әсер етеді.

*Кілт сөздер:* туризм, аудиогидтер, аудиовизуалды экскурсиялар, туризмдегі цифрлық шешімдер, экскурсиялық қызметтегі платформалық шешімдер, izi.Travel, Қазақстан аймақтары.

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### Платформенное присутствие аудиогидов в разрезе регионов Казахстана: количественный и качественный анализ

#### *Аннотация:*

*Цель:* Качественное и количественное изучение аудиогидов в разрезе регионов Казахстана, представленных на платформе izi.Travel.

*Методы:* Основными методами исследования выступили библиографический анализ, который позволил изучить характер публикационной активности по исследуемой научной проблематике на основе использования материалов базы данных WoS по поисковым запросам «izi.Travel» и «audio guides»; методы систематизации и группировки, благодаря которым аудиогиды, присутствующие на платформе, были объединены в регионы: Северный, Южный, Западный, Восточный и Центральный Казахстан; метод контент-анализа, позволивший провести качественное исследование содержания аудиогидов, аудиовизуального контента и нитки маршрутов.

*Результаты:* Основные результаты проведенного исследования условно можно разделить на две основные группы: первая — итоги библиометрического анализа, который показал, что число публикаций, непосредственно касающихся платформы izi.Travel, невелико, в то время, как по запросу «audio guides» их более 70. В целом, это говорит о том, что изучаемое научное направление — новое экономическое явление, набирающее обороты и являющееся актуальным и необходимым для дальнейшего развития экскурсионной деятельности и экономики туризма; вторая — результаты проведенного качественного и количественного исследования аудиогидов, представленных на платформе в разрезе регионов: так, их общее количество — 94, в разрезе типов представлены туры — 53 единицы и аудиогиды по музеям — 41 единица; говоря о языках, то больше всего аудиогидов на русском (81 аудиотур), английском (58 аудиомаршрутов) и казахском языках (53 аудиогид).

На платформе представлены следующие локации: Ganyushkino, Naurzum, Sarayshyk, Uralsk, Аккум, Актау, Актобе, Алма-Ата, Арыстанбаб, Атырау, Жымпиты, Кабанбай, Караганда, Кокшетау, Костанай, Михайловка, Нур-Султан, Петропавловск, Рудный, Сатпаев, Семей, Тараз, Туркестан, Шымкент. Качественный анализ показал, что, в целом, многие аудиогиды представлены стандартно, но, как правило, содержат довольно емкую и комплексную информацию об объектах; в то же время встречаются маршруты, носящие креативный и уникальный характер, среди которых город Алматы—«Музей редких книг», «ГККП Музей народных инструментов им. Ыхласа», «Экскурсия по Музею искусств им. А. Кастеева с тифлокомментариями», «Метро Алматы», «Туристический веломаршрут», «Мультимедийный центр традиционной музыки», «Women of the Great Steppе»; город Костанай—«Музей компьютерной техники», «По следам педагога-просветителя Ибрая Алтынсарина»; город Караганда—«Муралы города Караганды» и др.

*Выводы:* В целом, несмотря на имеющиеся аудиовизуальные маршруты по туристским объектам и территориям страны, их число является небольшим; при этом ряд туров проработан в недостаточной степени, что, безусловно, отражается на общем качестве прослушиваемого туристом контента.

*Ключевые слова:* туризм, аудиогиды, аудиовизуальные экскурсии, цифровые решения в туризме, платформенные решения в экскурсионной деятельности, izi.Travel, регионы Казахстана.