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NAS RK is pleased to announce that Bulletin of NAS RK scientific journal has been accepted for indexing in the Emerging Sources Citation Index, a new edition of Web of Science. Content in this index is under consideration by Clarivate Analytics to be accepted in the Science Citation Index Expanded, the Social Sciences Citation Index, and the Arts & Humanities Citation Index. The quality and depth of content Web of Science offers to researchers, authors, publishers, and institutions sets it apart from other research databases. The inclusion of Bulletin of NAS RK in the Emerging Sources Citation Index demonstrates our dedication to providing the most relevant and influential multidiscipline content to our community.

Қазақстан Республикасы Ұлттық ғылым академиясы "ҚР ҰҒА Хабаршысы" ғылыми журналының Web of Science-тің жаңаланған нұсқасы Emerging Sources Citation Index-те индекстелуге қабылданғанын хабарлайды. Бұл индекстелу барысында Clarivate Analytics компаниясы журналды одан әрі the Science Citation Index Expanded, the Social Sciences Citation Index және the Arts & Humanities Citation Index-ке қабылдау мәселесін қарастыруда. Web of Science зерттеушілер, авторлар, баспашылар мен мекемелерге контент тереңдігі мен сапасын ұсынады. ҚР ҰҒА Хабаршысының Emerging Sources Citation Index-ке енуі біздің қоғамдастық үшін ең өзекті және беделді мультидисциплинарлы контентке адалдығымызды білдіреді.

НАН РК сообщает, что научный журнал «Вестник НАН РК» был принят для индексирования в Emerging Sources Citation Index, обновленной версии Web of Science. Содержание в этом индексировании находится в стадии рассмотрения компанией Clarivate Analytics для дальнейшего принятия журнала в the Science Citation Index Expanded, the Social Sciences Citation Index и the Arts & Humanities Citation Index. Web of Science предлагает качество и глубину контента для исследователей, авторов, издателей и учреждений. Включение Вестника НАН РК в Emerging Sources Citation Index демонстрирует нашу приверженность к наиболее актуальному и влиятельному мультидисциплинарному контенту для нашего сообщества.

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Alima Dostiyarova, Liza RybinaKIMEP University, Almaty, Kazakhstan.
E-mail: dostiyarova08@gmail.com, liza.rybina@gmail.com**FROM NOMADS HERITAGE TO FUTURE ENERGY
AT EXPO-KAZAKHSTAN: A STUDY OF PATRIOTISM,
COSMOPOLITANISM AND VISITORS' SATISFACTION**

Abstract. The main goal of the study is to analyze the impact of patriotism and cosmopolitanism on visitors' satisfaction with the international exhibition "Expo: Energy of the Future" which was held in Kazakhstan in 2017. Hosting recognized expo bring hundreds of millions of dollars and extensive international exposure of the host nation's culture and economy. The present study analyzes how the attitudes of local citizens, in particular, patriotism, cosmopolitanism, and satisfaction, affect the international economic integration of Kazakhstani economy. The current study uses a quantitative survey method. Construct measures for this research were derived from existing literature. Data from 428 questionnaires were used for confirmatory factor analysis and regression model to test hypothesized relationships. The results showed the significant positive relationship between patriotism and satisfaction and cosmopolitanism and satisfaction.

The study contributes to the existing literature on event marketing and international exhibitions in the context of transitional economies as well as the impact of patriotism and cosmopolitanism on visitor satisfaction. The study has implications for practitioners in tourism, hospitality, exhibitions, and service industries. The present research suggests that patriotic and cosmopolitan attitudes of Kazakhstani citizens can contribute to the development of international relationships and further integration of Kazakhstan into the global economy.

Keywords: patriotism, cosmopolitanism, satisfaction, international exhibitions.

Introduction. After 226 years since the first international industrial exhibition in Prague in 1791 and no world recognized exhibition held in Central Asia, the international exhibition "Expo 2017: Energy of the Future" held in Astana, Kazakhstan has become the greatest achievement of Kazakhstan at the international level and offered the opportunity to advance the latest technological, scientific and cultural achievements. Since the collapse of Soviet Union, Kazakhstan has done better than any of its Central Asian neighbors. The country jumped from 51st to 35th place on the World Bank's ease of doing business rankings between 2016 and 2017. Kazakhstan is literally and figuratively at a crossroads of past and future trade routes between Asia, Europe, and Africa. Hosting recognized expo bring hundreds of millions of dollars and extensive international exposure to the host nation's culture and economy. The world-class event, such as Expo, has an impact on the local population as well. The present study analyzes how the behavior of local citizens in Kazakhstan, a former Soviet totalitarian regime country, affects the international economic integration of this transitional economy. The purpose of the paper is to examine the impact of patriotism and cosmopolitanism on visitors' satisfaction with "Expo 2017: Energy of the Future" international exhibition.

Literature Review. The events such as EXPO, World Forums, World Exhibitions and other cultural and sports events are considered as major events, mega events or even giga-events in the globalized world (Muller, 2015). According to Muller (2015), "most cities, countries and regions aim to make strategic use of mega-events to develop infrastructure and push urban renewal, often through leveraging funds that would not be available otherwise". Most significant are the demonstration of patriotism, cosmopolitanism among citizens of host events countries. Interesting definition of patriotism and nationalism and difference

between those words was derived as the following: “a patriot loves his country and is proud of it for what it does whereas a nationalist loves his country and is proud of his country no matter what it does” (<https://www.indiatoday.in/fyi/story/nationalism-patriotism-difference-people-973461-2017-04-25>). The other measure of customer’s and citizen’s satisfactions relate to cosmopolitanism as evidence of globalized world and has different aspects such as political, socio-economic, sociocultural and other prospective. From sociocultural perspective, for example, “cosmopolitanism can be viewed as a collective and personal learning process that unfolds through encounters with competing systems of meaning and alternative cultural models... (Delanty, 2006 in Levy et al., 2016).

Moreover, Levy et al. (2016) highlighted that many researchers and scientists pay attention to the “cosmopolitanism” as developing in different directions (e.g., Brimm, 2010; Dahlander & Frederiksen, 2012; Grinstein & Riefler, 2015; Haas, 2006; Haas & Cummings, 2014; Janssens & Steyaert, 2014; Levy, Beechler, Taylor, & Boyacigiller, 2007; Riefler, Diamantopoulos, & Siguaw, 2012 in Levy et al., 2016). They highlighted that it is multidisciplinary approach: there is an interest from the point of management, global leadership, corporate social responsibility (Levy et al., 2016).

Thus, patriotism and cosmopolitanism are the major indicators of local visitors’ satisfaction with such global mega-event conducted in the country as it can raise pride and honor for the home country. Based on the past research the following hypotheses were stated for this study:

H1: Patriotism of Kazakhstani citizens is related to visitor satisfaction with international exhibition Expo.

H2: Cosmopolitanism of Kazakhstani citizens is related to visitor satisfaction with international exhibition Expo.

Methodology. The current study uses a quantitative survey method. Construct measures for this research were derived from existing literature. The construct of Patriotism was measured by four items: “Being a Kazakhstani citizen means a lot to me”, “I am proud to be a Kazakhstani citizen”, “When a foreign person praises Kazakhstan, it feels like a personal compliment”, and “I feel strong ties with Kazakhstan. The construct of Cosmopolitanism was measured by four items: “I like immersing myself in different cultural environments”, “I like having contact with people from different cultures”, “I would enjoy travelling to foreign countries for an extended period of time”, and “Getting information and news from around the world is important to me. The Satisfaction was measured by two items: “Overall I am satisfied with the EXPO exhibition” and “Comparing to what I expected, I am satisfied with EXPO”. All measures used have been proven psychometrically sound in cross-cultural contexts. Five-point Likert-type scales (1 = strongly disagree to 5 = strongly agree) were utilized for the individual scales to measure the constructs. In the process of translation and cross-cultural adaptation of the research stimuli and questionnaire (scale items), the guidelines for conducting international consumer research by Craig & Douglas (1999) were followed. For the quantitative survey, systematic sampling (also known as interval sampling) was applied. This method is recommended when a stream of representative people are available – visitors to Expo in this case. Data collection was distributed across the time of day and day of the week. A thousand questionnaires were distributed over the period of four weeks during the exhibition.

Results. After cleaning 428 questionnaires were used for analysis. The sample consisted of 58% of females and 42% of males. The age ranged from 16 to 67 years old. The confirmatory factor analysis was performed on items with Principal Component Factor analysis and varimax rotation (see table 1.) All items produced good loadings (high than 0.7). The Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy of 0.91 is classified as ‘marvelous’ and is far above the minimum level of 0.5 that means that the sample can be used for factor analysis. Reliability of the scales was established using Cronbach’s Alpha (0.90 for patriotism and 0.85 for cosmopolitanism and satisfaction scales). For all scales, alpha values are “respectable or better”, i.e. higher than 0.7 as recommended in the literature.

The resulting factors were used for further analysis. A regression model with Patriotism and Cosmopolitanism as independent variables and Satisfaction as dependent variable was tested to examine hypothesized relationships. The model produced good fit with R Square of 0.641. The results supported both hypotheses and showed the significant positive relationship between Patriotism and Satisfaction and Cosmopolitanism and Satisfaction (see table 2).

Table 1 – Measures and Item Loadings

Construct / Items	Loadings
Patriotism	
1. Being a Kazakhstani citizen means a lot to me	0.850
2. I am proud to be a Kazakhstani citizen	0.853
3. When a foreign person praises Kazakhstan, it feels like a personal compliment	0.768
4. I feel strong ties with Kazakhstan	0.870
Cosmopolitanism	
1. I like immersing myself in different cultural environments	0.705
2. I like having contact with people from different cultures	0.804
3. I would enjoy travelling to foreign countries for an extended period of time	0.800
4. Getting information and news from around the world is important to me	0.834
Visitor Satisfaction	
1. Overall I am satisfied with the EXPO exhibition	0.711
2. Comparing to what I expected, I am satisfied with EXPO	0.744

Table 2 – Results

Hypotheses	Linkage	Est (t-value)	Result
H1:	Patriotism → Visitor Satisfaction (+)	0.616 (16.61)	Supported
H2:	Cosmopolitanism → Visitor Satisfaction (+)	0.349 (8.84)	Supported

Conclusions. This paper examined the relationship between patriotism and residents' satisfaction and relationship between cosmopolitanism and residents' satisfaction. The results confirmed the significant positive relationship between Patriotism and Satisfaction and Cosmopolitanism and Satisfaction with Expo of visitors from Kazakhstan. The event, World Expo which was held in Astana in summer 2017, was recognized worldwide and raised patriotism and pride of residents. Through the international consumer survey during the period of four weeks of the exhibition, factor and regression analyses it was determined that local residents have a high satisfaction with positive changes produced by events in economy, culture, environment, science, and technology, which were represented during mega-event EXPO-2017. On one hand, the importance of such mega-events may have an impact on country economic development through investments in building new exhibition' pavilions; cultural events may attract tourists and other stakeholders to visit the country. On the other hand, there is an opportunity for the host country to present technological achievements to the world and raise the image and reputation of the country. The residents' perception showed that there is a high positive relationship between patriotism and local visitors' satisfaction and between cosmopolitanism and residents' satisfaction. However, despite the importance of such kind research and results, this study has limitations. First, the study was conducted during the event and there are no data to perform a longitudinal study to see whether residents' perceptions had changed over time. Second, the study was focused on the residents' perception and satisfaction in terms of patriotism and cosmopolitanism without other stakeholders' analysis of attitude and perception, which will be a valuable contribution to the study. As a result, future studies will be a valuable addition in term of conducting longitudinal post-event perception after some period of time. Another proposition is including in the study other participants of this mega-event such as entrepreneurs and foreign visitors, in order to add depth to the study.

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**КӨШПЕНДІ ХАЛЫҚТАН БОЛАШАҚТЫҢ ЭНЕРГИЯСЫ ЭКСПО-ҚАЗАҚСТАНҒА:
ПАТРИОТИЗМДІ, КОСМОПОЛИТИЗМДІ ЗЕТТЕУ ЖӘНЕ
КӨРМЕГЕ КЕЛУШІЛЕРДІҢ РИЗАШЫЛЫҒЫ**

Аннотация. Зерттеудің негізгі мақсаты – 2017 жылы Қазақстанда өткен «ЭКСПО: Болашақтың энергиясы» халықаралық көрмеге келушілердің ризашылығына патриотизм мен космополитизмнің әсерін талдау. ЭКСПО сияқты ауқымды шараларды өткізу ұйымдастырушы елдерге жүз миллион доллар алып келеді және сол елдердің мәдениеті, экономикасы кеңінен халықаралық танымал болады. Бұл зерттеуде патриотизм, космополитизм жеке қарым-қатынас ретінде талданады және халықтың ризашылығы, қазақстандық экономиканың халықаралық экономикаға бірігуіне ықпалын қарастырады. Ғылыми жұмыста зерттеудің сандық әдісі пайдаланылды. Бұл зерттеудің модель критерийлері бұрыннан қолданылып келген әдебиеттерден алынды. 428 анкеталық сауалнама мәліметтері факторлық талдау мен кемімелік талдауды дәлелдеу жолымен болжамды қарым-қатынасты тексеру үшін пайдаланылды. Сауалнаманың нәтижесі патриотизм мен ризашылықтың және космополитизм мен ризашылықтың арасындағы айтарлықтай жағымды байланыстың бар екенін көрсетті. Зерттеу инвент-маркетинг бойынша және өтпелі экономикалық жүйе контексіндегі халықаралық көрмелерді ұйымдастыру бойынша әдебиеттерге, сол сияқты, келушілердің ризашылығына патриотизм мен космополитизмнің әсерін зерттеуге үлес қосады. Зерттеу сонымен қатар туризм, қонақ үй бизнесі бойынша тәжірибе алушыларға, көрме ұйымдастырушыларға және қызмет көрсету саласындағы мамандарға маңызды болып келеді. Қолданылған зерттеу қазақстандық азаматтардың патриоттық және космополиттік қарым-қатынасы халықаралық қатынастардың дамуына және әлемдік экономикаға Қазақстанның алдағы бірігуіне мүмкіндік беретінін болжайды.

Түйін сөздер: патриотизм, космополитизм, ризашылық, халықаралық көрмелер.

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**ОТ НАСЛЕДИЯ НОМАДОВ К ЭНЕРГИИ БУДУЩЕГО НА ЭКСПО-КАЗАХСТАН:
ИССЛЕДОВАНИЕ ПАТРИОТИЗМА, КОСМОПОЛИТИЗМА
И УДОВЛЕТВОРЕННОСТИ ПОСЕТИТЕЛЕЙ ВЫСТАВКИ**

Аннотация. Основная цель исследования – проанализировать влияние патриотизма и космополитизма на уровень удовлетворенности посетителей международной выставки «ЭКСПО: Энергия Будущего», которая прошла в Казахстане в 2017 году. Проведение таких признанных мероприятий, как ЭКСПО, для стран-организаторов приносит сотни миллионов долларов и широкое международное признание культуры и экономики этих стран. Данное исследование анализирует влияние патриотизма, космополитизма, и удовлетворенности посетителей на международную экономическую интеграцию казахстанской экономики. В научной работе использованы количественные методы исследования. Модель исследования была адаптирована из литературы по данной теме. Данные 428 анкетных опросников были использованы для проверки гипотетических взаимоотношений путем подтверждающего факторного анализа и регрессионной модели. Результаты показали значительную позитивную связь между патриотизмом и удовлетворенностью, и космополитизмом и удовлетворенностью. Исследование вносит вклад в существующую литературу по ивент-маркетингу и по организации международных выставок в контексте переходных экономических систем, а также, по изучению влияния патриотизма и космополитизма на удовлетворенность посетителей. Исследование также имеет значение для практиков по туризму, гостиничному бизнесу, для организаторов выставок и для специалистов в сфере услуг. Данное исследование предполагает, что патриотические и космополитические отношения казахстанских граждан могут способствовать развитию международных отношений и дальнейшей интеграции Казахстана в мировую экономику.

Ключевые слова: патриотизм, космополитизм, удовлетворенность, международные выставки

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