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**CULTURAL HERITAGE AS PUBLIC DIPLOMACY TOOL:
INTERNATIONAL, NATIONAL, AND LOCAL MECHANISMS
IN KAZAKHSTAN**

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Abstract. The management, preservation, and protection of cultural heritage serve as strategic instruments of contemporary public diplomacy. In an effort to expand their international image beyond a limited identity (e.g., resource or post-conflict), states increasingly adopt policies that emphasize the preservation of cultural heritage. These include local traditions, trade route artifacts, UNESCO-listed sites, and various intangible practices. This article examines the goals, methods, and challenges of heritage-focused diplomacy in the international, national, and regional dimensions, including innovations such as special status laws for heritage areas and new types of nominations. The study critically evaluates how heritage management redefines global perceptions and soft power potential, distinguishing between nation branding promotion and dialogue diplomacy. The qualitative analysis integrates primary sources – national laws and international agreements with secondary literature on public diplomacy, heritage preservation, and soft power theory. The theoretical framework draws on key concepts of public diplomacy, nation branding, and soft power. Key heritage narratives such as historical routes, traditional lifestyles, archaeological sites, intangible cultural practices, and unique architectural heritage are explored for their use in restoration and diplomatic work. Data for 2024-2025 highlight achievements: new inscriptions on UNESCO tentative lists, transnational “heritage corridors,” and international symposia on documentary heritage. There is a strategic shift from state-focused policies to multifaceted communicative engagement with global audiences. While there is significant potential for improving the nation’s image, the success of heritage diplomacy depends on moving beyond restoration to facilitating genuine, sustainable cultural dialogue, aligning external representation with internal governance, and leveraging digital innovation and local partnerships.

Key words: public diplomacy, cultural heritage, preservation, protection, regulation, soft power, nation-states, international projection

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Introduction

Since independence or significant political transformation, many states have found themselves navigating in a complex geopolitical situation, often characterized by a “multi-vector” foreign policy. This policy was initially aimed at balancing relations with global and neighboring powers [1], while simultaneously ensuring sovereignty and attracting foreign direct investment (FDI) into key economic sectors. Consequently, a state’s early international identity was often defined by economic assets (e.g., hydrocarbons), strategic position, or specific diplomatic achievements. However, in an increasingly globalized and competitive information environment, this narrow identity has become a limitation.

Governments have recognized the need to diversify their international image by projecting a more modern, dynamic, and culturally rich identity that emphasizes the country’s unique position at a historical crossroads. This marks a shift from traditional diplomacy to public diplomacy, understood as state-sponsored efforts to engage with foreign publics to influence public opinion and policy [2]. This includes the involvement of non-state actors and the use of tools such as cultural heritage preservation, educational exchanges, digital platforms, and international cooperation [3]. Public diplomacy aims to build long-term relationships, foster mutual understanding, and generate “soft power” – the ability to attract and co-opt rather than coerce [4], as demonstrated by the promotion of unique traditional heritage to attract global audiences seeking authentic cultural experiences [5].

As part of this shift, the regulation, preservation, and protection of cultural heritage have become central pillars. Governments have identified cultural heritage as a priority for consolidating national identity and, crucially, as a means of nation branding and public diplomacy [6], enabling a country to demonstrate its historical depth and contemporary relevance. Nation branding uses marketing techniques to promote a country’s image [7], often to attract investment, tourists, and enhance prestige. This article examines this relationship and poses a central research question: How do states manage, preserve, and protect cultural heritage at the international, national, and local (regional) levels as a tool of public diplomacy, and what are the key challenges and opportunities in rethinking their international positioning?

Recent events, particularly in the wake of the COVID-19 pandemic, have reinforced this focus. In 2024-2025, illustrative examples show that states are expanding their engagement with UNESCO by planning to add new sites to the World Heritage List, launching national plans to transform heritage sites into global centres, and holding international symposia on documentary heritage [8]. Bilateral initiatives such as cultural exchanges and transnational heritage routes projects have fostered international cooperation, while new laws, such as those granting special status to cities with important cultural heritage, emphasize the importance of preservation alongside sustainable development [9]. This article argues that a state’s cultural heritage strategy often represents a centrally

implemented public diplomacy campaign closely intertwined with nation branding objectives. Its goals are twofold: to counter negative stereotypes and to build a new national brand based on narratives of traditional heritage, historical trade routes, unique archaeological sites, intangible practices, sacred sites, or unique architectural forms. By analyzing official policies and diplomatic initiatives, this article assesses whether this approach represents effective dialogical public diplomacy that promotes mutual understanding or whether it remains primarily a top-down promotional exercise in the field of nation branding, while considering the integration of digital technologies for a wider global reach.

Description of Materials and Methods

Theoretical Framework

This study draws on the theoretical interplay of public diplomacy (PD), nation branding (NB), and soft power, including cultural heritage management and its diplomatic applications. It uses concepts that define PD as a state's communication with foreign publics to achieve foreign policy goals and cultural heritage preservation as a means of enhancing international image and reputation. The relationship between PD and cultural heritage is synergistic; PD emphasizes relationship-building through dialogue [10], while heritage preservation provides authentic content for projection, such as through UNESCO listings that affirm a nation's cultural significance globally. This article examines them as separate but complementary, with heritage-focused NB focusing on image projection and PD facilitating long-term mutual understanding. Nye's concept of soft power is applied to examine how heritage contributes to a state's "attractiveness" through culture, values, and politics [4], particularly in how key protected heritage sites serve as symbols of historical continuity and contemporary stability.

Scholarly conceptualizations of cultural diplomacy are used to highlight non-traditional projections, including the role of heritage in bridging geopolitical divides [3]. To incorporate achievements, the framework incorporates digital elements such as virtual heritage tours, AI-based preservation tools, and social media campaigns that enhance conversational PD, enabling real-time global engagement with a state's heritage narratives. Furthermore, it draws on theories of regional security complexes to analyze how heritage cooperation mitigates tensions and promotes stability.

Research Methods

The study utilizes qualitative document analysis, supported by descriptive secondary data. The work draws on two main sets of sources.

Primary sources include official government documents, such as laws on the protection and use of historical and cultural heritage adopted since 1990 [11], national cultural laws [12], and recent acts establishing special status for designated heritage areas [9]. The analysis also includes strategies of relevant ministries, UNESCO agreements and nomination documents, and international cooperation agreements, including initiatives to establish heritage corridors.

Secondary sources include scholarly publications on foreign policy, public diplomacy, and cultural heritage management, extracted from key databases. These data are supplemented by reports from UNESCO, ICCROM, and the OECD, as well as analyses from think tanks and specialized media on cultural diplomacy. Recent materials include datasets on heritage statistics and intangible heritage elements for 2024-2025, studies of transnational cooperation in living heritage, and proceedings of symposia on documentary heritage and statehood.

Qualitative content analysis reveals the goals, narratives, audiences, and mechanisms of heritage-based public diplomacy. It explores the themes and symbols embedded in policies and initiatives, and is complemented by sentiment analysis in international fora where recent nominations of unique types of sites, such as underground architecture, are discussed. The study assesses the alignment of public diplomacy objectives and heritage conservation strategies, and addresses issues identified in current literature and reports. As the number of primary interviews was limited, the assessment is based on a triangulation of policy objectives, programme content, statistical data, and image analysis results. The reliability of the results is enhanced by the use of numerical indicators: sentiment trends identified in global fora, data on international cooperation, and recent UNESCO thematic studies starting from 2025.

Results

The results are presented in three parts, corresponding to the international (mega), national (macro), and regional (micro) levels of cultural heritage policy implementation. At each level, key mechanisms and recent innovations were identified, illustrating their functioning as tools for heritage conservation and public diplomacy. When examining examples from various countries, special attention is given to Kazakhstan's experience in 2024-2025 to ensure the discussion is relevant to the country's specific context.

International (Mega)Level: Global Mechanisms and Innovations

Kazakhstan utilizes global cultural frameworks, particularly UNESCO, to enhance its international status. By 2024, five of the country's sites were inscribed on the World Heritage List, and several traditions were inscribed on UNESCO's Intangible Heritage List. The country expanded its World Heritage Tentative List by adding 11 new sites in 2025 [13] to showcase its heritage beyond the iconic Silk Road sites.

The country also implements transnational heritage projects. Through UNESCO's Silk Roads Heritage Corridors program [14], Kazakhstan collaborates with its neighbors to preserve and promote shared Silk Road sites. These cross-border efforts transform heritage preservation into regional diplomacy: joint heritage preservation strengthens good relations and presents Kazakhstan as a cultural bridge between Europe and Asia. Kazakhstan also participates in multinational UNESCO nominations such as "Falconry" and "Western Tien Shan", which require coordination. International organizations also contribute:

a partnership with ICCROM in 2025 offers training on monument conservation in Central Asia, reflecting Kazakhstan's commitment to global standards and strengthening its credibility [15].

In 2025, the country co-hosted the UNESCO Symposium on the Documentary Heritage of the Kazakh Khanate, thereby positioning itself as an emerging hub for scholarly and intercultural dialogue on the history of Central Asia. This initiative reflects Kazakhstan's strategic use of heritage diplomacy to assert its intellectual and cultural leadership in the region. Similarly, Astana Expo 2017 became an iconic example of nation branding, and the Kazakh pavilion was widely recognized for effectively integrating cultural symbolism with a modern national identity. Building on these precedents, the country Kazakhstan continues to showcase traditional yurts, nomadic games, folk music, and handicrafts at international exhibitions, tourism fairs, and cultural forums. Through such ongoing engagement, the country embeds its heritage into the global cultural discourse, strengthening its image as a modern yet tradition-conscious nation [16].

Digital diplomacy is another innovative tool. Kazakhstan has launched 3D virtual tours of major museums and landmarks through embassies and tourism websites, enabling remote excursions. Social media campaigns such as #ExploreKazakhstan share vibrant images of cultural heritage sites and invite users from around the world to participate [17]. Partnerships with influencers and similar initiatives have increased international recognition of Kazakhstan's culture by 2025.

More broadly, Kazakhstan's international heritage diplomacy is implemented within a multidimensional framework encompassing UNESCO recognition, regional cooperation initiatives, participation in prestigious cultural exhibitions, and the strategic use of digital platforms. These measures contribute to enhancing Kazakhstan's international prestige and building trust in its culture. However, this visibility comes with corresponding obligations. The state must ensure strict adherence to international standards of preservation, authenticity, and ethical representation in all heritage-related initiatives.

National (macro) level: public policy, laws, and initiatives

At the national level, the country has strengthened the legal and institutional framework for heritage preservation and support for cultural diplomacy. The 1992 Law on the Protection and Use of Historical and Cultural Heritage Sites (as amended through 2024) defines protected sites and measures to ensure their compliance [11]. Recent amendments provide for stricter penalties for the looting of artifacts or damage to monuments, emphasizing Kazakhstan's seriousness in preserving cultural heritage.

Heritage is integrated into broader development plans. The Tourism Development Program for 2019-2025 [18] prioritizes cultural and historical tourism as a driver of economic diversification. As part of this plan, Kazakhstan

has restored key monuments and improved visitor infrastructure (roads, museums, visitor centers) at cultural heritage sites. Better-preserved and more accessible sites attract more visitors, who then share their positive impressions abroad, acting as informal ambassadors. Such projects often involve international collaboration - consultations with UNESCO site management experts or the creation of cross-border cultural heritage routes. This enables the integration of cultural heritage preservation with diplomatic efforts.

Kazakhstan has secured sustainable heritage funding. In 2025, the National Cultural Heritage Fund was established [19], combining public, private, and international resources. The Smithsonian Institution joined as a partner to develop a crafts development program, lending its expertise and international prestige.

The state also provides special support to sites rich in cultural heritage. Turkestan, home to a major Sufi shrine, received a special status, providing additional funding and strict oversight of development to preserve its historic character. The city was declared the “spiritual capital of the Turkic world” and hosted major festivals and summits (2022-2025), attracting participants from across Asia and turning it into a shining example of Kazakh culture for international tourists [9].

Regional (Micro) Level: Local Governance and Community Engagement

At the local level, Kazakhstan’s heritage diplomacy takes tangible form through decentralized governance, engagement with local communities, and the integration of cultural heritage preservation with regional development. Local administrations manage heritage sites and maintain regional registries, often supporting this through co-financing mechanisms that link preservation with tourism development. By 2025, these mechanisms have become catalysts for regional projects, such as eco-trails linking Bronze Age petroglyphs in the Almaty region and the “Heritage of Altai” festival in East Kazakhstan. Such initiatives exemplify how heritage management simultaneously supports cultural continuity and economic diversification. They also serve as tools of cultural diplomacy: foreign tourists interacting with local guides and artisans perceive Kazakhstan not as an abstraction of state branding, but as a living cultural landscape [20].

Community-based tourism (CBT) has become a cornerstone of this localized diplomacy. For example, villages near the ruins of Otyrar offer guesthouses, traditional cuisine, and craft workshops, supported by modest educational programs and UNESCO microgrants administered through the Almaty office. These programs empower residents to create immersive experiences. The relational nature of such encounters underscores the concept of “everyday diplomacy,” where authenticity and interpersonal interaction enhance Kazakhstan’s soft power more effectively than top-down initiatives. State tourism policy is currently institutionalizing this model through training and national promotion of computer-based learning, linking grassroots initiatives with macro-level heritage branding.

Local heritage management is also evolving toward integrated management systems. Reserves such as Azret Sultan in Turkestan exemplify co-management structures where national oversight is combined with local custodians. Similarly, the protection of underground mosques in the Mangystau region, five of which were being prepared for UNESCO nomination in 2025, is an example of participatory heritage management. Public consultations during the nomination process ensured that sacred traditions were taken into account in the management of the sites, embodying UNESCO's community-centered conservation principle. This inclusive approach, emphasizing both material and spiritual values, strengthens legitimacy and sustainability. As The Astana Times notes, such participatory models enhance Kazakhstan's credibility as a responsible custodian of heritage [20].

Educational work and regional cultural events further strengthen local diplomacy. Schools incorporate local heritage into curricula and train students as volunteer guides, facilitating early public engagement in heritage promotion. Annual festivals such as the Ulytau Epic Poetry Festival and the Nomad Games in Almaty attract international scholars and tourists, presenting Kazakh culture as dynamic and interactive, rather than static.

Discussion

This study shows that Kazakhstan is using cultural heritage as a multi-layered public diplomacy tool to reshape its international image. At the international level, the country has used global frameworks such as UNESCO to enhance its visibility. By 2024, several Kazakh sites and traditions had received World Heritage status, and in 2025, the Tentative List was expanded to showcase its diverse heritage, including unique underground sacred sites [21]. The county also participates in transnational "heritage corridor" initiatives and co-hosts international cultural symposia, positioning itself as a bridge between East and West while enhancing soft power through shared historical narratives. At the national level, stronger legal safeguards (e.g., stricter penalties for looting) and targeted funding (e.g., the new National Heritage Fund) have been introduced, integrating heritage preservation into development agendas and national branding efforts.

Such measures not only protect cultural assets but also shape Kazakhstan's image as a country that values and utilizes its cultural wealth. At the local level, authorities engage communities in heritage preservation projects, supporting community-based tourism and regional festivals. This grassroots engagement adds a genuine dimension of people-to-people diplomacy. Foreign visitors interact with local residents and traditions, introducing Kazakhstan's culture as a living heritage rather than a spontaneous exhibition. These participatory models, such as the inclusive management of sacred sites and the involvement of youth in the preservation of cultural heritage, strengthen Kazakhstan's credibility as a responsible custodian of heritage.

A critical question is whether these efforts constitute dialogue-based public diplomacy or remain a truly one-dimensional nation branding campaign.

On the one hand, many aspects overlap with national branding. The state carefully curates a positive image, highlighting iconic heritage symbols and organizing impressive cultural events to attract global attention. These displays serve as “experiential confirmation” of the national narrative. For example, the World Nomad Games vividly showcase Kazakhstan’s cultural richness and attract international media attention, turning the cultural exhibition into a boost to soft power [6]. Digital campaigns further reinforce this one-sided image projection to a global audience. In this sense, the heritage strategy functions as a top-down marketing effort to bolster national prestige.

On the other hand, effective public diplomacy is characterized by two-way engagement and relationship building, rather than simply self-promotion [10]. There are indications that Kazakhstan’s approach includes these dialogic elements. Heritage conferences and documentary heritage symposia have engaged foreign and local experts in dialogue, indicating an intention to promote mutual cultural exchange rather than simply broadcast Kazakh achievements. Bilateral projects and regional intangible heritage programs similarly imply a willingness to collaborate and learn from others, rather than simply export national culture. Even the initiative to grant special status to cities with rich heritage has a dialogic aspect, as it supports local cultural revival by inviting international partners to participate in preservation and exchange. These efforts resonate with a relational approach to public diplomacy, in which Kazakhstan not only tells its own story but also creates platforms for intercultural dialogue and cooperation.

One of the key challenges in this balance is maintaining trust and authenticity. If Kazakhstan’s heritage campaign relies too much on polished branding, neglecting genuine dialogue, it risks being perceived as superficial propaganda. Overemphasis on a flawless national image can backfire if international observers discover a gap between the vaunted narrative and the realities of the situation (e.g., governance or social problems) [7]. As G.Szondi notes, trust in public diplomacy is achieved through honesty and openness, even on uncomfortable issues while nation branding tends to gloss over negative aspects [7]. To achieve true success, Kazakhstan must align its external narratives with domestic realities. Demonstrating transparency about problems and a willingness to improve will enhance the sincerity of its actions. Constructive engagement on international issues whether conservation standards, cultural inclusiveness, or broader governance issues can transform potential criticism into opportunities for trust-building. By openly challenging outdated stereotypes and emphasizing ongoing reforms and positive changes, a country can create a more coherent and compelling self-image. In short, the soft power benefits of a heritage strategy will only be sustainable if they are consistent, authentic, and grounded in respect for the “dialogue” aspect of public diplomacy.

Looking ahead, several opportunities can be identified that could enhance the impact of Kazakhstan's heritage diplomacy

- Improving infrastructure and visitor services at heritage sites, particularly in less developed regions, will help ensure that tourism experiences align with the country's marketing narrative, transforming increased interest into sustainable goodwill;

- Better coordination between government agencies (foreign affairs, culture, tourism, and local authorities) offers the opportunity to present a more coherent and synergistic message, avoiding disjointed efforts;

- Deepening transnational cooperation with neighboring countries on shared heritage could further strengthen regional goodwill and showcase Kazakhstan as a leader in intercultural dialogue without diluting its own unique cultural brand;

- Finally, the use of digital innovations for engagement and feedback (e.g., using data analytics to assess foreign audience reactions and offering virtual heritage tours) can expand the reach of global and younger audiences, making cultural diplomacy more interactive and adaptive.

The integration of Kazakhstan's cultural heritage into public diplomacy has undoubtedly strengthened its global cultural status and opened new channels for international engagement. However, this approach will only realize its potential if the country also addresses the associated challenges. A key challenge going forward is finding a balance between promoting a proud image, genuine listening, and dialogue. By following the lessons outlined above the country can transform what might otherwise be a top-down branding initiative into a truly dialogue-based public diplomacy strategy. In doing so, it can dispel old stereotypes and forge a multifaceted international identity based on trust, cultural richness, and mutual understanding, which is the key promise of its heritage diplomacy.

Conclusion

Kazakhstan's evolving approach to heritage diplomacy illustrates a focused and complex effort to reposition the country in global cultural and political discourse. The country's multi-layered strategy, which integrates international engagement, national policy development, and local participation, demonstrates that heritage management has become not only a tool for preservation but also a mechanism for communication, sustainable development, and soft power.

However, the success of this heritage diplomacy depends on more than just international recognition or festival diplomacy. True authority in global cultural relations depends on coherence between narrative and practice, between the external projection of authenticity and the internal management of preservation, education, and inclusivity. The government's progress in empowering communities, increasing participation in sacred site management, and redistributing tourism revenues marks an important shift from centralized branding to dialogue diplomacy. This bottom-up engagement reflects a growing

understanding that cultural impact is achieved not simply through spectacle, but through co-management and ongoing dialogue.

From a critical perspective, heritage diplomacy in Kazakhstan continues to face structural contradictions common to many emerging cultural powers. The balance between promotion and preservation, national pride and regional cooperation, digital visibility and authenticity. Resolving these contradictions requires institutional transparency, measurable preservation results, and reflexive policies that take into account international feedback. The successful implementation of these reforms could transform heritage from a symbol of historical continuity into a dynamic platform for intercultural understanding. With consistent development, heritage diplomacy in Kazakhstan can transform from a project of symbolic representation into a sustainable form of cultural engagement, positioning the country as an authoritative and responsible participant in global cultural governance. In this sense, heritage becomes not only a reflection of the past but also a strategic language of the future, where diplomacy, identity, and culture merge in mutual recognition and trust.

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МӘДЕНИ МҰРА ЖАРИЯ ДИПЛОМАТИЯНЫҢ ҚҰРАЛЫ РЕТІНДЕ: ҚАЗАҚСТАНДАҒЫ ХАЛЫҚАРАЛЫҚ, ҰЛТТЫҚ ЖӘНЕ ЖЕРГІЛІКТІ ДЕҢГЕЙДЕГІ МЕХАНИЗМДЕР

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Аңдатпа. Мәдени мұраны басқару, сақтау және қорғау қазіргі қоғамдық дипломатияның стратегиялық құралдарына айналып отыр. Мемлекеттер өздерінің халықаралық бейнесін (мысалы, ресурстарға тәуелді немесе постконфликттік ел бейнесінен) кеңейту мақсатында мәдени мұраны сақтауға баса назар аударатын саясатты белсенді түрде енгізуде. Бұл саясат жергілікті дәстүрлерді, сауда жолдарының жәдігерлерін, ЮНЕСКО тізіміне енген нысандарды және түрлі материалдық емес мәдени мұраларды қамтиды. Бұл мақалада мәдени мұраға бағытталған дипломатияның мақсаттары, әдістері және оған тән сын-қатерлер халықаралық, ұлттық және өңірлік деңгейлерде қарастырылады. Зерттеу мұра аймақтарына ерекше мәртебе беру және жаңа номинация түрлерін енгізу сияқты жаңашыл тәсілдерді де талдайды. Автор мәдени мұраны басқарудың жаһандық қабылдаулар мен «жұмсақ күштің» әлеуетін қалай қайта қалыптастыратынын сын тұрғысынан бағалай отырып, ұлттық бренд қалыптастыру мен диалогқа негізделген дипломатияның айырмашылығын анықтайды. Сапалық талдау ұлттық заңдар мен халықаралық келісімдерді қамтитын бастапқы дереккөздерді және қоғамдық дипломатия, мұра сақтау және «жұмсақ күш» теориясы бойынша ғылыми еңбектерді қамтитын қосымша әдебиеттерді біріктіреді. Теориялық негіз қоғамдық дипломатия, ұлттық бренд және «жұмсақ күш» ұғымдарына сүйенеді. Тарихи сауда жолдары, дәстүрлі өмір салты, археологиялық ескерткіштер, материалдық емес мәдени тәжірибелер және ерекше сәулеттік мұра сияқты негізгі мұралық нарративтер қалпына келтіру және дипломатиялық іс-шаралар контекстінде талданады. 2024–2025 жылдарға арналған деректер жаңа нысандардың ЮНЕСКО-ның алдын ала тізіміне енуін, трансұлттық «мұра дәліздерінің» құрылуын және деректі мұра бойынша халықаралық симпозиумдардың өткізілуін көрсетеді. Мемлекеттік саясаттан жаһандық аудиториялармен көпқырлы коммуникациялық өзара іс-қимылға стратегиялық ауысу байқалады. Ел имиджін жақсартудың

айтарлықтай әлеуеті болғанымен, мұра дипломатиясының табысы қалпына келтіруден әрі өтіп, шынайы және тұрақты мәдени диалог орнатуға, сыртқы көріністі ішкі басқарумен үйлестіруге, сондай-ақ цифрлық инновациялар мен жергілікті серіктестіктерді тиімді пайдалануға байланысты.

Тірек сөздер: қоғамдық дипломатия, мәдени мұра, сақтау, қорғау, реттеу, жұмсақ күш, ұлттық мемлекеттер, халықаралық бейне

Қаржыландыру: Ғылыми мақала Қазақстан Республикасы Ғылым және жоғары білім министрлігі тарапынан 2023–2025 жылдарға арналған іргелі және қолданбалы ғылыми зерттеулерді гранттық қаржыландыру бағдарламасы аясында қаржыландырылатын AR19679949 «Мәдени мұраны синергетикалық парадигмаларда зерттеу» ғылыми-зерттеу жобасы шеңберінде дайындалды.

КУЛЬТУРНОЕ НАСЛЕДИЕ КАК ИНСТРУМЕНТ ПУБЛИЧНОЙ ДИПЛОМАТИИ: МЕЖДУНАРОДНЫЕ, НАЦИОНАЛЬНЫЕ И ЛОКАЛЬНЫЕ МЕХАНИЗМЫ В КАЗАХСТАНЕ

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Аннотация. Управление, сохранение и защита культурного наследия выступают стратегическими инструментами современной публичной дипломатии. Стремясь расширить своё международное имиджевое пространство за пределы ограниченных идентичностей (таких как «ресурсная» или «постконфликтная»), государства всё активнее реализуют политику, ориентированную на сохранение культурного наследия. В эту политику включаются меры по охране локальных традиций, артефактов исторических торговых путей, объектов, внесённых в список всемирного наследия ЮНЕСКО, а также различных форм нематериальной культуры. В статье рассматриваются цели, методы и вызовы дипломатии, основанной на наследии, на международном, национальном и региональном уровнях. Анализируются инновационные практики, включая законодательное закрепление особого статуса культурных территорий и новые формы номинаций. Исследование критически оценивает, как управление наследием переосмысливает глобальные представления о стране и потенциал её «мягкой силы», различая продвижение национального бренда и подлинную диалоговую дипломатию. Качественный анализ основан на сочетании первичных источников - национальных законов и международных соглашений - с вторичной литературой по вопросам публичной дипломатии, охраны культурного наследия и теории мягкой силы. Теоретическая рамка статьи опирается на ключевые концепции публичной дипломатии, национального брендинга и мягкой силы. Рассматриваются основные нарративы, используемые в дипломатической и

реставрационной практике: исторические маршруты, традиционные образы жизни, археологические памятники, формы нематериального культурного наследия и уникальные архитектурные объекты. Данные за 2024–2025 гг. свидетельствуют о значительных достижениях - новых включениях в Предварительный список ЮНЕСКО, развитии транснациональных «коридоров наследия» и проведении международных симпозиумов, посвящённых документальному наследию. Отмечается стратегический переход от ориентированных на государство политик к многоуровневому коммуникативному взаимодействию с мировыми аудиториями. Несмотря на высокий потенциал улучшения имиджа государства, успех дипломатии наследия зависит от перехода от простой реставрации к подлинному устойчивому культурному диалогу, от согласования внешнего представления с внутренним управлением и от эффективного использования цифровых инноваций и локальных партнёрств.

Ключевые слова: публичная дипломатия, культурное наследие, сохранение, охрана, регулирование, мягкая сила, национальные государства, международная проекция

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