

On the Concept of cultural policy of the Republic of Kazakhstan

Invalidated Unofficial translation

Decree of the President of the Republic of Kazakhstan dated November 4, 2014 No. 939. It was abolished by Decree of the President of the Republic of Kazakhstan dated August 25, 2023 No. 312.

Unofficial translation

Footnote. Abolished by Decree of the President of the Republic of Kazakhstan dated August 25, 2023 No. 312.

I ORDER:

1. To approve the attached Concept of cultural policy of the Republic of Kazakhstan (hereinafter-the Concept).

2. To the Government of the Republic of Kazakhstan to:

- 1) approve the Plan of actions for implementation of the Concept;
- 2) take other measures arising from this Decree.

3. to central state and local executive bodies to:

1) be guided in its activity by the Concept and take necessary measures for its implementation;

2) ensure consistency of the adopted documents of the state planning system with the Concept.

4. Control over execution of this Decree shall be entrusted to the Administration of the President of the Republic of Kazakhstan.

5. This Decree shall be enforced from the date of its signing.

*The President of the
Republic of Kazakhstan*

N. NAZARBAYEV
APPROVED
by the Decree of the
President of the
Republic of Kazakhstan
dated November 4, 2014 № 939

CONCEPT of cultural policy of the Republic of Kazakhstan

Footnote. The concept is in the wording of the Decree of the President of the Republic of Kazakhstan dated 13.12.2017 No. 604.

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"Traditions and culture – is the genetic code of the nation"

N. A. Nazarbayev

1. Introduction

The concept of cultural policy of the Republic of Kazakhstan (hereinafter - the Concept) is developed in order to implement the Address of the President of the Republic of Kazakhstan N. A. Nazarbayev to the people of Kazakhstan dated January 17, 2014 "Kazakhstani way-2050: common goal, common interests, common future".

The strategic dominant of new cultural policy shall be the national idea of spiritual modernization and renewal of national consciousness "Rukhani zhangyru", put forward by the Head of the state, designed to consolidate the people of Kazakhstan with its rich cultural heritage and creative potential for successful achievement of the purpose of entering the Republic of Kazakhstan into the number of 30 most developed countries of the world.

Today, the development of culture and cultural potential shall be one of the key priorities for the development of many peoples and states of the world. One of the most important criteria for success shall be the level of cultural development, availability of an effective working infrastructure of cultural institutions and mechanisms, ensuring preservation and enrichment of national and world cultural heritage, creation, broadcasting and consumption of high-quality cultural values, fruitful cultural exchange and spiritual-creative self-realization of the individual.

Cultural policy of successful state is aimed at ensuring sustainable development of society based on formation of creative value orientations and is a qualitative measurement for the development of all important aspects of life activity of society and the state.

Achievements in the sphere of culture are not measured only by the work of departments, cultural institutions, quantitative indicators of statistics and presence of well-known names. Culture today is a powerful tool for spiritual and aesthetic development of the individual, formation of national unity and integration of the country into the world community. National and cultural roots, historical experience, best traditions, as well as preservation of the nation's own national code remain the basic support here.

Modern approach to understanding the role of culture necessitates the formation of a new socio-cultural environment, important directions of which shall be competitiveness, pragmatism, preservation of national identity, the cult of knowledge, openness of consciousness and the evolutionary path of development of the state. In these circumstances, a significant priority of cultural policy should be changing the attitude of society to creative activity and increasing their own competitive advantages as important aspects of success of the individual, business and the state as a whole. This requires, first of all, creation of a modern, based on international standards, effective model of organization and management of infrastructure and sphere of culture , contributing to the early entry of the Republic of Kazakhstan into the number of 30 most developed countries.

The concept of cultural policy is developed taking into account the best practices of the countries of the Organization for economic cooperation and development, in particular, aimed at strengthening the cultural and art industries in terms of employment and income. In such conditions, the sphere of culture becomes one of the resources of economy, an attractive investment environment for business initiatives, which allows to bring certain types of art and cultural organization to an economically profitable (remunerative) level, namely: the film industry, animation, circus art, museum, concert and theater activities, and others.

2. General vision of development of the sphere of culture in the Republic of Kazakhstan

2.1. Analysis of the current situation

The infrastructure of the industry, historically formed and received intensive development over the years of independence, serves as a basic platform for the further development of Kazakhstani culture.

According to the statistics Committee of the Ministry of National Economy of the Republic of Kazakhstan on January 1st, 2017, the country has 4.1 thousand libraries, about 3.2 thousand cultural-leisure organizations, 238 museums, 64 theatres, 94 cinemas, 39 concert organizations, 132 parks of culture and recreation, 8 zoos, 4 circuses.

The dynamics of development of infrastructure is stable and positive. So, in recent years, the number of museums, club-type institutions and organizations carrying out film screenings has increased by 13%; the number of theaters has increased by 16.4%; the number of libraries has increased by 4.6%. Systemic state support for the industry is also determined by stable financing.

The unique in its architecture the Central concert hall "Kazakhstan", opera and ballet theater "Astana Opera" the largest in Central Asia, the theater "Astana Ballet", the National museum of the Republic of Kazakhstan, designed to become the country's largest collection of iconic values of cultural heritage has been opened in the country.

The infrastructure of the industry shall allow to serve on average more than 90.5 million people per year. According to sociological studies, the level of satisfaction of the population with cultural services is 66-70.3%.

Almost all existing trends, genres and styles have been developed in classical, folk and mass culture. Kazakhstan's musical, graphic, film and theatrical art is adequately represented at various international art festivals, exhibitions, forums, biennales and competitions. The best Kazakh masters of arts shall have the opportunity to train at the most prestigious venues of the world art.

More than 38 thousand performances are staged annually at the theater venues of the country, 400 of them are new productions of domestic and foreign choreographers, ballet masters, directors, works of creative contests “Tauelsizdik Tolgauy”.

The domestic film industry is actively developing. The film studio of the joint-stock company "Kazakhfilm" named after Shaken Aimanov is provided with a complete modern technological chain of film production, allowing to shoot films of different genres and formats. The production capacity of the film base is more than 100 films per year. Kazakhstani films take part in international film screenings and festivals . From 2014 to 2016, more than 200 films of the joint stock company "Kazakhfilm" named after Shaken Aimanov became the participants of 150 film festivals and international screenings in 48 countries and were awarded more than 100 prizes. 26 films were presented to the anniversary of Independence of Kazakhstan, including 9 feature films, 9 documentaries, 7 debuts and 1 animated feature film. All films are oriented to the international rental market. Among the best film of 2016 in Russia was the Kazakh-Russian film "28 Panfilovtsev". In Russia, China, France, Hong Kong, Greece there were wide presentations of continuation of the epic "The way of the Leader" "So there were stars". The highest award in the category "For innovative project" at the exhibition of culture and creative industry in China was awarded to the popular science film "Under the eternal eye of the sky", at the rental of China and Italy were shown the documentary "Marco Polo", created together with Italian and Chinese partners. The winners of a number of prestigious international awards in 2017 were the films "The road to the mother" directed by A. Satayev, "Amanat" directed by S. Narimbetov and others. The first winner of the State prize in the field of literature and art of Kazakhstan was the film "Kunanbai". One of the leaders in domestic rentals of 2017 was the film "Almas Kylysh".

On behalf of the Head of the state, the work on expanding the fund of the Kazakh national electronic library (KazNEL), designed to become the main intellectual resource of the nation is in progress. The volume of the electronic catalogue is 30 thousand bibliographic records. Every year at the request of distant users an average of 3 thousand orders for the production of e-copies of books are accepted and processed.

As part of promotion of Kazakhstani culture abroad, events in the format of days of culture over the past few years have covered almost all CIS countries, leading countries of Europe and Asia, the Middle East.

In the course of implementation of the State program "Medeni mura" a complex of measures was carried out, which resulted in the opening of new monuments of history and culture, conservation, restoration and reconstruction of significant historical and cultural sites, creating a database for an integrated system of studying of the country's cultural heritage.

In the framework of the unique projects "Kazakhtys dasturly mys kuyi", "Kazakhtys dasturly mys ani" and "Batyrlar zhyry" the best examples of folk art have been systematized.

Through international cooperation Kazakhstan is a party to the conventions in the sphere of culture: the Convention for protection of world cultural and natural heritage (Paris, 16 November 1972), the International Convention for protection of the intangible cultural heritage (Paris, 17 October 2003), the Hague Convention for protection of cultural valuables in the event of armed conflict (the Hague, 14 May 1954), European cultural convention (Paris, 19 December 1954), the Convention on the measures of prohibiting and preventing the illicit import, export and transfer of the right of ownership for cultural valuables (Paris, 1970), the Convention on international exhibitions (Paris, 22 November 1928).

The UNESCO world heritage List includes cultural monuments-the mausoleum of Khoja Ahmed Yassauy and petroglyphs of the archaeological landscape of Tamgaly, as well as the natural heritage site "Saryarka - steppes and lakes of Northern Kazakhstan". Eight Kazakhstani objects of the Semirechensky section of the Silk road: Talgar, Kayalyk, Karamergen, Aktobe "Stepninskoe", Ornek, Kulan, Kostobe, the archaeological complex "Akyrtas" entered the list of the UNESCO world heritage in part of serial transnational nomination "Silk road: the routes network of Chang'an-Tian-Shan corridor".

In general, the potential of the industry is quite high, as evidenced by stable dynamics of growth in the consumption of cultural services. Only in the last ten years, theatre attendance indicator has increased 1.3 times, the number of regular library readers has increased by 18%, and the number of cinema audiences has increased 2.3 times.

However, with the intensive growth of the industry indicators as a whole, the social status and prestige of workers in the sphere of culture and art are still low. The average monthly salary of industry workers is 61-72 % of the same indicator in all areas of activity in the republic. The salary Fund for the specified type of activity is 1.3% of the total salary fund in the country. The dynamics of creation of new jobs in the sphere of culture indicates that the industry is lagging behind the national average employment rate.

Key industry problems

Based on the analysis of the current situation, the following problems of the industry can be identified:

- 1) insufficient effective coordination of the adopted decisions of the bodies of executive power and local self-government, as well as the continuing disproportion in the development of the network of cultural organizations, especially in rural areas;

2) there is a nonconformity between the need to develop a network of cultural institutions and the budget opportunities for their content and weak activation of introduction of public-private partnership practices;

3) a systematic approach to the development of creative potential of the youth and children is not fully applied;

4) modern art and its new trends do not receive proper development and support;

5) the lack of modern works of art embodying national spiritual values and guidelines in vivid artistic images;

6) scientific approach and relationship between theory and practice of art are weakly expressed: art education, art history, museums, archaeology, restoration, tourism, cinema, theater are dispersed and not coordinated with each other;

7) museums and museum-reserves insufficiently use the potential for the development of research activities;

8) institutions of patronage, sponsorship and volunteering in the sphere of culture are not developed;

9) practical steps on implementation a systematic approach to the development of leisure culture and cultural services are not sufficiently developed.

The current regulatory framework in the sphere of culture does not fully meet the requirements of modern innovation and integration processes, does not take into account the needs of regions, mono-industry towns and remote villages.

The current system of creative education in the country, with high rates of training in music, ballet, performing, fine arts, does not cover the full range of needs for specialists in the field of cinema, animation, painting, sculpture, graphics, design, arts and crafts, museum, restoration, library business. Art education requires a systematic transformation of preparation of creative specialties at all levels of education.

The personnel deficit hinders the emergence and development of a new "creative" class - an active and mass social group, whose share, for example, in the United States already exceeds 30% of the population.

Special attention should be paid to the development of science in all spheres of art, museology and cultural studies. Today, there is practically no coordinated policy of scientific researches in the field of museum business, history, archaeology, ethnography, restoration, art and cultural studies. Scientific and practical results, artefacts, historical and cultural objects do not receive proper interpretation and are not integrated into modern processes of inheritance of values and formation of cultural identity.

Due attention should be paid to the development of youth culture, as well as to the system of support for children's and youth creativity and artistic and aesthetic

education. This situation has led to a mass orientation of society, especially the youth, to foreign cultural values and ideals, which negatively affects the formation of a stable scale of values and cultural immunity.

There is no strategy for the production of various types of children's cultural products (including animation), designed to educate aesthetic taste, morality, instill interest and respect for national culture.

The potential of integration into the world cultural process on the terms of partnership and competition of many branches of culture and art of Kazakhstan is not fully realized. Strengthening the status of Kazakhstani culture in the world can and should be facilitated by implementation of recognizable image projects- holding international competitions and festivals, development of transnational tourist routes and clusters.

Weak development of creative industry and information and communication technologies in the sphere of culture and art, at great opportunities, does not allow to form an innovative approach to the development of the industry and provide wide access to cultural products and services.

Models of cultural policy

There are different ways and approaches in the field of cultural policy, and each developed state is guided by its own unique strategy, due to the existing historical and cultural experience, objective political and economic advantages.

Models of cultural policy are focused on the following main priorities: protection of existing cultural values, support and promotion of cultural creativity, development of cultural life (environment). Management (planning), financing and legislative support shall be the main aspects of cultural policy in modern developed and developing countries.

Models of management:

1) priority policy-the efforts of the state are aimed at building a strong system of values, supporting image projects, creative organizations, teams and individuals of national and global importance;

2) accessibility policy - the main efforts of the state are aimed at promoting elite culture and art, formation of tastes and high aesthetic values among the broad layers of population;

3) policy of cultural self-expression-classical cultural hierarchy and aesthetic categories are blurred, any attempt of cultural self-identification and self-expression (ethnic, social, professional, etc.) plays a leading role.

The basis of any model of management in the sphere of culture is determined by the principle of high participation of the state in creation of a single cultural space of the country.

At the same time, in the world practice there are no clear and universal standards of development of the sphere of culture and criteria of its success. Each country determines a set of objectives and instruments of cultural policy, taking into account its own characteristics and capabilities and vision of strategic prospects.

There are a number of global trends characterizing the modern vector of cultural policy of developed countries, the most important of which are:

- 1) promoting creativity and generating creative freedom;
- 2) ensuring preservation of cultural heritage, protection of national culture and language;
- 3) creation of equal opportunities for participation in cultural life for all layers of the population;
- 4) creation of conditions for creative realization of the youth, especially children;
- 5) integration of cultural and socio-economic development of society and others.

Synthesis of positive elements of the best world practices of the presented models of management is important for Kazakhstan. Support of balance of interests of the state, society and the person in dynamically developing processes of the sphere of culture is the most optimum principle of cultural policy of the stable and successful state.

Models of financing

USA: state support for culture has a strong ideological basis and is positioned as a "state-inspirer". Financing is provided by grants, funds and sponsors. The mission of culture includes promotion of the American system of values and way of life on a global scale, formation of a special image of the United States as a defender of democracy, human rights and freedoms throughout the world.

Russia: there is a State program "Development of culture and tourism for 2013 – 2020 years", the main purpose of which is spiritual and moral development of the individual and the state, strengthening the common cultural space of the country and spiritual unity of the multinational people. The main source of financing is the federal budget. Direct financing in Russia provides an average of 80% of the revenues of mass cultural organizations. Tax benefits for private donations, sponsors and patrons are expressed in the reduction of the tax base on profits by the amount of donations to the development of culture and art. Taxable profit in these cases is reduced for enterprises to 5 %, and for banks-to 3 %. Cultural policy of Russia is based on national understanding of culture and its social role.

China: there are two directions of cultural policy – traditional, which is financed and controlled by the state: ideology, social cultural services, creativity, scientific researches, protection of cultural heritage, as well as cultural industry, which produces cultural products in the conditions of free competition. State financing is combined with non-state forms of investment: investment promotion, expansion of financial funds in the sphere of culture, state crediting of breakthrough and high-tech projects

and others. The government, through the foundation of the cultural development Fund and commercial enterprises in the sphere of culture, has created an effective mechanism for formation the sphere of cultural industry.

Great Britain and Canada: the state assumes the main financial burden of supporting the national culture, without participating in its distribution – the principle of "outstretched arm". This function is carried out by independent administrative bodies, which, in turn, transfer funds to special committees and expert groups. Corporate sponsorship is an important mechanism for financing culture, in parity with government efforts.

Germany: budget financing is mainly provided by regional and local authorities, the dominant importance of economic freedom is recognized. The policy in the sphere of culture, along with the state, includes private and public financing with developed mechanisms of the grant support system.

France: financing of culture is carried out by central, regional and local governments and, to a small extent, by the private sector. Central authorities undertake the responsibilities on implementation the projects at the national level. There are councils for cultural affairs.

Sweden, Norway, Denmark are based on the existence of a strong administration in the sphere of culture at the central level, which plays a coordinating role in the activities of all participants in cultural policy, in particular in regional and local communities.

Austria: state subsidizing of cultural organizations in Austria range from 75 % to 100%. In Austria, as in France, public financing is provided at three main levels: federal, regional and municipal.

South Korea, Malaysia, Singapore: the East Asian version of cultural policy is to revive the socially attractive role of culture through formation of social responsibility, social cohesion, urban regeneration, environmental protection. Great importance is given to the institutions of culture, support of economically oriented projects in order to increase the volume of tourism.

The analysis of world experience has shown that the interest of the state and a well-built policy in the sphere of culture shall contribute to social stability, formation of a system of values and its continuity, patriotism and national identity, stimulate innovative development of the industry and sustainable economic growth.

Taking into account the best world practices, it is especially important for Kazakhstan to build effective legal mechanisms to support sponsorship and patronage in the field of culture, following the example of such countries as the United States, Great Britain, Germany, South Korea and Singapore.

Modern world experience shows high success of flexible cluster structures. Point concentration on breakthrough directions shall allow to set guidelines for the development of the cultural sector as a whole.

It is also important to maintain public financing for socially important projects and non – commercial industries - especially classical and academic art, following the example of Russia, China, France, Austria and others. The experience of France is optimal, where central authorities take responsibility for the implementation of projects at the national level and there are councils for cultural affairs.

2.2. Justification of the need for a long-term Concept of cultural policy of the Republic of Kazakhstan

The dynamics and nature of changes that have occurred over the past decades in our country and the world require a review of approaches and methods of support and development of the cultural sphere.

The era of globalization has contributed to the transformation of many institutions, including culture, as an important factor in accelerating social, economic and political modernization, ensuring the movement to a post-industrial society through partnership and dialogue.

Cultural policy is one of the most effective means for formation of national unity and modernization of national consciousness. It is carried out through state support of processes of cultural life in the society and bringing up of citizens by means of culture.

The most important condition for formation of a new model of cultural policy is the unity of interests of society and the state in the context of modernization of the three basic spheres – economy, politics and consciousness. In the given systemic triad of Kazakhstani modernization, modern Kazakh culture needs not only to be protected from the challenges and threats of globalization, but also to create its own cultural niche in the world cultural space.

3. General approaches and basic principles of cultural policy of the Republic of Kazakhstan

3.1. Goal and objectives

Goal: spiritual modernization and renewal of national consciousness, formation of a unified cultural space of the country, competitive cultural mentality and high value orientations of Kazakhstani population, development and promotion of modern cultural clusters affecting the successful development of economy, increasing tourist attractiveness and positive international image of the country.

Objectives:

1) formation of spiritual and moral guidelines of citizens, new Kazakhstani patriotism, sustainable system of values and creative foundations of the society of universal labor;

- 2) creation and promotion of national symbols as permanent protection from foreign ideological influences, formation of own national brands;
- 3) further preservation, study and popularization of historical and cultural heritage, formation of cultural and geographical map of sacred places of Kazakhstan;
- 4) development of Kazakhstan's cultural space on the basis of preservation of ethnic diversity and harmonious development of culture of the people of Kazakhstan with active participation of the Assembly of people of Kazakhstan;
- 5) promotion of modern Kazakhstani culture in the global world;
- 6) creation of conditions for intensive development of competitive cultural environment and modern cultural clusters;
- 7) creation of bright artistic images embodying the best examples of modernity, remarkable historical events and artefacts, cultural heritage and traditions, replicated through all kinds, genres and directions of art-cinema, animation, literature, painting and others;
- 8) preservation and strengthening of national identity and unity of people of Kazakhstan on the principles of citizenship, spiritual renewal and popularization of values of the program, "Rouhani zhangyru";
- 9) wide use of historical and cultural landscape of Kazakhstan for the development of domestic and inbound cultural tourism based on the symbolic heritage of the people and cultural-geographical map of the country's sacred places "Sacred geography of Kazakhstan".

3.2. General approaches

Implementation of the Concept of cultural policy of the Republic of Kazakhstan shall be based on a system of approaches and principles determined by global vectors of long-term development in accordance with the Strategy "Kazakhstan-2050" and the Concept of Kazakhstan's entry into the number of 30 most developed countries of the world.

The state policy in the sphere of cultural development is based on the following approaches:

- 1) consistency and complexity of development of all areas of culture in the relationship;
- 2) historical continuity and regularity of progressive development of culture;
- 3) validity and priority;
- 4) inclusiveness and social orientation;
- 5) innovativeness and creativity.

Human capital, creative resources, systematic state support and business initiatives should become a solid foundation for intensive development of a competitive cultural environment, which in turn is the main indicator of success of the state and society in economy, social and cultural life.

3.3. Basic principles

Implementation of the Concept of cultural policy of the Republic of Kazakhstan shall be based on the following principles:

- 1) priority of national cultural heritage, determining the identity of national culture in the global world;
- 2) recognition of culture as a growth factor and a powerful resource for social development;
- 3) respect for cultural diversity of the country, support and development of culture and traditions of multi-ethnic Kazakhstan;
- 4) freedom of creative personality and forms of cultural expression;
- 5) unity of cultural environment on the basis of new institutional associations, modern cultural clusters and advanced technologies.

These principles shall be the core for formation of a new cultural competitive mentality, which is based on a built system of values, creative activity, the ability to create a required product of culture. Domestic culture should reach a qualitatively new level and become widely recognized in the world.

4. Priority directions of cultural policy of the Republic of Kazakhstan

4.1. Preservation of cultural code of the nation

Modern Kazakhstani culture has all prerequisites for active participation in the global cultural dialogue with its established historical and cultural basis of genetic code of the nation. The main components of cultural code of the nation shall be heritage, traditions, customs, language, family, economic systems (way of life), holidays.

A viable culture follows its natural way of development and transformation, preserving its core. Identity can fail when the values of their culture are unattractive and it can be replaced by another one that can lead away from the origins of spiritual and moral values of the original culture.

One of the important vectors of cultural development of modern Kazakhstan shall be preservation, research and broadcasting of cultural heritage. Cultural heritage is an inexhaustible potential for consolidation and successful development of our society and state, the basic basis for formation of our own national symbols, the framework of national identity and symbolic protection from foreign ideological influences.

State cultural policy should be aimed at modernization of public consciousness, spiritual renewal, cultural and national consolidation of society, formation of a moral, independently-minded creative, responsible individual.

World experience shows that the technology of broadcasting and integration of cultural heritage of the nation are the basis for formation of modern cultural clusters: from scientific researches to cultural tourism. The catalyst for the development of

clusters shall be creative industry, allowing to make cultural heritage an integral part of everyday life, a living and constantly developing tradition, relevant for the new generation.

In the context of modernization of public consciousness, special attention should be paid to strengthening of national identity and promotion of new Kazakhstani patriotism . In this regard, the work within the framework of existing projects in the sphere of culture shall be continued and the work on implementation of projects of the program " Rouhani zhangyrur" - "the Sacred geography of Kazakhstan", "Modern Kazakhstani culture in a global world", "Tugan zher" and others has been started.

Language is a basic element of culture and a prerequisite for formation of the nation and its unity. Preservation and development of the Kazakh language, a new model of transmission of its text symbols through gradual transition to the Latin alphabet shall be the most important task of the cultural policy of our state. Integration of Kazakhstani culture into the world community shall be provided by the state language policy, which provides for the Trinity of languages: Kazakh, Russian, English

Customs and traditions as a stable system of human behavior in different spheres of life, handed down from generation to generation, retain a unique identity and express the soul of the people. Their originality is associated with the specifics of natural environment and economic structure. It is necessary to preserve and promote the elements of material and intangible culture of the Kazakhstani people.

Thanks to the institution of family the continuity of generations is ensured. The most important task of cultural policy shall be cultivation of understanding of the family value as a guarantee of well-being of human life and society in the public consciousness.

National holidays accumulate the richness and diversity of traditions, rituals, customs, performances, ceremonies, games, celebrations, etc. Celebration of national, public holidays shall be consolidating factor of social consciousness, directing it in a positive manner, forming a sense of pride and patriotism. Thus, the formation of national images and national symbols, cultivation of traditions of festive events and positive forms of cultural leisure that can unite the people play a huge role here.

Support for traditional values, formation and development of moral guidelines contributing to modernization of public consciousness, spiritual renewal and strengthening of cultural code of the nation shall be carried out through development of the language, preservation of cultural and historical values, traditions, formation of cultural and geographical map of the sacred places of Kazakhstan, promotion of modern Kazakhstani culture in the global world, social respect and love for their homeland "Tugan zher".

4.2. Improving the system of management in the sphere of culture

New approaches to formation of the management system in the sphere of culture involve the use of practice of attracting private investments, patronage and more. Changing the institutional field of culture, improving the efficiency of management of organizations will contribute to the deep modernization of the industry.

The Law of the Republic of Kazakhstan dated November 16, 2015 "On charity" provides the measures to promote peace, friendship and social harmony, unity of the people, spiritual culture, satisfaction of cultural and educational needs of citizens and society and provision of charitable assistance to ethno-cultural associations, organizations of culture and art, and objects of cultural and historical importance for the people of Kazakhstan.

In order to attract the cultural community and coordinate the issues of management in the sphere of culture, the institutes of art councils by industries under the authorized body in the sphere of culture of the Republic of Kazakhstan have been introduced. Art councils on theatrical, musical and concert activity, circus and choreographic art, film industry, museum, library business and archeology, reserves-museums, fine arts, architecture and design, literature and book publishing under the authorized body in the sphere of culture of the Republic of Kazakhstan have been created. Art councils in close cooperation with creative unions shall coordinate the activities of institutional associations in the form of industry clusters in order to create a competitive domestic product – highly artistic works and objects of culture and art.

Issues of cultural development in the regions should be resolved at the level of local executive bodies, taking into account the recommendations of art councils by industries.

The main goal of a new coordinating structure of management is effective implementation of cultural policy with a consolidated platform aimed at formation of the repertoire, touring activities, solving the issues of personnel policy.

It is necessary to activate the existing and establish new public unions, associations, funds, non-governmental organizations, etc. in the sphere of culture and art.

Social and business institutions, creative communities endowed with certain powers, real motivations and protected by legislative guarantees are to become the subjects of implementation of cultural policy along with state structures.

Development of public-private partnership involves a harmonious combination of public financing with non-state forms of investments. As possible mechanisms of cooperation in the sphere of culture, confessional models and schemes can be considered, when the state grants the right to use the object to private business, provided that the main profile of its activity shall be preserved. These may be galleries, historical buildings or historical and cultural monuments being in state ownership.

It is necessary to develop long-term cooperation between national companies and cultural organizations in order to support and develop socio-cultural sphere.

4.3. Unified educational space of the sphere of art

Modern educational paradigm should be focused primarily on development of the individual – the creator and author of high spiritual, moral and aesthetic values.

A unified model of education in the sphere of culture, based on the principles of regularity, continuity, creative and professional competence, dual training is being formed.

Taking into account the world practice, which is successfully implemented in France, China, South Korea, Russia and other countries, the leading specialized educational institutions in the sphere of culture and art since 2015 are under the jurisdiction of the relevant department, which ensures regularity of training and professionalization of creative workers, as well as orients the state cultural and educational policy to the needs of the labor market.

The need to train creative workers and managers of a new generation, open and receptive to the best world achievements, ready for changes in different spheres of culture and art should become one of the priorities of cultural policy and requires a number of comprehensive measures:

- to orient the state cultural and educational policy to the needs of the labor market in the sphere of culture and art;

- to organize training of specialists and modern managers in the sphere of culture;

- to improve qualification of workers of culture and art, teachers of art education.

Development of culture of Kazakhstan is impossible without successful development of the complex of humanities and sciences devoted to various spheres of art. History, philosophy, political science, sociology, art sciences - all of them are addressed to the study of society and its culture and give an idea of basic laws of its functioning. Modern level of study of cultural phenomena involves, in addition to traditional ones, a wide range of studies at the intersection of sciences, use of a variety of methods, approaches and data.

To study the culture of Kazakhstan it is required the coordination of humanitarian institutions working in the country, creation of national comprehensive research programs at the level of history, theory and modern practice in the sphere of culture and art.

A wide exchange of achievements of scientific researches should be conducted in the framework of organization of scientific conferences, round tables, exhibitions, festivals, etc. Special attention should be paid to accessibility and further popularization of research results of domestic scientists, which can be achieved through publication of scientific, specialized and popular magazines, dedicated to different spheres of culture and art of Kazakhstan.

One of the leading sectors of scientific-research work in the sphere of culture shall be a museum structure, and a significant part of scientific researches shall be

implemented through the projects "Rouhani zhangyru" – "Tugan zher", "Sacred geography of Kazakhstan", "New humanitarian knowledge. 100 new textbooks in the Kazakh language".

4.4. Integration into the international cultural space

Footnote. Sub-section 4.4 as amended by Presidential Decree No 151 of 10.09.2019.

The culture of Kazakhstan should become an active participant in the global cultural dialogue and contribute to entry of the Republic of Kazakhstan into the number of 30 developed countries of the world. Systematic and purposeful work on promotion of national and modern Kazakhstani culture in the global world should be carried out throughout all stages of implementation of the Concept of cultural policy of the Republic of Kazakhstan. At the same time, development and updating of lists of the best authors and works should contribute to substantive promotion and popularization of the best achievements of modern culture of Kazakhstan in the world.

During implementation of the second stage of the Concept of cultural policy of the Republic of Kazakhstan, the possibility of initiating international scientific-research projects with broad participation of the world scientific community will be considered. Strengthening and expanding of cultural and humanitarian cooperation with international cultural organizations, development of joint creative and other programs, projects for development of cultural and art sectors with leading foreign cultural, research, expert and educational institutions shall be the main condition of the dialogue

For successful achievement of this goal, it is necessary to carry out further work on strengthening and developing Kazakhstani identity and unity, its own model of social harmony.

The potential basis of scientific-research work can be implementation of projects on strengthening the national character of sacred objects of the country and national spiritual traditions, as well as preservation, study and promotion of historical and cultural heritage, which will ensure spiritual continuity and self-identification of generations.

The main focus of this direction is made on further protection and popularization of tangible and intangible heritage with involvement of reputable foreign experts, scientific-research institutes and consulting organizations. Wide application of the world's best practices and standards of protection, conservation, restoration and reconstruction of historical and cultural heritage will raise art and museology, historical, archaeological, ethnographic science to a qualitatively new level. Support for communities transmitting folk knowledge and skills, images and language, customs and manners of family and ritual and festive life will contribute to preservation of intangible cultural heritage of Kazakhstan.

It is necessary to form, systematize and regularly update the lists of national and local objects, the national register of intangible and tangible cultural heritage, to conduct an inventory of their elements in all regions of Kazakhstan and widely promote to the UNESCO world heritage lists. Cooperation with leading international organizations such as UNESCO, ICOMOS (International council on monuments and sites), TURKSOY (International organization of Turkic culture), and ISESCO (Islamic organization for education, science and culture) will allow to implement a set of tasks on protection and restoration of historical and cultural heritage of the country, to develop all directions of national art and to actively promote it outside the state.

It is strategically important to expand international legal framework in the spheres of multilateral cultural and humanitarian cooperation and accession to the most important treaties, conventions and agreements that meet the interests of the country.

Kazakhstan's accession to the UNESCO Convention "On protection and promotion of cultural expressions" will contribute to creation of conditions for free interaction, rapprochement of cultures, promotion of intercultural dialogue policy both at the national and international levels.

As a result, Kazakhstan can become one of the centers of development of world culture and art, historical science, archeology and art history, a leading international school for professional development and creative growth.

In particular, the possibility of opening in the city of Nur-Sultan the headquarters of a new international organisation in the field of culture - SilkRoad Eurasian Cultural Development Council - will be studied in depth.

Considering the ongoing policy of peace and harmony in social and cultural life by Kazakhstan, the resolutions, adopted by the UN General Assembly on promotion of interreligious and intercultural dialogue, as well as approval by the UN General Assembly on the proposal of the UNESCO of Kazakhstan's initiative to proclaim the International decade for rapprochement of cultures for 2013 – 2022, at the first stage of implementation of the Concept of cultural policy of the Republic of Kazakhstan, the issue of creating a centre for rapprochement of cultures in the city of Almaty with further awarding the status of UNESCO category II have been resolved.

4.5. Application of information and innovative technologies

Introduction of modern technologies in the sphere of culture is an important factor in development of new forms of cultural communications and unification of the cultural space of the whole country. The phenomenon of modern world shall be e-culture, providing wide access to the product of culture. Such access can be provided by creating a unified electronic portal that allows to focus cultural life of the country on one popular resource, which includes a network of virtual museums and conversion into electronic format of all museum collections, concert recordings, significant elements of tangible and intangible historical and cultural heritage. The next step shall

be to provide the access through this electronic portal to national artifacts stored in leading museums around the world.

As part of active development of innovative forms of access to intellectual information, the process of significant expansion of the fund of Kazakh national electronic library has been launched.

4.6. Development of modern cultural clusters

Footnote. Sub-section 4.6 as amended by Presidential Decree No 151 of 10.09.2019.

Competitiveness of cultural environment shall be ensured primarily through cluster structures. Cultural cluster is a creative sector of economy, providing interaction between creativity, education and science, economy and business, creating a competitive product. Cluster approach is primarily a new management technology that allows to increase competitiveness of a particular region or industry, and the state as a whole.

Modernization of the industry of culture and introduction of modern balanced principles in the sphere of management of cultural clusters will contribute to development of tourism potential of the country, increase economic attractiveness of the regions, GDP growth and Kazakhstan's entry into 30 highly developed countries. The tasks of development of the industry shall determine two directions of formation of cultural clusters: creative and cultural-tourist.

Creative clusters

Creative clusters will contribute to development of individual spheres of culture and art, increase the level of interactivity of cultural products, formation of a favorable creative environment, strengthening the competitive advantages of creative associations and cultural organizations in general. The type of creative clusters depends on the concept, nature of origin and prevailing constituent elements of these associations. There are two main approaches to formation of cluster structures: homogeneous, based on the principle of combining one sector of industry outside the formal administrative and territorial boundaries, as well as multidisciplinary, localized within a certain territory (city, district, region). Taking into account the specifics of the tasks for formation of a unified cultural space of the country in relation to modern Kazakhstan, it is advisable to use both approaches.

Creative clusters represented by homogeneous sectors of the industry include: museum business, literature, book publishing and libraries, fine arts, design and architecture, theatre, choreography, music, performing and circus arts; film industry, animation and national television.

Museums as support centers for the development of science and research.

In the modern world, the museum is a center of science, education, communication, cultural information and creative innovations. As part of the reform of museum

business until 2020, it is planned to expand the function of museums to cultural, educational and image centers and create conditions for the development of scientific-research activities, interaction with historical science, archaeology, restoration, art history, ethnography (on the example of the Smithsonian institution of the United States, which unites nineteen museums and galleries, the Hermitage in St. Petersburg, the Louvre in Paris and others). In this regard, the issues of strengthening material and technical base of the storage facility will be considered.

Creation of the arts council on museum business will help to coordinate the work of the country's museums, strengthen the museum network, form a system of popularization and wide presentation of the main museum funds, their exhibiting in the country and abroad, and broad inter-museum integration.

In the second stage of implementation of the Concept of cultural policy of the Republic of Kazakhstan, the issue of implementation of the pilot project for invitation to the positions of the first leaders of individual national organizations of culture (museums, theatres) of experienced foreign managers, and transmission of individual objects of culture (museums, theaters, houses of culture) in trust management on the principles of public-private partnership will be studied.

At the system level, approaches to formation of art funds of the leading museums of Kazakhstan, focused on exhibiting artifacts of world value, should be revised. An important step in this direction will be popularization in the museum of a unique artifact, a legendary historical relic of international scale. Considering that the main volume of tourist flows is focused on visiting the objects of culture, sacred places and historical-cultural landscapes, the given priority will have an effective impact.

The strategic project will be "Sacred geography of Kazakhstan", designed to link together the cultural and geographical belt of shrines of Kazakhstan as the most important framework of national identity and spiritual renewal of population of Kazakhstan. Complete systematization of national and local objects of sacred geography of the country is ensured by the center "Kassietti Kazakhstan" created at the National Museum of the Republic of Kazakhstan and scientific and expert council functioning under it. In addition, thanks to this initiative, the public association " Association of local historians of Kazakhstan "Tugan Zher" was first created.

The priority measures include:

- 1) formation of the unified lists of national and local objects of the country;
- 2) conducting scientific-research works for data collection and their interpretation through the release of relevant scientific-journalistic and informative literature, monographs, multi-volume reference and encyclopedic publication "Sacred Kazakhstan" in Kazakh, English, Russian languages;
- 3) training and education of every citizen of Kazakhstan on the role and place of sacred objects of Kazakhstan;

4) conducting a wide information campaign on promotion and popularization of sacred places of Kazakhstan in the country and the world with the launch of a series of popular science, documentary, animation, art pictures with their further broadcast on the world's leading channels, creation of special videos of mobile format for social networks about cultural and tourist attractiveness of Kazakhstan and so on;

5) creation of interactive virtual map "Sacred geography of Kazakhstan" as a multifunctional modern mobile platform with access from anywhere in the world;

6) development of attractive tourist routes to increase internal and external tourist flows, etc.

Also, in this context, the concept of museum-reserves should be fundamentally revised. Being the unique centers of historical and cultural heritage, museums-reserves are an important component of development of historical science, archeology and art history, scientific and creative exchange with leading museums of the world and international organizations. In addition, they serve as a subject of high tourist demand, on the basis of which, taking into account the best world practices, special visit centers representing the center of communication, cultural information and creative innovations will be created on the leading ones of them. In general, the development of museums-reserves will be carried out on the basis of approved master plans and clearly coordinated with implementation of the Concept of development of the tourism industry of the Republic of Kazakhstan until 2023, approved by the resolution of the Government of the Republic of Kazakhstan dated June 30, 2017 № 406.

The National rating of museums should be introduced in the framework of improving the effectiveness of the strategy for development of museums and museum-reserves of the country, as well as actualization of their activities in the context of modernization of public consciousness as institutions of social memory.

Literature, book publishing and librarianship

For full implementation of the state cultural policy, it is necessary to focus on the further development of the Kazakh literature, which is a vivid reflection of the state of spirituality of modern society and its value orientations.

In this direction, the leading role should be played by the arts council for literature, book publishing and librarianship, which will identify the main concepts of development of literature in the country, unite the best creative resources, provide a wide search and involvement of young talents.

Publication of socially significant literature aimed at formation of cultural mentality of population of Kazakhstan, patriotism, values and guidelines for the youth shall be a priority of the state cultural policy. The policy in the field of publishing activity will be focused on literature embodying the best examples of modernity,

historical heritage, events and images of outstanding personalities of history and culture, heroes of our time in all genres and directions, including children's literature, classics, anthology of world, national poetry and prose.

Libraries of Kazakhstan should become multifunctional information and leisure centers, providing in a modern convenient format a wide access to the accumulated public knowledge. The key task of modern library is formation of information culture of society, sustainable interest in reading, languages, national history and culture.

Fine arts, design and architecture

Considering fine, decorative and applied arts, design, architecture as creative clusters, it should be borne in mind that the peculiarity of their products is fixed in the mass consciousness as a visual image of the people, time and country. This specificity is one of the main forms in creation and promotion of national cultural brands. Architecture and design, being socially significant forms of art, shall form the cultural and historical landscape of the country and aesthetics of the human environment, as well as organize socio-cultural space.

The activities of the arts council for fine arts, architecture and design will be aimed at coordinating the promotion and creation of favorable conditions for creative art industry, support for new directions of contemporary art and folk art.

The Biennale of contemporary art in Venice is one of the most prestigious exhibitions of contemporary art in the world. At the second stage of implementation of the Concept of cultural policy of the Republic of Kazakhstan, the issue of participation of official Kazakhstani pavilion at the Venice Biennale will be worked out, which will contribute to active participation of modern fine arts of Kazakhstan in the global cultural dialogue.

Theatre, music, choreography, performing and circus arts

The strategically optimal step will be involvement of cultural institutions, including regional theaters, concert and circus organizations, in the orbit of the republican cultural policy with their active participation in art councils and development of relevant sectoral cultural clusters.

In order to ensure equal access to theatrical art of urban and rural residents, as well as promotion of the best Kazakhstani productions in the international theater space, a systematic approach to organization of tour and festival activities is necessary.

It is necessary to create favorable conditions and opportunities for professional growth, including on internationally recognized stages, and creation of world-class venues in our country.

The institutional structures of these associations require a centralized solution of systemic issues in the field of coordination of repertoire policy, touring activities, improving stage skills, recruitment and training of personnel. This approach will consolidate the available resources and achieve maximum rationalization of their

activities, leveling regional disparities in development, unification of approaches to social support of personnel.

By 2030, our country should become a leading international school for professional development and creative growth.

To preserve and develop the rich heritage of musical culture of Kazakhstan, it is necessary to support composers and performers of traditional and classical music. Preservation of types and genres of Kazakh traditional musical culture shall be a priority task within implementation of the international Convention on protection of intangible cultural heritage.

Choreographic art, including genres of both classical and folk dance, occupies an important place in the aesthetics of plastic expression of identity that meets modern trends in dance art. The activities of the National academy of choreography and creation of new groups, such as "Astana-ballet", will give new opportunities for development of national choreography.

Development of film industry as an important cluster of modern cultural space.

One of the most effective ways to update and integrate our history and culture into the world space lies in development of the art of cinema and the film industry, attracting the leading film companies and TV channels of the world to cooperation.

National cinematography should be focused on popularization of the best examples of modernity, the unique historical and cultural heritage of the country, historical events and outstanding personalities. Special attention should be paid to formation of patriotism and tolerance. The assets of domestic film companies should have large-scale artistic and documentary projects that create vivid artistic images, presenting the national history, culture and art in the world space. It is necessary to organize the production of series and films on the history of Kazakh khanate, the history of Kazakh statehood, about individuals from the history of the Kazakh people. Bright and modern art forms of transmission of historical events and outstanding figures shall allow to include the history of Kazakhstan in the world context.

Especially important is the development of animation. The main products of the film studio of joint stock company "Kazakhfilm" named after Shaken Aimanov should be the animated films designed to cultivate a positive system of values, as well as full-length animated films, which should become the brands and "anchor" projects of entertainment industry. It is necessary to create bright image production: from animation art images to toys, souvenirs, printed materials and others.

National television as a leading form of cultural communication should also be focused on broad broadcast of basic spiritual values of society. Considering the large-scale impact on formation of worldview and cultural mentality, national television needs a common cultural concept. Channels "KazakhTV", "Balapan" have a huge potential of transmission in a new modern format of the entire array of cultural

wealth, diversity of forms and directions of world art, the best national traditions and spiritual guidelines. It is necessary to use scientific achievements and discoveries, information about the unique monuments of archeology, history and culture in the broadcast content. For example, the "Golden man" and saka artifacts can become an internationally recognized brand, that can attract huge attention of the world community.

In general, in the context of modernization of three basic spheres-economy, politics, consciousness, increasing the competitiveness of Kazakhstani cultural product should receive a completely new form of broadcasting and be focused on the global market. The head of the state in his program article "Looking into the future: modernization of public consciousness" singled out a separate project "Modern Kazakh culture in the global world", indicating that the national culture should sound in six UN languages: English, Russian, Chinese, Spanish, Arabic, French. At the same time, it should be a modern culture that has been created and is being created by our contemporaries. Here we need an absolutely modern method of material presentation. For example, not just books, but the whole set of multimedia support. A special role in selection of the best works of national culture, formation the lists of the best authors and works for their further presentation abroad is assigned to the entire creative intelligentsia of the country, including the Union of writers and the Academy of sciences, universities and public organizations.

Cultural and tourist clusters

Development of cultural and tourist clusters is considered as part of overall strategy of forming a spiritual and geographical map of national shrines, designed to become the framework of our national identity and symbolic protection from alien ideological guidelines. In addition, it is an important component of the national project "Tugan zher", contributing to formation of cultural environment of the regions, stimulating new infrastructure projects in rural areas, supporting the creative activity of the youth, children and local cultural communities, revival of traditional trades and crafts.

Being real investments in the development of human resources in the region, cultural and tourist clusters stimulate entrepreneurial activity, strengthen the creative sector of economy, neutralize disparities in access to cultural values and contribute to productive cultural exchange through the city-village line.

Local executive bodies play a crucial role in providing conditions for formation of a favorable climate for realization of investment projects taking into account the real potential of territories and features of particular areas, determining the unique structure of regional clusters.

High potential of cultural and tourist clusters lies in formation of the international image of historical and cultural territories and related infrastructure aimed at achieving

a positive social and economic effect, which will allow to form recognizable brands of territories, historical and cultural image of the regions.

Cultural leisure, preserving and improving the service function, is changing its content. Creation of world-class entertainment centers, ecological ethnic parks, cultural reserves in various directions of culture and art shall be the basis for formation of a complete cultural landscape of the country.

Tourism clusters, in the basis of which a significant place is occupied by cultural objects, which determine the importance of interaction between tourism and cultural industries are defined the concept of development of tourism industry until 2023.

Cluster "Astana-the heart of Eurasia"

One of the key aspects of the high competitiveness of the city of Nur-Sultan is the modern high-tech cultural infrastructure of the capital, which includes republican-level cultural facilities: 6 theatres, 7 museums, 25 libraries, 7 cinemas, 9 concert organisations, a circus, 14 culture and leisure parks, a gallery, 2 zoos and others.

The unique possibilities of the new theater of opera and ballet "Astana Opera" and modern creative groups such as "AstanaBallet", "Kazakhconcert", the National Museum of History of Kazakhstan and others allow the city of Nur-Sultan to become a venue for major international competitions of classical and contemporary art.

A promising direction is the active development of historical and cultural sites included in the UNESCO Tentative World Heritage List: mounds of Tasmola culture, burial sites of Begazy Dandybayev culture and others, as well as the serial transnational nomination "Silk Road".

Huge opportunities to promote the cultural image of the city of Nur-Sultan in the international arena were opened at the Astana "EXPO-2017" international specialized exhibition. Nur-Sultan city and its surroundings has become a centre for the presentation of original nomadic culture and masterpieces of national and world music, dance and theatre art performed by domestic masters. Pavilions and complexes built as part of the exhibition have enriched the cultural infrastructure of the capital.

In particular, the national-cultural complex "Ethno-Aul" opened in the framework of the international specialized exhibition "EXPO-2017" is intended to continue to become a unique operating platform demonstrating the rich traditional culture and art of the Kazakh people, a place of high tourist interest.

Cluster "Almaty- a free cultural zone of Kazakhstan"

Development of Almaty city and Almaty region as a creative region shall form an optimal environment for creative self-realization.

Cultural infrastructure of Almaty city and Almaty region with its rich history and established tradition is represented by 19 theaters, 41 museums, 27 cinemas, 12 concert organizations, 300 libraries, 246 institutions of club type, a zoo, a circus, 19 parks of culture and recreation and other objects, most of which are of national importance.

The city has annually hosted the already proven major city events and festivals "Boztorgai", "Алмafest", "Festival of orchestras", "Кітапfest", "Gakku Dauisy", "The Spirit of Tengri", "Uly dala ruhy", "Kok-Tobe - opera", "Almaty – my first love" and many others. New large – scale events - the international festival "Star of Asia", the film festival "Bastau", the jazz festival and others appear and are successfully realized.

Of particular interest are the unique archaeological landscape of Tamgaly with petroglyphs, the mountain range of Zhetysu Alatau with petroglyphs Eshkiolmes included in the preliminary list of UNESCO world heritage sites in the Republic of Kazakhstan, as well as Issyk mounds and objects included in the serial transnational nomination "Silk road" (Boraldai Saka mounds, ancient settlements Talgar Kayalyk, Karamergen).

Following the example of art festivals in Stonehenge, the sacred space of the ancient open-air sanctuary Tamgalytas can become a venue for international festivals (festival of contemporary ethnic music The Spirit of Tengri) and forums on culture and art. Landmark events of this format will attract the world scientific community to the historical and cultural sites of Almaty.

Cluster "Unity of nature and nomadic culture"

On the territory of the Northern part of Kazakhstan there are many picturesque landscapes, mountain ranges, forests, rivers and lakes. There are hundreds of archaeological, historical and architectural monuments. The unique monuments of Botay culture of the eneolithic era, the National historical-cultural and natural museum-reserve "Ulytau" are places of discovery and study of historical foundations of the steppe civilization. In the future, this cluster can be supplemented by another cultural object included in the preliminary list of UNESCO world heritage sites in the Republic of Kazakhstan - megalithic mausoleums of the Begazy-Dandybay and Tasmolean cultures. Naurzum nature reserve, Bayanaul and Kokshetau national parks will expand their tourist status, becoming regional centers of cultural, eco-, ethno- and medical tourism. Subject to availability of interested private investors, the Shchuchinsk-Borovoy resort area can be supplemented with an amphitheater for image-building concert events of national and international levels, an indoor forum center with exhibition centers, a concert hall. The cluster has the prospect of becoming a kind of cultural and educational center of the country, continuing and expanding the traditions of education and culture set by such outstanding natives of the Northern regions as Kozhabergen zhyrau, Chokan Valikhanov, Ibrai Altynsarin and others.

Great potential have holding of annual scientific and cultural-educational events devoted to memorable dates of the region's history, competitions of scientific and cultural projects of different scale, dedicated to the memory of Ch. Valikhanov,

cultural and educational events (shows, festivals, readings and contests) named after I. Altynsarin, festivals of patriotic poetry and songs named after Kozhabergen zhyrau and others.

Cluster "Zhemchuzhina Altaya" ("Altay Pearl")

The cluster consists of 16 museums, 313 libraries, 3 theaters, 2 concert organizations, 6 cinemas, 306 institutions of club type, 3 parks of culture and leisure, 2 zoos. There are unique historical and cultural sites and monuments in the cities of Ust-Kamenogorsk and Semey, as well as the state historical-cultural museum-reserve "Berel", where the traditional international festival of Turkic peoples "Altay-the golden cradle of the Turkic peoples" is held. The natural landscape of Altay has great prospects for the development of ethnotourism. There are many mounds, royal burials of II-III centuries were discovered in the region.

Implementation of cultural projects until 2020 will strengthen the infrastructure of the industry and open up new prospects for development of the sphere of culture of the region.

In the city of Ust-Kamenogorsk the tradition of holding the already formed international museum festival in the format of "MUSEUMstan" will be continued.

In the city of Semey, in the homeland of the great poet Abay, international symposia of Abay scholars and young writers will be held.

Holding of a large-scale ethno-cultural festival in Katon-Karagay "Valley of honey" will be aimed at revival of folk arts and crafts, support of creative teams and individual performers, musicians, artists, masters of arts and crafts, able to make a real contribution to the development of original culture of the region.

Cluster "Revival of the Great Silk road"

The cluster includes 11 theaters, 54 museums, 9 cinemas, 2 concert organizations, 922 libraries, 627 institutions of club type, 48 parks of culture and leisure, a circus, a zoo. The historical and cultural sites include: monuments of ancient Turkestan and the State historical and cultural reserve-museum "Azret-Sultan", archaeological sites of the medieval settlement of Otrar and Otrar oasis (included in the preliminary list of UNESCO), archaeological complex Sauran, Akyrtas palace complex, Karatau state nature reserve with Paleolithic sites and geomorphology, petroglyphs Arpa-Uzen included in the preliminary list of UNESCO, Korkyt Ata memorial complex and others

All these objects have a huge potential and can be positioned at the cross-border level. Memorial complex "Azret Sultan" and its pearl mausoleum of Khoja Ahmed Yassauy have the prospect of becoming a spiritual center of pilgrimage for Muslims throughout the world.

Cluster "Caspian gates"

The cultural infrastructure of the cluster is represented by 4 theaters, 30 museums, 19 cinemas, 6 concert organizations, 614 libraries, 404 club-type institutions, 10 entertainment and leisure parks. The following historical and cultural objects are located here: underground mosques Beket-Ata, Shopan-Ata and Karaman-Ata, the mausoleum of Omar and Tura; necropolis of Mangyshlak Peninsula; mount Sherkala, a complex of monuments "Bokeev Horde" and others.

The unique region has become the venue for popular cultural events as the international competition of composers and performers of folk music named after Dina Nurpeisova, international theatre festival of Caspian countries, the international youth forum of Caspian countries "Zhas zhalyń zhangyru" and others. International celebration of the Caspian Day may gain a new impetus. The festival of modern song in Aktau "Millennium around the Caspian" can be positioned as a Eurasian song contest of the peoples of the Caspian countries. Ethno-cultural events should become a distinctive cultural brand of the region.

Development of objects of culture and leisure, a new widely recognizable performance venues, possibility of holding large-scale image events, procession of the "Golden man" in the world, seasons of Kazakh culture abroad, celebration of Nauryz in a new format, organization of international festivals and competitions, popularization of the unique cultural landscape and leading cultural objects, active exit of contemporary culture in the global world, translation of the best authors and works on languages of the UN, a wide replication of the image products in the sphere of cinema, animation, painting, design, development of handicrafts and folk crafts, formation and popularization of the sacred map of shrines of Kazakhstan, all this will be an important component of development of modern creative and cultural- tourism clusters, implementation of important social projects stimulating creativity, supporting young talents and development of creative industry with access to world markets. By 2030, Kazakhstan should become one of the international centers of culture, leisure and tourist interest with a developed infrastructure and effective world-class clusters.

5. Implementation period and expected results, target indicators

Implementation of the set principles and approaches of cultural policy involves the following stages:

1st stage 2015 – 2019;

2nd stage 2020 – 2030.

The first stage provided for specific steps to adapt existing and create new measures, as well as institutional mechanisms for the development of the industry, the main clusters, most of which were implemented in 2015-2016.

It is important to strengthen the control of local executive bodies in practical implementation of the country's cultural policy for holding cultural events in the relevant territories.

In order to clearly monitor the process of modernization in the sphere of culture and determining its place in the non-resource sector it will be continued holding of a series of sociological researches aimed at assessing industry dynamics in the international rankings of the OECD and IMD, on the basis of "foresight" and long-term cultural forecast on the basis of socio-cultural indicators of a society of high culture and approbation of rating system of criteria and indicators for the level of presentation of products and services in the sphere of culture in the regions will be conducted. It has been introduced the practice of holding annual national Forum of workers of culture "Rouhani kasyna" in the day of their professional holiday on May 21st, which aims to be consolidated creative and professional platform for experience exchange, popularization of the best samples of performing, applied arts, best practices, and socio-cultural projects, development of professional competences and tourist potential of the sphere of culture and art in Kazakhstan.

At the second stage, in the context of modernization of three basic spheres of the country – economy, politics and national consciousness, institutional and infrastructural transformation of the industry is being continued. Taking into account the objectives of the designated triad modernization of Kazakhstan, specified in the first stage measures on formation of a national code of Kazakhstan population, preservation of national identity and strengthening the potential of creative resources, development of the symbiosis of cluster industry in culture and tourism, establishment of zones for creative industries, as well as promotion of initiatives in the field of support of their homeland get their practical implementation. In addition, national symbols and cultural brands of the country, cultural and geographical map of the sacred places of Kazakhstan, the best works in the sphere of culture and art are widely promoted in the global world.

On the basis of wide application of mechanisms of public-private partnership by 2020 separate kinds of art and organizations of culture will be brought to economically profitable (commercial) level.

At the first stage:

1) an appropriate legal framework will be prepared:

amendments and additions to the Law of the Republic of Kazakhstan dated December 15, 2006 "On culture" were made;

for the first time the draft laws of the Republic of Kazakhstan "On cinematography" and "On amendments and additions to some legislative acts of the Republic of Kazakhstan on cinematography" were developed;

development of the draft Law of the Republic of Kazakhstan "On protection and use of objects of historical and cultural heritage" in new edition and the draft of the accompanying Law is provided;

2) a single educational space in the sphere of art will be created;

3) science and research activities are actively developing; the country's museums are the main centers of historical science, archeology and art history;

4) a complete audit and systematization of sacred sites of Kazakhstan will be carried out, as a result of which the lists of national and local objects of cultural and geographical map of sacred places of Kazakhstan will be formed for their further study, promotion and popularization;

5) a conceptually new format for the work of museum-reserves will be set;

6) industry art councils will be created;

7) integration into the projects of leading international organizations (UNESCO, TURKSOY, ISESCO and others) will be strengthened;

8) as part of development of partnership with business will be developed:

an industry-wide comprehensive business plan for creation of world-class leisure entertainment centers and formation of national cultural brands;

a roadmap for patronage and promotion of talented rural youth;

a start-up project for the development of transnational routes of cultural tourism;

9) a sectoral action plan will be implemented to complete the comprehensive digitization of the entire library fund of the country until 2020;

10) clear mechanisms of formation of unified repertoire, personnel policy and organization of tour activity will be worked out;

11) a series of large-scale national and international image events will be implemented;

12) the lists of the best authors, works and performers of modern Kazakh culture will be formed for translation into six UN languages for further presentation to the world;

13) regular monitoring of the need for managers for the sphere of culture of the village and mono-industry towns will be provided;

14) the issue of creation the center of rapprochement of cultures in the city of Almaty will be worked out;

15) comprehensive preparation and implementation of the cultural program of the international specialized exhibition EXPO-2017 will be carried out.

Key indicators of the first stage in comparison with 2014 by 2020 will be achieved due to:

1) 100 % digitization of the national library book fund subject to conversion to digital format according to the current legislation;

2) increasing the number of library visits by 2 times;

3) increasing the number of visits to museums by 3 times;

4) increasing the number of visits to theaters by 2 times;

5) satisfaction of the population with the quality of services in the sphere of culture, which will be at least 70 %.

By 2030, Kazakhstan will become:

- 1) one of the centers of development of world culture and art;
- 2) one of the world's entertainment and leisure centers with a developed infrastructure;
- 3) one of the international centers of development of historical science, archeology and art history;
- 4) the leading international school of professional development and creative growth ;
- 5) the largest regional center of leading international organizations.

In the future, work in the following directions will be continued:

- 1) support of new directions of contemporary art, interaction with youth subcultures;
- 2) implementation of a comprehensive plan for production of socially-oriented, spiritual, moral and patriotic aimed product of culture in all spheres, including cinema, animation, fine arts, theater, music, literature and others;
- 3) creation of national symbols and branded cultural products with export potential;
- 4) expansion of tourist logistics of the historical and cultural landscape of the country, transnational routes serving domestic and incoming tourist flows;
- 5) restoration and reconstruction of iconic cultural complexes of the country, sacred objects as the most important "anchor" projects of cultural tourism development and others.

Key indicators of the second stage in comparison with 2019 in 2030 will be achieved due to:

- 1) at the level of 100% will be provided digitization of new receipts of the national library book fund, subject to conversion to digital format according to the current legislation;
- 2) increasing the number of library visits by almost 20 %;
- 3) increasing the number of visits to museums by 2 times;
- 4) increasing the number of visits to theaters by 3 times;
- 5) satisfaction of the population with the quality of services in the sphere of culture, which will be at least 75 %.

The new scale of actions and systematic measures to create a unified cultural space of the country, national symbols, a cultural and geographical map of the religious shrines of Kazakhstan will ensure spiritual continuity and self-identification of generations on the basis of the national idea of modernization public consciousness and spiritual renewal of the program "Rouhani zangyru". Significant expansion of the boundaries and format of the cultural field: creative capital, cultural clusters and business, competitive mentality will allow to overcome territorial imbalances in distribution of services of cultural institutions and the sector of creative industry,

tourism development and introduction of new tourist routes on cultural objects and sacred places, transfer access to the international arena of the best works of modern Kazakh culture, promotion of cultural brands will allow the culture to expand economic and geopolitical opportunities.

In general, the unified cultural space of the country will ensure the sustainable development of all directions of art in the real sector of economy: by 2030, the sector of culture is striving for the average indicator of developed countries of the world in terms of GDP, in the volume of the population engaged in culture, in the export potential of cultural products.

6. The list of normative legal acts through which it is supposed to implement the Concept of cultural policy of the Republic of Kazakhstan:

1) the Law of the Republic of Kazakhstan dated July 2, 1992 "On protection and use of objects of historical and cultural heritage";

2) the Law of the Republic of Kazakhstan dated June 13, 2001 "On tourist activity in the Republic of Kazakhstan";

3) the Law of the Republic of Kazakhstan dated December 15, 2006 "On culture";

4) the Law of the Republic of Kazakhstan dated July 27, 2007 "On education";

5) the Law of the Republic of Kazakhstan dated May 19, 2015 "On minimum social standards and their guarantees";

6) the Law of the Republic of Kazakhstan dated November 16, 2015 "On charity";

7) the Concept of development of the tourism industry of the Republic of Kazakhstan until 2023, approved by the resolution of the Government of the Republic of Kazakhstan dated June 30, 2017 № 406.