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**The priority objects of the Great Silk Road
in Kazakhstan regions on sustainable tourism development**

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NORMATIVE REFERENCES

In this dissertation, references to the following regulatory documents are used:

Law of the Republic of Kazakhstan dated June 13, 2001 No. 211-II “About tourist activities in the Republic of Kazakhstan (with amendments and additions as of 24.05.2018)

Republic of Kazakhstan Government’s Decree No. 192 “About the standards approval of state services in the field of tourism”

Order No. 02-02-18 / 261 of the Minister of Tourism and Sport of the Republic of Kazakhstan “About approval of the methodological guide” Professional Standard in the Field of Tourism”

Republic of Kazakhstan Government’s Decree No. 406 dated June 30, 2017 “About approval of the Concept for Republic of Kazakhstan’s tourism industry development until 2023”

Law of the Republic of Kazakhstan dated February 18, 2011 No. 407-IV “About science”

EN 15565: 2008 (E) Tourism services - Requirements for tourist training and qualification programs (IDT)

SGST 28681.1-95 Republic of Kazakhstan “Tourist excursion service. Designing tourism services”

Decree of the Government of the Republic of Kazakhstan dated March 21, 2008 No.279 “About approval the State list of historical and cultural monuments of Republican significance”.

State program for the development and integration of the transport system infrastructure of the Republic of Kazakhstan until 2020.

DEFINITIONS

In this dissertation used the following terms with their respective definitions:

A tourist (overnight visitor) is a visitor who spends at least one night in a collective or individual accommodation facility in a visited place. An international tourist is an international visitor who spends at least one night in a collective or individual accommodation facility in a visited country. An internal tourist is an internal visitor who spends at least one night in a collective or individual accommodation facility in a visited place.

A visit is a term that is used to describe tourism from the point of view of a destination or country (s).

Domestic tourism covers the activities of particular country or region residents, traveling and staying in places that are within the country or region, but outside their usual environment for a period not exceeding one year in a row, for the purpose of recreation, business and other purposes.

Domestic tourism expenses are defined as expenses that are directly incurred as a result of travel of resident visitors within their country of residence. (This term includes en-route and visited places, as well as preliminary costs required to prepare and carry out the trip; as well as travel-related expenses incurred at the place of residence after returning from the trip).

Domestic traveler means any person traveling between two or more locations in their country of residence.

Inbound tourism covers the activities of non-resident visitors in an area that is outside their normal environment for a period not exceeding one year in a row for the purpose of leisure, business and other purposes.

Internal Visitor means any person permanently residing in any country who travels to any place located in that country outside of its normal environment for a period not exceeding 12 consecutive months; and the main purpose of the trip which is not an activity that is paid for from a source in a visited place.

International tourism consists of inbound tourism and outbound tourism.

International traveler means any person traveling between two or more locations in different countries.

International visitor means any person who travels to a country that is not a country of habitual residence and is outside its normal environment for a period not exceeding 12 consecutive months; and the main purpose of the trip which is not an activity that is paid for from a source in the visited country.

Monitoring - continuous monitoring of any process in order to identify its compliance with the desired result or initial proposals, observation, assessment and forecast of the state in connection with economic activity, organizations.

Nurly Zhol – domestic economic stimulus plan to develop and modernize roads, railroutes, ports, IT infrastructure, and education and civil services in the Republic of Kazakhstan.

Planning methods are routes to transform economic information in order to determine the pace and optimal proportions for the development of the object under

study, the routes for the most efficient use of resources and the development of a plan. These methods should ensure the implementation of the basic principles of planning and the validity of the process itself, which, among other things, contributes to the differentiation of methods and their combination depending on the objective mechanism of the socio-economic processes that are the subject of planning.

Prediction (from the Greek. Prognosis - knowledge in advance) is the receipt of information about the future, the development for the future of changes in the state of the object as a whole and its various parts. Forecasting is the prediction of a specific event. Its distinctive feature is the alternativeness in the construction of various indicators and parameters, which determines the different options for the development of the state control object based on the emerging trends.

Strategic planning of tourism development is the process of modeling the efficient operation of tourism enterprises and the hotel industry for a specific period of operation with setting goals for the development of the industry and their changes in an unstable market environment, as well as determining how to achieve these goals and objectives in accordance with the resource potential of the territory.

Sustainable development is the development that meets the needs of the present without compromising the ability of future generations to meet their own needs.

The strategy is a generalized model of actions necessary to achieve the goals through coordination and resource allocation. The following key elements of the strategy are distinguished: mission, competitive advantages, business organization, products (compliance of goods and services with needs), markets, resources, structural changes, development programs, culture and management competence. These nine factors determine the route in which the enterprise will spend resources.

The tourism industry is a sector of the economy which main activity is the provision of tourism services, the creation of a tourist product, their promotion and implementation in the domestic and international markets.

Tour - a complex of tourist services, including a trip along a certain route within a certain time frame.

Tourism industry - a set of accommodation facilities for tourists, transport, catering facilities, entertainment facilities and educational, recreational, business, sports and other facilities; organizations engaged in tourist activities, as well as organizations providing excursion services and guide services (guide-interpreters).

Tourism is a journey of individuals from twenty-four hours to one year or less than twenty-four hours, but with an overnight stay for purposes not related to paid activities in the country (place) of temporary stay.

Travel time refers to the time that is spent during a trip to travel and that consists of traveling to a remote destination and returning to stay in each visited place.

SYMBOLS AND ABBREVIATIONS

CIS - Commonwealth of Independent States
EAEU – Eurasian Economic Union
FTA – Free trade zone
GDP – gross domestic product
IATA – International Air Transport Association
IMF – International Monetary Fund
LDCs – Least Developed Countries
NGO – Non-governmental organization
NTSS – National Tourism Sector Strategy
OBOR – One belt – One Road
OECD – Committee for Educational Policy of the Organization for Economic Cooperation and Development
PPP – Public-private partnership
SCO – Shanghai Cooperation Organization
SDG – Sustainable Development Goals
SIDS – Small Island Developing States
TRACECA – Transport Corridor Europe-Caucasus-Asia
UNESCO – the organization of United Nations in the area of science and culture
UNWTO – United Nations World Tourism Organization
WSSD – World Summit on Sustainable Development

INTRODUCTION

Relevance of the research. In the article of the Republic of Kazakhstan's First President N.A. Nazarbayev to the Kazakhstan people on April 12, 2017 "Looking into the future: modernization of public consciousness" says that one of the conditions for modernizing a new type is "preserving our culture, our own national code... History and national traditions must be taken into consideration. This is a platform connecting the horizons of the past, present and future of the nation. Each Kazakhstan citizen should know their own historical, legendary places of their motherland, and also for presenting to worldwide. Internal and external cultural tourism should be based on this symbolic heritage of the nation ..." [1].

It is, first of all, updates the requirement for the formation of the youth value orientations and thinking about the conscious patriotism that engenders a special attitude to the native land, its culture, traditions and customs and all these should be in compliance with the sustainable development of tourism.

The ancient Silk Road, being an important trading route, made a major contribution to the economic and cultural exchange between East and West. At the same time, it should be noted that today the Great Silk Road acquires great importance not only in connection with the study of its rich historical and cultural heritage, but also in attempts to solve with its help the geopolitical problems. This was the path along which for many centuries there was a movement of people, things and ideas, i.e. ethnic migration, phased, and later caravan trade, the spread of advanced technologies and ideological views, which included in the global flow the achievements of different Eurasia nations and led to the progress of social development of the entire Old World. The Silk Road routes stretched for a distance of 12,000 km, to Kazakhstan belongs 2,700 km. Great Silk Road has served for centuries the goals of peace, prosperity and mutual enrichment of cultures, and retained its original meaning in the 21st century [2].

During the 19th General Assembly in Gyeongju (Republic of Korea) the UNWTO Secretary General presented the White Book, and there he noted that: "Tourism: Prospects 2030" – tourism field possesses with the huge growth potential and to the 2030 the number of International Tourists income will reach up to 1.8 billion" [3].

"Sustainable development is such development which satisfies requirements of the present but does not endanger ability of future generations to satisfy their own requirements" [4].

Sustainable tourism has key value for development that is reflected in purpose 8 of the Agenda in the field of development for the period up to 2030, task 9 of which states: "By 2030, ensure the development and implementation of encouragement strategies to promote sustainable tourism, which contributes job creation, the development of local culture and production of local products" [5].

The World Tourism Organization (UNWTO), a specialized intergovernmental agency of the UN system with 156-member countries, is committed to promoting

tourism as a tool for achieving the Goals for Sustainable Development of the World [6].

Kazakhstan's sustainable development path is not a policy of survival, but a policy of strategic development based on predicting the future and taking measures to implement options that are more favorable. This strategy is presented in the document "Strategy" Kazakhstan-2050". Associated with it is the State Program, proposed for the anti-crisis goals of accelerated industrial and innovative development, the second five-year plan. Kazakhstan as a country – member of the transcontinental UN, UNWTO and UNESCO's project "tourism revival on the ancient and historical route of the Silk Road" is situated in the heart of the Eurasia on the crossroads of the caravan routes. The Silk Road is the link in the development of tourism, the economy and the socio-cultural transformations of all the countries participating in the project, the prospects of which have especially increased in the present century [7].

Kazakhstan's strategy proceeds from the fact that at the present stage the center of world economic development is shifting to the countries of the Asian region. Favorable opportunities are being created to strengthen the cooperation of Kazakhstan with the growing economies of the world. It is very important that Kazakhstan as an important transport hub will play a key role in the development of many other countries [8].

All this together determines the relevance and practical necessity of this study, which is devoted to the study of the sustainable development of tourism in Kazakhstan, in particular, taking into account the historical and cultural heritage of the Great Silk Road and its relationship with the article of our Elbasy N.A. Nazarbayev "Seven edges of the Great Steppe" and "Sacred Geography of Kazakhstan." These studies analyze the methodological foundations of sustainable tourism development in Kazakhstan and determine the place, role and relationship of the Kazakhstan's program "Nurly Zhol", "Economic Belt of the Silk Road and the Maritime Silk Road of the 21st Century", "Eurasian Economic Union" and the program of international cooperation between the European Union and partner countries on the organization of the transport corridor "Europe - Caucasus – Asia". Steps are also being taken to get to know our Motherland and implement the Message of the First President N. A. Nazarbayev "A Look into the Future: Modernization of Public Consciousness" in the program "Rukhani Zhangyru" (Spiritual revival), where the sections "Tugan Zher" (Homeland), "Sacred Geography" and projects of certain in the article "Seven edges of the Great Steppe." On the basis of our research a manual "Theory and Practice of Sustainable Tourism Development", a Reference - Guidebook "130 Wonders of Kazakhstan along the Great Silk Road" (in three languages) were prepared, also the educational complex program "130 Wonders of Kazakhstan along the Great Silk Road" was developed and an interactive map using the ArcGIS geographic information system.

Degree of the development of the topic. Tourism as a geographical area was considered in the context of geography by scientists of the CIS countries: Y. Varshinsky, A. Yatskovsky, V. Khrala; The theoretical foundations of the formation and development of territorial recreational complexes were studied by M.A.

Abramov, B.C. Preobrazhensky, E.A. Kotlyarov, and Yu.A. Vedenin (1970-1980). Thus, in the 60-90s of the XX century, the scientific basis was laid for the formation of a methodological theoretical basis for the development of tourism in geographical science.

A great contribution to the study of the methodological foundations of sustainable tourism development in Kazakhstan was the scientific work of such Kazakhstan scientists as Yerdavletov S.R., Beisenov A.S., Karpekov K.D., Makogonov A.N., Nikitinsky Ye.S., Mazbaev O.B., Asubaev B.K., Zholdasbekov A.A., Abdimanapov B.Sh., Tokpanov E.A. and Aliyeva Zh.N. The following works are devoted to the problems of the tourism development in the economy of Kazakhstan: Saduov A.Zh., Duisen G.M., Asanbaeva R.A., Baimuratova U.B., Nurgalieva A.Sh., Zhansagimova A.E., Smykov M.R. and Kalieva G.K. In recent years, questions on the study and research of the Great Silk Road in Kazakhstan have been widely covered in the works of scientists Baypakov K.M., Alimbekov D.A., Suraganova S.K., Dulatova I.S., Maldybek A.Zh., Iskakova Z.D., Kozha M.B., Nurzhanov A.A., Abdykarimova Sh.T. and others.

Thus, the analysis of the research materials showed that the study of the Great Silk Road was carried out by many scientists of the CIS countries and Kazakhstan, however, systematic studies to identify priority sites of the Great Silk Road in the regions of Kazakhstan were not carried out, which are identified as a priority sector of the economy among seven cluster initiatives of our Elbasy. Therefore, the issue of effective and sustainable development of tourism on the Kazakhstan section of the Great Silk Road remains relevant. On the one hand, an understanding of regional tourist-geographical aspects and factors is the most important and necessary prerequisite for the effective economic development of tourism, and on the other hand, the lack of criteria for the sustainable development of tourism and its rational organization in the regions of Kazakhstan create certain contradictions. This became the basis for our research on identifying priority sites of the Great Silk Road of the regions of Kazakhstan for the sustainable development of tourism, in accordance with the state program “The revival of the historical centers of the Silk Road, the preservation and continued development of the cultural heritage of Turkic-speaking states, the creation of tourism infrastructure.”

All of the above indicates the relevance of the problem, which led to the choice of the topic of the dissertation research: “The priority objects of the Great Silk Road in Kazakhstan regions on sustainable tourism development”.

The goal of the dissertation research is priority objects of the Great Silk Road in Kazakhstan regions.

The object of the dissertation research is to identify and analyze the priority sites of the Great Silk Road in Kazakhstan regions for sustainable tourism development.

The subject of the dissertation research is the impact of the World Heritage Site of the Great Silk Road in Kazakhstan on the development of sustainable tourism.

Research hypothesis. It is assumed that the identification of new priority sites of the Great Silk Road in the regions of Kazakhstan, the development of new tourist

routes and the creation of united reference-guidebook will increase the awareness of the population of Kazakhstan, the world community, significantly increase the flow of foreign and domestic tourists, and will affect the socio-economic system tourist services market in Kazakhstan.

Based on this goal the research tasks were identified:

- Conduct an analysis of scientific, methodological and historical literature relating to the Great Silk Road and the problems of sustainable tourism development.
- Consider and study the place, role and relationship of Nurly Zhol Kazakhstan, the Economic Belt of the Great Silk Road and the 21st Century Sea Silk Road, the Eurasian Economic Union, and the Europe-Caucasus-Asia Transport Corridor.
- Develop and implement to the education system complex educational program and an interactive map-scheme “130 Wonders of Kazakhstan along the Great Silk Road”, using new GIS technologies.
- Develop tourist routes and practical recommendations for the implementation of priority facilities of the Great Silk Road in the socio-economic system of the market of tourist services in Kazakhstan.

The theoretical and methodological basis of the study: The message of the First President N. A. Nazarbayev “Look into the future: modernization of public consciousness” in the program “Rukhani Zhangyru”, where the sections “Tugan Zher”, “Sacred Geography” and projects defined in the article occupy a special place “Seven edges of the Great Steppe”; Law “On Environmental Protection”, “State Program for the Development of Education in the Republic of Kazakhstan”, “The Concept of Sustainable Development of Tourism in the Republic of Kazakhstan”; “The national strategy of environmental education and upbringing in the Republic of Kazakhstan”, as well as the fundamental works of Kazakhstan and foreign scientists on various aspects of tourism development. The development of the interactive map-scheme “130 Wonders of Kazakhstan along the Great Silk Road” was facilitated by maps of Kazakhstan developed by scientists of the Institute of Geography of Kazakhstan, as well as authors Mazbaev O. B., Asubaev B. K., Tokpanov E. A. and Nazarchuk M.K.

Sources of research: official, regulatory documents, programs of the Ministry of Culture and Sports, Ministry of Education and Sciences, Ministry of Environment and Water Resources, UNWTO Global Code of Ethics for Tourism.

In order to solve the tasks, the following research methods were used: *theoretical* (analysis of scientific and methodological literature, educational and methodical literature in the aspect of the problem being studied; official, normative documents, programs of the Ministry of Culture and Sports of the Republic of Kazakhstan, Ministry of Education and Sciences of the Republic of Kazakhstan, Ministry of Environment and Water Resources of the Republic of Kazakhstan, the UNWTO Global Code of Ethics for Tourism; *empirical* (questioning, interviewing, conversation, testing, The startup image data processing method, modeling, organizing and conducting experimental work, statistical processing methods).

The scientific novelty of the study is that:

- The essence of the concept of “tourism”, “sustainable tourism”, “criterion of sustainable tourism”, “green economy”, “educational tourism”, “transport corridor”, “heritage of the Great Silk Road” was clarified and a comparative analysis of “sustainable tourism” and “mass tourism.”

- The possibilities of the relationship between Nurly Zhol Kazakhstan, the Economic Belt of the Great Silk Road and the Sea Silk Road of the 21st Century, the Eurasian Economic Union and the Europe-Caucasus-Asia Transport Corridor have been identified and justified;

- An educational complex program and an interactive map-scheme “130 Wonders of Kazakhstan along the Great Silk Road” were developed and introduced into the educational process, using new GIS technologies;

- New priority objects of the Great Silk Road on the Kazakhstan site were identified and entered into an interactive map-scheme.

- New tourist routes and practical recommendations on priority objects of the Great Silk Road and their application in the socio-economic system of the tourist services market in Kazakhstan have been developed.

The main provisions to be defended:

- The essence and influence of priority new objects of the Great Silk Road on the sustainable tourism development in Kazakhstan;

- Information awareness of the Kazakhstan population, foreign and domestic tourists about the priority sites of the Great Silk Road in Kazakhstan regions;

- New tourist routes and recommendations for the general public on priority new objects of the Great Silk Road and their implementation in the socio-economic system of the tourist market services in Kazakhstan.

The theoretical and practical significance of the study contributes to the implementation of the Message of the First President N. A. Nazarbayev “A look into the future: the modernization of public consciousness” in the program “Rukhani Zhangyru”, where the sections “Tugan Zher”, “Sacred Geography” and projects defined in the article occupy a special place “Seven edges of the Great Steppe”, which makes it possible to improve the quality of tourist services in Kazakhstan, as well as to provide higher quality education in schools in the disciplines of “Natural History”, “Geography”, “History” and in higher educational institutions on the educational program “Tourism” by introducing into the educational process the manual “Theory and Practice of Sustainable Tourism Development”, a reference-guidebook “130 Wonders of Kazakhstan along the Great Silk Road” (in three languages), developed educational complex program “130 Wonders of Kazakhstan along the Great Silk Road”, and an interactive map-scheme using the ArcGIS geographic information system. The materials of the dissertation research can be used in practice in schools, universities, tourism companies, subordinate organizations in the field of tourism and hospitality, for research and development, as well as in the training and retraining of personnel for tourism.

Personal contribution of the author to the achievement of the scientific result: In the dissertation author’s developments are presented:

- The manual “Theory and practice of sustainable tourism development in the Republic of Kazakhstan” was published - Astana, 2018. - 10.5 printed sheets, which was used in Kazakh Academy of Sport and Tourism and in Turan-Astana University (appendix A).

- Electronic reference-guidebook “130 Wonders of Kazakhstan along the Great Silk Road”, “Справочник-путеводитель “130 чудес Казахстана по Великому Шелковому пути”, “Ұлы Жібек Жолы бойындағы Қазақстанның 130 ғажайыптары” анықтама-жолсілтеушісі” with receiving the copyright Certificates No. 5695, No. 5875, No. 5791 (appendix B).

- Educational complex program “130 Wonders of Kazakhstan along the Great Silk Road” was created, including sections: Historical and cultural heritage of the Kazakhstan section of the Great Silk Road; Sacred objects of Kazakhstan; practical exercises with the interactive map-scheme “130 Wonders of Kazakhstan along the Great Silk Road” (appendix C).

- An interactive map-scheme “130 Wonders of Kazakhstan along the Great Silk Road route” was developed using the ArcGIS geo-information program, which makes it possible to collect, organize, manage, analyze, exchange and distribute geographical information. This interactive map-scheme presents “130 Wonders of Kazakhstan along the Great Silk Road route”, created by the way of data visualization. The introduction of an interactive map-scheme is confirmed by the results of testing, publications and acts of implementation (appendix D).

- Three tourist routes have been developed along the new priority sites of the Great Silk Road: 1) Route “The Great Commander, Attila Leader of the Huns”; 2) Route “The Shaker of the Universe Genghis Khan” 3) Route “Memorial complex dedicated to Queen Tomiris”.

Base of research: experimental work was carried out on the basis of No. 17 school of the Talgar district in Almaty region, the Baiterek school of the Enbekshikazakh district in Almaty region (appendix E), Turan-Astana University, Kazakh Academy of Sports and Tourism, the tourist company Vek Travel and the Kazakhstan Tourism Association. The experiment involved 197 students, 75 students from the KazAST Department of Tourism 150 students from Turan-Astana University (appendix F) and 47 tourists from Vek Travel Company (appendix G).

Testing the results of the study. The main results of the study were published and reported at international and republican scientific and practical Conferences (2015-2019), in Republican publications: “KazNPU Bulletin”, “Turan Bulletin” and foreign publications (Turkey, Romania).

Publication of the results of the study. The results of the research work are published in 16 scientific papers published in 2015-2019. Including 3 articles in scientific journals listed in the Scopus database, 4 articles in journals included in the list of the Control Committee for Education and Sciences of the Ministry of Education and Sciences of the Republic of Kazakhstan, 3 articles in foreign conferences, 2 articles in international collections conferences held in Kazakhstan, one textbook “Theory and Practice of Sustainable Tourism Development”, as well as three electronic reference-guidebooks “130 Wonders of Kazakhstan along the Great

Silk Road” in three languages with receiving the copyright Certificates No. 5695, No. 5875, No. 5791.

The structure and scope of work. The dissertation consists of an introduction, 3 parts, a conclusion, a list of 190 sources and appendixes.

In the introduction were justified the relevance and choosing of the theme, formulating the aim, object, subject, hypothesis, tasks and methods of research, identifying the scientific novelty, theoretic and practice significance, the main provisions to be defended, are given the information about personal contribution of the author to the achievement of the scientific result, about using of the results, opening the logic of research.

In the first chapter “Theoretical preconditions and methodology of sustainable tourism development in the world, particularly in the Republic of Kazakhstan” presents the results of the analysis of the materials of the available works on the problem under study, gives an essential characteristic of the concepts of “tourism”, “sustainable tourism”, “criterion of sustainable tourism”, “Green economy”, “educational tourism”, “transport corridor”, “heritage of the Great Silk Road” and a comparative analysis of “sustainable tourism” and “mass tourism” was carried out.

In the second chapter “The Great Silk Road world heritage influence on the tourism formation and its sustainable development in Kazakhstan” reveals the content of the place, role and relationship of “Nurly Zhol Kazakhstan”, “Economic Belt of the Great Silk Road and the 21st Century Sea Silk Road”, “Eurasian Economic Union” and “Europe-Caucasus-Asia Transport Corridor”.

In the third chapter “Scientific and practical aspects on developing and implementing priority objects of the Great Silk Road on Kazakhstan regions,” presents the author’s developments: tourist routes for the priority sites of the Great Silk Road in the regions of Kazakhstan, an interactive map-scheme, educational complex program and educational manuals “130 Wonders of Kazakhstan along the Great Silk Road.”

Conclusion contains generalized conclusions and scientifically based recommendations on the results of the study, the author’s vision of the prospects for the development of selected material studies.

In appendix: acts of implementation the results of using the manual “Theory and Practice of Sustainable Tourism Development” in the educational process on the basis of the Kazakh Academy of Sports and Tourism and the Turan - Astana University; the act of implementation the results of using and copyright certificate No. 5695, No. 5875, No. 5771 on the developed manual “Reference-Guidebook“ 130 Wonders of Kazakhstan on the Great Silk Road” in three languages, complex educational program “130 Wonders of Kazakhstan along the Great Silk Road”; interactive map-scheme “130 Wonders of Kazakhstan along the Great Silk Road”; technological maps of excursions tourist routes along the new priority sites of the Great Silk Road in the state; reference and act of implementation from secondary schools; the act of implementation in the Kazakh Academy of Sports and Tourism the manuals “Reference - Guidebook“ 130 Wonders of Kazakhstan along the Great Silk Road”; Act of implementation from the tourist company “Vek Travel”.

1 THEORETICAL PRECONDITIONS OF SUSTAINABLE DEVELOPMENT OF TOURISM IN THE WORLD, PARTICULARLY IN REPUBLIC OF KAZAKHSTAN

1.1 Concept, objectives, principles and indicators of tourism sustainable development

Humanity traveled from time immemorial and the travel history began as scientists assume about 12 thousand years ago. The tourism development has a long, diverse and eventful history; herewith many are inclined to believe that the science of tourism has just begun. In comparison with the history of tourism itself, the history of knowledge is short, but not as small as it seems at first sight. The existing opinion about the nature and essence of the tourism scientific research as a new and previously unexplored sphere of knowledge is erroneous. This indicates about underestimation of the importance, depth and diversity of tourist research in the past. Herewith, science history gives knowledge about the tourism formation in depth to the studied area, strengthens the understanding of the origins, distinctive features, trends and prospects for the future tourist research development.

Having a long history, tourism as a socio-economic and spiritual-cultural phenomenon has not received a universal, unified, widely acclaimed and comprehensive definition up to now, and the science of tourism itself does not have a uniform name internationally accepted in academic and scientific circles in Kazakhstan and abroad.

“Tourism” is still interpreted by various tourism organizations, schools of sciences and certain experts in different routes. Besides, tourist terminology undergoes significant changes in accordance with the rapid pace of tourism development, its sectors, types and forms, technologies and innovations, the emergence and spread of new tourist realities.

Today, the World Tourism Organization (UNWTO), as the only tourism intergovernmental organization in the UN system, has a priority right, a corresponding status and mission in unification, standardization and expansion of tourist terms. For these purposes, in 2001, the UNWTO “Thesaurus on Tourism and Leisure Activities” was published in three world languages (English, French and Spanish), which contained basic terms and concepts of tourism [9]. Based on the official terms and their definitions established by the UNWTO and presented in the Thesaurus, it should be concluded that “tourism” is a category of travel that has certain distinguishing characteristics.

It is considered that the first definition of tourists refers to 1876 and occurs in the “General Dictionary of the 19th century” (“Dictionnaire universel du 19th sie`cle”), in which “tourists” are defined as “people traveling out of curiosity or because of idleness” [10]. In historical records of tourism data remained that in the 17th-18th centuries “young people” were called “tourists” - participants of the European “Grand Tour”. From the period of the first scientific studies in tourism appeared in the 1920s – 30s, there was a need to consolidate the definitions of tourism. The formalization of

the terms “tourism” and “tourist” was also required by government agencies and organizations of the tourism industry.

The definitions of tourism were formulated with reference to individual areas of theory and practice: economics, sociology, cultural studies, cultural anthropology and geography. Economists considered tourism in terms of its contribution to the economic development of a destination, supply and demand, the balance of payments, financial and economic indicators, and employment. Sociologists and culturologists studied tourism from a behavioral models position of tourists (individuals and groups), lifestyles, practice, traditions and customs. Geographers concerned the spatial aspects of tourism, the direction of tourist stream and their dispersal in the territories, the load on resources and land-use, changes in the physical environment.

Generally, there are two types of tourism definitions with their rational meanings and uses: conceptual and technical.

Conceptual definitions lined up the theoretical framework of tourism to identify its basic characteristics, allowing to distinguish tourism and other related concepts.

These conceptual notions include the definition proposed by American researcher Jafar Jafari: “Tourism is the studying of a person outside his permanent residence, industry that satisfies his needs, and the influences that both person and industry have on sociocultural, economic and physical environment” [11].

Alister Mathieson and Jeffrey Wall give such a conceptual tourism definition, combining the ideas of mobility, tourist activities and providing them with industry: “Tourism is a temporary movement of people in a destination outside of their normal employment and residence, activity in which they are engaged during the stay in these destinations, and the infrastructure facilities created for satisfaction of their requirements” [12].

The Australian scientist Neil Leiper revealed that in the academic and government circles, as well as in the tourism industry in the 1960s and 1970s, three approaches were established to the definition of tourism: “economic”, “technical” and “holistic” [13]. The economic definitions of tourism focused on the manifestations of tourism as an industry and business; technical - emphasized the conceptual features of tourism for statistical, legal, and industrial purposes; holistic (i.e., complex) definitions considered tourism in general, comprehensively and systemically.

Tourism as a whole has a powerful positive cultural and social impact on accepting communities. Tourism, representing itself a cultural patterns and consumer habits manifestation and instrument that become symptomatic increasing number of people helps to strengthen the social structure and promotes the integration of those social groups who may feel excluded from this process. Tourism, which is a factor of contacts and dialogue between visitors and the local population, promotes mutual knowledge and recognition of both individuals and social groups at the national and international levels [13, p. 392].

Tourism not only stimulates growth, but also improves the quality of people’s lives. It can contribute to the protection of the environment and the various forms preservation of cultural heritage, as well as contribute to the consolidation of world

peace. Tourism depends on the ecological purity of the environment in a greater degree than the other economy sectors, since an increasing number of potential tourists support “green travel”. In this regard, over the past decades, the concept of sustainable tourism has gained particular popularity in world tourism. In the future, there will be no tourism as an industry if it does not rely on the following principles showed in figure 1.



Figure 1 – Tourism industry principles

Note - Made by author according to the data World Commission on Environment and Development) [4]

“Sustainable development is such development which satisfies requirements of the present but does not endanger ability of future generations to satisfy their own requirements” [4, p.16].

Under the sustainable development of tourism, we understand the process that takes place without harming the tourist resources. It is possible at such resource management, which will provide their renewal with the same speed with what they are used, or transition from slowly renewable resources to quickly renewable.

Sustainable tourism has key value for development that is reflected in purpose 8 of the UN Agenda in the field of development for the period up to 2030, task 9 of which states: “By 2030, ensure the development and implementation of encouragement strategies to promote sustainable tourism, which contributes job creation, the local culture development and production of local products” [5].

Indeed, with a sustainable approach, tourism not only has the potential to promote economic growth but can also have a positive impact on the local communities’ lives, help to preserve heritage, biodiversity and natural resources, encourage sustainable use of terrestrial and marine ecosystems, and contribute to the global response to climate change.

Sustainable tourism can also contribute to reducing inequality and spreading the values of cultural understanding, tolerance and peace [5, p. 2].

Fifty years after the International Tourism Year under the motto “Passport to the World” (1967) and fifteen years after the International Year of Ecotourism (2002), the United Nations (UN) declared 2017 as the International Year of Sustainable

Tourism for Development. This decision was made after world leaders meeting at the United Nations Conference on Sustainable Development (RIO + 20), they recognized that tourism can make a significant contribution to sustainable development and for opening up trade opportunities. The announcement by the United Nations the International Year of Tourism means that world leaders have recognized tourism as a powerful tool for transforming the world for solution the major economic, strategic and social challenges, comprehensive development and environmental sustainability of the world on the planet. The International Year of Sustainable Tourism Development has made it possible to significantly expand the existing boundaries of the current tourism sector in relation to many aspects: environmental, economic and social. The World Tourism Organization (UNWTO), a specialized intergovernmental agency of the UN system with 156-member countries, is committed to promoting tourism as a tool for achieving the Goals for Sustainable Development of the World.

The development of sustainable tourism requires both the informed participation about all relevant stakeholders, as well as strong political leadership to widen the range of participants and reach the agreement.

Together with the WTO, the United Nations pays special attention to the five basic principles - key elements of sustainable development in which strengthening tourism is ready to make the significant and long-term contribution (figure 2).



Figure 2 –Five core principles - key elements of sustainable development according to UNWTO and UNESCO

Note - Made by author according to the UNWTO data [6]

Taking into account the rapid development of the tourism industry and its importance for achieving the SDGs, the UN declared 2017 as the International Year of Sustainable Tourism for Development. [6, p.3]. It opens up broad opportunities to draw the attention of all stakeholders to the contribution of sustainable tourism in development and allows for an open discussion on how various UN agencies can contribute for promoting sustainable tourism of development.

The following sustainable tourism development goals were compiled from UNWTO data (table 1.)

Table 1 – Goals of sustainable tourism development Made by author according to the UNWTO data [6, p.7]

Goals	Definition
Economic viability	guarantee the viability and competitiveness of tourist destinations and businesses so that they can continue their prosperity and ensure their long-term benefits.
Local prosperity	maximize the contribution of tourism to the prosperity of destinations, including maintaining the proportions of the tourist load on the region.
Employment quality	increase the quantity work places, which created and maintained by tourism, including wage levels, conditions of service and accessibility to all.
Social equity	achieve wide dissemination principle of distribution economic and social benefits from tourism throughout the host community.
Accessible tourism	provide safe and comfortable tourism for all visitors regardless of gender, race, physical abilities, etc.;
Local control	involve local communities to planning and authorize them to decide about the management and future development of tourism in the region (after consulting with other interested parties).
Well-being of society	uphold and improve the quality of life at local communities, including social structures and access to resources, amenities and life support systems, avoiding any form of social degradation or exploitation.
Cultural wealth	respect and enhance the historical heritage, true culture, traditions and peculiarities of the host communities.
Physical integrity	preserve and improve both urban and natural landscapes, prevent their visual or physical destruction.
Biodiversity	support the conservation of natural areas, habitats and wildlife and minimize the damage that they cause.
Efficiency of resources	minimize the use of scarce and non-renewable resources in the development of tourism and tourism activities.
Ecological purity	minimize waste generation and pollution of air, water and land by tourist enterprises and visitors.

These goals allow you to take the necessary measures for the sustainable development of tourism. They also allow preserving a high level of tourist satisfaction and their awareness of sustainability issues.

The goals proof that the main objective of sustainable tourism is to achieve a balance between the host country, the tourist and the environment. However, finding

a balance to protect and preserve resources, taking into account the needs of all participants (current and future) is a complex task.

However, “stability” can be understood not only as the ability to maintain balance (not to collapse), but also as stability, i.e. the ability to maintain certain sustainable directions of movement. Consequently, in the well-established definition of sustainable development, the second meaning is embedded in the concept of “sustainable”, namely, development, which maintains the well-being of people and social structure by saving life-supporting functions of nature [14].

Thus, the focus of development strategy is a person with his needs - physiological and personal (material, cultural, spiritual), united by the concept of “social”. Their satisfaction in the modern world is mainly due to the state of the economic sphere - the production system and economic relations. In turn, both the social and economic components of development depend on the life-supporting functions of nature; therefore, in order for human development to be sustainable, it is necessary to ensure harmony in the economic, social and environmental spheres (figure 3).



Figure 3 – Sustainable development challenges

Note - Made by author according to the UN data [15]

The Natural Sciences Sector also includes sustainable tourism in its program “Human and Biosphere” and Global Geoparks Program, thus encouraging sustainable tourism approaches. In addition, UNESCO’s commitment to a “green economy” and the work of the Organization with Small Island Developing States (SIDS) and Least Developed Countries (LDCs), reflected in the Medium-Term Strategy for 2014–2021, make sustainable tourism a relevant topic for UNESCO.

Each thematic section provides an overview of the evidence currently available, outlines key issues that will need to be taken into account when moving forward, and identifies priority areas for action, with a special focus on the Sustainable

Development Goals and a wider Agenda in the field of sustainable development until 2030 [15, p.10].

Ensuring sustainable development of tourism is an ongoing process and requires constant monitoring of its impacts in order to take preventive and/or corrective measures whenever necessary. Sustainable tourism should also maintain a high level of tourist satisfaction and ensure that they acquire significant experience, increasing their understanding of sustainability issues and promoting sustainable tourism methods.

The condition of each spheres is reflected by the following characteristics:

– economic sphere - economic efficiency, economic growth, the degree of economic stability, etc;

– social sphere - material well-being of the population, level of education, state of health, longevity, culture development, art, sports, etc .;

– ecological sphere - the ability of natural systems of self-restoration, ecosystems integrity, biodiversity, the utilization degree of the economic capacity of the biosphere, etc.

In foreign economic literature, the problem of sustainable development is associated, as a rule, with capital management. The capitals in broad understanding are resources the usage of which allows increasing production of future benefits – goods or services. As known from classical economic theory, the economic development of society is determined by three main factors: labor, land, and capital. Since in the production process these factors are capable of generating income, they are considered as three types of capital: 1) human (knowledge, skills, experience); 2) physical, or produced (artificially created means of production, or capital assets); 3) natural (natural resources).

In recent years, the concept of social capital has emerged, which implies factors affecting the nature of relationships between people and, consequently, the effectiveness of economic relations, the well-being of society: norms of social behavior, friendly contacts, and perfection of social institutions and management. Just as physical and human, social capital determines the production effectiveness and other spheres of human activity. A team within which there is complete trust and understanding (for example, a musical band or a sports team) is capable of doing much more than a team that does not differ in these qualities. However, proven approaches to the quantitative assessment of social capital have not yet been developed, so it is often interpreted broadly, combining with human capital.

Weak sustainability is defined as the preservation of the value of the aggregate capital stock over time, which can occur not only with the growth of all its types, but also when some of them grow faster. In this case, a quantitative replacement of one type capital by another is allowed. Formally, the condition of weak stability can be represented as follows:

$$K + S + N \geq 0$$

where K - the increment of produced capital; S - the increment in social-human capital; N - increment of natural capital.

Since all types of capital are adequately expressed in monetary terms, in accordance with the policy of weak sustainability, the exhaustion of natural capital can be compensated by investing, for example, in produced capital. Weak sustainability is better than the absence of any sustainability in general, but with such a vector of development, humanity is threatened with the loss of natural wealth. In addition, several functions and services of ecological systems that are vital to humans cannot be replaced. Due to this problem, there was a concept of the critical natural capital meaning the natural benefits, which cannot be replaced (unique landscapes, rare species of plants and animals, etc.). The concept of strong stability demands that each type of the capital was supported, at least, not below some minimum level. Restriction for strong stability can be expressed as follows:

$$K \geq 0; S \geq 0; N \geq 0$$

Strong sustainability is a state in which natural capital, which is the fundamental basis of human existence, does not diminish with time. To implement this concept, one should be guided by the Chinese proverb: “We did not inherit our nature from our ancestors; we borrowed it from our descendants”. Professor of the University of Maryland (USA), one of the founders of ecological economics, H. Daley, put forward his sustainability criteria corresponding to this concept, stated in figure 4:

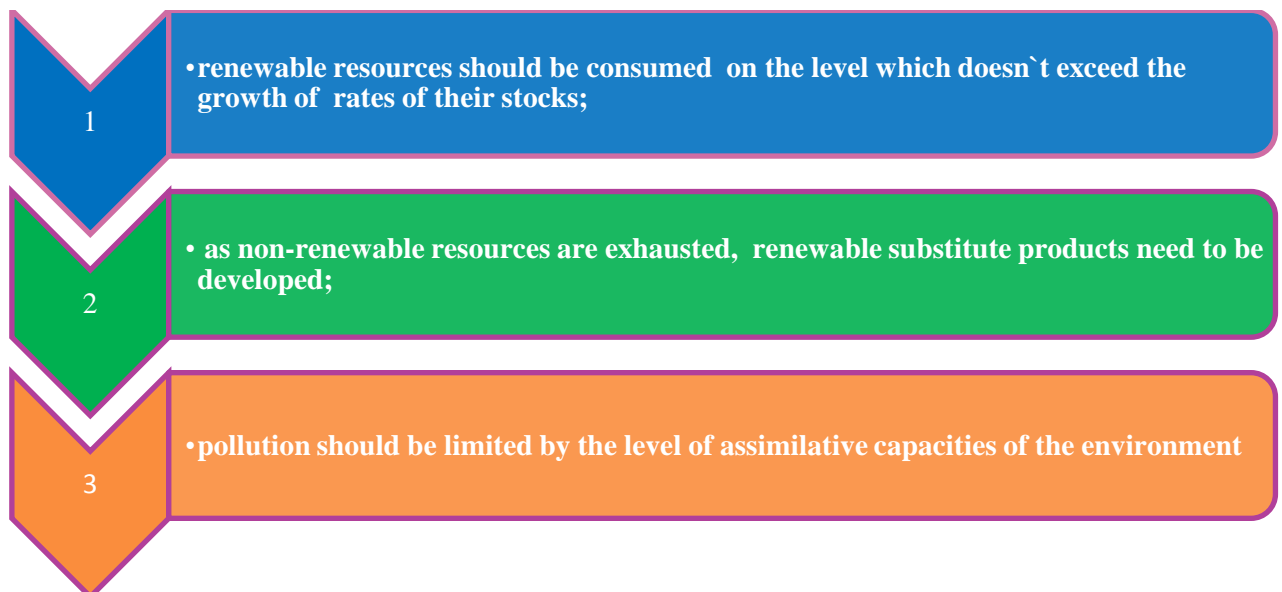


Figure 4 – Sustainability criteria

Note - Made by author according to H. Daley [16]

The concept of sustainable development includes the following main points:

1. Humanity can give to the development a stable and long-term character so that it can meet the necessity of people without depriving future generations in this opportunity, by the following conditions, showed in figure 5:

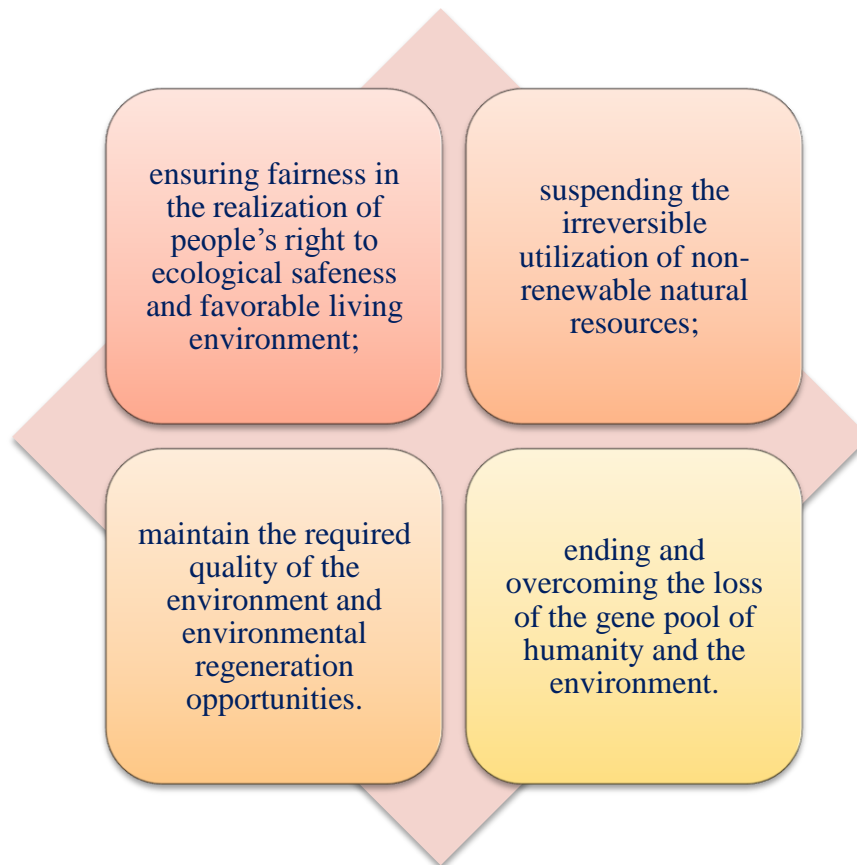


Figure 5 – Sustainability conditions

Note - Made by author according to H. Daley [16]

2. At the heart of sustainable development lies a careful attitude to the available global resources and the ecological potential of the planet. The necessary restrictions on the exploitation of natural resources have not formulated the basic principles of sustainable tourism.

The goal of achieving sustainability is to ensure that the total capital stock does not decrease, and subsequent generations could have the same (not smaller) potential for development as the current generation. Depending on achievement route of this purpose, distinguish concepts of weak and strong stability.

According to the scientist, the concept of strong sustainability does not mean the preservation of each biological species and non-renewable resources, but the removal of the latter (oil, gas, metal ores and other mineral wealth) must be compensated by investing part of the profits in renewable natural capital (animal and vegetable resources, aquatic bioresources, ecosystem goods and services, etc.) [16, p.10].

Recognizing the principles of sustainable development in tourism means:

1. Maintenance of social fairness, manifested:

– In caring for the local population and maintaining a stable social and cultural environment in the tourist destination. To do this, it is necessary to increase the attractiveness of employment in tourism, improving working conditions, expanding

career opportunities, providing opportunities for training and professional development;

- Availability of tourist services to all citizens, including low-paid and socially vulnerable groups.

Social tourism should help reduce the seasonality of demand and maintain sustainable year-round employment. During the establishing accommodation facilities, catering and entertainment facilities, transport infrastructure, it is important to take into account the peculiarities and needs of people with disabilities.

2. *Ensuring environmental sustainability, which implies:*

- introduction of resource-saving technologies, ecologization of tourism industry enterprises economic activities; the creation of conditions for the redistribution of the flow of tourists on the territory of the destination, taking into account the permissible recreational loads and the stability of natural complexes to anthropogenic impact;

- system organization of environmental education and training for the broad layers of population in order to improve the culture of environmental management, preserve and restore unique natural complexes.

3. *Achievement of economic efficiency, which requires:*

- to ensure a higher efficiency of the tourism resources usage based on the introduction of innovative resource-saving technologies and materials, minimizing costs by reducing energy, water consumption and waste;

- seek to improve the quality and competitiveness of the tour product (the usage of new, environmentally friendly technologies in the implementation of tourism activities can be a powerful argument in the competitive struggle in the global tourism market);

- to introduce certification and marking of tourist services and products in practice of organizations' activity of the tourism industry [17].

Developing a certification system for enterprises using sustainable development approaches provides additional competitive advantages in the global market.

In 2004, the World Tourism Organization formulated the concept of sustainable tourism development, the main provisions of which state: “The norms and practices of managing sustainable tourism development can be applied to all types of tourism and to all types of destinations, including mass tourism and various niches of tourist segments. The principles of sustainability relate to environmental protection, the economic and sociocultural aspects of tourism development, and an appropriate balance must be established between these three aspects to ensure the long-term sustainability of tourism [18]. Thus, sustainable tourism should be as following showed in figure 6:

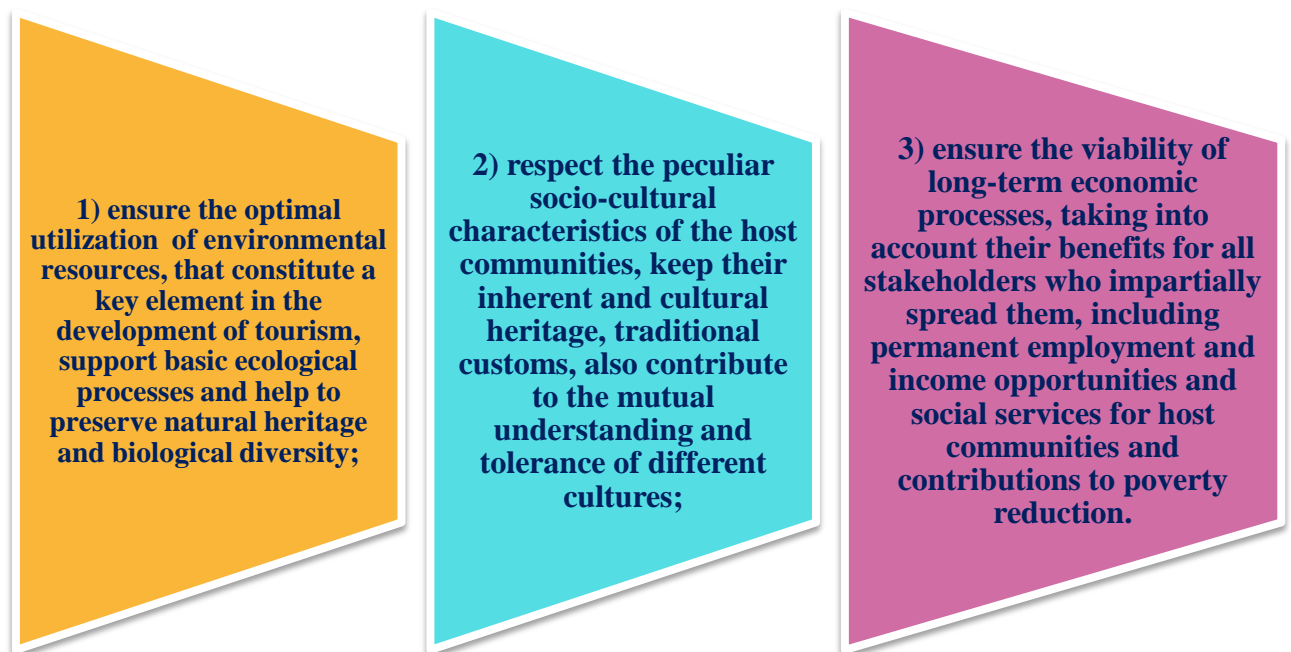


Figure 6 – Sustainable tourism steps

Note - Made by author according to Reports of the Regional Conferences on Sustainability Certification of Tourism [18, p.83]

1.2 Methodological basis for the tourism sustainable development issues study as a global phenomenon

The methodology in its broad sense is a study of the structure, logical organization, methods and means of activity. The method, in turn, is a set of techniques and operations for theoretical research or practical learning of reality. Methodology as a study of research methods in tourism is a set of views, the result of knowledge and understanding the life practice, which allows creating specific theoretical judgments about the phenomena and processes in this field of activity. For tourism studying as a type of people activity as successfully developing industry of world managing conduct researches by means of various methods. In the science of tourism, scientists and experts in their researches are based on a common, special and private methodology. The general methodology provides correct and accurate ideas about the general laws of tourism development, its originality and constituent components, as well as the place and role of the phenomena that are studied by scientists and specialists. It is based on a dialectical approach to understanding the essence of tourism. This methodology is based on the materiality of the world around us, in which matter is in continuous motion, development. The driving forces of the development of the surrounding world are subject to the laws of dialectics - the unity and struggle of opposites, the transition of quantitative changes into qualitative negations. A special methodology allows formulating laws and regularities relating to the originality of the formation, development and functioning of the phenomena that are investigated. This methodology in the study of specific phenomena and processes

in tourism allows using the appropriate methods and principles, procedures, techniques to determine the final results of research [19].

The special methodology are based on the following principles: scientific - based on general scientific knowledge and based on the achievements of related sciences, such as economics, law, management, computer science and sociology; visualization - is implemented in the basic teaching methods, based on the need to create a visual image, which contributes to its better assimilation and memorization; accessibility - based on the characteristics of the staff, the possibility of mastering one or another level of complexity of the content of the training of tourist activities; the unity of the theory and practice of learning is based on dialectics and is implemented in the process of activity, which implies the need to achieve the level of practical application of the knowledge gained for their complete and accurate assimilation; upbringing nature of training is determined by the coincidence of the training and education directions, since training is aimed at shaping the personal qualities of specialists, which realizes the main goal of education. Private methodology is a set of methods, tools, techniques and research methodology of specific phenomena of tourist activities that make up the object and the subject of its analysis.

It is based on the following principles showed in figure 7:

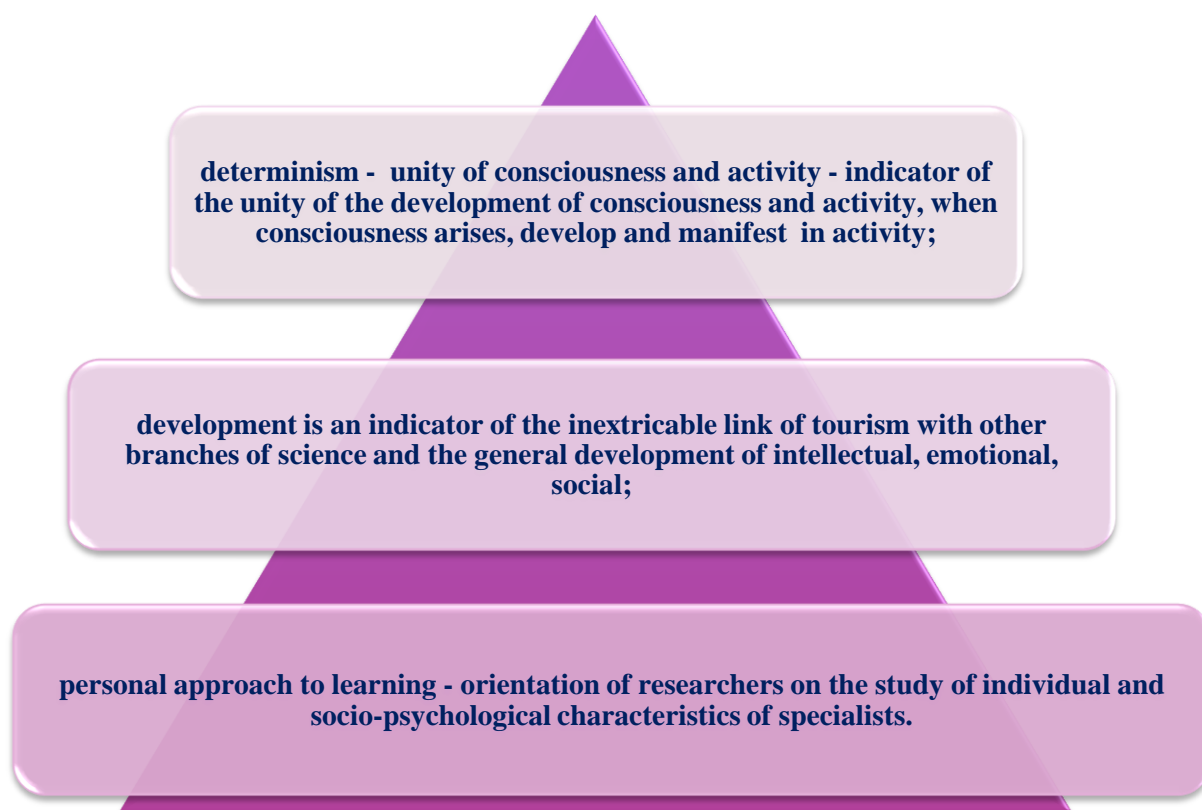


Figure 7 – Principles of tourism methodology [20]

In connection with the above principles of the tourism methodology, the following definition of sustainable tourism development, where it is assumed responsible and accessible to all within the framework of the right to rest and travel

while respecting the public choice of all nations and expresses a desire to promote a fair, responsible and sustainable global tourism order, which will benefit all sectors of society in an open and competitive global market economy [20, p. 150].

The key concepts of sustainable tourism development, its basis for research and knowledge, are the concepts of “methodology” and “theory”.

After analyzing the existing materials, we concluded that modern science puts the following features into the philosophical concept of “methodology”:

1)The doctrine on how to organize and build theoretical and practical human activities;

2)The doctrine revealing the socio-historical dependence of the means of human activity on the level of their development and on the nature of the problems they solve;

3)The doctrine, which provides normative and rational construction of typical programs of human activity;

4)The doctrine which conditionality comes to light during change of its bases and also process for development of new methodological means;

5)The doctrine, which can be interpreted from the standpoint of philosophy, while philosophy can also be characterized in the framework of some generalized methodology;

6)The doctrine, that is conditional in the context of constantly reproducing repertoires and procedures for the activities of people;

7)The doctrine the development of which is connected with dynamics of informative problems, the cultural and historical nature of informative means, variability of concepts, formation of new informative installations;

8)The doctrine which structure included the philosophical representations considering the schemes of activity created by people for reproduction and updating of social life;

9)The doctrine which task is examination, designing and activity of scheme transformation of integrated into daily experience of people;

10)The doctrine as a basis for understanding and rethinking contemporary cultural issues;

11)The doctrine that analyzes everyday behavior and thinking of people, as their actions and communication lose their naturalness, develop into a set of original guidelines, developed by people in the process of solving specific life tasks [17, p.23].

The structural and substantial analysis of interpretations for the concept “methodology” which is carried out by us revealed eleven most general, its characteristic signs. The comparative analysis of these signs with points of the concept’s “tourism”, “tourist activity”, “tourist business” revealed those signs (and on the substance of function) methodologies which are a philosophical basis for the theory and practice research of tourism development and public administration by tourist activity can be seen in figure 8.

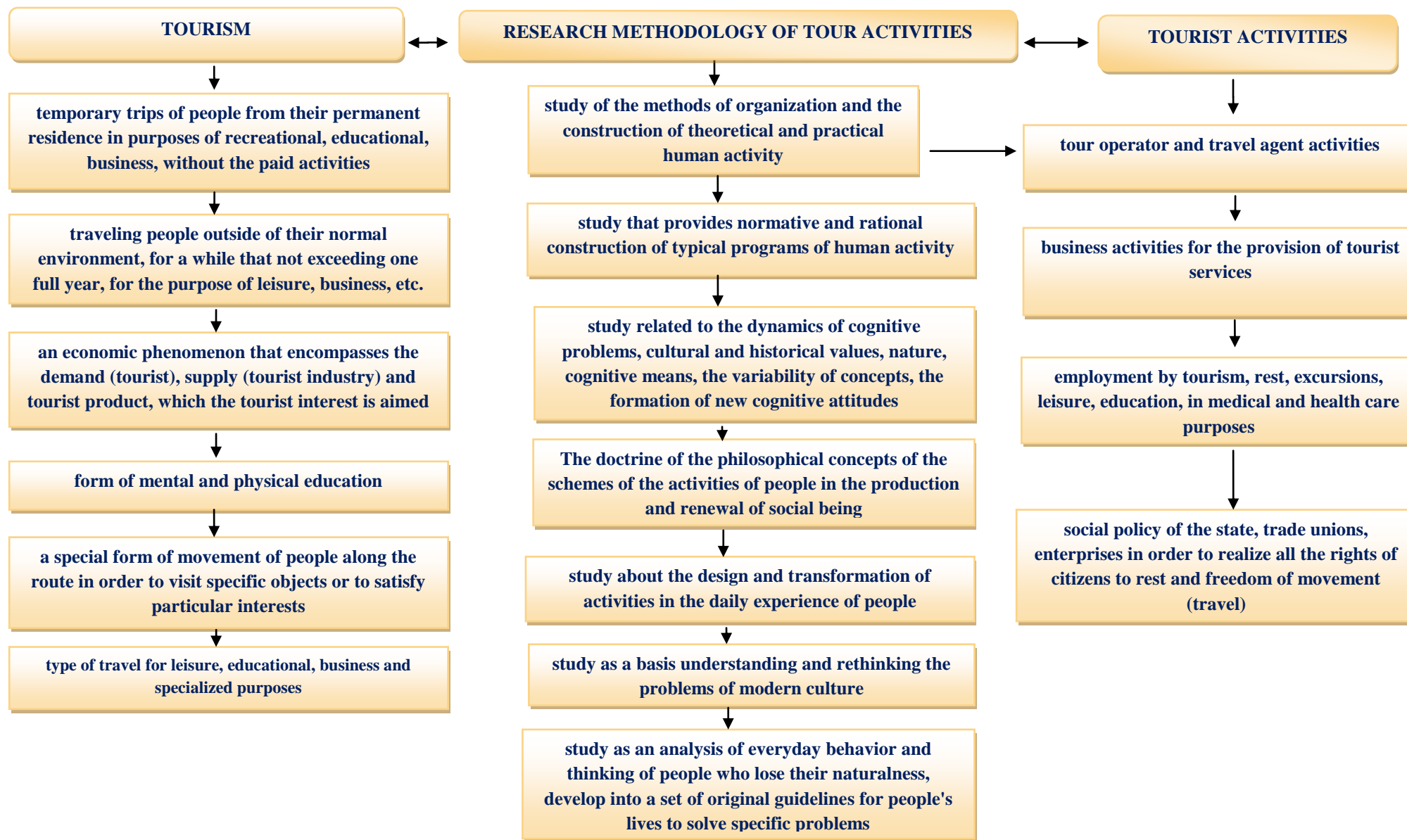


Figure 8 – Scheme of the comparative structural and informative analysis for the concepts “tourism”, “research methodology”, “tourist activity” [17, p.29]

First of all, these include: first, third, seventh, eighth, ninth, tenth and eleventh signs of the concept “methodology”: routes of organizing and building theoretical and practical human activities, normative rational construction of typical programs of human activity, the formation dynamics of new cognitive attitudes; consideration schemes of human activity for the reproduction and renewal of social being, construction and transformation schemes of human activity integrated into everyday experience, analysis of everyday people behavior, comprehension of modern human culture [21].

Hegel’s unity idea of the mutually exclusive and at the same time mutually assuming each other contrasts or the idea of a contradiction is very important for methodology of our research. Hegel considered the contradiction to be an internal impulse of development, which moves from simple to complex, from immediate to definite, from abstract to concrete more complete and true result [22].

Hegel deeply and concretely understood the inner nature of the contradiction itself, precisely as the discovery of contradiction and its resolution, when the original antinomy (contradiction in law, reasoning, proving that two utterances, which are the negation of each other, flow from one another) is simultaneously carried out and removed. In the Marxism philosophy, dialectics is understood as the doctrine of the most common natural relationships, the development of being and cognition, based on this doctrine of creative knowledge [22, p.305-306].

In the philosophical works of various authors in the past century, the dialectic was subjected to harsh criticism (in our opinion, in many routes, unfounded) for its claims to universal inclusiveness and excessive abstractness. However, it is precisely the dialectical laws of unity and struggle of opposites and the logical links between the development of being and cognition that allow us (taking them as a methodological basis) to resolve the main contradiction of the tourist activity of a mankind. This contradiction has never been considered by philosophers from near and far abroad as the philosophical basis of tourism. To formulate the essence of this contradiction, it is necessary to analyze the historical roots of the emergence organized travel and tourist activities of human.

Over time, people intensively mastered other routes of learning and by the end of the twentieth century had the opportunity to receive virtual information, to form real impressions about a lot of things happening around: on the ground, underground, on water, under water, in the air and even in space. The tourist impression was formed as a result of visits, under the influence of natural factors, the image of the territory, the level of infrastructure development, conveniences of accommodation and use of infrastructure elements, local traditions, household activities, etc. In other words, it develops under the influence of the regional environment into which the tourist “plunges”, and the workers of the industry who serve him. In turn, the tourist impression has an impact on the human factor and the regional environment, changing them. All these diverse elements united in the system of tourism have to be reproduced for ensuring its sustainable development.

This is one of the main contradictions of tourist activity: the more opportunities a person gets from virtual knowledge of the world, the more people want to visit the

same ones - attractive tourist facilities, the greater the risk exposure and depletion of tourist and recreational resources, the greater the likelihood exceeding the recreational capacity of places of tourist visits and imbalances in the ecological balance [23].

In the presented model, each element of the reproduction process consists in its individualized cycle: reproduction of attractors by creating new ones; restoration and restoration of existing ones; additional use of their properties; the reproduction of the tourist product by increasing the number of services offered; improving and improving the quality of existing, etc. At the same time, depending on the level under consideration (micro, meso, macro), the scale of reproduction processes will be different. So, at the micro level (of a single enterprise in the tourism sphere), there is a reproduction of the components (elements) of this enterprise (reproduction of the building where it is located; equipment necessary for the production of tourist goods and services (computers, terminals); labor force, etc.) Only coordination in time and space of all these cycles, the core of which is innovation, ensures the process of expanded reproduction and sustainable development of tourism in the region [24].

Thus, reproduction is a rather complicated process that requires appropriate planning and management designed to ensure the competitive advantage of the product in the domestic and global tourist markets and help to achieve the main goals of sustainable tourism development. Sustainable development is called process within which development happens without causing damage to resources and their exhaustion, as does development possible. This, as a rule, is achieved either by such resource management, at which they can be renewed at the same speed with which they are used, or by switching from slow-renewable resources to rapidly renewable ones. With this approach, resources can be used by both future and present generations. However, at present, the term “sustainable development” does not have a generally accepted definition. Thus, some scientists interpret it as economic growth, ensuring the satisfaction of the material and spiritual needs of both present and future generations while maintaining the balance of historically established ecosystems. A number of authors connect a concept of sustainable development with the stable social and economic development, which is not destroying the natural basis.

Tourism as a socio-economic system can evolve from one type to another, in such a route that consumed resources are restored, reproduced, replaced by others, their expenditure is minimized, if development is not possible without non-renewable resources (for example, ecological tourism, which today is 40% of all types of tourism). Its main characteristic is the ability to efficiently use, autonomously modify the resources of its development, rational production and consumption patterns.

Various interpretation of a stability concept of a social and economic system emphasize complexity of the analyzed phenomenon. In turn, the sustainable development of tourism should be understood as the creation of conditions considering the impact of external and internal factors that improve the characteristics of the tourism system, while achieving dynamically changing goals within the limits of acceptable growth limits (or restrictions - economic, environmental, and others) [17, p.51].

Thus, it is necessary to comprehensively study the actions of external and internal factors that have both positive and negative effects on the tourism development in the region, and their management capabilities. In the process of developing a regional program of support the area under study (especially at its conceptual stage), the entire set of internal and external factors determining the priorities and prospects for the development of tourism in each territory is subject to accounting. The presented (figure 9) classification of factors reflects their interconnection: direct and inverse relations of external (exogenous) and internal (endogenous) forces acting on tourism development in the region, as well as the time factor – seasonality. Special attention is paid to tourists, because it is the basis for the formation of a tourism system in the region.

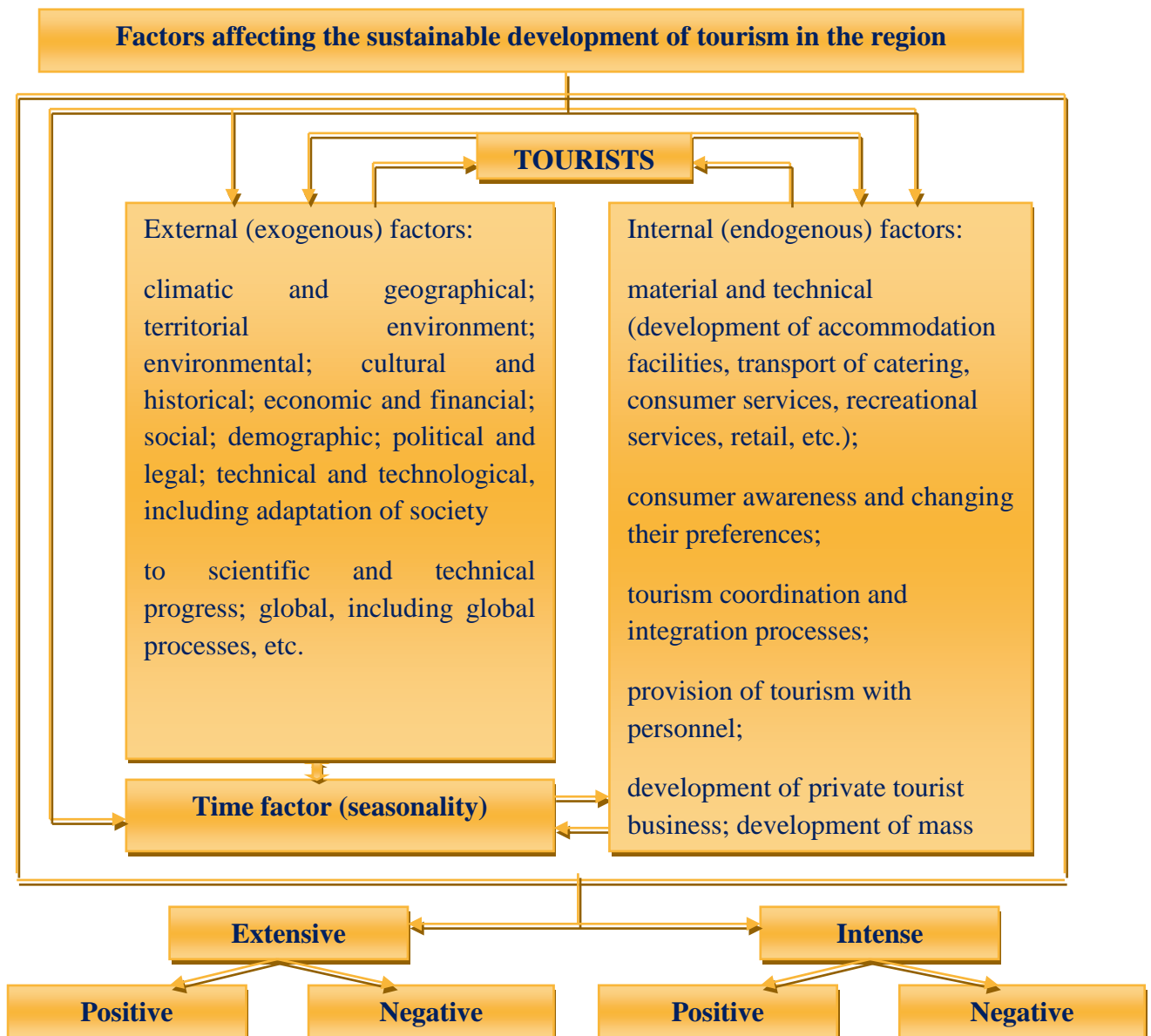


Figure 9 – Classification of the factors affecting on the sustainable development of tourism in the region [17, p.27]

External factors of the natural and anthropogenic environment, having a certain independence from the tourist system of the region, actually form the conditions for the development of tourism, stimulating or restraining it. Among external factors, first of all, it is necessary to single out the territory, which is a socio-economic space in which tourism develops. The analysis shows that the territorial factor influences its development in the region strongly, multifaceted and contradictory. The role of this factor is still poorly investigated - especially in its possible negative effects (for example, the impact on the environment).

One of the important factors influencing the development of tourism in the region is ecological, which determines how satisfied a tourist is with travel, leisure, fulfillment of desires, through a sense of comfort, an atmosphere of hospitality, safety and beneficial healing effects.

The influence of economic and financial factors on tourism (such as changes in the economic and financial situation, income level of the population and unemployment) is due to the fact that there is a close relationship between the trends in the tourism development and the economy of a region (country, world). As a rule, the territory with a developed economy is the leader in the travel market by the number of tourist trips of its citizens. The level of development of the material and technical base and infrastructure of the studied sphere depends on the region's economic situation [25].

Among social factors, first of all, it is necessary to note an increase in free time among the population (reduction of working time, increase in the duration of annual vacations), which, combined with an increase in living standards, means an influx of new potential tourists, an increase in their education, culture and aesthetic needs. Since today there is a noticeable tendency to splitting up vacation time, then in order to work out a program for developing tourism in the region, it is important to know the total free time budget of various social groups, the structure of this time (by days of the week, recognition of seasonality, types of leisure activities), content and dynamics value orientation of the real and potential consumer of tourist services.

Demographic factors (population size, gender and age structure, marital status, urbanization, personnel qualifications, hospitality of the local population, etc.) have a constant influence on the development of tourism. Therefore, persons show the greatest tendency to active forms of tourism at the age of 18-30 years. However, the peak of the general tourist mobility of people is observed on reaching them 30-50 years.

Political and legal factors have a significant impact on the sustainable development of tourism: the political situation in the region, country, world; open border policy; mitigation of administrative control in the field of tourism; unification of tax and monetary policy. Thus, the Israeli-Palestinian conflict has a negative impact on the tourism development in most Middle East countries.

The technical technology factors connected with scientific and technical progress also have significant effect on tourism development. Opportunities for improvement and production of new types of services are opening up (increasing the

speed and comfort of vehicles, transport safety, etc.). The organization of mass tourist travel today is impossible without information technology [17, p. 28].

Internal factors affecting tourism are those that form and act directly in its sphere. These include material and technical factors associated with the development of accommodation facilities, transport, catering enterprises, the recreational sector, retail trade, etc., as well as:

- demand, supply and distribution of the tourist product;
- deepening market segmentation;
- strengthening the role of coordinating tourism activities and limiting monopolization processes;
- improvement of means and methods of mass information and public relations in the promotion, advertising and sale of developed tourist products;
- increase the professional level of staff in tourism;
- priority development of private tourist business.

The above factors can be divided into extensive and intensive, which, in turn, can have both a positive and a restraining (negative) influence on the development of the studied sphere.

The extensive factors include the increase in the number of employees, the increase in the number of material resources involved in the economic turnover, the construction of new tourism facilities with the technical level of existing ones.

Intensive factors - staff development, development of the professional and qualification structure (technical improvement of the material base through the introduction of the achievements and results of scientific and technological progress, including the implementation of targeted programs to improve the culture and quality of services, industrialization, technologization and computerization, rational use of material resources, facilities and routes, etc.).

The constraining (mostly external) factors include economic crises, political and financial instability, inflation, unemployment, criminality, poor environmental situation, toughening of tourist formalities, etc.

A special place among the factors influencing the sustainable development of tourism in the region occupies the seasonal factor. Under the seasonality, usually understand the property of tourist streams to concentrate in certain places for a short period of time. For example, for the Semirechensky region of Kazakhstan, the high season is July-August, when it is possible to organize commercial ascents to the highest peaks of the country (Khan-Tengri, Marble Wall, etc.). Ascent to the highest point of Kazakhstan, Khan-Tengri peak (6.995 m), is the most expensive commercial tour in the practice of domestic tourism [25, p.10].

Thus, the main contradiction of the tourist activity of mankind is formally deepening; both of its contradictory factors become even more ambitious. At the same time, all the main functions of tourism over time have not only lost social significance, but also increased the effectiveness of their impact on the lives of the Earth inhabitants.

The methodological substantiation of the research of tourism activities must include a philosophical analysis of the main social functions of tourism as a global

phenomenon. The main groups of functions are socio-economic and socio-humanitarian functions.

The second group of social and humanitarian functions includes: cognitive, curative, socio-communicative, aesthetic, emotional-psychological, sports and recreational, creative, pilgrim and others. It should be considered in more detail - the educational and sports and recreational functions of tourism. At the same time, based on the original methods, at first chaotic, and then organized travel, it is considered to be cognitive as the main social function. However, the technology of human knowledge in the process of tourist travel has its own characteristics. So, it is possible to listen to a lot of lectures on tourist sites included in the World natural and cultural heritage, read by highly qualified specialists. For example: about the Egyptian pyramids or the Grand Canyon of the Colorado River. However, the perception of this information will be less vivid and memorable than the visual perception of these objects by a person during a tourist trip.

Modern medical research has shown that a person perceives 80% of all information through visual receptors. Philosophers are already writing about the high efficiency of visual thinking. According to many psychologists, visual thinking is thinking in the true sense of the word, and not just a special form of direct sensory reflection. Visual thinking is a mediated generalization, a reflection of the essential connections and relations of outer world objects [26].

According to philosophers, the epistemological function of visual thinking is as shown in figure 10:

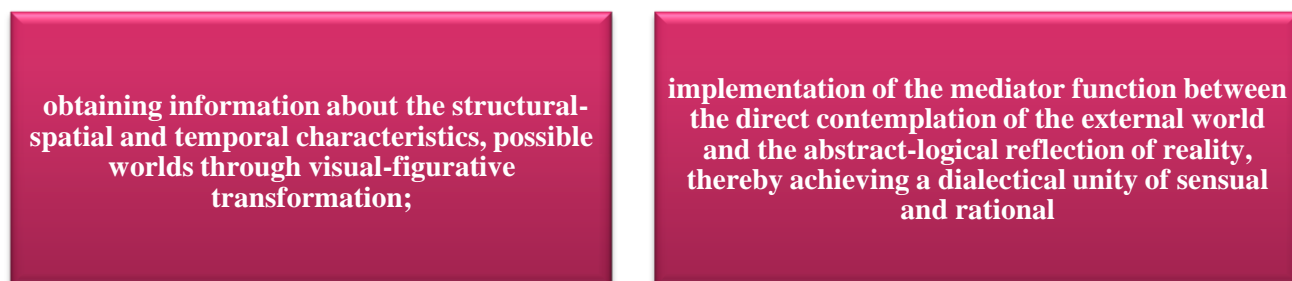


Figure 10 – Epistemological function of visual thinking [22, p.102]

At the same time, the methodological function of visual thinking is a function of foreseeing new modes of action. Through visual thinking, a person paints a Figure of changes that are the goal of his activity, creates an ideal image of the final result of his knowledge. Thus, visual thinking performs an epistemological and methodological function, increases the degree of objectivity of the content of knowledge, and establishes the truth of knowledge before testing it in practice. This is the philosophical basis of the cognitive function in tourism. Therefore, we rely on the methodological foundations research of philosophers on the problems of virtual thinking.

Considering the potential of natural, tourist and recreational resources of tourist activity (most demanded when implementing the health improvement function of tourism) from all vectors of ideas about human nature and human health, the

methodological basis of the natural science and integrative direction of research is of importance for us. Within the natural-science direction huge interest for efficiency research of improving tourism function is V. Vernadsky's works [27]. The most valuable in this series are the factual materials, the empirical and theoretical conclusions of experienced medical tourists. The method of rational reconstruction is necessary to ensure the principles of continuity between representatives of various historical stages of the formation of philosophical thought. According to the method of rational reconstruction, the past is depicted as an approximation to the current state of the problem. Therefore, a combination of methods of historical and rational reconstruction is required.

The health problem is not exclusive in philosophical anthropology; therefore, the structural-functional method is used to clarify the main aspects of health in philosophical anthropology as a whole.

Thus, having considered the philosophical explanation of the essence of visual thinking, we get the opportunity for a meaningful and methodological improvement of the implementation of the tourism function. And, in addition, use the listed philosophical principles as a methodological basis for the study of tourism activities:

a) reliance on the concept of methodology, interpreting it as a teaching, methods of organizing and building theoretical and practical human activities, normative and rational construction of typical programs of human activity, the dynamics of the formation the new cognitive attitudes; consideration of schemes human activity for the reproduction and renewal of social being, construction and schemes transformation of human activity integrated into everyday experience, analysis of everyday people behavior, comprehension of modern human culture.

Listed in its structure and content, of all philosophical doctrines most closely approximates dialectics – philosophical conceptualization of development, adopted in the logical-conceptual dimension and stated in the historical-philosophical tradition, both as a theory and as a method. It is this definition of the methodology concept with the indicated features that allows resolving the main contradiction of the tourist activity of mankind: the more opportunities a person gets from virtual knowledge of the world, the more there are those who want to go on a real tourist trip;

b) to realize the global goal of tourism (increasing the duration and improving the quality of human life), a philosophical and technological substantiation of the realization two main tourism social functions is needed: health and cognitive. Solving the problem of improving people's health is a priority task for society; this has led to the development of methodological and organizational approaches to preserving health, as an essential component of human existence. Modern domestic medicine in the foreseeable future will not be able to significantly affect the preservation of human health. In this regard, the need to search for more effective routes and means of maintaining human health, including by means of tourist activities;

c) based on the original methods, at first chaotic, and then organized travel, the main social function is reason to consider cognitive. However, the technology of human knowledge in the process of tourist travel has its own characteristics.

1.3 International practice and new opportunities for sustainable development of tourism in the Kazakhstan section of the Great Silk Road

Currently, the role of tourism as a global socio-economic phenomenon is constantly increasing. First, tourism has a diversified, industrial form of its development; secondly, it acts as a catalyst for the quality and diversity of the services provided; thirdly, it creates new jobs; fourthly, it is in the forefront of the economic and efficient development of new areas; fifthly, it ensures the development of local infrastructure and the standard growth of population living; sixthly, it quickly pays for itself and recovers; seventhly, it constantly offers modern and radically new solutions. It is not by chance that these components are recognized worldwide as the decisive factors for the sustainable development of tourism.

Modern tourist activity is one of the most highly profitable and dynamically developing branches of the world economy and from the following Figure 11 we can see in numbers the role of tourism in the world.

Despite the crisis in the world and the growing terrorist threats, international tourism continues to show growth. According to the UN World Tourism Organization (UNWTO), in 2016, tourists made 1 billion 235 million international trips. The continuous growth of this indicator over such a long period was last recorded in 1960. As a result, at the end of 2016, overseas trips made over 300 million tourists more than in the pre-crisis 2008. Revenues from tourism during this period grew at the same pace [28].



Figure 11 – In numbers the role of tourism in the world [28]

According to a study by Euromonitor International, the travel and tourism industry continues to grow rapidly and outpace the global economy. For 2017, the global stream flow grew by 3.7%, cash receipts from international tourism increased by 4.1%, while global GDP growth was 3.5% [29].

For the sixth consecutive year, the travel and tourism industry has outpaced the global economy, demonstrating also the desire of people to continue to travel and discover new places for themselves, despite the economic and political challenges around the world.

Price pressure will remain the same in the near future, as there are uncertainties in the global economy associated with political events around the world: Brexit, Trump’s ban on tourist trips, tensions over the North Korean standoff with Japan and the United States.

According to UNWTO, by 2020 the number of international tourist arrivals will increase 2.2 times compared with 2000 (from 698 million to 1.561 billion trips). Tourism revenues should increase 4.2 times - from 476 billion to 2 trillion US dollars, which is shown in the figure 12. In the near future, international experts predict the availability of profit and financial success in the tourism industry, only if new technologies and developments are introduced [30].

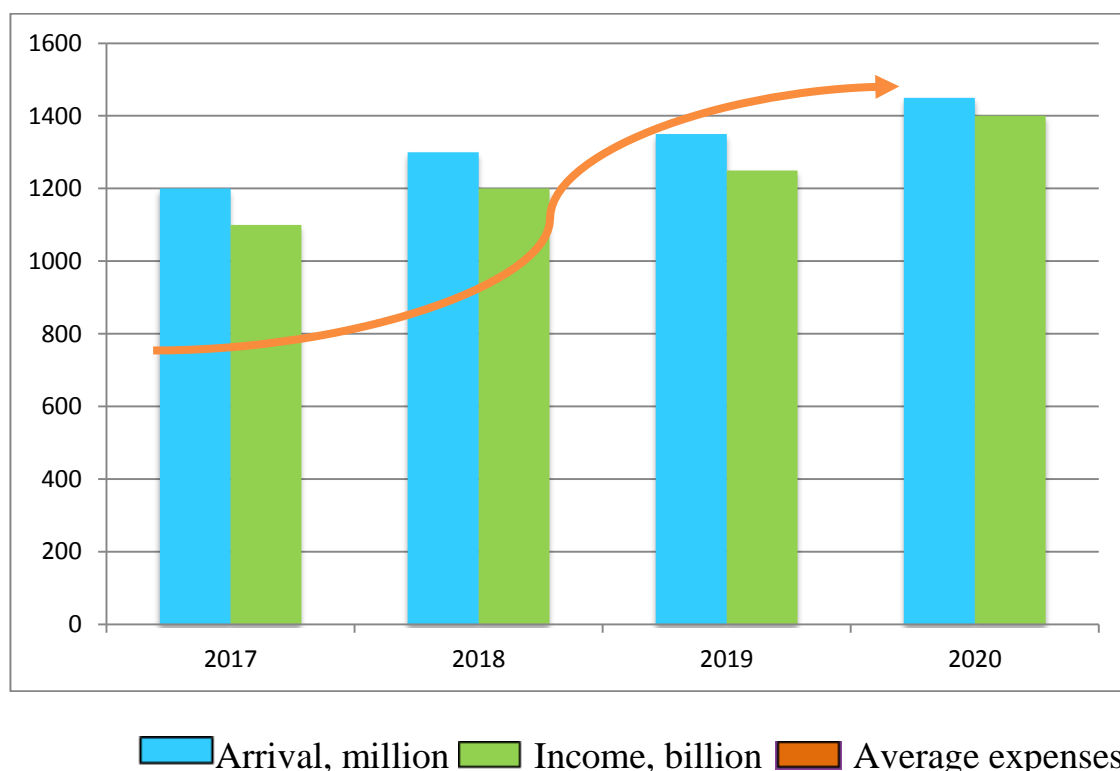


Figure 12 – By 2020 the number of international tourist arrivals [30]

It seems that the future of domestic tourism is due to its complex, flexibility, diversity, individual approach to the consumer of tourist services and, naturally, the constant introduction of new forms and methods of work. In our country, tourism should be a powerful factor in regional socio-economic development. According to the UNWTO (United Nations World Tourism Organization), the demand for tourism services will grow by 6.8% annually in Kazakhstan (for comparison, the world average is 3.9%). The sector of business travel will receive an especially rapid development (4.7%, respectively, in Kazakhstan and 3.1%, on average, in the world). The number of clients choosing educational tours in our country will increase to 15% annually. More and more followers are attracted to their cultural, educational, environmental, sports and extreme sports directions [31].

Tourism is one of the most important areas of modern economy activity, aimed at meeting the needs of people and improving the quality of population's life. At the same time, unlike many other sectors of the economy, tourism does not lead to the depletion of natural resources. Being an export-oriented sphere, tourism is more stable compared to other industries in the unstable situation on world markets.

The Swedish Environmental Protection Agency has developed and adopted the "Ten Principles of Sustainable Tourism" as it is shown below in figure 13 [32]:

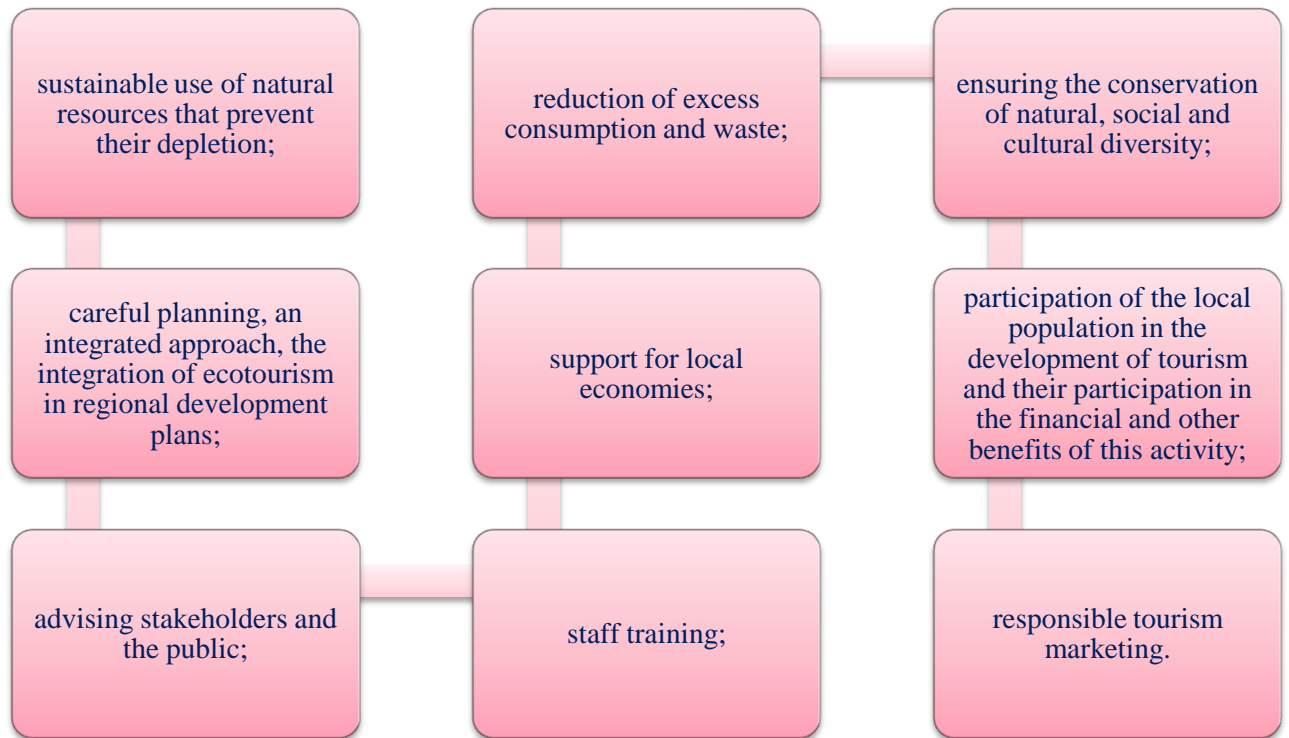


Figure 13 – Ten Principles of Sustainable Tourism [32]

Sustainable development of a particular city, region or an entire state implies such development that ensures economic growth, reduces the environmental burden on the environment and, to the maximum extent possible, and meets the needs of society not to the detriment of the next generations.

The most important aspects of the sustainable development concept, therefore, are economic, environmental and social. Indicators of sustainable development are such indicators as unemployment, migration, demography, GDP per capita, indicators of industrial and agricultural development, ecology and public health. The sustainability of social development is organically included in the system for ensuring the sustainability of national development.

The concept of sustainable socio-economic development should be based on taking into account a variety of factors, including the main element - the growth of economic efficiency as a guarantor of social stability.

The transition to a highly efficient and socially oriented market economy should be carried out as a gradual process of forming optimal mechanisms for organizing the production and distribution of a social product in order to maximize the possible growth of the welfare of society and each region. At the same time, such tasks as elimination of deformations in the structure of the Kazakhstan economy, overcoming the progressive reduction in production of high processing degree, support industries that are the basis of expanded reproduction, and providing employment to the population [33].

In the Development Strategy of Kazakhstan until 2030, the First President of the Republic of Kazakhstan drew attention to the fact that the main efforts should be directed specifically to those areas that directly determine the quality of citizens' life. The need to overcome the inertial energy source scenario for the development of a state requires the development of alternative directions that create incentives for diversifying the economy of the country's regions. The Strategy for the development of tourism in Kazakhstan is understood as a set of target programs, individual projects and non-program activities of organizational, legal, economic and international cooperation interrelated in terms of objectives, periods and resources that effectively solve the problem of dynamic and tourism sustainable development in the country. The implementation of this Strategy should ensure the contribution of the tourist industry to the solution of the following national tasks in the modern stage Kazakhstan economic development:

- creation of conditions for dynamic and sustainable economic growth;
- increasing the level and quality of life of the population by increasing the availability of tourist services, employment and incomes of the our country inhabitants;
- creation competitive tourism industry and increasing the attractiveness of our country as a new tourist destination;
- ensuring balanced socio-economic development of Kazakhstan by increasing the share of tourism in the regional gross product [34].

The following documents and steps are also making its contribution for the development of tourism and cluster initiatives: Law of the Republic of Kazakhstan dated June 13, 2001 No. 211-II "About tourist activities in the Republic of Kazakhstan (with amendments and additions as of 24.05.2018). Republic of Kazakhstan Government's Decree No. 192 "About the standards approval of state services in the field of tourism". Order No. 02-02-18 / 261 of the Minister of Tourism and Sport of the Republic of Kazakhstan "About approval of the methodological guide" Professional Standard in the Field of Tourism". Republic of Kazakhstan Government's Decree No. 406 dated June 30, 2017 "About approval of the Concept for Republic of Kazakhstan's tourism industry development until 2023". EN 15565: 2008 (E) Tourism services - Requirements for tourist training and qualification programs (IDT). GOST 28681.1-95 Republic of Kazakhstan "Tourist excursion service. Designing tourism services".

At present, the consequences of the global economic and financial crisis that has engulfed most countries have reaffirmed the need for diversification of national

economies and the danger of unstable states development based on the sale of raw materials. This applies to Kazakhstan as an oil-producing state, which indicates the need for the tourism development, if not the raw materials sector of the economy.

Kazakhstan with its unique geographical position, rich in tourist and recreational resources, historical and cultural heritage has everything in order to ensure tourism sustainable development as a sector of the country's economy. In turn, the problems of sustainable tourism development are determined by the contradictions between the growing need of people in improving competitiveness, profitability, efficiency from tourism activities and the required theoretical and practical knowledge to improve the state, inter-sectoral and system-structural management of the industry.

The resulting contradiction is due to the need:

- development of the state system regulation for tourist activities and the modern management empirical nature of the tourism industry of the Republic of Kazakhstan;
- maximum use of tourist and recreational resources for medical, sports and recreational, cultural and educational purposes for the population of the country;
- creating a unified information base of the country's tourism potential and introducing interactive technologies to promote and implement the national tourist product in the domestic and global markets;
- consolidation of efforts and inter-sectoral coordination of the ministries and departments in the formation of the tourism industry;
- creation of a competitive system of training tourist personnel, adequate to the requirements of the world and domestic market.

Practice analysis of modern tourist activities shows that the management of this area has its pronounced specificity. The importance and relevance of the problem lies in the insufficient number of theoretical and empirical developments for use in tourist activities [35].

The concept of sustainable development of the tourism cluster makes it possible to resolve the growing contradiction between the need to meet the growing needs of tourists, stimulating the rapid growth of the tourism industry, and the limited number of natural, social, economic resources of host destinations in the face deteriorating environmental conditions. The sustainable tourism provision today is one of the top priority problems in the world practice in tourism management, which involves not only creating conditions for its progressive development, but also solving a difficult task - reducing the negative effects of tourism and maximizing its positive effects.

Sustainability in tourism implies a positive balance of environmental, socio-cultural and economic aspects for the tourism industry. First, it is necessary to ensure favorable working conditions and livelihoods of the local population destinations and preserve their natural habitat, which is, taking into account the social and environmental consequences of the tourism development. The concept of United Nations sustainable development is recognized by the world community as a central strategy for the development of mankind, which is aimed at preventing natural hazards, mitigating their effects and eliminating the consequences of them. The implementation of the sustainable and safe territory principles should be carried out not only globally, but also at the national and regional levels [36].

The main difference between sustainable tourism and the traditional one is that a part of the benefits obtained in its case is directed to the restoration of the resource base and the improvement of technologies for the production of services which is shown in table 2.

Table 2 - Comparative characteristics of sustainable and mass (traditional) tourism [36, p. 95]

Comparison factors	Sustainable tourism	Mass (traditional) tourism
Tourist attraction	Amounts provided tourism services are consistent with social economic and environmental opportunities of the territory and determine the character tourist activities	Tourism activities are focused on constant increase tourist flows. Amounts provided tourist services are limited only by the capacity of the material and technical base
Tourist behavior	Tourists during their stay follow a certain pattern of behavior according to visited culture territory. Their behavior no harm natural resources traditions and customs local population	Tourists bring their lifestyle and behavior to the recreation area
Relationship to nature	Important for tourists value of existence natural objects and not their customer value	Dominates the consumer attitude of tourists to natural objects which are judged based on their usefulness for people
Relationship of tourists and local population	Friendly, respectful, purposeful which is the knowledge of a new culture	Formal relationship. Tourists consider themselves hosts that should be serviced

Sustainable tourism should also maintain a high level of meeting the tourists needs, using the multifaceted demands of tourists, increasing their awareness of the sustainability results and promoting practical activities on sustainable tourism among them [33, p.181].

Sustainable tourism development requires the competent participation of all stakeholders involved in this matter, as well as strong political leadership in order to ensure broad participation and consensus. Achieving sustainable tourism is an ongoing process requiring continuous monitoring of environmental impacts, introducing appropriate preventive and / or corrective measures, if necessary.

One of the priorities in ensuring the territory sustainable development is to reduce the vulnerability of the population and the economy from adverse and dangerous natural phenomena.

The definition given by the UNWTO rightly stresses that sustainable development of tourism should meet “the current needs of tourists and host regions, protecting and enhancing opportunities for the future”.

All resources must be managed in such a route that, while ensuring economic, social and aesthetic needs, preserve cultural integrity, important ecological processes, biological diversity and life support systems.

The final document of the World Summit on Sustainable Development in Johannesburg, which covered a wide range of issues, focused on sustainable tourism, which is defined as a route to increase the benefits of tourism resources for the local population while maintaining the cultural integrity and environmental well-being of the tourist destination.

Sustainable tourism is linked to the objectives of energy efficiency, biodiversity conservation, the development of small island states. The countries of the world agreed on the need for its development in accordance with the norms of the World Ethical Code of Tourism, adopted by the World Tourism Organization (UNWTO) [37].

Along with high economic potential, tourism has an extremely important social value, which consists of:

- Firstly, in the positive impact of tourist business on the socio-economic development destination (the host country): additional investments contribute to the development of social infrastructure; new jobs appear, resulting in an increase the living standards of the local population;
- Secondly, in the recreational-reproducing and cultural-cognitive function of tourism, which ensures the restoration of the vital forces of a person spent in the labor process, contributes to the spiritual and intellectual development of the personality [38].

Increasing the availability of tourist services for the population allows improving the human capital quality characteristics, which ultimately has a beneficial effect on the labor resources of the region.

The latter circumstance is important in the conditions of a crisis demographic situation, when, in the quantitative reduction of labor resources, in order to maintain the social labor efficiency at the same level, it is necessary to increase their qualitative parameters. As shown in the table 3 we can see the main external effects of tourism development.

The deterioration of the ecological situation significantly reduces the quality of human life, limiting the possibilities of socio-economic development. The problem arose as early as the first half of the twentieth century, but the world community today remains powerless in solving the problems of combating global, regional, as well as local sources of environmental and economic stress.

Table 3 - The main external effects of tourism development [39, p. 22–23]

Positive	Negative
Ecology	
1	2
direct financial contributions to security environment, coming in the form of fees for visiting parks and nature reserves, fishing, etc; support and development of specially protected natural areas;	intensive consumption of water resources for the provision of hotels, swimming pools, direct consumption by tourists; degradation and depletion of land resources as a result of intensive construction of housing,

Continuation of table 3

1	2
replacement of nature-intensive and environmentally hazardous sectors of the economy in selected regions and countries with environmentally-oriented tourism, including agrarian and ecological; mitigation of environmental impact; rationalization of land use protection of rare species and ecosystems, etc..	roads, airports associated with tourism and recreation, and the use of land resources as a building material for constructing house infrastructure; increase in air pollution due to the growth of international tourist traffic by all modes of transport; noise pollution from vehicles; impact on biodiversity;
Socio-cultural environment	
ensuring cultural exchange among the nations of the world, strengthening peace in the world; strengthening of local communities through the preservation and development of various festivals of local culture, etc.; creation of public services and amenities that would not be available without the development of tourism; preservation of cultural and historical traditions as factors attractive for the development of tourism; mental and physical recreation; job creation, etc.	local identity change and values as a result of the commercialization of the local culture; conflicts of cultures caused by economic inequality between tourists and the local population, the behavior of tourists; damage to culture due to vandalism, illegal export of cultural heritage objects; conflict over the use of natural resources; development of crime associated with urbanization resulting from development of mass tourism; change of working conditions, employment, etc.
Economy	
An increase in revenues flowing into the regions developing tourism (according to the WTO, tourism is the main source of foreign currency profits for 38% of all countries); multiplicative impact on the economy; creating new jobs; attracting investment in infrastructure development, etc.	Increase in local development costs infrastructure at the expense of local budgets (taxpayers); rising prices due to increased demand from tourists for basic goods and services; economic dependence on tourism, characteristic of many regions where tourism is the main sector of the economy; economic problems associated with seasonality of tourism in regions heavily dependent on the tourism industry, rising unemployment “out of season”.

For the first time, presented in 2005 in Seoul at the 5th Ministerial Conference on Environmental Protection in the Asia-Pacific Region, the concept of “Green Growth” represents the main strategic directions that ensure a balance of ecological and economic development. “Green economy” is a direction in economics that has been formed over the past 2 decades, within which it is considered that economics is a dependent component of the natural environment; within which it exists and is part of it. The concept of a green economy includes the ideas of many other areas in economics and philosophy, such as feminist economics, postmodernism, ecological

economics, environmental economics, anti-globalization, the theory of international relations, etc. The theory of green economy is based on 3 axioms that is shown in the figure 14 [40].

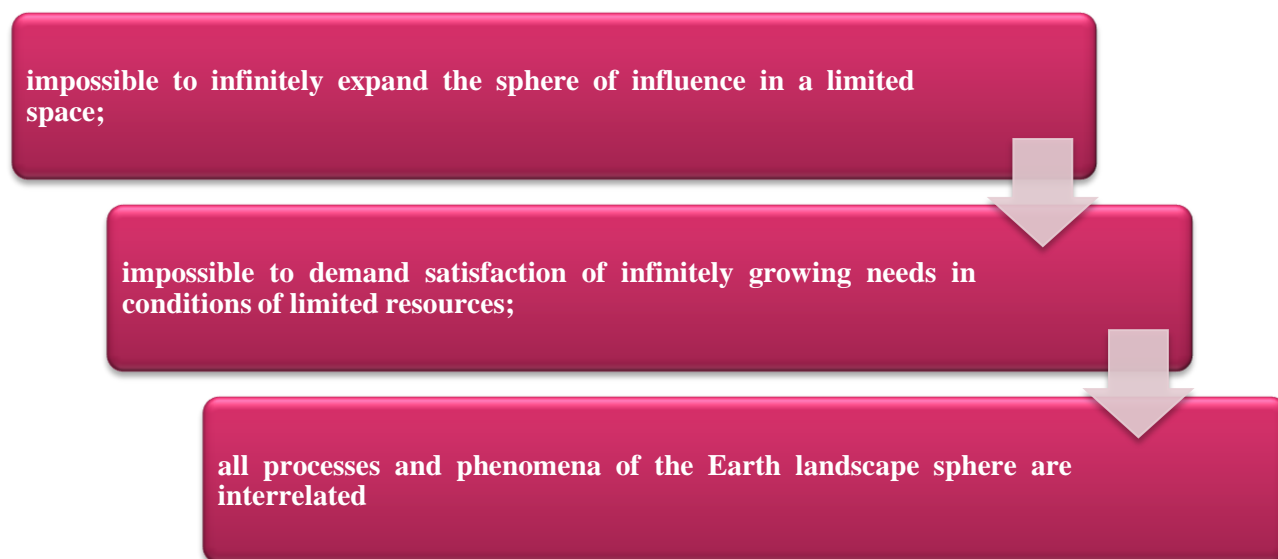


Figure 14 – Theory of green economy based on 3 axioms [40]

The theory of sustainable development has become the most researched, rapidly developing, popular and quite practical theory of modernity. All developed countries of the world, including Kazakhstan, expressed their desire to follow the direction of sustainable development, and almost all-conceptual and self-respecting official state and international documents in recent years use the concept of sustainable development as a basic ideology [41].

In world practice, there are three main links in the mechanism for the development of sustainable tourism - these are sustainable destinations, sustainable business and responsible tourists, which in essence means sustainable management, sustainable production of tourist services, sustainable consumption. There should be a division of responsibility for the sustainable development of tourism between these links. The innovation strategy in Kazakhstan requires the sustainability of the country's development in the long term. The First President N.A. Nazarbayev noted that "Kazakhstan will be a country whose brand will be sustainable development," stressing: "The future of the country is in fundamental education and advanced science" [42].

Tourism can and should be developed on the principles of sustainable development concept, while it must be considered as an integral part of the country's economy, which depends on the sustainable development of all other sectors [43]. From the following Figure 15 we can see the tools for sustainable tourism development.

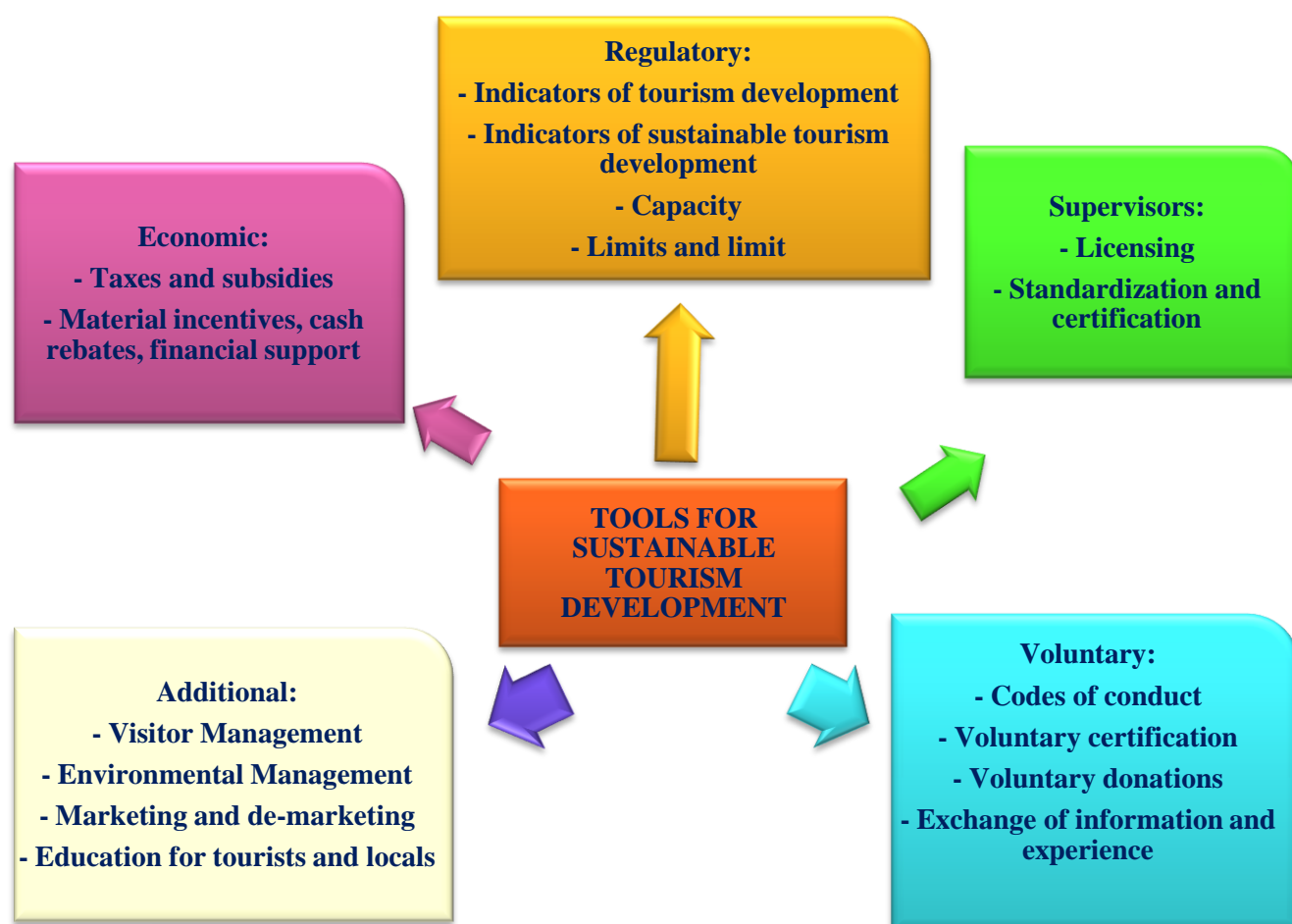


Figure 15 – Tools for sustainable tourism development [43]

Note - Made by author according to Strategy of Kazakhstan's Independence

Over the years of independence, Kazakhstan has conquered many peaks. Preservation of its culture, its own national code the First President of Kazakhstan N.A. Nazarbaev called the first condition for the modernization of a new type. An integral part of the Kazakh people, its history and traditions are sacred places. The program article of the Head of Kazakhstan State “Looking into the Future: Modernization of Public Consciousness” is intended to link together in the national consciousness a complex of monuments and form the framework of national identity under the project “Sacred Kazakhstan”. Thereby contributing to the people of Kazakhstan is to build a competitive country with a sustainable economy able to take part in shaping world trends.

A special place among the works on design and management of sustainable development is occupied by the work of the Scientific School of Sustainable Development, which forms the basis of the study.

In Kazakhstan, in this area of research, international cooperation is actively conducted with the participation of scientists, which is implemented in:

- New Kazakhstan in a changing world: electronic atlas of energy-ecological parameters of sustainable development;
- Implementation of the Concept of the transition of the Republic of Kazakhstan to sustainable development, the regional level;
- Calculation of the basic parameters of sustainable development on the examples of the Akmola region, North Kazakhstan region, Astana;
- Development of sustainable development targets for the Republic of Kazakhstan and individual regions (Karaganda, Kostanay and Zhambyl);
- Analysis of the trends of industrial-innovative development emerging in the current period and identifying the main technological megatrends;
- Rating Kazakhstan regions by the quality of life;
- Rating Kazakhstan industries in the production of labor;
- Implementation of the Republic of Kazakhstan’s Concept transition to sustainable development;
- Development of recommendations to improve the statistical reporting system in view of the need to conduct monitoring of the sustainable development parameters;
- Development of recommendations for the introduction of reporting in the field of sustainable development in Republic of Kazakhstan enterprises [43, p. 107].

Thus, having conducted research and studying international experience and new opportunities for sustainable tourism development, we concluded that sustainable tourism development is such a long-term tourism development that balances the realization of economic, environmental, social and cultural development goals. The interests of all stakeholders (tourists, receiving and sending destinations, the local population) are taken into account, based on rational use of tourist resources and all comprehensive partnership. Sustainable tourism is a type of tourism that ensures the rational use of environmental resources, supports the social and cultural characteristics of the host communities, ensures the efficiency and viability of long-term economic processes, and part of the proceeds from tourism development is used to restore tourism resources and improve the production technologies of tourism services. Sustainability in tourism implies a positive overall balance of the environmental, socio-cultural, and economic impacts of tourism, as well as the positive impact of visitors and local residents on each other. Meanwhile, it is necessary to strive to make any kind of tourism more sustainable. The norms and practice of managing sustainable development of tourism can be applied to all types of tourism. Following the path of tourism sustainable development, it becomes possible to reduce the negative effects of the tourism industry development and maximize the effective use of the tourist activities positive effects using the basic principles of sustainable tourism (table 4).

Table 4 - The basic principles of sustainable tourism in social, environmental and economy environments [17, p.30]

Name	Definition
1. Social Sustainability:	<ul style="list-style-type: none"> –sustainable development of tourism means taking care of the local population and maintaining a stable social and cultural environment in the destination. It is necessary to increase the attractiveness of employment in tourism, improving working conditions, expanding career opportunities, providing opportunities for training and professional development; –tourist services should be available to all citizens, including low-paid and socially vulnerable groups. Social tourism helps to reduce the seasonality of demand and maintains sustainable year-round employment.
Environmental sustainability	<ul style="list-style-type: none"> –the introduction of resource-saving technologies, the greening of the economic activities of enterprises the tourism industry; –creation of conditions for the redistribution of people flows resting in recreational areas, taking into account the permissible recreational loads and the resistance of natural complexes to anthropogenic impact; –organization of the environmental education system and education of the broad layers of the population in order to improve the culture of environmental management, preserve and restore unique natural complexes.
The principle of economic efficiency	<ul style="list-style-type: none"> –the development of sustainable tourism means an increase in the efficiency of the tourist resources use through the introduction of innovative resource-saving technologies and materials, reducing costs by minimizing energy and water consumption and the amount of waste; –improving the quality and competitiveness of the tourist product. The use of new, environmentally friendly technologies in the implementation of tourist activities can be a weighty argument in the competitive struggle in the global tourism market; –management of tourist streams in order to reduce the pronounced seasonality, expand the tourist season, more efficiently distribute tourist flows, both in time and in space, is undoubtedly beneficial not only from an ecological, but also from an economic point of view; –development and application of various activities to improve the certification and labeling of tourism services and products.

The concept of tourism industry sustainable development is ideologically connected with the optimization of tourist and recreational nature management, based on integrated system approach to assessing the tourist and recreational potential of a territory and choosing a model for its effective usage.

The implementation of the tourism sustainable development concept associated with the solution of a number of scientific and practical problems.

So, coming to conclusion we can state that according to international experience, the development of Kazakhstan tourism should base on an assessment of the tourist and recreational potential of the territory, its current use, as well as the definition of indicators of sustainable tourism development.

The developed methodologies for identifying indicators of sustainable tourism development have been tested in Canada, USA, Mexico, the Netherlands, Argentina and several other countries. Under the auspices of the World Tourism Organization, a

few meetings and workshops were held on the development and use of indicators for the sustainable development of the tourist destination. The indicators of the sustainable development of the tourist destination are associated with the analysis of the influence of external and internal factors that determine the development of the tourist industry. The indicators may be different, but the main purpose of their development and use is to analyze the risks of the tourism industry development, both for the tourism business itself and for the study area as a whole [42, p.10].

Tourism in the framework of sustainable development is considered in isolation. It is necessary to remember that sustainable tourism is associated with sustainable development in general, including the sustainable development of such industries as agriculture, transport, etc. Sustainable tourism is a matter of sustainable development of the state as a whole. In addition, one of the main problems in the concept of sustainable tourism development is the lack of tools for implementing the principles of sustainability in practice. Existing tools do not allow the development of sustainable tourism everywhere. Therefore, only carefully planned management can give positive results. Development of a competitive tourist and recreational complex in Kazakhstan should be carried out based on sustainable and innovative development using a cluster approach. Tourism policy in the Republic of Kazakhstan should be based on the principles of tourism sustainable development. The trinity of economic, environmental and social goals in the policy pursued by the state will be the key to the success of tourist activity.

Conclusions to the chapter 1

Tourism as a whole has a powerful positive cultural and social impact on accepting communities. Tourism, representing itself a cultural patterns and consumer habits manifestation and instrument that become symptomatic increasing number of people helps to strengthen the social structure and promotes the integration of those social groups who may feel excluded from this process.

“Sustainable development is such development which satisfies requirements of the present but does not endanger ability of future generations to satisfy their own requirements”

It is necessary to comprehensively study the actions of external and internal factors that have both positive and negative effects on the tourism development in the region, and their management capabilities. In the process of developing a regional program of support the area under study (especially at its conceptual stage), the entire set of internal and external factors determining the priorities and prospects for the development of tourism in each territory is subject to accounting.

The mechanism for the implementation of tourism policy, in our opinion, should include the concept development of sustainable tourism development, targeted programs for the sustainable tourism development, as well as the development of specific measures for their implementation. The concept of sustainable tourism development should identify the main strategic directions for the development of sustainable tourism.

Kazakhstan's sustainable development path is not a policy of survival, but a policy of strategic development based on predicting the future and taking measures to implement options that are more favorable. This strategy is presented in the document "Strategy" Kazakhstan-2050". Associated with the State Program, proposed for the anti-crisis goals of accelerated industrial and innovative development, the second five-year plan.

Fundamental to the implementation of these programs is that in 2015 the country launched the Plan of the Nation "100 concrete steps to implement five institutional reforms". It is about creating a strong state, a developed economy and a society of universal labor.

Kazakhstan's strategy proceeds from the fact that at the present stage the center of world economic development is shifting to the countries of the Asian region. Favorable opportunities are being created to strengthen the cooperation of Kazakhstan with the growing economies of the world. It is very important that Kazakhstan as an important transport hub will play a key role in the development of many other countries.

Nuriel Roubini, a professor at New York University, writes about Kazakhstan's potential for the development of the world economy: "Of course, this is an economy that is strategically located between East and West. The new Silk Road, which will connect China, Asia with Russia and Europe, with the center in Kazakhstan, is the intersection of roads from all regions that are active players in the global economy". The Trans-Kazakhstan route connecting Europe and Asia will annually account for 5–8% of the potential volume of trade in the direction China-EU-China until 2020. In the next 10 years, more than \$ 30 billion of public and private investment will be invested in the transport industry. Investments in infrastructure in the widest sense - in the financial and transport sectors and in the infrastructure of human capital - are the basic conditions for the long-term socio-economic development of Kazakhstan.

In the next 10–15 years, the Republic will have to recreate a modern industrial potential with a new economic structure as the initial base for the implementation of the "Kazakhstan-2050 Strategy", corresponding to the global trends of the post-crisis development of the fifth and sixth technological orders [44].

2 THE GREAT SILK ROAD WORLD HERITAGE INFLUENCE ON THE TOURISM FORMATION AND ITS SUSTAINABLE DEVELOPMENT IN KAZAKHSTAN

2.1 Kazakhstan's Nurly Zhol: Great Silk Road Economic Belt and the 21st century Maritime Silk Road

The ancient Chinese philosopher and sage Lao Tzu said: "Be able to know the beginning and the path of antiquity, and this knowledge will allow you to see the clue that leads to the present day" [45].

Since antiquity, the paths have been the arteries of life. It was they who first united people, then small towns, and later - cities, countries, continents, ensuring the development of economic processes and the conditions of society. Without them, it is impossible to boost the economy and prosperity of the country, even if it has vast natural resources. One of these world-famous paths that connected Asia with Europe was an amazing phenomenon - the Great Silk Road, not just a route - a route with several large branches, but a huge historical-cultural space, moving through time. In the middle Ages, there was overland international communication from the extreme limits of Asia to the West countries. Today, the Great Silk Road is included in the UNESCO World Heritage List [46].

According to the World Tourism Organization (UNWTO) this is the longest tourist route in the world. It covers Europe, Asia and Africa and connects three oceans - Pacific, Indian and Atlantic. The route passes through the territory of countries with an area of 55.4 million square km, or 43% of the Earth's land area, the population is 4.7 billion people (66.9% of the population of the planet), and the aggregate GDP is 27.4 trillion dollars (53.6%). Such a large-scale tourist project requires special approaches to the study and design [47].

The most important components of the modern stage Silk Road development are the transport corridors. The transport system is practically the levers of managing the economy, and ultimately it is the development of the whole state.

The appearance at the end of 20th century the new sovereign states of Central Asia and the pursuit of open policy gave a new constructive and powerful impetus to ancient trade route the revival.

More than 100 years have passed, and the aforementioned prediction of K. Richthofen has become true. Following China renaissance the Great Silk Road acquired the new era specifics. The "new Silk Road" arose and began to shine in all its attractiveness in the international arena. The beginning to its reconstruction was the performance at Nazarbayev University in Astana, Kazakhstan, the Chinese President Xi Jinping when in September, 2013, during the visit to four countries of Central Asia and participating in the summit Shanghai Cooperation Organization (SCO), presented the strategic concept of joint creation "the Great Silk Road Economic Corridor (Belt)" on the basis of cooperation innovative type to make active and strengthen economic contacts between the Eurasian countries. A month later, in October, 2013 Xi Jinping during the visit to Indonesia suggested the ASEAN countries to lay in common "A Maritime Silk Road". If the ancient Silk Road resembles a long

thread that stretches between East Asia and Europe, then the “the Great Silk Road Economic Belt” is essentially a zone or mega-project of economic development, uniting from 21 to 30 states with a population of more than 3 billion people, which provide 23% of world exports. It is economic development that is the essence and the main goal of its construction. It is necessary to promote the development of Silk Road countries in the process of connecting the European Economic Area and the Asia-Pacific economic region, bring new vitality and energy to ancient Central Asia by increasing investment and cooperation in this area in such areas as transport, energy, manufacturing industry, the service sector, agriculture, new energy sources, high-tech science and technology.

The objectives of “Silk Construction” are primarily the creation of high-speed highways - road and rail, fiber-optic communication, oil and gas pipelines for the energy delivery. This will give impetus to the development of related infrastructure and logistics expand tourism and provide new jobs. Transport and infrastructure development will expand cooperation in the field of “spot” trade, covering regional corridors and terminals that already exist or implemented within the framework of the SCO [48].

As Qu Xin, director of the Chinese Research Institute for International Affairs, noted, “against the background of economy globalization, all countries in the world are mutually interested in each other - they enjoy common prosperity and together bear risks, it can be said that it is very difficult for a single country to develop independently from other countries of the world, therefore must adhere to the principle of mutual benefit and joint win”.

To the Great Silk Road reconstruction each of the Central Asian countries implements according to its national development plans. The main trade items - silk, jade - have changed to hydrocarbon resources - oil and gas. For two decades, the Central Asian countries have created their own infrastructure for the extraction of hydrocarbon raw materials, built a number of new strategic export pipelines [49]. This already leads and will lead to a geopolitical reorientation of the countries along which the Great Silk Road passed. The implementation of the Great Silk Road reviving project in the modern version will allow the Central Asian countries access to world markets and thereby strengthen their economic and political positions.

There is also a growing demand for transnational tourist routes, a new tourism phenomenon that includes both land and sea routes. Thus, tourist destinations on the Silk Road have an excellent position to benefit from the expansion of joint cooperation and the strengthening of sustainable tourism development.

On the whole, the Silk Road, a cross-border tourism initiative with a unique and multifaceted proposal, has a unique opportunity to change the understanding and approach to tourism. The Silk Road tourism destinations, which are impressive examples of working together to promote natural and cultural heritage, demonstrate a model for a greener and more sustainable future for all of us. In accordance with the so-called economics of experience, travelers are increasingly looking for a different type of acquired value, preferring reliable and enriching experience with the traditional purchase of a tourist product. Thus, the Silk Road brand has all the

necessary components for prosperity, adaptation and growth in a competitive environment [50].

The economist Schumpeter has shown that technological progress is conquering the world in the wake of innovation. "The share of electronic tickets is 80%." Information and communication technologies, thanks to the unprecedented wealth of information that they transmit and the tremendous freedom that they provide to consumers through direct and individual access to services, are changing the configuration of the modern tourism industry [51].

International tourism as a whole has a powerful positive cultural and social impact on host communities. Tourism, which is a manifestation and tool of cultural models and consumer habits that are becoming characteristic of an increasing number of people, helps to strengthen the social structure and helps to integrate those segments of the population that may feel excluded from this process. Tourism, which is a factor in contacts and dialogue between visitors and the local population, promotes mutual knowledge and recognition of both individuals and social groups at the national and international levels.

Tourism not only stimulates growth, but also improves the quality of life of people. It can contribute to the protection of the environment and the preservation of diverse forms of cultural heritage, as well as contribute to the consolidation of world peace [52].

Currently, the following proportions are observed: mass or group tourists make up 20-30% of the total number of tourists; the remaining 70-80% are individual tourists traveling to nearby countries. This ratio has changed in recent years in favor of mass tourism, the reasons for which are as follows: a decrease in the number of consecutive vacation days and, at the same time, an increase in the frequency of vacations; low cost of air transportation; increase in the number of charters; increased interest of tour operators in mass tourism; search for new directions with great advantages; increase in the number of jobs in mass tourism.

We are convinced that the functioning of the Great Silk Road showed a tendency towards rapprochement of cultures in the process of intensive and regular world economic relations.

And today, the history of the Great Silk Road can be considered as an actual experience of mutually beneficial trade and peaceful cultural communication between different countries and peoples.

Thus, at present, tourism is increasingly becoming global. Many enterprises of the hospitality industry, uniting into large economic complexes, overcome the framework of individual states and entail the breaking of national barriers. In a short time interval, they turned into a noticeable phenomenon of international life and, like threads, entangled world space. These new economic entities, corresponding to a higher level of concentration and centralization of production and capital, contribute to the adoption and dissemination of international standards of tourism services [53].

Kazakhstan is a huge country with a rich spiritual history. To revive the Silk Road on this land, we also need to create a framework of national identity. In Kazakhstan already presented the 185 important historical places and 500 regional

places with national level. It is divided into five parts. First: Especially valuable monuments of natural heritage. Second: Archeological monuments and medieval city centers. Third: Religious objects – the places of worship. Fourth: Sacred places connected with historical and political events. It is huge project which will be developed and modernized in near future. We are also recommending include to the list of sacral places the route of Silk Road which were used by caravans in ancient times and make the new monuments for the great ancestors of Kazakh nation according to the history as a legacy for the future generation [54].

The UNWTO and EU specialists have drawn a conclusion, suggested earlier by domestic scientists that the longterm potential of Kazakhstan competitiveness incensement is not only export of hydrocarbons and their processing, but also tourism as the independent branch that capable to provide redistribution from oil production income to the industry of travel and recreation. At the same time tourism profitability incensement will raise Kazakhstan population quality of life. In the published reports of the World Economic Forum about the competitiveness of the travel and tourism sectors, their main goal is to create a platform for a multilateral dialogue that ensures the development in each country of a strong and long-term national tourism industry that can effectively influence to the international economic development. They also assess the state position in the “tourism ranks” through the World Travel Competitiveness Index [55].

In order to successfully implement Kazakhstan’s First President Strategy about including Kazakhstan to the list of 30 countries with developed and competitive tourism industry, we need to clearly articulate the tasks set for the main aspects and sustainable development indicators of the country’s tourism industry and tourist recreational resources.

National Tourist Administrations around the world in their activity put for an important place making the positive tourist image and promotion of the country as an attractive tourist destination in the tourist services world market.

It is well-known that tourism indirectly influences to more than 30 economy branches, it isn’t casual that also the rating of global competitiveness became one of the important tools in determination the competitiveness rating in the tourism and travel sector. At World Economic Forums, the Global Competitiveness Index is traditionally based on a combination of publicly available statistics and the company executives survey results, as well as an extensive annual survey conducted by the World Economic Forum in conjunction with a network of partner organizations - leading research institutes and companies. Representatives of the World Economic Forum indicates that the competitiveness of national economies is determined by numerous and diverse factors. So, the economy is adversely affected by inefficient management of public finances and high inflation, while the protection of intellectual property rights, a developed judicial system and other measures can have a positive effect. Along with institutional factors, education and skills development of the workforce, constant access to the new knowledge and technologies can be of decisive importance [56].

Kazakhstan in 2015 was in the 85th place, and according to the data for 2019, Kazakhstan is on 57th place that shows and proves that Kazakhstan First President has the right policy on tourism development in Kazakhstan and the country is in the right direction [57].

The project “Kazakhstan Sacral Geography” initiated by the Kazakhstan First President Nursultan Nazarbayev in the program article “Looking into the future: modernization of public consciousness” has become one of the key directions in the development of the domestic tourism industry. The project embodied the most important landmarks in the conditions of our modernity for a new stage in the development of tourism in our country. In Kazakhstan, work has begun on identifying sacred sites in Kazakhstan and collecting materials on them. At the moment, with the help of researchers, local historians, geographers, and culture experts a list of more than one hundred objects has been identified that will be attractive for both domestic and foreign tourists.

According to studies of assessments, preferences, tourist’s habits traveling on the Silk Road, conducted by the world’s largest travel site Tripadvisor in conjunction with UNWTO, Kazakhstan is not in the top 10 countries associated with the Silk Road. The study revealed that 61% of respondents want to visit the ancient cities of the Silk Road, 16% - to travel with nomads and stay overnight in the yurt, and 47% of travelers noted that they would travel to Kazakhstan together with Uzbekistan, Kyrgyzstan and Tajikistan [50, p.4].

In order to successfully implement the Kazakhstan First President’s strategy on accelerated industrial and innovative development of the tourism industry, we need to clearly articulate the tasks set for the main indicators and indicators of domestic tourism sustainable development, tourist recreational resources, and attracting tourists both domestic and foreign through the project “Sacred Kazakhstan” and “New Silk Road”.

“Silk Road Economic Belt” and “Maritime Silk Road of the 21st century”.

The Concept and Action Plan to promote the joint Construction of the Silk Road Economic Belt and the Maritime Silk Road 21st century published in March 2015, aimed at strengthening regional ties and building a wonderful future together is in great interest and enthusiasm for people.

First, the ancient Silk Road, being an important trading route, made a major contribution to the economic and cultural exchange between the East and the West. Today, in the conditions of world economy globalization, people hope that the restoration of this path will once again bring benefit the people of the countries in this zone.

Second is the Central Asia geographical advantage. The decline of the ancient Silk Road was associated with the maritime trade emergence, but over time thanks to the development of science and technology more and more roads become accessible and convenient for movement. The countries of Central Asia, which are located in the depths of the continent and are far from the sea, turn into a bridge connecting the developed European economic zone and rapidly developing Asia-Pacific economic

region. The initiative to establish the “Silk Road Economic Belt” will make the geopolitical weakness of Central Asia a special advantage.

Thirdly, Central Asia possesses rich natural resources, which today with the development of technology allow us to consider it as the base of energy resources in the 21st century. Therefore, their development and rational use will not only benefit the peoples in the region, but will also contribute to its economic development and the whole world as shown in figure 16 [58].

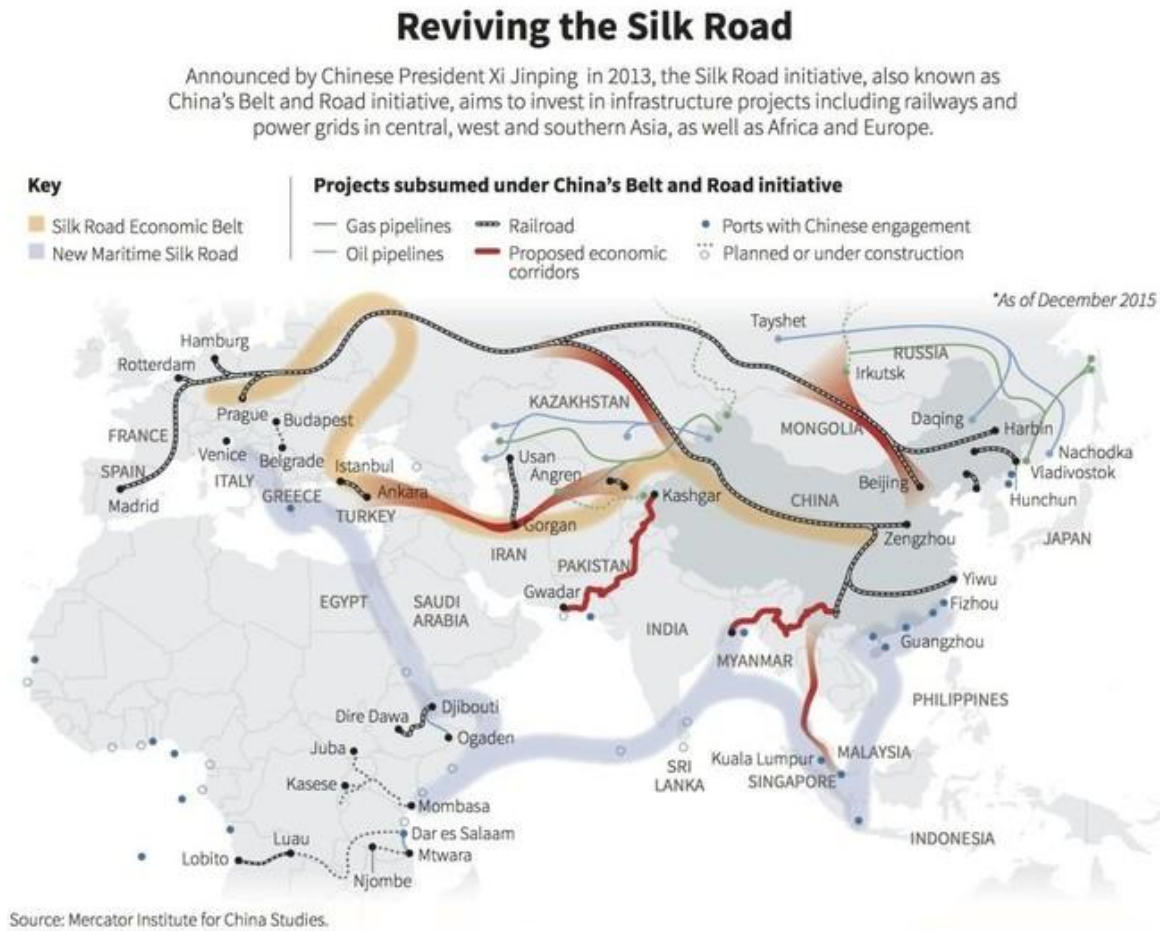


Figure 16 - The revival of the Silk Road. Mercator Institute for China studies [58]

As the great Chinese philosopher Confucius said, “Man expands the Path, and not the Path expands the man.” The new Silk Road project covers 4.4 billion people. The volume of industrial production within its borders will reach 21 trillion dollars. According to the China Development Bank, the volume of investments will be about 900 billion dollars. 60 countries of the world will be involved in investment plans. The main tool for promoting the project is the \$ 40 billion Silk Road Development Fund, with the possibility of additional capitalization.

The implementation of the new Silk Road project will give impetus to the development of tourism: the inflow of foreign investment in the tourism industry will

increase, the processes of innovations diffusion will become more active, with the reduction of various barriers (trade, migration, etc.), tourist stream will expand, etc.

From a geographical point of view, the Great Silk Road project features are revealed through two major signs: diversity and unevenness. The routes of the Great Silk Road are laid in areas where tourist resources of natural and anthropogenic origin are concentrated. At the same time, uneven distribution of these resources is evident.

The density of natural resources per unit territory is higher in the Western and Eastern sectors of the Great Silk Road routes where natural resources are concentrated in four regions - Northeast Asia, Southeast Asia, Central and Eastern Europe, Southern Europe (Mediterranean tourist region) along three axes - along two land Eurasian bridges and the Great Silk Road maritime route.

Cultural tourism resources are concentrated in areas of ancient civilizations. In total, there are six such areas:

- in the East: four main centers of the primary civilization in ancient India, ancient China, Babylon and ancient Egypt;

- in the West: Romano-Germanic and Greco-Slavic civilizations.

In addition, there is a concentration of cultural and educational tourism resources along the three aforementioned axes. Thus, the Great Silk Road project strength is the wealth of the resource potential on the land and maritime routes Great Silk Road, as well as the unique combination of natural resources and cultural and educational tourism resources belonging to different natural and climatic zones and civilizations respectively. This creates the basis for a highly diversified tourist offer under the common umbrella brand “The Great Silk Road” [59].

At the same time, the population membership in different historical and cultural civilizations, the heterogeneous racial, ethno-linguistic, and religious composition of the countries’ population is one of the reasons why Asia is the most conflicting region of the world in terms world politics. As a result, cooperation in tourism between the countries through which the Great Silk Road routes pass is difficult and requires the special efforts.

However, this project is an economic integration that will allow Kazakhstan to use its unique geographical location and extract geopolitical benefits from this project. Our state is at the junction of the East and the West. Our Republic is a kind of bridge between the great civilizations [60].

“One belt - One Road” is a project that unites the Great Silk Economic Belt and the Sea Silk Road. Its goal is to create a trade and infrastructure network that unites Asia, Europe and Africa. More than 70 countries and organizations expressed support for the project and the desire to join it. More than 30 countries and organizations signed memorandums of understanding to jointly implement projects. China and another 17 countries along the route “One belt - One Road” created 46 Chinese foreign economic and trade cooperation zones, which allowed the local population to get more than 60,000 jobs [61].

Identification of national types environmental management in Kazakhstan section Silk Road new economic zone needs the development of evaluation

methodology potential specialization economic zone areas, which should address the answers to the following questions:

- what branches and products, and in which form should be developed in the area and attracted to the region in order to achieve strategic goals set by the government;
- if the selected products are attractive for identified effective specialization branches;
- in which areas should the funds of regional programs be spent in order to increase the attractiveness of the area for the greatest number potential products [62].

Thus, the project “The Silk Road Economic Belt” opens up great prospects for the development of tourism along the whole line, and not only many countries, but also international organizations are involved here. Thus, the Economic Cooperation Organization, which unites Iran, Pakistan, Turkey, Kazakhstan, Azerbaijan and the countries of post-Soviet Central Asia, has also developed a number of measures in this direction. Kazakhstan within the framework Turkic Council was appointed program coordinator for creating a single tourist product “The Modern Silk Road”, within which, among other things, it is expected to approve joint tourism routes along the Great Silk Road, focused on development of ethno cultural and ecological tourism. The countries located on the Great Silk Road have centuries-old cultural ties that are now being restored. The UNESCO World Heritage Committee at its 38th Session in 2014 in the city of Doha (Qatar) has already included a number of sites to the Silk Road of China, Kazakhstan and Kyrgyzstan on the UNESCO World Heritage List. Kazakhstan is represented by eight sites in addition to the three already existing, and this list will be enlarged. Thus, Republic of Kazakhstan transport, transit and tourist potential is receiving new opportunities for its development due to the revival of the Great Silk Road in the new conditions of the 21st century and, in turn, this unique megaproject meets the interests of many Eurasian countries.

The project “New Silk Road” represents a unique opportunity for the cooperation development in living environment of the Europe and Asia peoples, including tourism. It seems to us, it is necessary to expand the practice of hosting scientific conferences devoted to the interaction various development projects in Eurasia, primarily the Eurasian Economic Union (EAEU), the Chinese project “the New Silk Road Economic Belt” and Kazakhstan projects “Nurly Zhol”.

Kazakhstan is also interested in the development of transcontinental trade. For example, the First President of Kazakhstan, Nursultan Nazarbayev, is seeking to restore the “historical role” of Kazakhstan, turning Kazakhstan into a “bridge between Europe and Asia” [63].

“The Silk Road Economic Belt” means not so much the goods and services free transit, but also large-scale economic cooperation and the new enterprises organization on the basis of joint venture. In particular, there will be a major agreement with the China on the organization and construction of diversified production facilities based on Chinese investments in Kazakhstan. This is the real content of “the Silk Road Economic Belt” in Kazakhstan.

The intercontinental project “The Silk Road Economic Belt” as a new Asian strategy includes Kazakhstan as a key participant in the project. The world-level translogistic infrastructure created in Kazakhstan includes both sea and land routes with a length of 11 thousand km. The Silk Road project, a gigantic part which passes through Kazakhstan, will assign the republican stability both in the economy and in the upcoming geopolitical alignments. But the crux of the matter is not only the laying of the land Silk-Carriage to European markets. In our opinion, there would be a one-sided interpretation of the economic benefits land “Silk Road” from the position of “pure transit”. The development of this route on the basis of public-private partnership (PPP) will mean the “settling” in Kazakhstan of capital together with labor and the organization modern enterprises in the country. In this regard, the Central Asian states need to build their policies in such a route to obtain substantial economic dividends from such cooperation and at the same time preserve national sovereignty. When opening transport and energy corridors on the Unified Silk Road, Kazakhstan should play a key role in infrastructure and production facilities throughout its length [48, p.10].

Government, scientific and public structures of Kazakhstan are actively involved in the implementation projects along the New Silk Road, as meeting the economic and political interests of the Republic. Our research is in line with current trends.

The “Nurly Zhol” program: at the stage of aggravating the economic crisis, the First President of Kazakhstan N. Nazarbayev advanced the “Nurly Zhol” program as a state task and an important mechanism for ensuring the sustainable development of the country’s economy for the next five years, with consideration the exacerbation of external risks and the destabilization of the macroeconomic situation in the country. An extensive program of infrastructure arrangement the country embraces a qualitatively new organization of transport (land, air and sea) communications and new approaches to meet the energy needs and other needs for the economy and population. Thus, a new level of the integrated development for our Republic’s economy will be achieved [64].

“Nurly Zhol” program is especially important in light of the need to fulfill the challenges new industrialization. The production capacity of many enterprises, built and planned within the framework the industrial program, exceeds domestic demand. It is necessary to focus on the markets of near and far abroad. At the same time, for the effective functioning of the national economy, a modern transport infrastructure is very important, ensuring rational economic relations between the regions with access to partners from near and far abroad.

Fundamentally new and defining in the “Nurly Zhol Program”, in our opinion, is its organic fusion with the core program of industrialization. Infrastructure as an important area of reproduction for bringing goods to the final consumer has always been a bottleneck of peripheral economies. A new organization of infrastructure sectors will have a multichannel multiplicative effect for the emerging new Kazakhstan national economic system.

In addition, the infrastructure arrangement of the country, ensuring well-established economic ties between regions and economic growth points in the regions,

creates favorable conditions for Kazakhstan's access to transport flows, such as, for example, "Western Europe-Western China" or Central Asia countries and the Persian Gulf. The "Nurly Zhol" program is a real state action to consistently overcome the natural barrier "land locked countries" - the phenomenon of Kazakhstan as a "closed country" in the center of the Eurasian continent, providing serious opportunities for linking the Republic's well-established internal infrastructure highways with international routes up to maritime ports of the West and East [65].

It is referred to the beginning of the implementation of a unique transit-transport project of international level, which is of strategic importance for Kazakhstan. It should provide Kazakhstan with the position of an important transport and logistics hub in the center of Eurasia, designed to provide an economical link between Western Europe, China and the leading countries of Southeast Asia. This is all the more relevant now, when Kazakhstan has successfully completed negotiations on a new Agreement on expanded partnership and cooperation with the European Union, which includes 29 areas of interaction. Such a large-scale act of cooperation with the EU countries, which have a strong investment, scientific, technical and innovative potential, cannot be overestimated. Considering that the EU is the largest trade, economic and investment partner of the Republic of Kazakhstan with a turnover of over \$ 50 billion, the implementation of the "Nurly Zhol" opens up new opportunities for European business [66].

The role of Kazakhstan as a link of the reviving transcontinental paths will increase with the transformation of its economy based on the latest innovative achievements and new technologies. The "Nurly Zhol" program will become the main engine of growth of domestic economy growth in coming years. Under the "Nurly Zhol" program, infrastructure spending is planned in the amount of 14 billion dollars; moreover, more than 1/3 falls on international financial institutions. About 400 thousand new jobs will be created, including 70 thousand vacancies on the construction of the "Western Europe - Western China" highway. As a result of the implementation these strategic programs, a balanced development of all regions in the country will be ensured, and the disproportions in the economic development and in the socio-demographic aspect will decrease [67].

The program is aimed at creating a single economic market in Kazakhstan through the formation of the country's macro regions with the definition the cities of Almaty, Astana, Aktobe, Shymkent and Oskemen as hub cities of national and international level with modern infrastructure and ensuring the integration of the country's transport infrastructure into the international transport system.

Tasks:

- the formation of modern transport infrastructure in Kazakhstan, as well as ensuring its integration into the international transport system;
- development of industrial infrastructure and tourist infrastructure;
- strengthening of the energy infrastructure in the framework of the Unified Electric Power System;
- modernization (reconstruction and construction) of the infrastructure housing and communal services and heat, water supply and wastewater systems;

- increasing the availability of housing for citizens;
- development of educational infrastructure;
- improving the competitiveness of business entities;
- support of domestic engineering;
- export support;
- improving the competitiveness of subjects the agro-industrial complex;
- provision of projects with the infrastructure of the Unified Enterprise Support Program “Business Road Map 2020”;
- ensuring the safety of product quality through the development of laboratory facilities;
- ensuring the study territory of Kazakhstan with the estimated forecast resources

Information about the target indicators of the State program infrastructure development “Nurly Zhol” as shown in figure 17 [67, p.15].

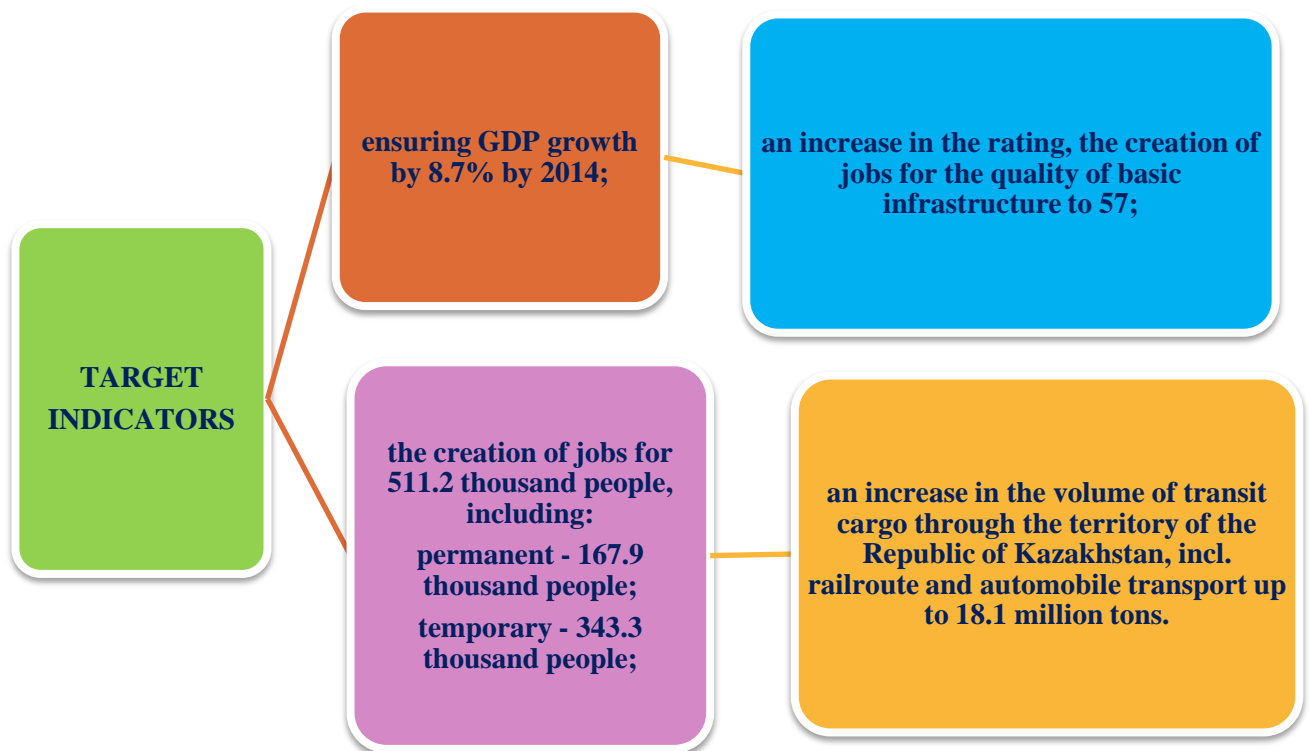


Figure 17 – Nurly Zhol target indicators [67]

According to the “radial” principle, projects of high-quality roads in the directions Center-South, Center-East, Center-West are implemented, which will provide through passage from south to north, from west to east. This year, within the framework of 23 “Nurly Zhol” projects, 4.2 thousand km of roads will be covered by construction and reconstruction in all regions at the same time.

As a result, in 2020 over 90% of the republican roads will be brought to a good and satisfactory condition, and we will increase the share of roads I and II of technical categories to 50%.

Implementation of the projects in the frame of Kazakhstan program “Nurly Zhol” is aimed, first of all, at ensuring infrastructural basis for economic growth. The new economic policy “Nurly Zhol” will serve as the engine of growth for our economy in the forthcoming years. It is planned to create 200 thousand job places only due to road construction, which will provide employment and income growth. The implementation of “Nurly Zhol” project will produce a multiplier effect on other sectors of economy, in particular, production of cement, metal, machinery, bitumen, equipment and related services [67, p.30].

One of the central priorities for the Republic of Kazakhstan is creation an extensive transport network of motorway, railway and airways.

Technological link of railway lines forms an important center for consolidation and distribution of cargo flows on the new Silk Road and provides further integration of Kazakhstan into global transport and trading system [67, 34].

Summing up all abovementioned we came to conclusion that the situation began to unfold in the opposite direction: the development of land transport led to the laying of new rail and road routes. And although the share of maritime freight still exceeds 60% of their total volume, this figure is gradually decreasing and it can be stated with confidence that the future of transcontinental trade largely depends on projects to restore the Great Silk Road and the development of other similar routes.

2.2 The European Economic Union and the Transport Corridor Europe-Caucasus-Asia interconnections

The Great Silk Road is the path that formed the one world, united the states of the East and the West and directed the development of the humankind history to a new direction. This is the path of people migration, the exchange results of the people and societies creative labor, the mutual enrichment of cultures, which was formed gradually and stepwise, first in the regions and then on the mainland of Eurasia [68].

Possessing various historical and cultural heritage and richness of the natural tourist sites stretching lengthroutes, 12,000 km of ancient roads from which 2700 km belong to the Kazakhstan piece.

The German baron Ferdinand von Richtgofen entered the term “Silk Road” in 1870 to describe one of the most important and dynamic centers of world economic activity with the longest route of a trade route between the East and the West.

The unique in its history and its importance in the all civilizations development history, the system of paved communications collapsed at the end of the 2nd BC, and its separate segments emerged much earlier [69].

In the position of the Great Silk Road as a world trade route, the ancient Chinese officer Zhen Qian played the decisive role. In 138 AD he went with a dangerous diplomatic mission to nomads from the tribe Yuech - Jay to convince them to become allies of the Chinese Han empire in fight against the nomads to Syunn attacking the empire from the North. He was the first Chinese who visited Central Asia – in Sogdiana and Bactria (in territories of modern Uzbekistan, Tajikistan and Afghanistan). In that time as in 123–119 AD Chinese troops put defeat of Syunnam, their dealers actively mastered new trade routes from China on the West. Since the

end of the 2nd century AD it is possible to tell about functioning of the Great Silk Road as the through route which connected all great civilizations of Old World – China, India, the Near East and Europe. This huge system of caravan routes existed more than one and a half thousand years – much longer, than other long overland trade routes (as, for example, a route “from the Varangians to the Greeks”) [68, p.7].

The routes of the Silk Road were often changed due to the development and distribution of many states. In the evolution of the Great Silk Road many factors took place. Silk Road development depended both on economic and political factors.

In the Great Silk Road development the huge role was played by geopolitical confrontations of the different countries and their governors for control over caravan routes.

History of the Great Silk Road can be divided into three short-term periods when it in the 6th century was almost completely controlled by one state the Turkic khaganate, the Genghis Khan Empire in the 13th century and Timur (Tamerlan’s) Empire in the 14th century. However, because of the big extent road to unite them under uniform control, it was extremely difficult.

Functioning of Great Silk Road was brought by a decisive contribution in creations the developed system of the international division work in production goods for export and in providing transport communications infrastructure.

If in the Western Europe of the city they served in the main local markets, then in Asia they played a role in the inner trade, as transit points on the local markets territory. These cities (Tabriz, Ormuz, Bukhara, Samarkand, Khorezm, Otrar, Kashgar, Turfan, Khotan, Dunhuang, etc.) surely had the caravanserais combining functions of hotels and warehouse rooms. For the foreign merchants were organized specialized markets of the most active sold goods. People of many professions - interpreters, camel drivers, security guards of caravans, taxes collectors, etc, serviced the tradespeople.

The dependence of the trade cities in continental Asia to service caravan trades on long distances led to decline these cities existence, when the Silk Road declined. Some of them absolutely disappeared (Otyrar, Sauran, Syganak, etc.).

The Great Silk Road became a channel, according to which a constant exchange of cultural advances — new tribes, knowledge and ideas — was channeled. Distribution of trademarks and technologies also took place [70].

In such route, if the West in the course of cultural contacts on the Silk Road borrowed in the basic industrial “novelties” that the East – agricultural. It shows the existing earlier technological superiority of the East over the West which remained up to 18–19 centuries.

The Great Silk Road played an important role in the development of geographical knowledge.

In the result of the Great Silk Road operation, for the first time in the history, there was a tendency to bring the cultures together in the process of the intensive and regular peace connections. Along the whole route of the Great Silk Road, there was a gradual unification of cultural components. Researchers have noted that in the trading Asian cities, the general scenarios of the temples construction have been developed,

although they and many others have received the same benefit from the general membership of the churches [71].

Tourism is branch of world economy not knowing the recession today. By economists calculations, in an average, for receiving revenue, equivalent subjects which one foreign tourist expends it is necessary to take out on the world market about 9 tons of stone coal, either 15 tons of oil, or 2 tons of high-grade wheat. In the modern world economy, tourism is becoming one of the leading and dynamically developing regions. According to the UNWTO, tourism occupies the fourth place in world exports of goods and services (7.4%), second only to exports of automobiles, chemicals and fuel products. In terms of profitability, this industry takes the third place in the world after the oil producing industry and automotive industry. [72].

Kazakhstan, as a country participating in the UN transcontinental project, UNWTO and UNESCO to revive tourism on the ancient historical Great Silk Road route is located at the crossroads of caravan roads in the very center of Eurasia. Our country being at the junction of two continents Europe and Asia according to its geographical size took fourth place in Eurasia after Russia, China and India and ninth in the World. The Great Silk Road is a link in the development of tourism, the economy and the socio-cultural transformations in all the countries participating the project, whose prospects have increased particularly in this century.

According to research by the World Tourism Organization, currently every seventh workplace in the World belongs to the tourism sector. At the same time, investments in creating one workplace in tourism are significantly lower than in other economy sectors. In different countries, tourism is associated with 52–59 economy sectors [73].

The cultural and historical heritage of the international transcontinental project for the revival of tourism on the Silk Road carries a great geopolitical potential. This project is very relevant for the Republic of Kazakhstan as a link of the ancient caravan route between Europe and Asia. From the moment Kazakhstan gained Independence, for the development of this project has been given special attention. In 1997, the First Presidential Decree “On the implementation of the Declaration Heads of Turkic-speaking states, the UNESCO and WTO project on the development of tourism infrastructure on the Great Silk Road in the Republic of Kazakhstan” was adopted.

Besides, the State program “Revival of Silk Road historic centers, preservation and cultural heritage successive development Turkic-speaking states, creation of tourism infrastructure” is initiated, the Silk Road – Kazakhstan National company is established. For Kazakhstan, the international project “The Great Silk Road” creates conditions for establishing a full-fledged dialogue between the cultures of the West and the East, since the art, culture and science Renaissance of the Turkic world is closely connected with it. This is the main reason for the tourist product attractiveness supported by an abundance of cultural, historical objects, artifacts and historical monuments on the ancient caravan route, such as the “Golden Man” and cave paintings in the Tamgaly gorge, royal burial places in Berel, the Mausoleum of Khoja Ahmed Yasawi.

Currently, a sufficient number of artifacts confirm that the Great Silk Road, as a trading high route, was not limited to the southern regions of Kazakhstan and was not something frozen [2, p.37].

Thus, this economic route also influenced the development of 16 Kimak cities located along the banks of the Irtysh. Not only silks and stones, spices and dyes, exotic southern birds and animals were carried along caravan roads. In the depths of such a synthesis lie many of the civilizations achievements created by the peoples of Kazakhstan and Central Asia. So, in the VI – III centuries BC nomadic and semi-nomadic Sakan tribes inhabited the territory of Kazakhstan. Their high culture is known from the excavations of numerous burial mounds, including Besshatyr, Issyk, Tegisken, and Uygarak. Naturally, these tribes did not occupy a passive position in the development of the Silk Road.

In the second half of the 6th century, the great nomadic empire, the Turkic Kaganate, was gaining great influence in these processes. Already at the beginning of the 7th century, several dozens of its cities were known, the largest of which were Suyab, Taraz and the city on the “White River”, later called Ispidzhab. In the Chinese road builders of the 7th – 8th centuries and Arab route of VIII – XII centuries, dozens of cities listed on the Silk Road. The Silk Road, which ran through Central Asia, South Kazakhstan and Semirechye functioned until the XIV century.

Currently, the formation of the tourism industry is identified by the Government of Kazakhstan as one of the priority sectors economy among the seven cluster initiatives [74]. In state and sectoral programs, the development of cultural and educational tourism on the Great Silk Road is considered as their most important component. Thus, in June 2008, at an expanded meeting of the Public Council for the implementation of the Cultural Heritage program, the First President of the Republic of Kazakhstan instructed the government, ministries and departments to jointly envisage the restoration of historical, cultural and architectural monuments, and at the second stage of the program’s implementation – develop a Master Plan of a tourist infrastructure development in the Great Silk Road Kazakhstan section along the “Western Europe - Western China” transport corridor.

To this end, in Kazakhstan, with the support of UNWTO, studies of the country’s tourism potential have been conducted. The list of UNESCO World Heritage sites in the countries of the Great Silk Road includes in 2003 – the Mausoleum of Khoja Ahmed Yasawi in Turkestan city in South Kazakhstan, in 2004 - Petroglyphs of the archaeological landscape of Tamgaly in the Tamgaly natural boundary of the Almaty region [75].

Currently, this activity continues, and 31 monuments of history and archeology have been included in the UNESCO World Heritage Tentative List in the nomination “The Great Silk Road”.

Today, hundreds of routes have been developed and operate on all continents. However, one of the most attractive and longest in the world is the Great Silk Road. This Road, which for thousands of years connected the East and the West as a two-route river of civilization. Tourists joined the merchants, missionaries and geographers expeditions of past centuries today. Largely due to the organization of

routes along the Great Silk Road, most of humanity has now received direct access to global heritage, not limited to geographical borders [50, p. 32].

Today, exploring the Great Silk Road as a historical phenomenon, we are discovering its fundamentally new facets that help us delve deeper into our own cultural code. Despite all the diversity and interpenetration of cultures, none of them lost their identity, on the contrary - they only strengthened by projecting material things into the non-material value plane, in other words, heritage.

European Economic Union (EAEU): Eurasia has never caused such active attention of the whole world as today. As Fyodor Lukyanov notes, “in the twenty-first century, Eurasia is increasingly coming to the center of international attention, whether it be political changes, economic prospects, resource potential, risks and threats, or discussions about the models existence of nation-state construction alternative to the western...[76].

Potentially, Eurasia is a single region where regional institutions can be created and common rules operate, in which case it claims to be a leader in the world, to determine what form globalization will take”.

World economic development is entering a qualitatively new stage of unevenness. China, India, the countries of Southeast Asia and Latin America in the past two decades has shown higher rates of economic growth. Using the key factors of scientific and technical progress in the framework of their own modernization programs, each of these countries and regional groups, being at the stage of catching up modernization, are rapidly converging and plan to surpass the developed world countries in the coming years in terms of total gross indicator. Against this background, the market fundamentalists, like the heads of the G-7 countries, continue to offer monetary recipes of catch-up modernization with imitation institutions, norms and decisions of yesterday implemented in developed countries that are still unjustified for developing countries [77].

Leading countries and centers of the global financial system will continue to seek a route out of the systemic global economic crisis by using the resources peripheral countries by establishing control over their assets. This process will be accompanied by large-scale geopolitical and economic changes.

The idea of creating a Eurasian states union on the territory of the former Union of Soviet Socialist Republics was first put forward by the First President of the Republic of Kazakhstan in March at Moscow State University. Then the Eurasian idea formed the basis of the formation Customs Union.

In October 2000, in Astana, the heads of five states - Belarus, Kazakhstan, Kyrgyzstan, Russia, and Tajikistan signed the Treaty on the Establishment of Eurasian Economic Cooperation, and on May 31, 2001, they announced the start practical activities in Minsk, signing a package of basic documents [78].

The Eurasian Economic Union is the most advanced model of the economic community in the post-Soviet space. It is the largest in terms of territory and population. The total area of its member countries is 20.3 million sq. km., which is 92% of the territory CIS, and the number of inhabitants is over 182,1 million (64.5% of the population CIS). Eurasian Economic Community unites countries with a rich

infrastructure, has a real chance to become a self-sufficient partner in the global market.

The formation of the Customs Union is a logical continuation of the search for the optimal form of economic cooperation between Russia, Belarus, Kazakhstan, as well as Armenia and Kyrgyzstan in a single economic space as shown in the figure 4. As world experience shows, any form of integration relations is positive, when the economic, political, environmental, and military-strategic interests of its participants coincide for a relatively long time. Based on this, the goal of the Eurasian Economic Union (EAEU) was to form the largest single market in the CIS area with a huge production, scientific and technological potential, and enormous natural resources.

The economic foundation of the EAEU is currently Russia, Kazakhstan and Belarus, which for a long time moving towards economic integration, reached an agreement on improving trade and economic relations within the Customs Union [79].

China is actively cooperating with the EAEU (Eurasian Economic Union). Following the joint meeting of the parties (May 8, 2015), a document was prepared entitled “On Cooperation in Conjugating the Eurasian Economic Union (EEU) Construction and the Silk Road Economic Belt project”. It provides for the creation of an extensive free trade zone and mutual ancient settlements in national currencies, which at the initial stage will include 20 states and whose share in global GDP and gold and foreign exchange reserves will exceed 25% and 30% respectively. “Linking the projects of the EAEU and the Silk Road means reaching a new level of partnership and, in fact, implies a common economic space on the continent. The EAEU and the “Silk Road” projects can harmoniously complement each other”, the document says. The project envisages the creation of a broad and accessible financial and economic space with the participation of China, Russia, Belarus, Kazakhstan, Central Asia, Transcaucasia, Vietnam, Mongolia, and in the future - Iran, Afghanistan, Pakistan, Turkey, Moldova and Ukraine. The loan and investment basis of the complex project “Silk Road-EAEU” will be the Asian Infrastructure Investment Bank, initiated by China, whose active co-founder is Kazakhstan [80].

The credo of the First President of Kazakhstan N. Nazarbayev about the priority of the economy over the policy EAEU activity is actually transferred to all international economic cooperation. It is proposed to make it a global comprehensive framework for international relations. Economic interests, priorities in resolving international issues of cooperation between states, regional blocs are basic and provide the key to solving global problems. From the very beginning, the principles and objectives of the EAEU organization and functioning were based on the principles of economic cooperation and solution of economic problems that do not affect the economic sovereignty and national independence of each EAEU members.

On December 21, 2015, a meeting of the Supreme Eurasian Economic Council was held in Moscow. Discussed the report on the conjunction of the EAEU and the Silk Road Economic Belt. Earlier, on October 6, 2015, at the initiative of Kazakhstan and the Russian Federation, with the participation of EAEU members and SCO in Astana, the International Forum addressed the relationship between the EAEU and the China project “The Silk Road Economic Belt”. It is referred to coordination of

macroeconomic policy in the field of foreign economic activity participating countries throughout the Silk Road Economic Belt and the EAEU. It is assumed that the two regions will develop on the basis of similar economic mechanisms, customs and tariff standards, mutually beneficial for their associated development [62, p.2].

This is how the fundamental basis for the formation of a common customs space is laid, as First President N.Nazarbayev declared for the first time at the VIII Astana International Economic Forum in 2015. In this regard, the example of the first Agreement on the creation of an FTA (free trade zone) between the EAEU and Vietnam is indicative, when customs duties on 60% of commodity items for trade between countries were zero [66, p.4].

This precedent of mutual coordination and favor will undoubtedly be used in the coordination of trading positions between the countries - members of the EAEU and “the Great Silk Road Common Belt” as the basis of the new ideology economic growth for everyone in the Silk Road zone. In 2016, Kazakhstan as the Chairman of the EAEU actively worked to deepen comprehensive cooperation with China as the initiator of the real revival the Silk Road and deepening contacts with the SCO countries, which will undoubtedly strengthen the EAEU position.

The special role of the “Silk Road” for Kazakhstan is not only in providing a reliable transit corridor for transporting Chinese goods. Even more significant infrastructure arrangement of all types of transport routes, providing real interaction and cooperation of national economies. This includes the construction of new trunk oil and gas pipelines, as well as a road route from Western China to Europe, where Kazakhstan is assigned the role of a difficult “transport route”. Various supply and infrastructure components will be actively created - from shopping malls, warehouses, transshipment bases to regional shopping centers. The Kazakhstan leadership is also ready to consider options for creating a whole complex of free economic zones in Kazakhstan. Actually international trade covers the different points, as we can see from the following figure 18 [62, p.79].

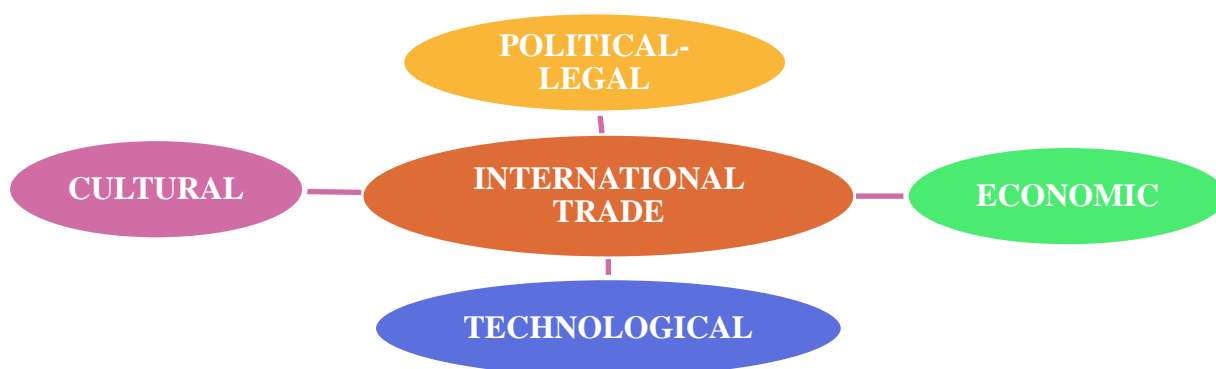


Figure 18 – International trade composition [62]

It should be noted that along the entire length of the “Silk Road Economic Belt” a number of countries Central Asia, the Middle East, the EU, and even the West European countries will cooperate. Therefore, the forms, measures, and mechanisms of economic cooperation will most likely vary significantly throughout this route.

After the lifting of sanctions from Iran, the President of the People's Republic of China, Xing Jiping, arrived and signed an agreement on the creation of a free trade zone with the countries of the Persian Gulf. The forms and measures of cooperation on the Silk Road will consider not only the interests of China, but also other countries, including Kazakhstan, Russia, Central Asia, Iran, Pakistan, etc. An excess of capacity and overproduction of products forces China to shift production to foreign countries. In 2013, 16 thousand Chinese companies and more than 5 million Chinese citizens worked throughout the world. Only in North Africa, more than 200,000 Chinese workers set off to build infrastructure. And as a real step of economic integration, China offers to transfer part of its own production, for example, to Kazakhstan. Kazakhstan and China in this regard in the medium term will be implemented 52 investment projects worth 22 billion dollars [81].

It should be borne in mind that with the mutual integration of the Unified Silk Road, the EAEU and the SCO on the paths of the phased formation free trade zones, and later the Customs Union, China's economic potential will play a leading role in the investment arrangement of this transcontinental union. At the same time, in the context of falling commodity prices, a floating exchange rate of the national currency, a systemic economic crisis, large-scale cooperation with the second economy of the world is a serious chance for Kazakhstan and other developing countries to overcome the fall in economic growth rates and the destruction of national economies, regional associations as an important condition for the sustainable development of the modern world at the VIII Astana Economic Forum received further creative development. Within the framework of the United Eurasian Space, it is necessary to create a permanent platform on which proposals for further development of the continent will be discussed and developed, increasing the level of integration between all its members." [82]

Here we can see the continuity and consideration of the new laws governing the development of integration processes from the EAEU level to the transcontinental level. The proposal of the First President Republic of Kazakhstan practically lays the foundations for a qualitatively new intercontinental integration association "United Eurasian Economic Space", including the "Silk Road Economic Belt" and the EAEU. This association appears to be the basis of a new super-economic association with "uniform rules" that will consider the national interests of all participants and at the same time will be aimed at eliminating barriers and enhancing mutually beneficial integration. In equal measure, Russia, together with EEU members, including Kazakhstan, on the basis of its geopolitical and vital economic interests, can become active members of the Greater Eurasian Economic Community. The active global processes of economic, political and social changes of the 21st century will accelerate geopolitical integration and objectively change the existing integration unions and associations and accelerate their evolution. So, in particular, objectively, the EAEU and the Silk Road Unified Belt will converge on the basis of interstate interests and consistently transform into a new transcontinental Eurasian Customs Union as we can see from the Figure 19 [83].

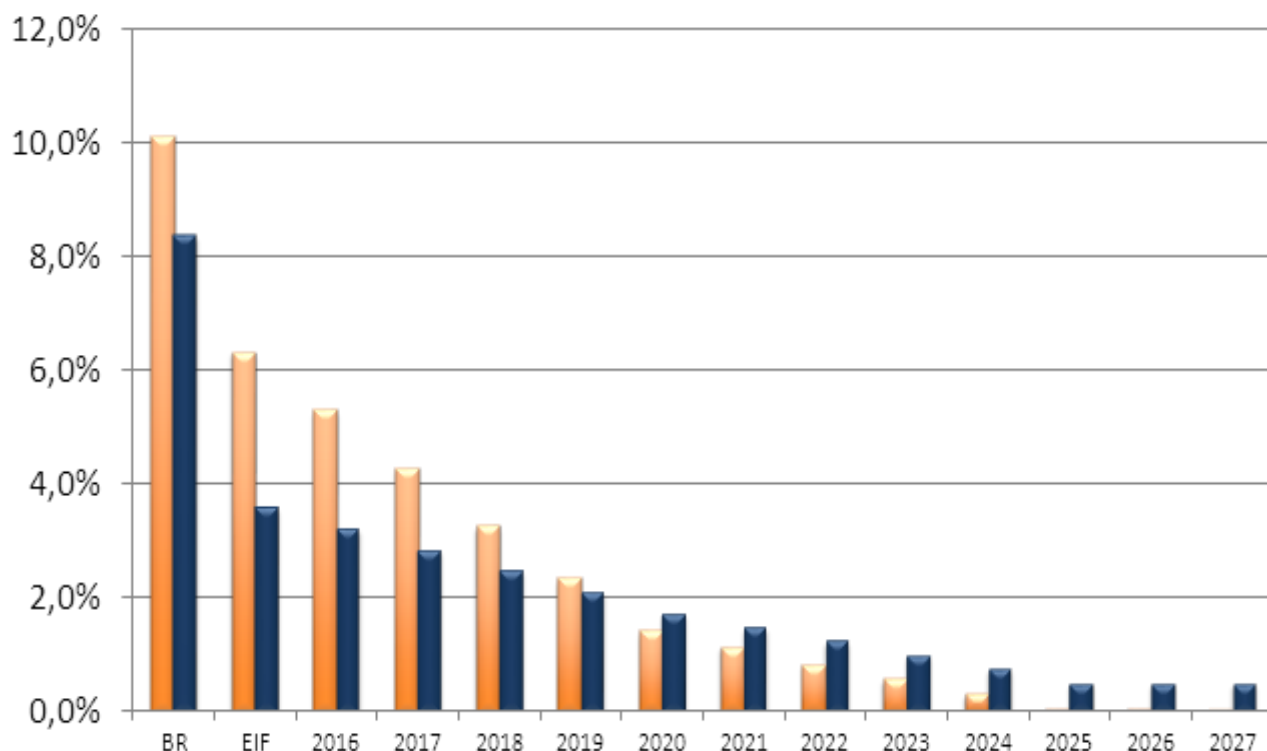


Figure 19 – Tariff liberalization (average) [83]

Modern Silk Road for Kazakhstan is a “road map”, in the program of which activity infrastructure construction and development of mutually beneficial trade relations. An important component the economic belt of the Silk Road is transport and logistics (creation of the infrastructure for goods distribution).

The main step towards the restoration of the Silk Road route is the development of Kazakhstan transit. It is expected that the volume of export and transportation through the Kazakh-Chinese terminal by 2020 will double. The implementation of such infrastructure projects is part of the strategic initiative “Kazakhstan - New Silk Road”, voiced in 2012 by the First President of the Republic of Kazakhstan. In accordance with this initiative, Kazakhstan should become the largest business and transit hub of the Central Asian region, through which will pass the main cargo traffic in the Europe-Asia direction [83, p.9].

TRACECA: The International Transport Corridor Europe-Caucasus-Asia is a multimodal complex of the transport system of the region countries, which is aimed at developing trade and economic relations and transport links between countries and regions, which is a significant contribution to the revival one of the most famous historical routes of the Great Silk Road. Back in 1993, at a conference in Brussels, the European Union proposed to implement the TACIS Europe-Caucasus-Asia Transport Corridor program, better known as TRACECA (Transport Corridor Europe-Caucasus-Asia).

This is the only project of the Eurasian transport corridor in the West-East direction from Europe, crossing the Black Sea, through the Caucasus and the Caspian Sea with access to Central Asia, which received considerable financial,

organizational and technical support from international structures and the European Union. It is consistent with the EU's global strategy to promote the political and economic independence of the Central Asia states and the South Caucasus by increasing the possibility of their access to European and world markets through alternative transport corridors [84].

The main objective of the program is to facilitate the access of participating countries to international road, air and rail transport, commercial maritime navigation, as well as to increase the volume of international passenger and freight.

TRACECA is officially recognized by leading international organizations as one of the natural transit bridges connecting Europe with Asia, the so-called revived Silk Road. The corridor originates in Eastern Europe (Bulgaria, Moldova, Romania, Ukraine), and also crosses Turkey.

Further, the route follows through the Black Sea to the ports of Poti and Batumi in Georgia, and then engages the transport network of the South Caucasus countries, as well as the Islamic Republic of Iran, using land communication with this region from Turkey.

From Azerbaijan through the Caspian ferry (Baku-Turkmenbashi, Baku-Aktau) the TRACECA route enters the railway lines of Turkmenistan and Kazakhstan, which are connected with directions in Uzbekistan, Kyrgyzstan, Tajikistan reach the borders with China and Afghanistan, while with Iran the Central Asia countries have both an overland and maritime message [85].

TRACECA countries have to go the route of convergence existing transport legislation with international transport conventions and agreements, as well as with transport legislation of the European Union. It is considered necessary to develop advanced forecasting methods based on modern IT technologies to obtain objective estimates of traffic volumes and the effectiveness of various regional / international routes. Forecasts should apply to the types/categories of traffic (passengers and cargo); on types of cargo and used transport (sea, air, road and rail).

By 2020, it is expected to double the volume of freight traffic along the TRACECA corridor. International passenger transportation in TRACECA region, are mainly air and land. Moreover, road transport plays a key role in transport between neighboring countries.

Formed a network of efficient transit transcontinental corridors and routes from China to Central Asia and the countries of the Persian Gulf has. Diversification of international transport corridors plays an important role in the development of the transport and logistics system of the country. Even today terms passing freights and delivery of goods transit across the Kazakhstan territory makes 13-15 days that 2 times quicker than by sea.

Meanwhile, in Kazakhstan today a transport and logistics service has been introduced with the opening of China-Europe-China rail container lines on 19 international routes from the main points of consolidation of China's freight traffic. The volume of container transit in the direction the PRC-EU-PRC increased to 201 thousand containers or 100 times. By 2020, it is planned to increase the volume in this area to 800 thousand containers, and in general, including other areas to 2 million.

At present, an optimal railroad carcass has been formed, which makes it possible to transport transit cargo in the shortest possible time [85, p. 19].

Over the past 10 years, about 30 billion dollars have been invested in the development of the transport industry. Built More than 2 thousand km of railways, reconstructed 19.5 thousand km of roads, port capacities in the Caspian Sea increased to 26 million tons, reconstructions at 15 airports (WFP). 11 international transport corridors pass through the country, of which 5 are railways and 6 are automobile. 5 international transport corridors pass through the territory of the Republic of Kazakhstan as we can see from the Figure 20 [86]:

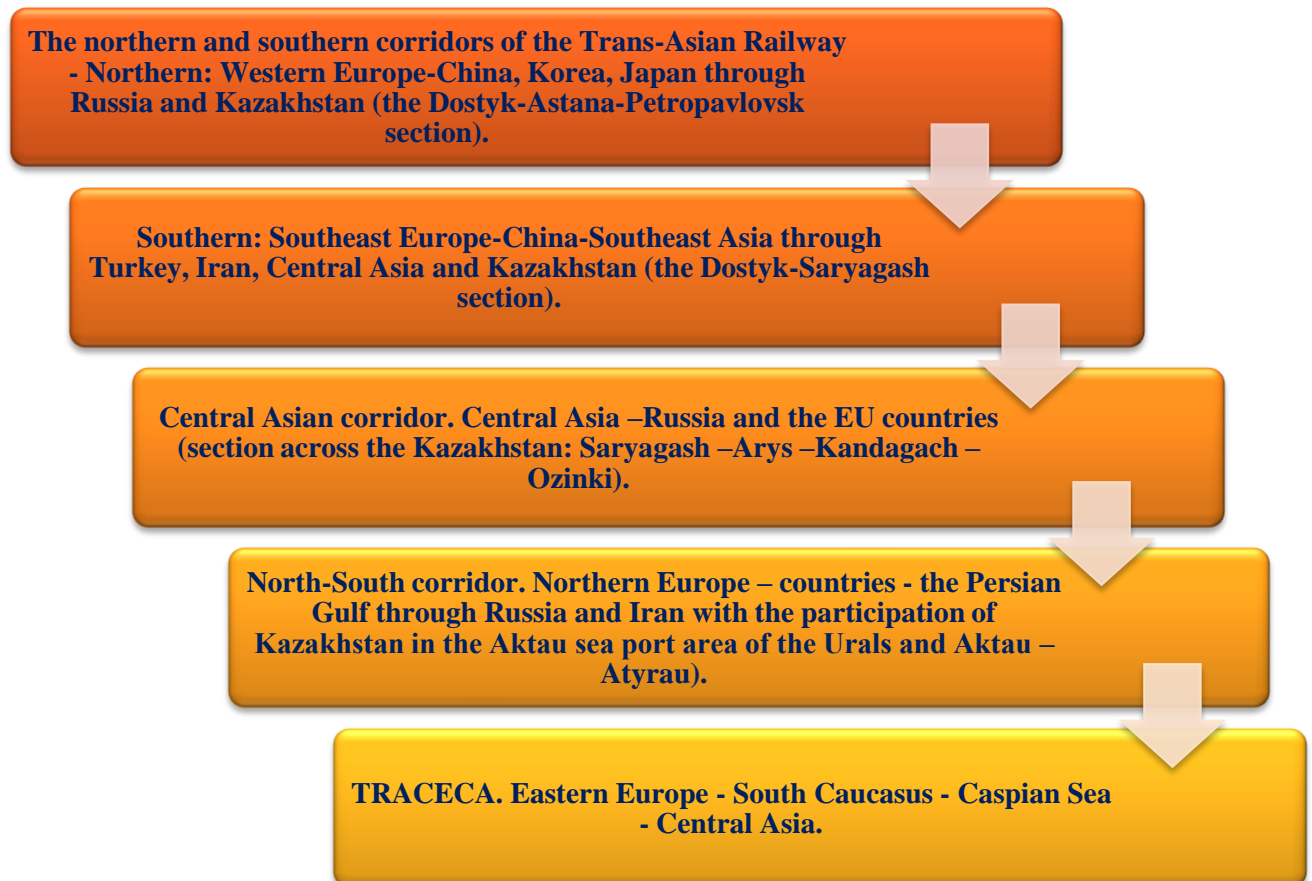


Figure 20 – 5 International transport corridors [86]

Note - Made by author according to the TRACECA data

Research is based on general scientific and special methods considering the specifics of the problem under study. A systematic approach was used - a set of general scientific methodological principles (requirements), which are based on the consideration of TRACECA as a system.

Analysis of the system - what extent its behavior is caused by both the features of individual elements and the properties of the structure, through the use of data scientific publications and modern documents, government programs and projects, web sites. The paper conducted a SWOT analysis (table 5), which suggests the possibility of assessing the actual situation and strategic prospects of Kazakhstan,

derived from a study of the strengths and weaknesses participation in the TRACECA international transport corridor, its market opportunities and risk factors [87].

Table 5 – SWOT analysis for TRASECA in Kazakhstan [87]

STRENGTHS	WEAKNESS
<ol style="list-style-type: none"> 1. Favorable geographical position of the country, allowing to lay the shortest routes across the continent. 2. The presence of existing transport corridors “West-East”, “North-South”. 3. Developed transport and logistics infrastructure. 4. Consonance of the state program Nurly Zhol and the New Silk Road. 5. Stable socio-political situation inside the country and on its borders. 6. The growth of production and employment, due to the development of transport infrastructure. 7. High transport security of transit cargo flows. 8. Multimodal transport system, providing a wide range of choice routes and means of delivery. 	<ol style="list-style-type: none"> 1. The lack of a unified concept for the development of the transport and logistics system in Kazakhstan. 2. Low level of technical condition for transport infrastructure 3. The high cost of transit cargo. 4. Availability of transport and customs barriers. 5. Lack of qualified personnel and poor usage IT-technologies.
OPPORTUNITIES	THREATS
<ol style="list-style-type: none"> 1. Diversification of transport links to access international markets. 2. Development of the transport-logistic and information-financial system to the level of an international hub. 3. Improving the investment climate and investment attractiveness of Kazakhstan. 4. Profitable self-sustaining logistics with a high level of reinvestment in their own development. 5. The increasement in turnover. 6. Studying the needs of the world market for the production of export-oriented products. 7. The need for the development of “dry” ports for container traffic on inland routes. 	<ol style="list-style-type: none"> 1. Traffic flows through the sovereign territories of states. 2. Possible natural hazards and man-made disasters. 3. Preservation of the raw material orientation the national economy. 4. Strengthening of China’s trade, economic and migration expansion to the Kazakhstan market. 5. Increased competition for Kazakhstan enterprises. 6. Increasing the load on the ecological state of the environment.

In 2014, built the Zhezkazgan-Beyneu railway line with a length of 1,036 km, which reduced the distance from China to Europe by almost 1,200 km. Also, this line provided a direct railway “exit” from the east to the west of Kazakhstan and further to the countries of the Persian Gulf via the Uzen-Bolashak railroute line, and the transportation time was reduced by 1.5-2 days. The Arkalyk-Shubarkol line, commissioned in 2015, with a length of 214 km, reduced the distance from central Kazakhstan to northern regions by an average of 550 km.

In order to eliminate “bottlenecks” and increase capacity, the construction of the second tracks on the Shu-Almaty section (53 km) was completed, which reduced the transportation time for the specified section by 2 times. In order to attract transit

flows from China to Europe through Kazakhstan, work is underway to develop the Trans-Caspian international transport route [86, p.3].

For this purpose, an International Association has been created and functions with the participation of railway, maritime administrations and logistics operators. The result of the coordinated work of the participants was the development of competitive tariffs, the approval of technology for interaction between transport companies and the launch of the Nomad Express container service.

An additional impetus to the route development was given by the completion of construction on the border between Azerbaijan, Turkey and Georgia - the Kars-Akhalkalaki railroute section.

Also, in order to ensure non-transshipment transit cargo and the development of trans-Caspian multimodal transportation to the Caspian Sea, a project has been implemented for the construction of a ferry complex in the port of Kuryk. In August 2018, a car ferry terminal was launched to service trucks.

Today, on the border with China, in order to develop unhindered trade, the formation of the Khorgos-Eastern Gate has been completed, where 79 participants have already been registered and production is being established.

Along with the industrial and logistic zones, the infrastructure includes the Dry Port, which was launched in 2015 to consolidate and distribute cargo in the east of the country [86, p.5].

One of the breakthrough projects is the creation of an international transit corridor “Western Europe-Western China”, which is the shortest road route to Europe, with cargo transportation time from 10 to 12 days.

Today, the increasing popularity across the nation is gaining passenger transportation services by air. According to IATA, the growth of passenger turnover in the world was 5.9%. The volume of passenger traffic on scheduled flights increased by 5.7%, to 3.8 billion passengers.

To ensure the attractiveness of air transport practically prepared ground infrastructure of Kazakhstan airports. The geography of international flights is also expanding due to the opening new routes by both domestic and foreign airlines.

In general, the development of transit flights is one of the key areas within the project management, and in 2020 up to 1.6 million transit passengers will be provided or an increase of 2.5 times.

Kazakhstan is the country with the largest economy in Central Asia and accumulates more than 70 percent of China’s trade with the countries of the Central Asian region. The turnover trade of Kazakhstan with the group countries Silk Road in, according to calculations, based on the data of the Committee on Statistics the Ministry of National Economy Republic of Kazakhstan, amounted to \$ 37.8 billion, or 45.4% to the total turnover of the country, including Kazakhstan exports: \$ 14.0 billion, or 33.6% to total exports, Kazakhstani imports: \$ 23.8 billion, or 65.8% to total imports. At the same time, Russia accounted for 36.8 % of Kazakhstan’s imports, for China - 17.1% [78, p.6].

2.3 Silk Road heritage sites' potential influence over the Kazakhstan citizens' educational domestic tourism development

The Great Silk Road is a “silk thread” from the past, for us it is a measure of how humankind lived, developed in those early years, at the same time; it is a sign that we have to go through in our further development, not one, but several historical periods.

One of the important conditions for the society development is the active exchange of information between nations and civilizations. In the past, cultural achievements were spread through international contacts, namely through trade, conquest, reancient settlement. Different cultural layers of the population moved to a more favorable soil, where a new cycle of development took place in the conditions a different historical reality: change, adaptation, acquisition of local features, addition new forms and content. Caravan roads were an integral part of this process, in particular the Great Silk Road, which in ancient times and early middle Ages connected China, India, Central Asia, the Middle and Near East, and the Mediterranean [88].

Currently, tourism has become a mass socio-economic phenomenon of international scale. Tourism in the most people view is associated with recreation, pleasure, new experiences. It has become a characteristic feature of the lifestyle a modern person, striving for a change of impressions, knowledge for a bright and diverse world [89].

According to the International Tourism Statistics Guidelines developed by the World Tourism Organization, trips with education and training are related to such main activities as attending short courses, taking certain training programs (formal or informal) or acquiring certain skills through formal courses. At the same time, the concept of “tourism” refers to the travelers’ activities traveling to a main destination outside their normal environment for less than a year with any main purpose, except for the purpose of employment for a company registered in the country or place of visit. A. R. Lebedev in his article “Educational tourism as an economic category” notes that all authors of the definition the term “educational tourism” are interpreted unilaterally, from the consumer activities’ point of view, not reflecting the stage of the tourist product making. The author formulates the definition of educational tourism as an economic category: a system of relations connected with the production, distribution, exchange and consumption of an educational tourist product within the framework of the national and world economy. At the same time, under the educational tourist product, Lebedev understands the material and non-material benefits necessary to meet the needs of travelers in mastering knowledge, skills and abilities during irregular movement between permanent residence and place of study with the main goal “education (formal or informal)” for less than one year [90].

However, in the target classification of tourism types, “recreational” and “cognitive” are distinguished as the most common types of tourism. At the same time, the trip may include educational and recreational goals at the same time. The concept of “educational tourism” is derived from such concepts as “cognitive”, “cultural”, “cultural-cognitive”, “excursion-informative” tourism.

We will point out the definition given for the educational tourism by different scientists in table 6.

Table 6 – Interpretation of “Educational tourism” by different scientists

“EDUCATIONAL TOURISM”	tourist trips, excursions for the purpose of education, satisfaction of curiosity and other cognitive interests	I. V. Zorin, V. A. Kvartalnov [91]
“EDUCATIONAL TOURISM”	cognitive tours made to accomplish the tasks defined by the educational programs of educational institutions	V.P. Solomin, V.L. Pogodina [92]
“EDUCATIONAL TOURISM”	trips from 24 hours to 6 months for education (general, special, additional), for advanced training - in the form of courses, internships, without engaging in activities related to receiving income from sources in the country (place) of temporary stay	E. A. Lunin [93]
“EDUCATIONAL TOURISM”	trips for receiving education abroad (with the aim of improving language, obtaining business education, studying special disciplines	V. U. Voskresensky [94]
“EDUCATIONAL TOURISM”	tours duration from 15 days to 3 months in order to improve the skills or deepen knowledge in certain disciplines	D. Sh. Sanginov [95]
“EDUCATIONAL TOURISM”	recreation, the main or secondary purpose of which is the study of foreign languages, cooking or other disciplines (economics, management, marketing, etc.), as well as the satisfaction of curiosity, advanced training and the acquisition of new experience in a particular profession or activity	A. Shcherbinina [96]

Table 6 represents a systematic approach to the definition of concept “educational tourism”. Summarizing the above interpretations from various authors, we can say that “educational tourism” is a trip or a tour with an educational purpose, but all the authors agree that this goal is not the only one, and some of them argue that the educational goal may not be the main on such a trip. In our opinion, the last statement is fundamentally wrong, since the main purpose of the trip should determine the type of tourism. If it is not educational, then the type of tourism to which it should relate is different.

From an economic point of view, tourism is a special kind of tourist consumption material goods, services and goods, which is allocated in a separate sector of the economy. It provides tourists with everything they need: vehicles, accommodation facilities, food, cultural and domestic services, entertainment. For many countries, tourism has become a government revenues significant item and rank among the most promising sectors of the national economy [95, p.15].

It is also erroneous to single out in educational tourism the goal of satisfying curiosity and other cognitive interests, since tourism is inseparable from the process of cognition, and any kind of knowledge will be associated with the acquisition of any knowledge. In addition, the authors of some definitions unduly mention the period allocated for the educational purpose of the trip, since a person who is in a visited place (country) for no more than one year is considered a tourist or traveler. Thus, if the trip duration exceeds one year, then from tourism the point of view, the person will be considered as a migrant or a permanent resident, not a tourist. Setting a period of “from 24 hours to 6 months” or “from 15 days to 3 months”, the authors only focus on the urgency of receiving education, which, in essence, does not have a special meaning for the concept of “educational tourism”.

Another disadvantage, in our opinion, is the absence in the presented definitions the mention consumers this type of tourism, that is, the target segment for which educational trips are intended. Only U. M. Chebotar, in his interpretation, determines that these are “trips of individual individuals or their groups”, which, in fact, indicates exclusively the possible number of consumers’ one tourist product and does not answer the question of who, in terms of social status or age graduation, is a tourist in educational tours [97].

According to statistics, the vast majority of young people in the world are leaning towards the so-called “good rest” and free travel style. More than 85% of travelers refuse to call themselves tourists and are looking for trips that are not standard tourist entertainment and sightseeing routes that the tour operator offers, but the opportunity to see the country from the inside, through the eyes of local residents, to feel new social and cultural conditions, and to combine rest with learning or maintaining an existing level of a foreign language. At the same time, 57% of such travelers are 20–25 years old, but over the past five years, traveling “without borders” has become increasingly popular among people in the age group from 25 to 35, from the period of 2005 to 2007 their number increased from 23% up to 31% [98].

The following types of educational tourism have become the most popular:

- study tours to learn a foreign language one or another general or special subjects;
- study tours to institutions, organizations and enterprises;
- scientific and educational internships in institutions, organizations and enterprises;
- participation in seminars, conferences, conventions, congresses, creative workshops and master classes, which purpose is the exchange of experience and the receipt of new professionally important information;
- sightseeing tours of various cities, natural areas and countries [99].

The International Commission for Education in the 21st century recognized that “In the coming century, global processes will dominate persistent contradictions that need to be overcome are contradictions between global and local, universal and individual, traditions and modernity, perspective and following tasks, competitiveness and equal opportunities, unlimited expansion of opportunities and human limits for their acquisition, the contradiction between the spiritual and the

material”. In 2015 Committee for Educational Policy of the Organization for Economic Cooperation and Development (OECD) has launched a new project “Future of Education” and Skills: Education 2030. “The OECD assumes that the world is facing previously unknown problems, and becomes unpredictable and vulnerable. Modern a person receives more information in 1 month than a person of the 17th century during the whole his life. The total amount of information in the world doubles every two years, making excessive training is impossible and useless. Therefore, academic knowledge, functional skills, personal competencies and attitudes are not enough to prepare a school child for live in these conditions. This requires new skills - meta-knowledge and meta-competencies. Developed economies need to transform the goals of education from “a person who knows “to” a person who thinks creatively, acts and develops himself”. In this respect leading countries of the world began to transform the knowledge center into practical education” [100].

Several official program documents the Republic of Kazakhstan are trying to give their response to the above problems. Law of the Republic of Kazakhstan “On Education” (July 27, 2007) No. 319-III is the most important text of the official policy the Republic of Kazakhstan in this field. It is noteworthy that article 11 of this law notes “recognition of the achievements local and world culture, research in the field of history and traditions the Kazakh and other communities country; knowledge of official, Russian and foreign languages” as one of the main goals of the education system. National Program for the Development of Education and Science in the Republic of Kazakhstan for 2016-2019, which was initiated by a Decree of the First President Republic of Kazakhstan (March 1, 2016) No. 205, is aimed “at improving competitiveness education and science, human development for growth”. One of its main goals is “the modernization of the content of higher and higher postgraduate education taking into account international trends.” The plan “100 concrete steps of a nation” (paragraph 79) provides for “step by step” transition to the educational process in English in higher education and universities” and defines “increased competitiveness of trained professionals and growth economic potential of the education sector ”as one of the main tasks of education in Kazakhstan [101].

As a retrospective historical and geographical analysis shows, the Silk Road had a great influence on the formation of the political, economic, and cultural structure of the countries through which it passed. Along all its routes, large and small trading towns and ancient settlements arose. The most peppered caravan routes were Central Asia, in particular, the territory of the nomadic civilization and urban culture in modern Kazakhstan. This region was crossed by dozens of trade routes both in the “South-North” and in the “East-West” direction [68, p.19].

The economic-geographical study of the reancient settlement framework (as a line for the formation of potential tourist centers), its theory and practice, methodology and methods are based primarily on existing scientific concepts in this area of knowledge. The tourist activity rudiments appeared in ancient times. Factors such as trade, longing for knowledge, discovery, learning, religion, and just rest were the motives for the people movement. The educational tourism market in Kazakhstan is still at the stage of formation, although this type of tourism has already gained

sufficient popularity among consumers. The state of our country, understanding the priority of tourism for the development of the national economy, adopted the tourism development concept until 2020. Kazakhstan, having a distinctive nature, history, culture, ethnography, favorable political situation, lack of interethnic conflicts, has a unique opportunity to find its niche in the global tourism market. The country faces an important task in shaping an attractive tourist country image, with giving maximum comfort for tourists visiting Kazakhstan [102].

Kazakhstan - a country with a distinctive culture and rich historical past is famous for its architectural and historical monuments. In the country there are about 27 thousand antiquity monuments, many of which are located on the Silk Road. This is the mausoleum and the mosque of Khoja Ahmed Yasawi in Turkestan, a unique "Golden Man" found in the Saks mound near the Esik town, the burial chamber of the Besshatyr burial ground and much more. A potential tourist who wants to visit the states of Central Asia, through whose territory the Great Silk Road lies, Kazakhstan cannot but quicken interest in it.

The low level of incoming tourism development is not least due to the insufficiently effective advertising campaign promoting Kazakhstan as an attractive tourist destination. To solve the above problems, on the instructions the Head of State approved the tourism development concept of the Republic of Kazakhstan until 2020 (Republic of Kazakhstan Governments Decree from February 28, 2013 No. 192). According to this Concept, five regions of the country are identified in which it is planned to develop tourism clusters on the international model Astana and Akmola region, Almaty, East Kazakhstan, South Kazakhstan and Mangistau Region [103].

Tourist information services are sporadic, in some areas there may be no explanatory information at all. Inefficient management of heritage sites also put at threat intangible and tangible heritage. Also still, it is fully necessary to realize the potential of participation the local communities in tourist activity.

Travel has always been targeted, often combining several goals at once. The purpose of the trips is determined by the functional classification the tourism types: leisure, medical and recreational, educational, business, sports, ethnic, religious, transit, educational.

But, it can be stated with confidence that the diversity of attractions are collected in the Kazakhstan land of nomads, including Figuresque lakes and mountains, hot mineral springs, and archeological wonders. It is a paradise for adventurous tourists, where they can try their skills at alpine slopes and harsh deserts, live as a nomad on the steppes, or visit former labor camps and nuclear test sites [104].

The territory Republic of Kazakhstan is inhabited unevenly. There is a rather significant fluctuation of the population density ratio with an average level of 5.8 people per 1 km², the lowest density is 2.1 people in Mangistau Region, which is almost 8 times lower than the most densely populated southern Kazakhstan.

The population of Kazakhstan is relatively young - 46.3% younger than 30 years [105]. It means that we need to give the right course and direction to the youth of the country for their education and an expanded outlook.

In this regard, the place of educational domestic tourism occupies a special place in the life of Kazakhstan society. After analyzing the materials and conducting surveys among the local population, we, based on scientific data, facts and available information, created educational tours in order to familiarize the local population with the most famous tourist facilities along the Great Silk Road of Kazakhstan.

100 people were surveyed for the significance and recognizability of tourist sites in Central Kazakhstan, the greatest number of people put the Ulytau Mountains in first place for their recognizability and significance.

So, let us consider in more detail the historical, cultural center, the Cradle of the Kazakh nation the Ulytau Mountains.

At the ceremonial meeting, dedicated to the 23rd anniversary of Independence Day, First President of Kazakhstan Nursultan Nazarbayev stressed: “The whole history of Kazakh statehood is a story of unification and unity. Our perception of the historical past must always be complete and positive. It should unite all Kazakhstanis.” He also added that with the beginning of the new, 2015 year, Kazakhstanis will celebrate an important date - the 550th anniversary of the Kazakh Khanate formation. In this regard, the significant importance for the people, acquire significant and memorable places of our country, among which the truly historic center of statehood is given “Ulytau”, which in the near future will become an attractive place for tourists. The Ulytau Mountains in the 17th – 18th centuries were considered the center of the entire Kazakh land. Here in 1730, the militia gathered from all three Kazakh tribes against the Dzungars. The general command was entrusted to Khan Abulkhair, and directly supervised the military actions of Bogenbai Batyr. The battle that took place in the southeastern part of the Ulytau massif ended with the defeat the Dzungar army, and this place has since been called “Kalmakgyrgan” [106].

From the historical development and cultural heritage point of view, Ulytau, the cradle of the Kazakh nation, is also of great tourist interest. Majestic burial mounds, necropolis, Begazy-Dandybay culture mausoleums, cave paintings, petroglyphs, mines, and metallurgical furnaces in which copper, tin, silver, gold and other ancient monuments found and studied by scientists were smelted indicate that since ancient times Ulytau was the center of Saryarka and the whole steppe. It is impossible to study the history of the Kazakh people, bypassing the crucial role of this ancient khan of the Central Asian steppes. Juchi, the son of Genghis Khan himself, raised his banners here, and the eastern conquest of Batu began from here. Such famous sons of the steppes as Alash Khan and the once-powerful rulers of the Golden Horde, Tokhtamysh and Emir Edige were buried here. In Ulytau was proclaimed Khan Kenesary. The Ulytau Mountains were not ignored the one of the greatest commanders of the middle Ages - the founder of the Timurid Empire, Tamerlan.

The monuments that Ulytau keeps in itself go back to the Paleolithic and Neolithic eras. On this area territory, there are about 636 monuments, which 282 listed in the historical and cultural map of the Ulytau museum fund. Here are located 13 monuments of history and culture of republican significance [107].

It was in these places that semi-legendary-semi-historical events from the middle Ages took place. The story about the legendary king of Turan Afrasiab says

that his copper castle was erected here. In the legends of Ulytau, Tomiris, Alexander of Macedonian, Genghis Khan, Zarathustra are mentioned. And these traditions have the right to life. Indeed, after many years, some of them are confirmed by evidence found by archaeologists.

As monuments of different epochs and events in Ulytau, ritual buildings of the early nomads era are found in large numbers - barrows with "whiskers", Turkic memorial walls, stone towers (melons) of the Oguz-Kipchak era, Golden Horde mausoleums. Thanks to the State program, "Cultural Heritage" Ulytau entered the number of national symbols.

Ulytau is also a unique nature phenomenon. As if an island surrounded by steppe and desert, it gives travelers a cool shade of aspen and birch trees, where the famous springs flow. Among them, the most popular source is Embulak, the water of which is considered to be healing. In Ulytau, there are 14 plant species not found elsewhere in the Karaganda region. They deserve particularly careful protection. These primarily include endemics (Ulytau's tansy, bristly yarrow, small-flowered willow), as well as very rare species: Selkirka violet, Kazakh clausia, heniosperm cranberry-spine, three-nerved sandwort, and fern - maidenhair spleenwort. In wet forests, there are a number of boreal species confined to the highest and most humid mountains in the Karaganda region (Kent, Koshubai, etc.). Such are the ozhek pallidum, the sedge pallidum, the iris of the broadleaf, the city gravelat, the black currant, etc. The find in the Ulytau mountains of the Central Asian species is very interesting - Dzhungar willows/nowhere else found in the region, as well as Hartman sedges, Altai hawthorn - also very rare. Spruce trees that grow in the Ulytau mountains and birches, rarely found in Central Kazakhstan, are included in the Red Book of the Republic of Kazakhstan [108].

Since tourism and its territorial systems of Kazakhstan are complex from the point of view methodological substantiation and methodological support of the object study, it is necessary to apply an integrated approach that includes the study of the following interrelated factors: natural-geographical; socio-cultural; socio-economic; demographic; geo-ecological; geopolitical. The analysis of the cartographic model the routes of the Silk Road in the South-Kazakhstan section shows that they, like the modern routes of transport communication, pass along arid zones. In arid conditions of the South Kazakhstan the main route of the interregional road, along which the historical centers of urban and nomadic cultures were formed, is water-basin nature. Moreover, the economic and demographic "capacity" of a territory is determined by geographical factors: the size of water resources and the hydrographic regime of rivers. Of the eight water basins in Kazakhstan, three are located in South Kazakhstan: Aral-Syrdarya, Balkhash-Alakol, Shu-Talas. Here is the densest network of the Silk Road routes. The density of the river network has affected the formation of the Silk Road main routes system, the ancient settlement system, has affected the density of ancient settlements, both developed and potential tourist centers along its sections. As the cartographic analysis shows, the main nodal elements of the supporting framework South Kazakhstan are formed by large cities and urban agglomerations - tourist centers [105, p.107].

One of the features of cities location in South Kazakhstan is that due to the natural conditions all tourist centers are shifted to the south.

From the management side, this presents certain difficulties, because the main part of the territory is located in the north. Therefore, the region should be singled out as a separate tourist and recreational complex as part of a republican territorial recreational system with unified administrative powers of a regional nature. Priority is given to the further development of large regional tourist centers (sub-centers) the main ancient settlement zone as a support framework for the development of tourist facilities - Almaty, Taraz, Shymkent, Kyzylorda.

Also interest shows the State National Natural Park of Aksu-Jabagly, which is on the UNESCO list. The government of Kazakhstan made a decision together with the American partners to start creating 5–7 tourist clusters. Within the framework of the national project “Kazakhstan Cluster Initiative”, developed the concept of forming a tourism cluster, based on a balanced and mutually beneficial partnership of the state and private structures [109].

A cluster is a geographically concentrated group of interconnected companies, specialized suppliers, service providers, companies in their respective industries, and organizations related to their activities. In other words, a cluster is a group of closely located and interconnected enterprises and related organizations operating in a particular industry, united and complement each other. A cluster can cover a district, a region, or even a single city with the seizure of a nearby city or neighboring countries. Among the required conditions for the cluster development are science, entrepreneurship in young and small firms, and openness to new ideas from the organization management, intellectual potential or intangible assets of companies. Today, the cluster organizational structure can be represented as the interaction of companies, government structures, research institutes that create working groups with an appropriate strategic initiative [110].

As the situation analysis on the implementation of cluster initiatives showed, the most difficult moment on this path for the regions and for Kazakhstan in the near future will be the problem of redistributing the roles of business and government. Equal cooperation between business and government is necessary at this stage. The new role of the government should be to provide conditions for the development of tourism, to assist businesses in identifying problems, investment opportunities, obtaining the right skills, qualifications, technologies, infrastructure, regulation and adjustment of industrial and formation an innovative tourism policy and many others.

At the same time, the state should encourage the initiative of the enterprises included in the cluster through tax, financial, credit and personnel policy. One of the stages of implementation cluster approach in the South Kazakhstan, based on the geographical principle of its formation, is the development of a visual cartographic model of regional division of the region to determine the internal regional and interregional, international (with Kyrgyzstan, Uzbekistan) clusters.

It is necessary to allocate support territories for the development of the cluster, which are capable for generating the development of domestic tourism and implementing entry development initiatives. In addition, here, first, it is necessary to

return to the communal services of the South Kazakhstan the hostel “Kyryk-Kyz” (Tolebi district), which was the center of development for tourism active types in the region. The mountain systems of the Maidantal, Karzhantau, Ugam ridges, and partly Pskem are convenient and attractive for year-round recreational holidays of all ages, sports and recreational hikes and travels, ski resorts in the winter season, the development of a sanatorium and resort complex and the treatment pulmonary and other diseases, children’s recovery. The campsite can today also become a reference geographical point for the development of the tourist cluster in the South Kazakhstan [8, p.12].

The mineral waters of the region are well known outside the republic and are represented by the Saryagash, Temirlan and Mankent deposits. Based on well-known research and the presence in the region of more than 807 historical and cultural monuments of educational value, tourist attraction and exoticism, and some, according to UNESCO, and world value: the Mausoleum of Khoja Ahmed Yasawi, Sairam complex of ancient Ispidzhab, archaeological, architectural complexes and the ancient communications of the Silk Road, we can talk about the revival of the architectural, spatial and ethno-cultural environment of the nomadic and sedentary agricultural culture of the middle Ages, crafts, the creation of ritual camp pilgrimage centers, dramatized open-air museums and on this basis to develop sightseeing, educational and research tourism, especially archaeological tourism.

The experience of many countries and regions shows that clusters really contribute to high efficiency and, thus, increase the welfare of the nation. The role of the executive authorities’ local administrations in the cluster development of the tourism economy is to create a favorable business climate for private entrepreneurs as the axis of the project participants and the economy as a whole, which will ensure higher productivity and efficiency in this sector [111].

To do this, it is necessary to form a structure of a full-fledged staff schedule the tourism department according to the functional feature of the work performed and highlight the maximum staffing units, as in other regions.

Based on the cartographic analysis and information obtained in the process of field research on the assessment of tourist and recreational resources for tourism purposes, it is necessary to create an inventory of natural areas and objects attractive for tourists to predict the development of environmental, recreational, educational and sports, health and fitness tourism. Because in the region more than 35% of the population is made up of children under 14 years old, it is necessary to allocate territories for the development of children’s rest and recreation, training and educational types of tourism [112].

In the South Kazakhstan Turkestan and Kentau are likely to be the poles of active growth, and within the framework of the Shymkent agglomeration, the cities of Sayram, Tulkubas, Arys, Lenger are promising.

As for the regional development of tourism, it is possible that the baseline frame of the ancient settlement will change in the future; the main axis will develop from Baikonyr in the west, Turkestan in the north-west and to Taldykorgan in the east. This is evidenced by the growing economic importance and investment attractiveness

of the above-mentioned cities, the growth of the population and in rural areas in their influence zone. Naturally, the importance of the Almaty-Nur-Sultan line will increase, small ancient settlements will appear here - local tourist service points on this route. All this indicates that the southern part of the region, where the most intensive “growth corridor” is likely to remain the axis of Almaty-Taraz-Shymkent [98, p.110], will also become condensed in the future.

So then, out of 100 people surveyed for the importance and recognizability of tourist facilities in the Kyzylorda region, the largest number of people identifies this place with the legendary Korkyt Ata and the Baikonur cosmodrome.

In the south of the Kyzylorda region lies the Turan lowland, in the east these lands go around the spurs of Karatau, from the northwest - the Karakum sands, and in the southwest - the Kyzylkum desert. The history these places is the history of ancient and modern civilizations. Here formed cultures, created military alliances and states. Here was the first capital of Soviet Kazakhstan and created the largest space harbor in the world. Syr Land is also the edge of the four capitals. The first, Chiryk-Rabat, was the residence of the Saks leaders. The second is Zhankent - the capital of the Oguz. And Sygnak is the capital of the Kipchak Empire. Kyzylorda, the first capital of the Kazakh Republic, became the fourth in this chronology [113].

Taking its history from time immemorial, rich in ancient legends and traditions, the edge of Syr is the heart of the Turkic world. The Turks who inhabited the lower reaches of the Syrdarya gradually began to develop the cities, thus forming their own Zhetiassar culture (translated from the Kazakh language, “Zhetiasar” means “Seven fortresses”). Such early medieval monuments of history as Turkestan, Sauran, Syganak, Zhankent, Cirik-Rabat, Altyn-asar, Kosasar, Aralasar, Akkurgan and Kerderi, confirm that already the urban culture reached a high level here. And such shrines as the mausoleums and tombstones of Kurgan Alypa, Bobish Mola, Kok Kesene, Okshy Ata, Begim Ana, Korasan Ata are vivid evidence of unlimited respect and attention to the memory of these great personalities who left their mark in the history of not only the Kazakh people, but also all Turkic civilization [114].

According to the latest data, there are more than 560 historical monuments in the Kyzylorda region. 21 of them are of national importance. 146 monuments are archaeological, 297 - architectural, 53 - monumental, and 10 of them belong to the historical category. The edge of Syr is also known for the Aral Sea, Barsakelmes State Reserve, Lake Kambash, the water from which is famous for its crystalline purity and healing properties, as well as the spurs of the ancient Karatau - Balapan and Sauyskan (which means “nestling” and “magpie”).

Since ancient times, the expression “Syr eli - zhyr eli” has become widespread, which means: “The land of Syr is the land of songs, legends and epics.” The traditions of the near Syr Darya singers and narrators, the so-called zhyrau, originated here. This song-poetic genre, the foundations of which were laid by such speakers as Eshniyaz sal, Balky Bazar, Karasakal Erimbet, the outstanding Ongar, Kete Zhusip, Turmagambet Iztleuov, Nurtugan, Nartai, Kanly Zhusip, Zhiembay, Rustembek and Kosheny, Mannap, Rathambec, Mannap, now are part the culture of the Kazakh people, passed down from generation to generation [115].

The ancient land of Syr is a fertile land that keeps in itself the legends of distant antiquities, the eternal indelible memory of the ancestors' heritage. It is in this amazing land at various times were located the three capitals of the Kazakh state. This is the main city - Zhankent and Syganak - the center of the state Ak Orda, which served as the basis for the Kazakh Khanate. These cities are the sacred values of the national annals. Kyzylorda - the capital of the Kazakh Republic from 1925 to 1929 - and today is our pride. According to research scientists, civilization in the sacred Syr land was born more than 2 thousand years ago. It is not by chance that First President of Kazakhstan Nursultan Nazarbayev said "the land of Syr is the mother of Alash". So, this land with its rich history, traditions and culture has a great wonderful future [116].

The identified features are closely interrelated and interdependent on changes in the forms of tourism and the structure of rational regional development. Moreover, the tourist economy in the region as a complex territorial socio-economic system is both a result and a factor in the further development of productive forces. That is, as an integral part of the territorial organization of society, it is inextricably linked with the socio-economic and socio-cultural changes in all areas of the future tourist business complex. So then, out of 100 people surveyed for the importance and recognizability of tourist facilities in Manygtau region, the largest number of people identifies this place with the legendary Beket-Ata and the Caspian Sea.

The region has significant tourism potential: unique culture 14 (historical tourism), the presence of beautiful wildlife (ecological tourism), beach and cruise tourism on the Caspian Sea sports tourism, extreme tourism. The most developed tourist destinations are Aktau, Zhanaozen cities, Fort-Shevchenko, the village of Shetpe. The largest number of architectural monuments, natural objects are located on the territory of Tupkaragan, Mangistau and Karakiyansky regions - this is the Ustyurt plateau, necropolises and underground mosques Beket-ata, Shakpak-ata, Sultan-epe etc., Sherkala mountain, Torysh valley, Saur natural boundary, Tamshaly, Karagiye basin, Kenderli Bay. Recreation facilities of Kenderli, "Tree of Life" function. It should be noted that the Great Silk Road route passed through the territory of the region through Kyzyl Kala, the necropolis (Sultan epe, Akshora Beltam, etc.), underground mosques (Beket Ata, Shopan Ata, Karaman Ata, Omar Mausoleum and Tura) remained in the region. The development of the design and estimate documentation for 4 highways to the natural and cultural sites of the Tamshaly and Saur boundaries, the Shakpak-ata and Sultan-epe necropolises was started. The construction of the Beineu-Shetpe highway is nearing completion, and the reconstruction of the Shetpe-Zhetybai-Aktau highway has begun [86, p.6].

Conclusions to the chapter 2

After studying the materials and conducting research in the revival of the Great Silk Road, we concluded that:

Firstly, the New Economic Policy of Kazakhstan "Nurly Zhol", The Chinese initiative "The Silk Road Economic Belt" in their content, mutually complements each other, as they are aimed at developing infrastructure, primarily transport and communications. Kazakhstan developed the Silk Wind project for the implementation

of Transport Corridor Europe-Caucasus-Asia. Projections of the development the world economy indicate that the main financial, commodity and information flows of the 21st century will be concentrated between three global entities: North America, Europe and Southeast Asia, including Japan and China. In this regard, the TRASECA member countries need to continue their work on integration into the appropriate transport and communication links. In the modern world, integration is one of the important ways of socio-economic and political development, where regional integration is the real process of countries joining global economic relations.

To further enhance cooperation, Kazakhstan needs to expand its own terminal network in Kazakhstan, because our country is positioning itself as the transport and logistics hub of the New Silk Road. Thus, the main goal of the state strategy is to turn Kazakhstan into the largest Eurasian transport and transit hub, where all major continental transport corridors will pass and connect through our region.

Secondly, the ancient Silk Road, which will be an important trading route, made a major contribution to the economic and cultural exchange between the East and the West. Today, in the conditions of world economy globalization people hope that the restoration of this path will once again be able to benefit the people of the countries in this zone.

Thirdly, the geographical advantage of Central Asia. The decline of the ancient Silk Road was associated with the emergence of maritime trade, but over time, thanks to the development of science and technology, more and more roads become accessible and convenient for movement. The Central Asia countries, which are located in the depths of the continent and are far from the sea, turn into a bridge connecting the developed European economic zone and the rapidly developing Asia-Pacific economic region. The initiative to establish the “Silk Road Economic Belt” will make the geopolitical weakness of Central Asia a special advantage.

Fourthly, Central Asia possesses rich natural resources, which today with the development of technology allow us to consider it as the base of energy resources in 21st century therefore, their development

and rational use will not only benefit the peoples of the region, but will also contribute to the economic development of it and the whole world.

Fifthly, educational tourism as an economic category: a system of relations connected with the production, distribution, exchange and consumption of an educational tourist product within the framework of the national and world economy.

The identified features are closely interrelated and interdependent on changes in the forms of tourism and the structure of rational regional development.

3 SCIENTIFIC AND PRACTICAL ASPECTS ON DEVELOPING AND IMPLEMENTING PRIORITY OBJECTS OF GREAT SILK ROAD ON KAZAKHSTAN REGIONS

3.1 Modeling of interactive map-scheme with geoinformation system ArcGIS the priority objects of the Great Silk Road on Kazakhstan regions

The development of the global tourist market contributes to the search for effective ways development of tourism in Kazakhstan. At the present stage, increasing distribution acquire information technology and software in the field of tourism business. Activities for the formation, promotion and implementation of the tourist product become impossible without proper information support.

In the study of the tourist potential the territories and the development of their programs mastering professionals have to deal with a lot of information characterizing different sides of space. An indispensable processing tool this kind of information are geographic information systems (GIS). Geographic information systems are a software and hardware complex, able to enter, store, update, manipulate, analyze and output all types of geo-referenced information [117].

GIS has the following properties: spatiality; problem-practical orientation; providing integrated and a systematic approach to the study and display of geosystems; adaptability problem solving with the possibility of joint analysis significant the number of parameters characterizing geosystems, etc.

GIS supports data management, analysis and decision making, and thus creates the basis on which the data records on tourist sites, tourist routes - can be combined with spatial (cartographic) data, to make sense of location. On this basis, maps can be used for database query, or the database is used to create maps and other visual mappings. Thus, GIS forms the basis of a powerful system for observing resources, tracking actions and reaching customers.

GIS provide the ability to quickly respond to any emerging situation over any territory, obtaining all the necessary cartographic and thematic information. They are a mapping study with simultaneous construction of any maps, plans and schemes. Based on GIS you can to simulate various processes, phenomena and study the change of their state in time [118].

The structure of a GIS, as a rule, includes four mandatory subsystems:

- data entry, providing input and/or processing of spatial data, obtained from various sources (maps, etc.);
- storage and retrieval, allowing to quickly receive data for the relevant analysis, update and correct them;
- processing and analysis, making it possible to estimate the parameters, to solve the analytical and analytical tasks;
- presentation (issuance) of data in various forms (maps, tables, block diagrams, digital terrain models, etc.) [119].

Recently, GIS-technologies are increasingly used in tourism design and in the operation of tourism resources and objects in the tourism industry. GIS can be a great help to a travel company if a GIS map is created with resorts affixed to it, with which

the company cooperates, plans the territories, information about the quality of service, photos of rooms, etc. this will create a huge advantage over other sellers of a similar tourist product [120].

Tourist map of the Kazakhstan should contain reference text information with illustrations. As a raster (substrate) for the created map-scheme will be used physical map of the Kazakhstan. For creating a map-scheme will be used programs of geographic information system “ArcGIS”.

In this work we will focus on creating a map of Kazakhstan tourist sites along the Great Silk Road. Kazakhstan is characterized by the presence of unique monuments of history and culture, a rich historical heritage and has favorable prerequisites for the development of tourism and recreation various types (figure 21).



Figure 21 – Kazakhstan tourist sites along the Great Silk Road

Note - Made by author using ArcGIS

Here we have chosen according to the survey and books the Kazakhstan sacred objects of whole National importance and regional sacred objects of Kazakhstan [121] we have selected 127 objects and places that exists today and proposed to create 3 new ones. The main idea of choosing 130 places-wonders of Kazakhstan is as follows: 97+30+3, where 97 is = 1997 new capital for Kazakhstan – Nur Sultan, new Strategy Kazakhstan 2030, one of main Kazakhstan goals to be among 30 developed countries

and Kazakhstan has 3 cities of Republican importance. In total it makes 130, which means representatives of 130 nationalities live in Kazakhstan, which shows Kazakhstan as one of the most hospitality country. This interactive map is confirmed by the publications and acts of implementation. This interactive map-scheme shows the 130 Kazakhstan Wonders along the Great Silk Road that created by the method of data visualization.

Here is the list of 130 places and objects that we have chosen to put in the map – sceme according to our survey (figures 22-34).



Figure 22 – Map-scheme of Akmola region/Nur-Sultan



Figure 23 – Map-scheme of Aktobe region

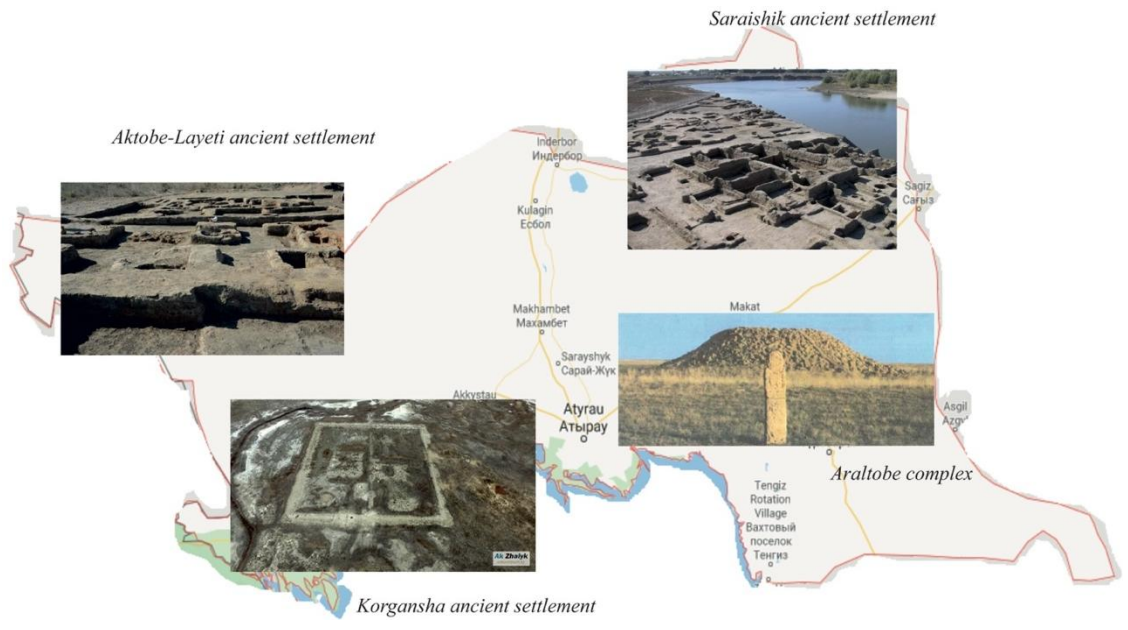


Figure 24 – Map-scheme of Atyray region



Figure 25 – Map-scheme of Kyzylorda region

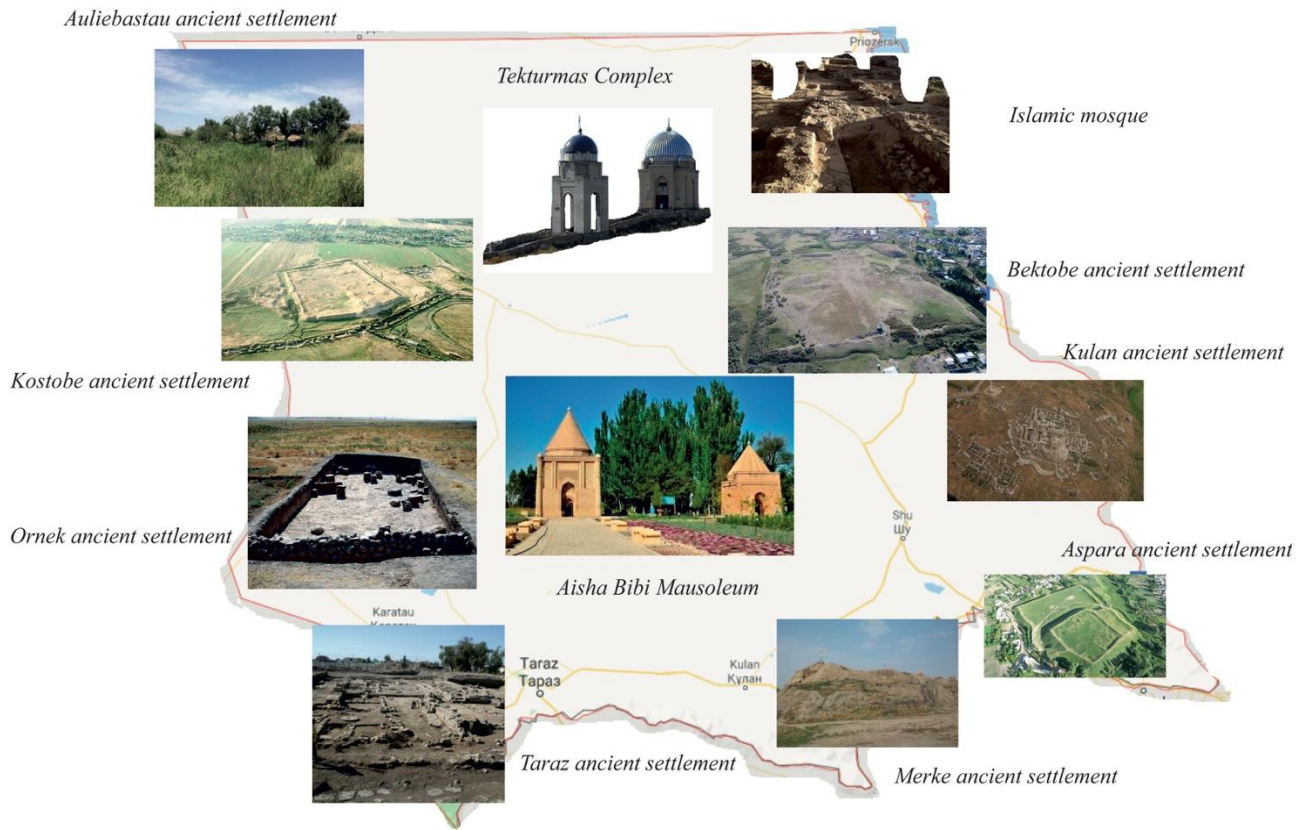


Figure 26 – Map-scheme of Zhambyl region

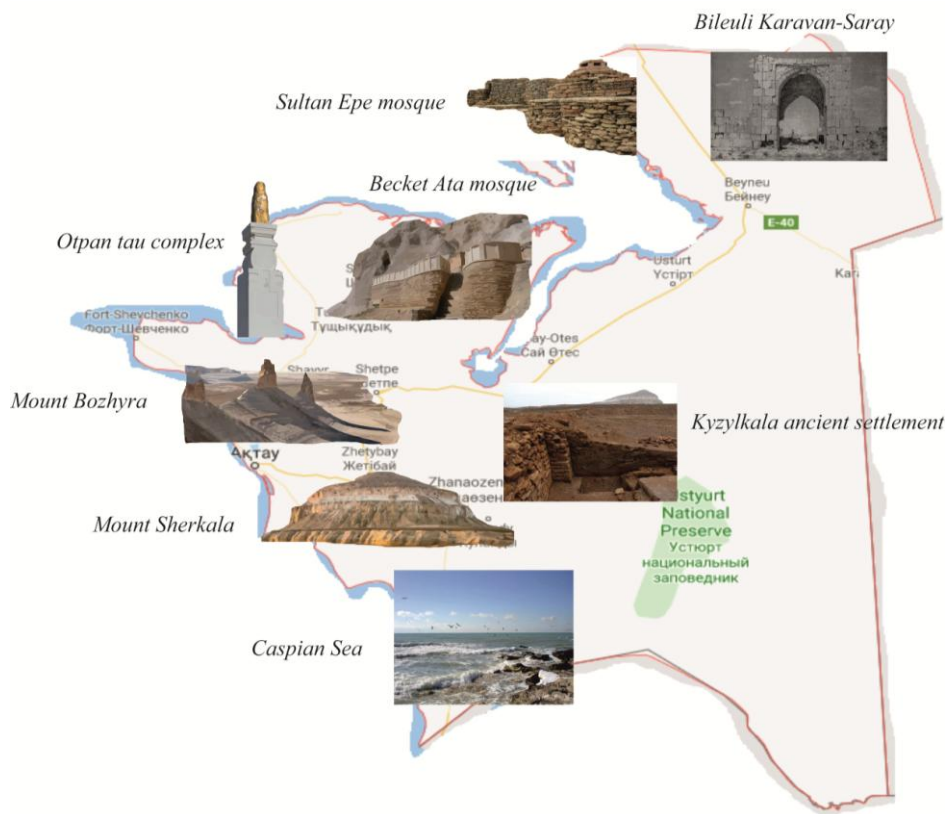


Figure 27 – Map-scheme of Mangystau region

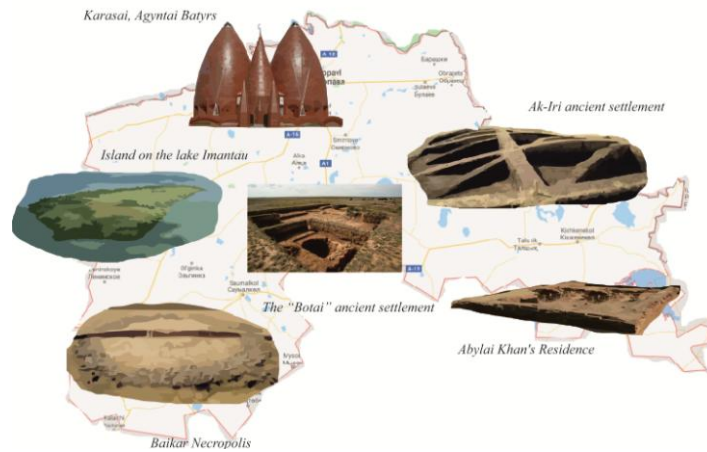


Figure 28 – Map-scheme of North Kazakhstan region/Petropavlovsk

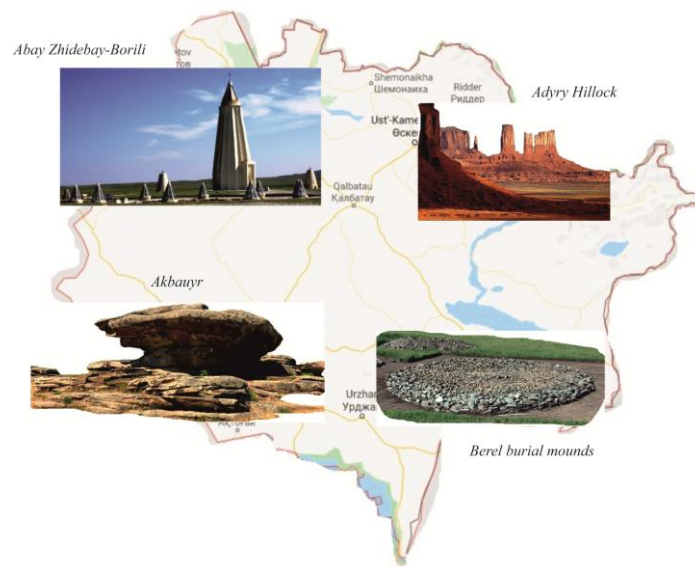


Figure 29 – Map-scheme of East Kazakhstan region

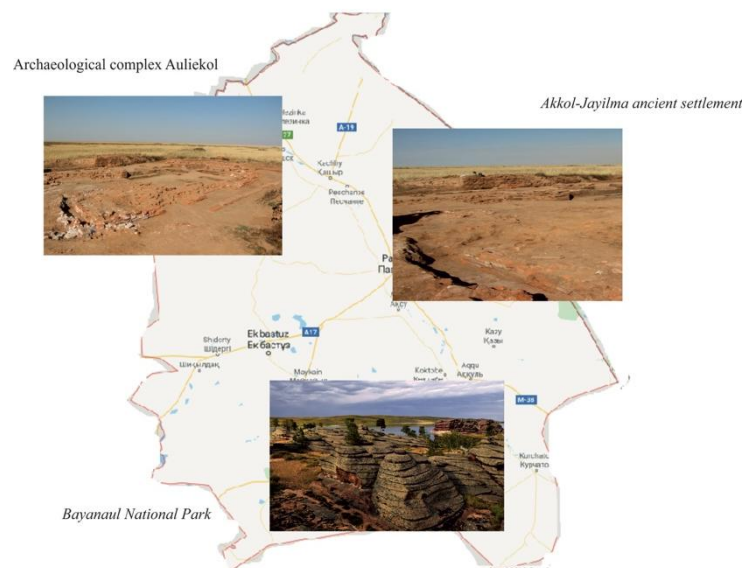


Figure 30 – Map-scheme of Pavlodar

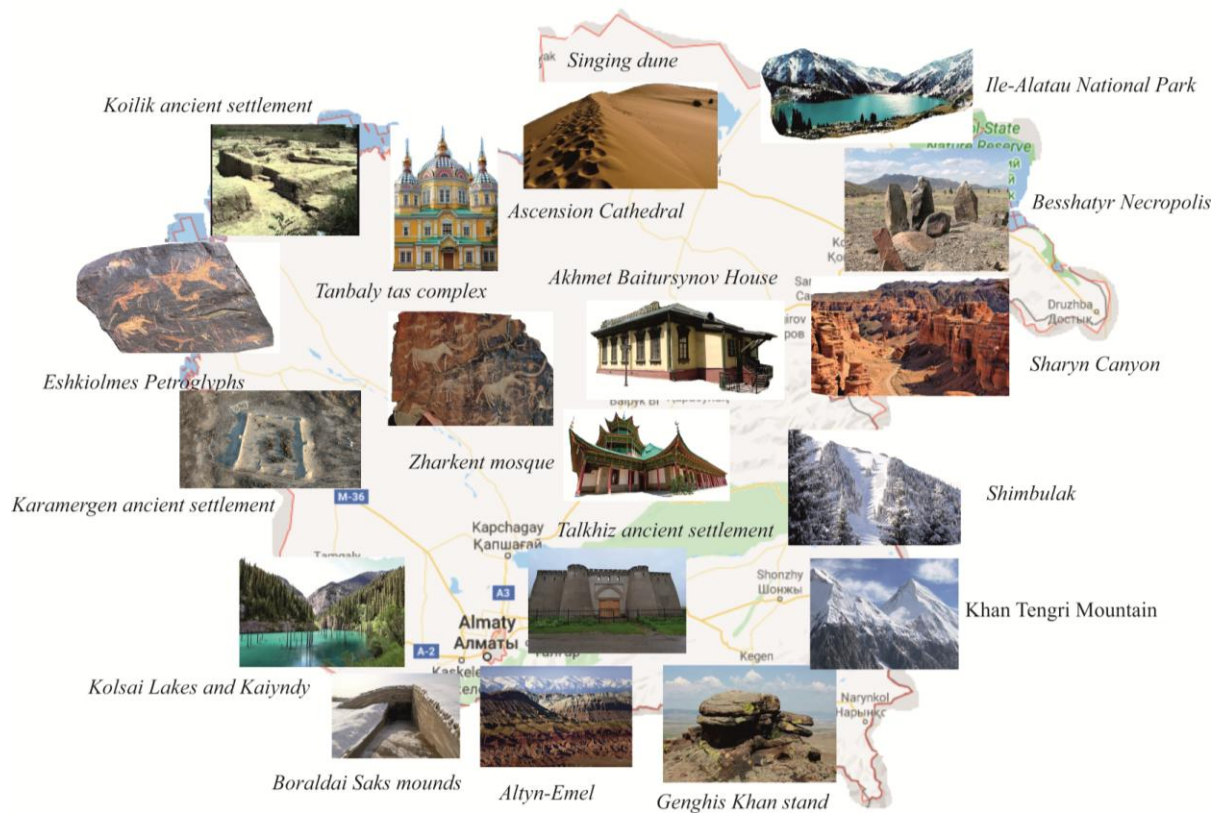


Figure 31 – Map-scheme of Almaty/Almaty region



Figure 32– Map-scheme of Central Kazakhstan region

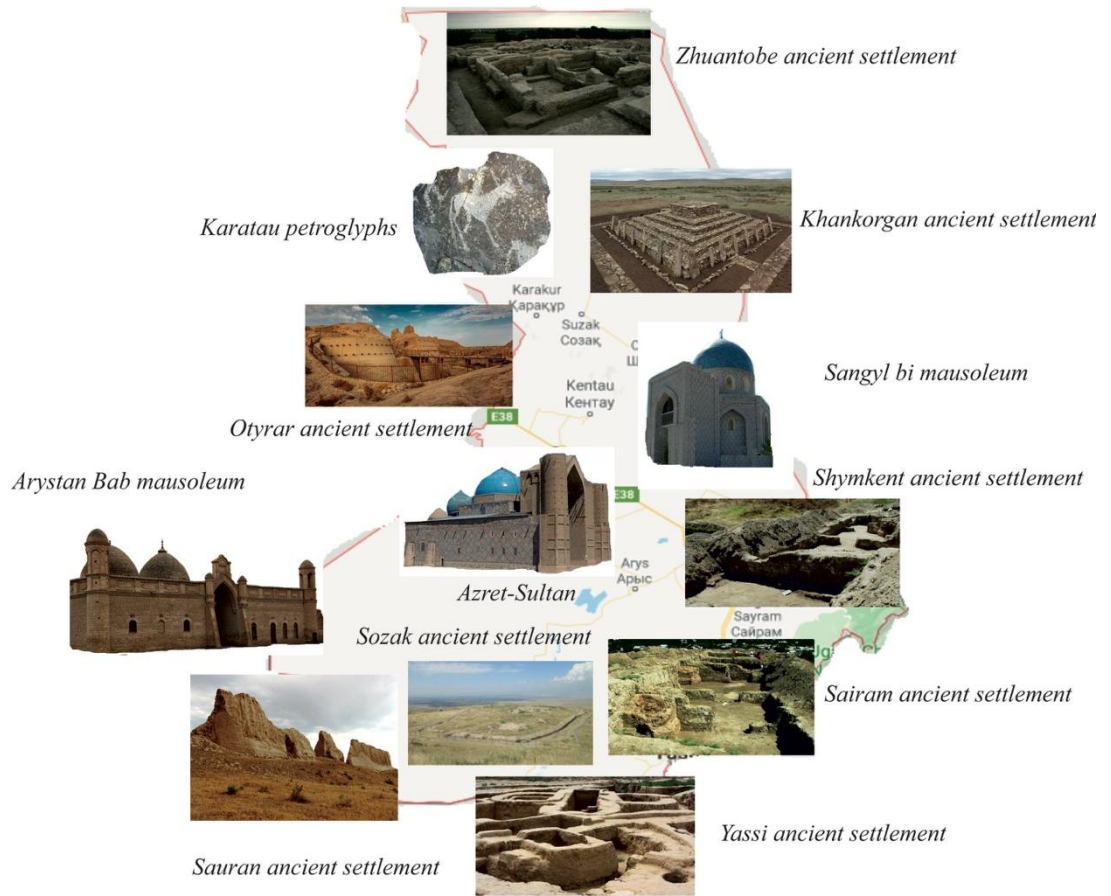


Figure 33 – Map-scheme of Shymkent/ Turkestan region

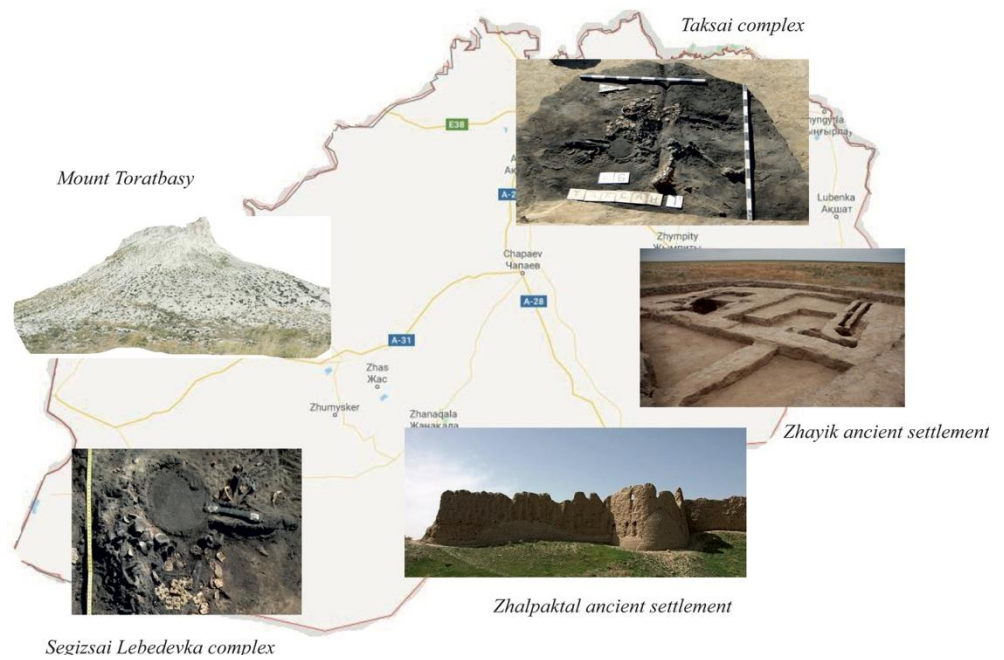


Figure 34 – Map-scheme of Mangystau region

So, this was the sacred objects that we have pointed out at map-scheme. In the program article “Looking into the Future: Modernizing Public Consciousness,” Elbasy N. A. Nazarbayev notes: “... Every nation, every civilization has holy places that are nationwide in nature, which are known to every representative of this nation. For Kazakhstan, this is especially important. We are a vast country with a rich spiritual history. Sometimes our sizes played a different role in the story. But the people in this spiritual geographic zone never interrupted. However, at the same time, in the whole history we have not created a single field, a single chain of these holy places important from the point of view of culture and spiritual heritage. It is necessary to link together in the national consciousness the complex of monuments around Ulytau and the Kozha Ahmed Yassau mausoleum, the ancient monuments of Taraz, the ancient complexes of East Kazakhstan and the sacred places of Semirechye. Domestic tourism should be based on the symbolic heritage of the people. For the first time in a thousand-year history, we must develop and implement the project “Sacred Geography of Kazakhstan” [122].

Known as the “greatest route in the history of mankind”, the ancient Silk Road was the first connecting bridge between East and West and was an important tool for trade between the ancient empires of China, Central and West Asia, the Indian subcontinent and Rome.

As a route of integration, exchange and dialogue, the Silk Road has made a great contribution to the common prosperity and development of mankind for almost two millennia. With a diverse historical and cultural heritage and a wealth of natural tourist attractions stretching along thousands of kilometers ancient roads, the Silk Road today offers visitors the opportunity to see a unique network of routes connected by a common history.

The regions of Kazakhstan have a huge heritage of the Silk Road in terms of both material objects and intangible culture - a rich variety of gastronomic and cultural traditions, opening up enormous opportunities for the development of innovative tourism products for modern travelers looking for trips that give the most authentic impressions. This review is aimed at the development of domestic tourism, enriching its cognitive component, and involves the development of new tourist routes running through the territory of the Republic of Kazakhstan.

We will consider more deeply the route of the Great Silk Road, which passed through Kazakhstan.

Ispidzhab - From Shash (Tashkent) the road went through the pass to Turbat, then to Ispidzhab - the largest city in southern Kazakhstan was the capital of the Syrdarya sedentary agricultural area. The city is known in written sources already at the beginning of VII century. In route Xuan-Jian, he is referred to as the “City on the White River.” The message of Mahmud Kashgar, referring to the XI century, says: “Sayram is the name of the “White City” (Al-Medinat-al-Bayda)”, which was called Ispidzhab [8, p.153].

“The towns and villages belonged to the Ispidzhab district, including Farab and Shavgar, Sauran and Shagiljan in the Syrdarya valley; Balaj - on the northern slopes of Karatau; Taraz; Sousse; Jikil; Atlah and Jamukat - in the Talas Valley; Kulan,

Merki, Deh Navi, Balasagun - in the Chui Valley and many others, which, undoubtedly, allows us to consider 10th - 12th centuries Ispidzhab as the main city of South Kazakhstan and Zhetysu [123].

In a story about the events of 1582, the historian Schibanid Abdulakhan II Hafiz-i Tanysh Bukhari wrote about Sayram: “Sayram, which is written in historical writings Ispidzhab, was a fortress strengthened to such an extent that the idea was powerless to imagine the possibility to conquer it and the power of imagination was embarrassed, and it was impossible to even dream of mastering it.

Otrar (Farab). Many famous medieval geographers and historians mention Otrar. The ancient Otrar oasis was located in the modern South Kazakhstan region in the middle course of the Syr Darya. Now we can safely say that since ancient times it was one of the largest centers of the urban civilization ancient and medieval Kazakhstan, and all of Central Asia. Not only the city itself, but also the ruins of more than 60 ancient settlements and cities of the oasis with the same name, traces of a powerful and widely branched irrigation system indicate the scale of the economic and cultural development of Otrar [124].

Otrar was a medieval metropolis, a major trade and economic center on the Great Silk Road, a meeting place for various cultures and civilizations: Muslim, Chinese, European - and religions - Islam, Christianity, Zoroastrianism. Where, along the Great Silk Road, the trade artery that had existed between China and the distant European world for many centuries, merchants' caravans marched, cities sprang up. Otrar had an extremely favorable geographical location: between the agricultural oases of Central Asia, on the one hand, and the nomadic herdsman, Desht-i-Kypchak, on the other. It was in this region, as nowhere else, even in ancient times there was a mixture and mutual influence of tribes and cultures. The road went to Syrdarya to Shash, Fergana and Sogd, along the same route in the north went through the Aral Sea to Khorezm, the Volga steppes and the Northern Black Sea region. These roads were sections of the main routes of the Great Silk Road. So that the wanderers could rest after a tiring road, caravanserais were built. People settled around them and thus there were cities that began to live their lives. Traders and artisans, scholars and wise men, skilled musicians and poets settled in the 200,000 inhabitants of Otrar. Oriental bazaars flourished - the heart of any medieval city where it was possible to find goods from all over the world [125].

Shavgar – the first capital of Shavgar district (Yasy-Turkestan), as it was possible to establish, corresponds to the ancient settlement of Tortkol on the Karachik River. In Turkic, this city was called Karachuk. Both Shavgar (Sogdian name) and Karachuk (Turkic name) are translated as “Chernogorsk”.

The city of Yasy (Turkestan) became especially famous in the 12th century. As a place of preaching activities the Sufi saint - Sheikh Ahmed Yasawi.

In the district of Yasy - Turkestan there was a large group of cities: Shagilzhan, Yunka, Karnak, Icahn, Suri [126].

Altyntobe is a medieval fortified ancient settlement of the 10th – 16th centuries in the Kazygurt district of the South Kazakhstan. During the excavations, jugs,

ceramic vessels, bowls with ornaments were found. The mound was located on the Great Silk Road [127].

Sauran is a big city surrounded by 7 walls one after another, and there is a rabad in it, the national mosque is located in the inner city. It is a frontier fortress against the Guz and Kipchaks.

The most tangible reminder of the disappeared cities in Kazakhstan part of the Silk Road is the ancient city Sauran. It is located 43 kilometers north-west of Turkestan. Subsequently, the city is referred to as a major cultural, trade and craft center in southern Kazakhstan in the first half of the 14th century. Sauran was the capital of the Ak-Orda state.

Sauran was an important trade and economic center that controlled the route between the Karatau ridge and the Syr Darya. It was here that was the branch of the Silk Road leading to Ancient Russia and Eastern Europe [128].

Taraz - the first large city that was met by merchants on the Silk Road in the Talas Valley was Juvikat, and only after driving through it were they went to Taraz - one of the oldest cities in Kazakhstan, known in written sources already in the 6th century. Here, in 568 that the Turkic kagan, Dizabaul, received the diplomatic embassy of the Byzantine emperor Justin II, led by Zemarch, who arrived to conclude a military alliance against Iran and resolve questions about the silk trade [129].

Sources of 9th - 11th centuries are writing that Taraz is called the “city of merchants”, but it was also the capital center of the Turgeshes, and then Karluk, Karakhanids, Chagataids, the city that minted the coin [130].

Jikil - is characterized as “a small city at a distance of a human voice from Taraz. There is a wall around it and it has a citadel”. Most likely, Jikilyu corresponds to the ancient settlement Zhalpaktobe, located 5 km from the ancient city of Taraz, on the territory of the modern city [130, p.160].

Kulan - was known as “a town on the borders of the country Turks from Maverannakhr” and, judging by the route, was located at a distance of 17 Farsakhs east of Taraz. It corresponds to the ancient settlement of Lugovoye, located on the eastern outskirts of the village Kulan. In 8th -10th centuries Kulan is reported by Arab authors describing cities located on the route of the Great Silk Road. The geographers from Kulan to the east, at a distance of 4 farces, were the cities of **Merka** and **Aspara**, which have retained their names to this day.

Kulan was a major trading center on the Great Silk Road. The city played a major role in the development of the Western Turkic Kaganate, the Turgesh Khaganate and the Karakhanid state [131].

Budukhet - the town of Buduket on the route of the Great Silk Road was located in 9 farces, east of Ispidzhab. The city was one of the largest in South Kazakhstan and is located on the site of the Tortkol (Balykchi) ancient settlement.

Juvikat - the first large city that was met by merchants on the Silk Road in the Talas Valley was Juvikat, and only after driving through it they get to Taraz.

Tortkul - a caravanserai was excavated west of Taraz. Now this ancient settlement Tortkul on the outskirts of the modern city. Firstly, it is the only old inn in Kazakhstan, where a complete reconstruction was carried out. According to

archaeologists, about such many, many years ago local residents, merchants from other cities, travelers, saw it. Secondly, Tortkul is the largest of all the detected caravanserais in the region, which at one time served merchants on the approaches to ancient Taraz, which followed one of the the Great Silk Road secondary roads. It was established that this branch ran through the Karatau mountain range and connected the cities of the Shu-Talas oasis of Maitob, Tamdy (Parkent) and Saudakent with Turkestan and Otrar [132].

Jamukat (Hamukat) - one of the oldest cities in the Talas Valley was the city of Jamukat (Hamukat), which, according to sources, in the 6th century was founded by the Bukharians. Jamukat is identified with Kostobe town, located on the right bank of the Talas River, 15 km north of Taraz. The Kostobe ancient settlement is located near the village of Sarykemer in the Baizak district, on the right bank of the Talas River. At the same time, there is evidence that intensive trade was conducted here. Among the discoveries is a unique sanctuary, whose walls were decorated with rich carved terracotta [133].

Atlah - was one of the major cities in the valley. The Atlah city has become widely known in history as a place near which a battle took place between Chinese troops and the combined forces of the Arabs and Karluks. The latter defeated the Chinese army, part of the captured Chinese were sent to Samarkand, where they made paper, various weapons and tools, others remained to live in and near Taraz. The most convenient route from Taraz to the north passed along the banks of the Talas and Assy Rivers.

Kendzhak-Sengir - a city near Taraz” was first named by Mahmud of Kashgar. In the 13th century the city continued to exist under the name Kendzhak. In descriptions of a Guillaume Rubruk travel in 1253 there is a mention the city of Kinchat in which it is possible to learn the name Kendzhak [89, p.10].

Khutukhchin and Beruket - North-west of Taraz were the cities of Khutukhchin and Beruket. Beruket known from the X century. In the route of the middle of the XIII century. Armenian king Getum indicated that, having left Taraz, he drove Khutukhchin, Pergant and went to Sugulkhan.

Suyab - medieval ancient settlement, dated to 6th – 12th centuries. According to historical, archaeological and numismatic studies, it was proved that Suyab is the place of ancient Akbeshim ancient settlement. The first information about Suyab refers to the 8th century; According to Arab and Persian geographic and historical sources – 9th -10th centuries Suyab was the political and commercial center of the Great Silk Road [134].

Akyrtas - is an amazing monument of antiquity, a palace complex of the 8th – 9th centuries. Akyrtas is located 45 kilometers from the city of Taraz, in the Zhambyl region. The monument is the ruins of a structure erected from huge dark red stone blocks. The builders of the complex owned amazing for their time engineering technologies. Some researchers identify Akyrtas with the medieval city of Kasribas, which once stood on the Silk Road [130, p.92].

In July 2014, eight archaeological monuments of Kazakhstan Akyrtas, were included in the UNESCO World Heritage List as part of the “Objects of the Great Silk Road in Chang’an - Tien Shan Corridor” [109, p.2].

Kastek and Kaskelen - the ancient settlement is located 2.5 km south of the village Kastek, Zhambyl District, Almaty Region. It stands at the exit of one of the main routes of the Great Silk Road through the mountain passes Zailiyskiy Alatau from the Chui Valley to the Ile and is the center of whole series medieval ancient settlements designed to ensure both the safety of the route and the main function - a large trade center.

Almaty is associated with the era of the Middle Ages, when ancient settlement and cities appeared and formed here. This is the end of 7th – 13th centuries, during the urban culture development, its flowering in the orbit of international trade relations along the Silk Road. The branch of the path through the Ili valley began to function actively in the 10th century. By this time, there were several ancient settlements and cities on the territory of “Big Almaty” [135].

Talhir - another large city Talhir was located on the southern outskirts of the modern city Talgar, on the banks of the mountain river Talgar, flowing in a deep Figuresque canyon with steep slopes. The highest peak of Zailiyskiy Alatau is also called Talgar, a white massif that can be seen from afar, at least 100 km to the north from the ancient route of the Great Silk Road, and now the highway connecting Almaty with the north-eastern regions of Kazakhstan and China.

Talhir was the center of international and regional trade. International trade along the Great Silk Road flourished. Talhir occupied a nodal position on it. In Talhir, the Silk Road forked to the southern and northern [71, p.80].

Ilan-Balyk - the ancient city of Ilan-Balik, known from the notes of travelers and pilgrims was discovered in Kazakhstan. Christian historians have long known information about early Christian communities along the Silk Road. For many years, researchers, because of oral tales and ancient information, unsuccessfully searched for traces of the Christian presence in the territory of Kazakhstan in the area of Ilan-Balyk ancient city. Recent excavations in the Kazakh village of Usharal, located 60 kilometers from the Chinese border, exceeded all expectations; an ancient city was discovered here, as well as a cemetery where eight Christian tombstones were found. This discovery is the first archaeological evidence of the presence of a Christian community within the borders of Kazakhstan. It confirms the role of ancient Kazakhstan as a multi-cultural center between East and West, where Christians, Muslims and Buddhists coexisted among local cattlemen and nomadic tribes [127, p.302].

Koktuma - Koktuma Village is one of the oldest ancient settlements in the Alakol valley. Koktuma - “Blue Spring” remembers caravans going along the Silk Road, especially the French traveler Guillaume de Rubruk, who in 1253 was walking along the Alakol coast going to Karakorum Khan Munka’s headquarters, the decisive battle of the Kazakh army with the Dzungars under the command of Kabanbay Batyr.

Arsubanikat - the center of Kendzhidy. The meaning of this name is “the city at the crossing over the Arys River”. It corresponds to the site Zhuantobe, dated the first

centuries – 10th century AD, and then the capital moves to the city of Karasaman, which corresponds to the ancient settlement Karaspan, located 6 km west of Juantobe. In the southern part of the ancient settlement remains an ancient road, on which stood two caravanserais. One of them was located 5 km north to the ancient settlement Karaspan. In the cities of Usbaniket and Karasaman there is the largest necropolis in Kazakhstan - Borizharsky burial ground, which was formed in the middle of the 1st millennium BC and functioned until the 13th century [8, p.147].

Saraychik- one of the most western cities of Kazakhstan. Many reports from written sources about this city characterize it as an important center on the route of the Great Silk Road, which was a kind of gateway to Asia, 50 km from the city of Atyrau river Ural. Until now, the modern village, which stands on the ruins of the ancient city, is called Saraychik [132, p.40].

Yangikent (Zhankent) - had a developed urban culture, prosperous cities located on the Great Silk Road. It was established in the first centuries of our era, in written sources it is mentioned from the 10th century. The ancient settlement Zhankent is located on the left bank of the lower Syr Darya, 25 km south-west city of Kazalinsk, in the Kazaly district of the Kyzylorda region. The combination of various cultural traditions in the Zhankent pottery is probably one of the manifestations close Turkic tribes contacts in the framework of the Oguz ethno-political association, which included various economic and cultural areas., as we can see from the Figure 1 it was the huge ancient settlement.

Sygnak - the cities of Kazakhstan suffered severe damage during the Mongol invasion. The ambassador of the Pope Innocent IV Plano Carpini in 1249 passing the lower reaches Syr Darya, wrote in his diary: “In this land we have found countless exterminated cities, destroyed fortresses and many devastated villages.” Sygnak was not only a strategic, but also a major economic and political center.

In the 16th – 18th centuries Sygnak was the largest city in the lower reaches of the Syr Darya. In its bazaars, “goods loaded with 500 camels” were sold daily; in the vicinity, the fields irrigated by the Ordakent, Kzyltal, Buzgul - Uzyak, Tyumen canals and others were cultivated [136].

Kyzyl-Kala - a large medieval ancient settlement of Kyzylkala founded in the 10th century by the Khorezmians, as an outpost for expanding the borders on the northern branch of the great trade route - the Silk Road. The ancient settlement was abandoned in the 13th century after the Genghis Khan defeat Khorezm. Now, the ancient settlement entire area is covered with fragments of pottery and broken red brick, which is why it is called Kyzylkala (Red City) [68, p.203].

Aral-asar - Aral Sea region has a rich history. Here in the old days there were many prosperous cities. For example, Herodotus wrote about the Aral Sea and the Caspian Sea, which were one sea, and he considered the Aral Sea “the Saki Gulf of the Caspian Sea”. A little later, Strabo in his writings showed the exact location of the sea. By the assumption of Menander Constantinople the Aral Sea was an integral part of the large lakes located in these regions. And between them there were ancient settlements and whole cities. At present, this version is fully confirmed by archaeological excavations and research scientists. Today it is possible to conduct

archaeological research on the dried bottom of the sea, which gave very interesting results. First, scientists concluded that these places were once a hotbed of medieval culture. Proofs of this are the two mausoleums and the mound found there. At the bottom of the sea, scientists discovered the remains of caravan routes. In the Middle Ages one of the Great Silk Road routes lay here. The road connecting with Khorezm, running along the eastern coast of the sea, passed through the cities located along the shores of the Syr Darya and merged in the north with the Great Silk Road [137].

Sozak is a village in the south Kazakhstan. It lies on the plain between the sands of Mayinkum, which stretches to the north of the village, and the ridges of the Karatau mountain system, which rises in the south. Suzak is one of the most ancient settlements in Kazakhstan. Although it is located in a dry place, where there is not enough drinking water, the researchers found that the ancient settlement on the site of modern Suzak has existed continuously since the 6th century. Suzak (formerly known as Sozak) emerged as a trading place on one of the Great Silk Road branches. Over time, the ancient settlement grew, crafts were actively developing, especially pottery and folk painting. In the 15th -16th centuries Suzak was twice the capital of the Kazakh Khanate [138].

Karatau Mountains - Turlan Pass - The old Karatau Mountains have long been inhabited by people and this fact has constantly attracted the attention of scientists. The first authentic references to the road through the Karatau Mountains along the Turlan Pass belong to the 7th century. Then on it passed the routes of the Great Silk Road. From Otrar through Arsubanikat, the valleys of Arystandy, Chayan, having crossed the low Karatau Mountains, from Shavgar and Iasi through the Turlan pass, from Sauran and Sygnak, from Yangikent the roads went out into the steppes of Central Kazakhstan and reached the banks of Sarysu and Kengira, Turgai and Ishim [130, p.200].

Irtysh - From the main route of the Silk Road, passing through South Kazakhstan and Semirechye, branches went north and east, which led to areas of Central and Eastern Kazakhstan - to Desht and Kypchak (later Saryarka), to the banks of the Irtysh to Siberia, to Altai and Mongolia. Archaeological research shows that not only nomads inhabited the steppe regions of Kazakhstan. Everywhere in places convenient for agriculture - in the valleys of the rivers Sarysu, Kengir, Jezda, in the foothills of the Ulutau, on the banks of the Irtysh - during the middle Ages, oases of agricultural and urban life arose and developed. The regions of Central Kazakhstan, rich in raw materials (livestock, wool, leather, metal) were involved in the system of trade relations, including international, along the Great Silk Road by many caravan routes [111, p.103].

Bozok - which existed in the 8th – 18th centuries, is located in the middle of Saryarka on the Bukukty Lake eastern shore, on the Ishim River left bank. Thousands of years ago the appearance of military units in the place of modern Astana was associated with a geostrategic factor that could be used to control the steppe caravans of the Silk Road. This is a unique place to own land, a strategic military range and trade routes [139].

Bozok is one of the most famous centers of the famous Silk Road, which in ancient times connected the West with the East. In addition, as a continuation of traditions, Astana today has become the golden bridge between Western and Eastern civilizations.

Zhaiyk - the medieval town is located 12 kilometers south-east of the city Oral. The results of archaeological research prove that the town was highly civilized in the Altyn Orda era - a center with developed industry and handicrafts, in which urban culture was formed in the 13th century. It was an important administrative-political, military and trade-craft center. Together with the city of Sarayshyk, it forms the steppe part of the Great Silk Road. The findings suggest that during the heyday, Zhaiyk was the center of a large ulus, in which scientists see Kok-Orda [140].

Thus, having considered the medieval cities - the Great Silk Road heritage we can confidently say that inter-civilization information exchange through various channels and mutually beneficial cooperation between nations are among the specific tools for social and cultural interaction. The Great Silk Road is a unique economic and cultural phenomenon that at one time determined the historical development paths of many peoples and cultures in Eurasia, including the Kazakhstan. Being a major milestone in the Eurasian historical and cultural genesis the Great Silk Road is still relevant today, having a definite impact on stability in the region as a whole and Kazakhstan in particular.

The Silk Road contributed not only to the economic genesis of the states and peoples involved in its orbit, but also to large-scale sustainable cultural mutual enrichment. Cities that were emerging on the Silk Road flourished, becoming economic, cultural, and spiritual centers. There all the necessary conditions for the advancement of science, education and culture were formed - three necessary parameters that are of key importance for stable development.

Since one of the main trends in the development of domestic tourism is to reduce the time that people will be able to allocate for recreation and travel, while increasing the amount of funds for these purposes, the increased demand will be a tourist product that provides maximum pleasure and experience for a minimum of time [56, p.74].

Absolute advantage plays an important role in international tourism. Unique natural and historical and cultural monuments create this advantage of individual countries over others in inbound tourism. Accordingly, countries with large resource potential are more gifted with the ability to design numerous tourist routes that run through their territories. Characteristic advantage in the group of historical and cultural monuments are: Egypt (razvaliny and the necropolis of Memphis, the pyramids in Giza-Dahshur, ancient Thebes); Greece (the Acropolis in Athens, the Temple of Epicurean Apollo in Bassae); France (parks and palaces in Versailles and Fontainebleau); Russia (Saint-Petersburg, the Moscow Kremlin and Red square); China (the Great wall) and several other States [141]. Based on international experience in choosing specific concepts for the formation of domestic tourist routes, it is advisable to take into account certain elements of design developments, which is designed to significantly simplify the task of establishing a model of tourism in a

country. The dependence of the projects of tours of individual countries of the world on a number of weather and climatic, recreational, social, political, economic and other conditions of the region of the tourist route is traced. Combining the most characteristic for the country presented factors, the country gets the opportunity to expand the consumption of the produced tourist product, and, accordingly, the incentive to improve both existing tourist routes and to design new maps of domestic tourism [103, p.57]. Using the proposed map in the work of travel companies will significantly increase the number of tourists, will enthrall them not only with a detailed description of each object, but also with their colorful photos. Studying the information presented in our well-designed, with a rich thematic content, user-friendly interface map, many potential tourists will want to see the beauty of our region, which means they will want to visit Kazakhstan. Creating a tourist map of Kazakhstan along the Silk Road will allow you to make spatial queries and analyze, identify areas suitable for the required activities, identify the relationship between different parameters. Information on the map plans for their location and other information will give travel companies with access to this GIS significant advantages.

3.2 Creating the technological map-excursion of the new three tourist routes on priority objects of the Great Silk Road in Kazakhstan regions

In 2015, Forbes described the Silk Road as “one of the most powerful brands in the world, perhaps even more ambitious than Disney or Coca-Cola.” As for travel marketing, The Silk Road has a large and powerful base on which it can rely. Study UNWTO shows that, at present, the Silk Road is one of the most frequently discussed in the Internet tourist routes of the world.

The importance of the tourist business in terms of socio-economy is determined by that modern tourism gives positive effect on the economy of the states:

- firstly, brings the inflow of foreign currency and gives positive impact on such kinds of economical rates as balance of payments and total exports;

- secondly, helps to improve employment rate of population, these data is provided by UNWTO, so tourism creates new job places, for example, 5-9- new job places are in tourism industry, and all this has multiple effect on 32 other sectors of economy;

- thirdly, tourism promotes the development of the country’s infrastructure, because the establishment and functioning of economic entities in the tourism is strongly related with railway transport, trade, public utilities, cultural, health care [104, p.450]. In this case we should again come back to the Great Silk Road.

In this regard, we have created new tourist routes on priority objects of the Great Silk Road in Kazakhstan regions, also on these objects we are proposing to create the following monuments for showing of each object: 1) Technological map of the excursion “The great commander, Huns leader Atilla”, 2) Technological map of the excursion “The Shaker of the Universe Genghis Khan”, 3) Technological map of the excursion “Memorial complex dedicated to Queen Tomiris”.

Title: Technological map of the excursion “The great commander, Huns leader Atilla” (figure 35).



Figure 35 - “The great commander, Huns leader Atilla”

Travel Area: East Kazakhstan Region

For all categories of tourists.

Type of excursion: informative, suburban, bus and pedestrian (Table 7).

Seasonality: Excluding January to March

Duration:

1) Oskemen– archeological monument “Akbaury” - 45 km., time: 43 minutes.

Tour Duration: 40 minutes

2) Archeological. Monument “Akbaury” - Kaznakovka crossing - 121 km.,

Time: 1 hour 38 minutes.

Tour time: 2 hours

3) Kaznakovka crossing - Oskemen- 166 km., Time: 2 hours 21 minutes.

Route length:

1) *Bus - 332 km, round-trip.*

2) *Walking - 2 km round trip*

Route: Oskemen- Archaeological monument “Akbaury” – Kazankovka crossing
- Oskemen

Road: R157, R137

The route between Oskemen and Kaznakovka was laid on 12.11.2014.

Table 7 – Technological map of the excursion “The great commander, Huns leader Atilla”

Excursion route	Stops	Objects	Time	Subtopics and list of key issues	Organizational guidelines	Guidelines
1	2	3	4	5	6	7
From Oskemento Archeological monument “Akbauyr”	in transit	The city of Ust-Kamenogorsk, natural and natural-historical objects along the route	43 minutes	1.Passport the history of Oskemen the city 2. Passport about East-Kazakhstan region	When showing objects of natural and historical heritage, slow down the bus.	Techniques – “movement along the object.” Particular attention should be paid to: The historical milestones of the Kazakhstan development, the physical and geographical features of the region.
Archeological monument “Akbauyr”	Exit stop	Archeological monument “Akbauyr”	40 minutes	3. Archeological monument “Akbauyr” Passport	Arrive at the parking lot, declare the departure time to the tourists. Make a group in front of the object in accordance with the peculiarities of the time.	The archaeological site Akbauyr is located on the territory of the Ulan region in the East Kazakhstan region. Includes petroglyphs of different eras, burial grounds, mounds. Cave with paintings of the 8 millennium BC located among the rocks occupies a special place. Ancient people seemed to know the heavenly book as the back of their hand. The terrain is indicated by stars and a set of sundials - granite slabs preserved in an ancient astronomical laboratory. Nearby is a cave with symbols and signs, probably describing the moment of a certain spaceship arrival. Stairs made of stones leading to the void are also a cosmic symbol, they are connected to the top of the world. Among the cave signs of the Akbauyr grotto there are various transverse crosses representing the sign of the Sun. Researchers confirm the conclusions of scientists that astronomical observations were made here, and graphic petroglyphs of the Neolithic era indicate the emergence of ancient types pictographic letters, indicated by conditional illustrations. One of the rocks has artificial holes. If water is poured into one of them, then during the vernal equinox sunlight is seen falling in the upper hole. Near the rock can be found a large stone.

Continuation of table 7

1	2	3	4	5	6	7
Archeological. Monument "Akbauyr" - Kaznakovka crossing	in transit	Surrounding landscape	1 hour 38 minutes	4. Passport features of geography, flora and fauna of East Kazakhstan region. 5. Passport historical development of Kazakhstan	Check presence of all tourists on the bus. Provide directional information and indicate exit points.	Route information on the route.
Kaznakovka crossing	Exit stop	The Irtysh River. East Attila Headquarter (Territory).	2 hours	6. Irtysh River 7. The story of Attila, Huns leader.	Indicate with a pointing gesture the movement of the Irtysh River, determine the direction of movement. Organize a historical excursion using the methods of describing and reconstructing events. Determine the time for an independent walk and indicate the time of departure time of the bus.	Move south, up the path. The landmark is the Irtysh River. Sightseeing tour of the Irtysh River. Acquaintance with the eastern headquarters of Attila (territory). Dinner. Using the technique of “visual reconstruction” and “reconstruction of events” to help tourists to present a Picture of the historical events that took place in this territory. To reveal the history of Attila’s personality using printed sources, to quote academician Kuziev from Bashkiria with reference to the epic works of KorkytAt. Give a definition and interpretation of the name and the main historical facts with reference to the Kazakh writer Amantay Satayev. Identify the main locations of Attila’s place and logically switch to the eastern place, in the area of the Kaznakov crossing. Additionally see Appendix 1
Kaznakovka crossing – Oskemen	In transit	Surrounding landscape	2 hours 21 minutes	2. Passport about East-Kazakhstan region 8. Passport current state of development of East Kazakhstan .	Provide directional information and indicate exit points.	Provide general information and answer questions from tourists.

During the tourist route excursion “Technological map of the excursion “The great commander, Huns leader Atilla” the guide uses additional information on historical references given below [142].

About Attila. Just as science does not know anything about the burial place of Genghis Khan, there are also many white spots regarding the birthplace of another great commander, the ancestor of the Kazakh people, the leader of the Huns of Attila. But, here is what Academician Kuziev from Bashkiria [143] says with reference to the epic works of Korkyt Ata: “... at the beginning of the 5th century the Hun Shanuy Monsha, who ruled in the west of Mongolia, had six wives, one of whom he especially loved the Tanguta . She bore him a son, who was named Karakesek (who later became the ancestor of a large Kazakh tribe). After some time, she gives birth to his second son, and in the meantime, other wives rivals out of jealousy her with poison, since they could not give birth to sons. A newborn is found abandoned in a waterless steppe. Because of intense thirst, he lay with his tongue hanging out, which is why they called him “Attili”, literally from the Kazakh language - “horse language”. From the above data, some conclusions can be drawn about the birthplace of the great commander, called by the Europeans “the scourge of God.” At the same time, we can draw some conclusions about his family tree, since he is the brother of Karakesek, who later became the ancestor of a large Kazakh tribe.

There is another, scientific interpretation of his name. It is known that the West did not use cavalry in the ancient era, in particular in Ancient Rome, the infantry formed the basis of the troops, the cavalry in Ancient Rome consisted of Scythian mercenaries. B. Umiryaev [144, p. 318] writes that: “... the etymology of the anthroponym Attila occurs in the Türkic language from “Atta El”, and translated from the Kazakh language means “horse tribe”. The Turkic “Atta El” was transformed into the name of the nomads’ leader Attila. It penetrated the sources through the Greek clerks of the Byzantine Chancellery ... The Greek “silt” and Kazakh “eat” have one meaning. And Attila is a household name, and literally meant the leader of the “equestrian people.” Thus, comparative studies easily prove the Türkic-speaking of the Huns ... ”As for the proper name of the Huns leader, the well-known Kazakh writer Amantay Satayev wrote in his unpublished works that in the childhood of the Huns leader they called “Kongzhi”, which is translated from the Kazakh language as a bear cub.

There is other evidence that the Huns were the ancestors of the Kazakh people. For example, back in the 19th century, a synologist from England E.Kh. Parker [145] wrote: “The Scythians, Huns and Türks were different stages in the historical development of the same tribes.” Another British scientist Gordon Child [146] fully agrees with another scientist Minnes, according to which the Scythians were ethnogenetic and cultural predecessors of the Huns, Tatars and Pechenegs. The First President of Kazakhstan N.A. Nazarbayev, during the celebration of the 550th anniversary of the Kazakh Khanate, said that the history of the Kazakh people and the Kazakh state extends even deeper to the era of the Huns and Scythians. In a word, it can be considered established that the Huns were the ethnocultural ancestors of the Kazakh people.

It is known that Attila's headquarters was in Hungary, as well as in the modern Italian city of Milan. There is a lot of data about the arrival and conquest of Europe by him, but little is said about his "Asian" exploits. We will cite only the research of a large Kazakh state and public figure Omirbek Baygeldy. According to him, the eastern headquarters of Attila was in the East Kazakhstan region on the banks of the Irtysh River. According to some reports, it was near the modern Kaznakovka crossing, Kokpektinsky district. At that time, at the beginning of the 5th century, Han China was a tributary of the Huns. In history, it is a well-known fact that can be attributed to myths or legends that when a sword fell from heaven, none of Attila's soldiers managed to take it out of the ground. He succumbed only to the strength and will of the Hun leader. On the blade was written: "Eskiniendir." It was a peculiar order of Heaven addressed to Attila, so that he would go to the West and restore the old, good order in the Roman Empire, mired in debauchery and lies. [143, p.102].

Note: it is necessary to build a grandiose monument in the form of a 20-meter sword, deeply pierced into the ground and keeping the secrets of the greatness of the Hunn leader. In our opinion, the construction of this monument on the map of Kazakhstan will mark the appearance of another sacred place, which tourists from all over the world will visit with great pleasure, because Attila is a famous and beloved character in many famous legends and myths cultivated by Europeans, including Germans (figure 36).



Figure 36 – “The great commander, Huns leader Atilla”

Title: Technological map of the excursion “The Shaker of the Universe Genghis Khan” (figure 37).



Figure 37 - “The Shaker of the Universe Genghis Khan”

Travel Area: Zhambyl Region

For all categories of tourists.

Type of excursion: informative, suburban, bus and pedestrian (Table 8).

Seasonality: Excluding June to July

Duration:

1) Zhambyl region, the city of Taraz - Akyrtas Palace Complex - 47.1 km., Time: 51 minutes.

Tour Duration: 30 minutes

2) Akyrtas Palace Complex - Kulan Settlement - 84.4 km., Time: 1 hour 8 minutes.

Tour Duration: 40 minutes

3) Settlement Kulan - Settlement Merke - 41.4 km., Time: 34 minutes

Tour Duration: 30 minutes

4) Settlement Merke - Aspara River - 95.4 km., Time: 1 hour 3 minutes

Tour time: 2 hours.

5) Aspara River - Taraz city - 194 km., Time: 2 hours 5 minutes.

Route length:

1) *Bus* - 462.3 km, round-trip.

2) *Walking* - 3 km round trip

Route: Zhambyl region, Taraz city - Akyrtas palace complex - Kulan hillfort - Merke hill fort - Aspara river - Taraz city

Road: A2

Table 8 – Technological map of the excursion “The Shaker of the Universe Genghis Khan”

Excursion In route	Stops	Objects	Time	Subtopics and list of key issues	Organizational guidelines	Guidelines
1	2	3	4	5	6	7
From Taraz to the Akyrtas Palace Complex	In transit	Taraz city, natural and historical sites along the route	51 minutes	Passport the history of the city of Taraz	When showing objects of natural and historical heritage, slow down the bus.	Techniques – “movement along the object.” Particular attention should be paid to: The historical milestones of the development of Kazakhstan, the physical and geographical features of the region.
Akyrtas Palace Complex	Exit stop	Akyrtas Palace Complex	30 minutes	2. Passport Akyrtas Palace Complex	Arrive at the parking, announce the departure time to the tourists. Make a group in front of the object in accordance with the peculiarities of the time.	Akyrtas Palace Complex is a monument of history and culture of republican significance. The history of the study of Akyrtas dates back almost a century and a half. One of the most mysterious monuments of Southern Kazakhstan is the ancient settlement of Akyrtas (Kaz. Ақыртас, Ақырташ). The palace complex of the VIII-IX centuries of construction, is located in the Zhambyl region, 45 km from the city of Taraz. It was a huge palace, a quadrangular monumental structure measuring 205 x 180 m., The walls of which are lined with massive stone blocks of red sandstone. The monument is the ruins of a building erected from huge dark red stone blocks. The builders of the complex owned engineering technologies amazing for their time. Some researchers identify Akyrtas with the medieval city of Kasribas, which once stood on the Great Silk Road. In July 2014, 8 archaeological sites of Kazakhstan, including Akyrtas, were included in the UNESCO World Heritage List as part of the Great Silk Road Objects in Chang'an - Tien Shan Corridor. Location: 42.889596, 71.693974
Akyrtas Palace Complex - Kulan Settlement	In transit	Surrounding landscape	1 hour 8 minutes	3. Passport features of the development urban culture in Kazakhstan 4. Passport Historical development of Kazakhstan	Check availability of all tourists on the bus. Provide directional information and indicate exit points.	Route information on the route.

Continuation of table 8

1	2	3	4	5	6	7
Kulan Settlement	Exit stop	Kulan Settlement	40 minutes	1. Passport history Kulan Settlement	Arrive at the parking, announce the departure time to the tourists. Tell a story about the Kulan Settlement	The ancient settlement of Kulan is located in T. Ryskulovsky district, from the village of Kulan 1.5 km to the north-east. In the topography of the settlement, Shahrstan, the citadel and traces of loose fortified slave from the eastern side are traced. Archaeological research of the settlement began at the end of the 19th century in the V.V. Barthold. Kulan was first mentioned in sources related to the lane. floor. VII century In the minibus of the Chinese pilgrim Xuan-Jiang and in the history of the Tang Dynasty, he is mentioned under the name Ju-lan. In the VIII – X centuries. it is reported by Arab authors characterizing the cities located on the Great Silk Road. Ibn Khordadbeh and Kudama place Kulan in 14 farces west of the city of Taraz. Kudama reports: the sand between Taraz and Kulan is on the north side, and behind it the desert is made of sand and pebbles, and there are viper in it (it stretches) to the Kimka border. ” Arab geographer of the 10th century al-Maqdisi wrote: “Kulan is a fortified city, a cathedral mosque in it (medina). He is already empty, he is on the big Taraz road. ” The author of the geographic dictionary Yakut, who composed his work in the 1920s, reports: “Kulan is a pleasant town on the border of the country of the Turks, from the side of Maverannah”. A number of famous historical events were associated with Kulan. Location: 42.552263, 72.441365
Kulan Settlement - Settlement of Merke	In transit	Surrounding landscape	34 minutes	3. Passport features of the development urban culture in Kazakhstan	Check availability of all tourists on the bus. Provide directional information and indicate exit points.	Information on the route.
Settlement of Merke	Exit stop	Settlement of Merke	30 minutes	5. Passport the story Settlement of Merke	Arrive at the parking, announce the departure time to the tourists. Tell a story about the Settlement of Merke.	Settlement of Merke: the main part of the fortification of the medieval city of Merke is located on the right bank of the Karasu River, in the center of the modern village of Merke. The settlement extended along a steep bank of the river and makes an impressive impression, especially in the central part, on which the citadel with a tower rises. In the ruins of the settlement, the outer rampart, the shahrstan and the tower on the citadel are well read. In ancient times, the outer rampart covered the city from four sides and was oriented to the cardinal points. On the south side, the rampart is completely

Continuation of table 8

1	2	3	4	5	6	7
						torn down and, until recently, there were many city buildings along it. The same fate befell the rampart along the western side, where the river passes. Karasu. Location: 42.522231, 73.101629
Settlement of Merke - Aspara River	In transit	Surrounding landscape	1 hour 3 minutes	6. Passport features of the influence the physical-geographical location and climatic features on the development of urban culture.	Check availability of all tourists on the bus. Provide directional information and indicate exit points.	Information on the route. Identify the historical stages of urban development in Kazakhstan. Focus on southern Kazakhstan. Particular attention should be paid to the specific, culturological aspects of urban culture.
Aspara River	Exit stop		2 hours	7. Passport features of the hydrological network of southern Kazakhstan	Show the movement of the Aspara River with a pointing gesture, determine the direction of movement. Organize a historical excursion using the methods of describing and reconstructing events. Determine the time for an independent walk and indicate the departure time of the bus.	Acquaintance with the history of Genghis Khan and a sightseeing tour along the Aspara River, as well as information about the Aspara settlement. The settlement of Aspara is located in the Merken district, on the southeastern outskirts of the village of Aspara, on the banks of the old channel of the river. Aspara The central ruins of Aspara are a rectangular hill in plan, oriented to the cardinal points. Medieval authors knew Aspara well, it is repeatedly mentioned in the pages of Arabic-Persian-language manuscripts (9th century AD). Arabs make up "smart" minibuses for traders, with great accuracy indicating the distance between cities and villages on the Great Silk Road. Then Aspara was mentioned for the first time. In the 70s of the 14th century, Timur was preparing to march on China, but on the eastern border was restless, the nomads of Mogolistan with constant raids disturb the outskirts of the state. Timur has repeatedly made attempts to subjugate Mogolistan by force of arms, to gain a foothold there, but temporary military successes do not bring the desired result. Location: 42.495129, 73.285016
Aspara River - Taraz city	In transit	Surrounding landscape	2 hours 5 minutes	8. Passport the current state of Taraz development.	Provide directional information and indicate exit points.	Provide general information and answer questions from tourists.

During the tourist route excursion “Technological map of the excursion “The Shaker of the Universe Genghis Khan” the guide uses additional information on historical references given below [142, p.3].

About Genghis Khan. Today, many scientific works have been written about the ethnic origin of the Universe Shaker Genghis Khan, which cast doubt on his belonging to the modern Mongolian people, while substantiating his belonging to the Turkic world. The works of K. Daniyarov [147], K. Zakiryanov [143, p.27], Tleuberdy Abenay [148] Mukhtar Magauin [149], Kozha-Akhmet Khasen [150], B. Umiryaev [144, p.9], K. Salgarin [151] etc. are devoted to that.

At the very beginning, it is necessary to deal with the ethnonym “Mongol” and the name “Genghis - Shygys.” Distinguished by Kalibek Daniyarov [147, p.20], who was the first to write his works on the return of the great conqueror to the Kazakh people, gives the following interpretation of the ethnonym “Mongol”: “Myn Kol” - a thousand soldiers or, figuratively, “people are the army”. Tleuberdi Abenay [148, p.51] puts forward his version, according to which the word “Mongol” comes from “money”, which he interprets as “a person in motion”, that is, a nomad. The semantically Kazakh word “Kul” means not only “slave”, but it can also be interpreted as “people” in the sense that all people are God’s slaves. He deduces this version from the established fact that the inhabitants of the Great Steppe left for the east of Eurasia due to disagreement with the Islamization of the Great Steppe that began, because they remained faithful to their ancient religion - Tengrianism. M. Adji, who had left this life early and was the first to raise the problem of the greatness of the Turkic ethnic group, in his book [152] claims that the word Mongol appeared in the 11th century to refer to the eastern Turkic tribes - the body. K. Zakiryanov, in his book [143, p.67] gives a version of the Bashkir academician Kuziev, echoing the version of T. Abenay. Based on the epic works of Korqyt Ata, the academician believes that the “Mongol” comes from the expression “Myn Kol”, that is, “a thousand, many slaves”. The interpretation of the Bashkir academician is completely different from the interpretation of T. Abenay and this is described by Koyschygara Salgarin in his interesting study [151, p.23] gives a different version about the origin of the word “Mongol”, again like “thought” of the Bashkir academician, but in a completely different interpretation. Let’s try to reproduce it.

It is known that the Scythians in the 7th century BC, having left the Azov steppes conquered Media, a powerful state of Near East and ruled Babylon for 28 years. Their leader was the Scythian Madiy, who was called the largest scientists - Turkologists Laipanov and Meziev [153] Matai, who later became the ancestor of a large Kazakh family. So, according to Herodotus [154], when the Scythians returned to their native Azov steppes, who felt themselves masters in their absence, the descendants and servants who got married on the wives of the absent warriors, who left to conquer Media, and, having borrowed offspring from them, did not want to let them into Father’s house. Only by cunning did the brave warriors of Matai returned to their pastures. After the defeat of the Scythians from the winners of the Medes, Herodotus called the slaves, in the Turkic version, thoughts that had organizedly left the steppes of Azov. By the way, some scholars derive the name of the state Media

from the name of the Kazakh tribe Matai. Based on the writings of Rashid ad-Din [155], Abulgazy Bahadur Khan [156], K. Salgarin concludes that the Scythians who left Priazovye found refuge in the territory of modern Kazakhstan, near the Ulytau mountains. It is approximately 5-6th centuries BC, then migrating to the east of Eurasia, in the 3rd century BC, appeared on the border with China. Since that time, in historiography, the name “Myn kol” is not mentioned anywhere, and their Chinese name “Hunnu” (Hunnu, Huns) enters the historical arena.

Based on the analysis of available sources, K. Salgarin concludes that the Chinese “Huns” are Herodotus’s “thoughts.” He further writes that in 93 A.D. the state of the Huns was defeated by the Chinese and Tatar syanbi, the remnants of the Huns took refuge on Ergun-kun and 450 years later they went out onto the plain by a powerful, strong people who later became part of the second “Turkic Kaganate.” And only in the 12th century AD the ethnonym “Myn Kol” was revived in the name of the state “Kaimak ulus Mongol”, which was created by the great-grandfather of Genghis Khan, Kabul Khan. In written history, under the influence of Eurocentrism, the name was changed to the name of the Mongol. K. Salgarin claims that the ethnonym “Mongol” comes from the Herodotus and, therefore, the Mongols of Genghis Khan are Scythian, Turkic tribes.

All the authors mentioned by us consider the Mongols of Genghis Khan the Turkic peoples, and the mentioned words of Genghis Khan translate as “descendants of the Eternal Sky”.

Note - The magnificent monument to Genghis Khan can also be put on the territory of the Dzhambul region on the banks of the Aspara River (figure 38).



Figure 38 - “The Shaker of the Universe Genghis Khan”

Title: Technological map of the excursion “Memorial complex dedicated to Queen Tomiris” (figure 39).



Figure 39 - “Memorial complex dedicated to Queen Tomiris”

Travel Area: Kyzylorda region

For all categories of tourists.

Type of excursion: informative, suburban, bus and pedestrian (Table 9).

Seasonality: Excluding June to July

Duration: 1) Kyzylorda - Korkyt Ata Memorial Complex - 156 km., Time: 2 hours 10 minutes.

Tour Duration: 40 minutes

2) The Korkyt Ata Memorial Complex - Baikonur Cosmodrome - 110 km., Time: 1 hour 30 minutes.

Tour time: 2 hours

3) Baikonur Cosmodrome - Syrdarya River –37 km., Time: 42 minutes.

Tour time: 2 hours

4) Syrdarya River - Kyzylorda - 263 km, time: 3 hours 15 minutes

Route length:

1) *Bus - 566 km, round trip.*

2) *Walking - 3 km round trip*

Itinerary: Kyzylorda - Korkyt Ata Memorial Complex - Baikonur Cosmodrome - Syrdarya River

Road: R69, E38

Table 9 – Technological map of the excursion “Memorial complex dedicated to Queen Tomiris”

Excursion route	Stops	Objects	Time	Subtopics and list of key issues	Organizational guidelines	Guidelines
1	2	3	4	5	6	7
From Kyzylorda to Korkyt Ata Memorial Complex	In transit	Kyzylorda city, natural and natural-historical objects along the route	2 hours 10 minutes	1.Passport the history of the city of Kyzylorda 2. Passport Kyzylorda region	When showing objects of natural and historical heritage, slow down the bus.	Techniques – “movement along the object.” Particular attention should be paid to: The historical milestones of the development of Kazakhstan, the physical and geographical features of the region.
Korkyt Ata Memorial Complex	Exit stop	Korkyt Ata Memorial Complex	40 minutes	3. Passport Korkyt Ata Memorial Complex	Arrive at the parking lot, announce the departure time to the tourists. Build a group in front of the object in accordance with the peculiarities of the time of the show.	<p>The memorial complex of Korkyt Ata. In Karmakshy district of Kyzylorda region there is a complex dedicated to the great thinker, storyteller, kobyzist - Korkyt-ata, one of the holy people of the Syr Darya. It is located one kilometer from the place of its burial. It was built in 1980. The authors of this structure are B. Ibraev and S. Isatayev. It was officially listed by UNESCO as an object of cultural heritage and has been under state protection since November 28, 2018. The reconstruction of the complex took place in 2014. The complex covers a total of 8 hectares area. It is made in the form of a kobyz lying on a spread carpet. The museum and the administrative building depict the ears of a kobyz, a statue of a sacred animal, a kosshara, depicts tags (an element of a kobyz that serves to hold strings). The museum includes exhibits describing the chronological sequence of the history of the Syrdarya region. Made in the form of the letter "Г" consists of one floor and three rooms.</p> <p>The amphitheater is an open-air “hall” that seats about 2,000 people. The diameter of the amphitheater below is -12.5 meters, 38 above. Every 4 years a Turkic festival is organized here. Stella 12 meters high is located in the direction of the four cardinal points, made of 92 blocks of Corbin granite. At the top there are 40 metal pipes which, when the wind blows, make kobyz sounds. This stella is a symbol of Kyzylorda "Carpet" lined with 7 types of stones brought from the nearest quarry, located 18 km</p>

Continuation of table 9

1	2	3	4	5	6	7
						from the memorial complex. Legends about this great man are found among the Turkic people of the Kypchak (Kazakhs, Karakalpaks) and especially the southern Oguz branch - Turkmens, Azerbaijanis and Turks. All of these kindred Turkic peoples have a practically common folk epos "Oguz-name" and "The Legend of Korkyt" "The Book of My Grandfather Korkyt" is a written epic literary and historical monument of Turkic peoples. Each legend in it has its own plot and in each of them the main character is represented by Korkyt Ata - a sage, tribal leader and fortune teller.
Korkyt Ata Memorial Complex - Baikonur Cosmodrome	In transit	Surrounding landscape	1 hour 30 minutes	4. Passport features of geography, flora and fauna of the Kyzylorda region. 5. Passport Space and music Korkyt Ata	Check availability of all tourists on the bus. Provide directional information and indicate exit points.	Route information on the route. To give a logical transition from the personality of Korkyt Ata to space research at the present time, to pay special attention to sub-topic No. 5.
Baikonur Cosmodrome	Exit stop	Baikonur Cosmodrome	2 hours	6. Passport Baikonur Cosmodrome	Arrive at the parking, announce the departure time to the tourists. Make a group in front of the object in accordance with the peculiarities of the time.	The Baikonur Cosmodrome is a huge missile launch complex, the first and largest cosmodrome in the world. It is located in the southern part of Kazakhstan, and covers an area of 6717 square meters. km Nearby, 30 km south is the city of the same name, Baikonur, where staff live. Currently, the spaceport and the city are leased from the Russian Federation, up to 2050. The Baikonur Cosmodrome appeared in 1957, when the first construction work was completed, and the first launch of the R-7 rocket took place. Since then, over the course of 30 years, it has been increasing: launching pads for new types, missile assembly workshops, fueling stations, missile control and tracking complexes, and other important infrastructure were being built. Today, there are several launch sites, a huge Yubileiny aerodrome, a cosmonautics museum, as well as assembly and testing complexes and control centers.

Continuation of table 9

1	2	3	4	5	6	7
Baikonur Cosmodrome – Syr Darya River	In transit	Surrounding landscape	42 minutes	7. Passport features of the hydrology of the region	Check availability of all tourists on the bus. Provide directional information and indicate exit points.	Route information. Using a panoramic display along the direction of the bus, using gestures, indicate the movement of the Syr Darya River, tell about the hydrology of the region.
Syr Darya River	Exit stop	Syr Darya River, Dai Valley (territory)	2 hours	8. Passport Syrdarya river 9. Passport History of Queen Tomiris.	Arrive at the parking lot, announce the departure time to the tourists. Make a group in front of the object in accordance with the peculiarities of the time.	Traffic south. The landmark is the Syr Darya River. Sightseeing tour of the Syr Darya River. Acquaintance with the history of Tomiris (territory). Dinner. Using the technique of “visual reconstruction” and “reconstruction of events” to help tourists to present a Picture of the historical events that took place in this territory. To reveal the story of the Tomiris personality, using printed sources, to quote Herodotus with reference to the History in nine books. Give a definition and interpretation of the name and basic historical facts with reference to the Kazakh writer Olzhas Suleimenov. Identify the main locations of Queen Tomiris around the world and logically go to the Daev valley, near the Syr Darya River Additionally see Appendix 1
Syrdarya River - Kyzylorda	In transit	Surrounding landscape	3 hours 15 minutes	2. Passport Kyzylorda region 10. Passport the current state Kyzylorda region development	Provide travel information and mark exit points.	Provide general information and answer questions from tourists.

During the tourist route excursion “Technological map of the excursion “Memorial complex dedicated to Queen Tomiris” the guide uses additional information on historical references given below [157].

About Tomiris: In the Kyzylorda region there is a memorial complex dedicated to Koryt Ata, the great ancestor of the Oghuz Turks. Thousands of years before Koryt Ata, according to some reports, the Syr Darya land witnessed the feat of the Queen of Saks and Massagets Tomiris, who defeated the army of Cyrus the Second Great, the king of Persia, who conquered many neighboring peoples at that time. As you know, Dahi-Dai, Massagets, Caspian, Alans and Adays are one and the same tribe [158]. The Persian king Cyrus the Second Great found his death in the valley of Dai [159]. The queen of the Saks massagets Tomiris was from the Kazakh Adai tribe, according to researcher T. Dosanov [160]. Saks at the time of Queen Tomiris was divided into several groups: massagets, tighrauds, haomavargs, etc., and Tomiris was leader by Saks, which, presumably, were also the ancestors of the Kazakh Adays [161]. Today, the areas of resettlement Kazakh Adays are the territory west of the Syr Darya, therefore there is every reason to believe that the great Queen of the Saks and Massagets Tomiris belonged to the ancestors of the Kazakh people and, if we are on the banks of the Syr Darya River in the Kyzylorda region, where the Dai valley is located, we will build a majestic monument dedicated to the Tomiris, we will get another historical place in Kazakhstan, which will be attractive to tourists.

The earliest description of the massagets, their Queen Tomiris and her victory over the Persian king Cyrus II the Great, after the latter’s attempt to seize the kingdom of the massagets, is given by Herodotus, who described all this almost a hundred years after the events mentioned [162]. The story of Tomiris and her victory over Cyrus was well known in the ancient world and became a legend [163].

In 530-529 years BC the king of Persia - Cyrus, having conquered many countries of the peoples and having received the title “ruler of Asia”, went on a campaign on the Great Steppe. The first battle ended with the victory of the Saks, who was led by the son of Tomiris - Spargapis. Herodotus writes that Cyrus, crossing the river (presumably Syr Darya) and delving into the territory of the massagets for one day crossing, on the advice of the Lydian Croesus, set a trap for the massagets. The Persians left the camp with a supply of wine, which was defended by the non-operational part, and the main troops moved back to the river. The massagets, as soon as they defeated the enemy, sat down and began to feast, and when they were full of food and wine, they fell asleep. The Persians, having come, killed many of them and captured even more, among them the son of Queen Tomiris, who commanded the massagets, whose name was Spargapis. Upon learning of this, Tomiris sent a message to Cyrus: “Cyrus, hungry for blood, ... give me my son and leave this country with impunity ... If you do not do this, then I swear to you by the sun, the owner of the massagets, I will give you blood to drink, although you are insatiable” [164].

According to Herodotus, the captive Spargapis persuades Cyrus to take off his shackles, and when he was released and as soon as he could hold his hands, he deprives himself of life. Tomiris, when Cyrus did not obey her, having gathered all her army, entered the battle with Cyrus. Most of the Persian army was destroyed

immediately on the spot, and Cyrus himself died. According to some accounts, the decapitated corpse of Cyrus was crucified [13], and Tomiris put his head in wine bag filled with human blood and added the following: “You thirsted for blood, King of the Persians, so drink it now!”). Herodotus calls this battle the fiercest of those that the barbarians had [165].

According to the data presented, a monument in the Kyzylorda region must be built not only to Tomiris, but also to her adversary Cyrus the Second, who created Great Persia. Persia was formed by nomadic tribes that came from the territory of the Great Steppe and ruled by the local people. In accordance with the “KZ-factor” developed by Professor K. Zakiryanov [143, p.102], it can be argued that Cyrus the Second Great is the ancestor of the Kazakh people. This is also claimed by Narymbaev - Ualiev [166]. The sources mention [167] that in the Saks period a new wave of migration of Cimmeria-Saks began, during which in 700 BC Cimmerian Agaman - Ahaman (Achaemenid) founded his kingdom in Anchan (Suzian), which at first recognized the power of the Medes. In the ancient Assyrian texts, his son Chish-Pish (Teushpa) is recorded as a Cimmerian and “warrior of Umman – Manda”. His great-grandson Kurash (Cyrus the Second Great) was the grandson of his mother and the Media king Astyages, which gave him the right to fight for the throne. Having risen, he overthrew Astyages, the brother of his mother, and conquered Media, Lydia and Babylon [168]. Cimmerians are a Turkic people [169], therefore Cyrus II is also a great descendant of the Turkic. In essence, there is a struggle for power and influence between the Turkic themselves: the Media, who conquered Front Asia at the beginning of the first millennium and the Saks, who arrived there later in the 8th century BC, which is why they were closely related, and in their language and culture had much in common. The Media was created by the ancestors of the Kazakh Matai, today included in the Naiman union of tribes, and Persia was created by the ancestors of the Kazakh Albans and Adai tribes [170]. As for the Cimmerians, it is extremely important that in the late Babylonian texts the name Cimmerians is used to refer to Scythians and Saks. ... In these inscriptions the ancient Persian name “Saks”, which, judging by the text, means not only the Central Asian Saks, but also the North Black Sea Scythians, regularly, corresponds to the Akkadian “Gimmirairra” [171].

Thus, the creators of Great Persia, including Cyrus the Second Great, belonged to the Cimmerians, who are most likely the ancestors of the Turkic peoples. On the origin of the Cimmerians, the Byzantine historian Procopius of Caesarea wrote: “... In ancient times, a great many Huns, who were then called the Cimmerians...” [172]. The Huns, as you know, are the ancestors of the Turkic people, which means that the Cimmerians are also belong to them. Ancient Roman scientist I AD Pliny the Elder wrote: “On the other side of Yaksart (the ancient name of the Syr Darya) live Scythian tribes. The Persians generally call them Saks ... The number of Scythian peoples is endless ... By the name of the Scythians and Saks, the Greeks and Persians meant numerous unions of related tribes. In terms of clothing and lifestyle, massagets resemble Scythians. They fight on horseback and on foot. They know both ways of war; fight with bows and spears; usually armed with axes. All their objects are made

of gold and copper ... They do not sow anything, eating animals and fish, which the river gives them in abundance [173].

Note - The history of Queen Tomiris and her victory over King Cyrus II the Great should be perpetuated by building a memorial complex dedicated to great ancestor of the Turkic people on the banks of the Syr Darya River in the Kyzylorda region in the Dai valley (figure 40).



Figure 40 - “Memorial complex dedicated to Queen Tomiris”

In our opinion, the construction of this monument on the map of Kazakhstan will mark the appearance of another sacred place, which tourists from all over the world will visit with great pleasure, because Tomiris is a famous and beloved character in many famous legends and myths cultivated by many peoples of the world.

The territory of the route “Technological map of the excursion “Memorial complex dedicated to Queen Tomiris” runs through the territory of the desert, which is a specific movement of tourists in this territory. For tourists choosing walking this route takes into account the complex of hot climate, where it is associated with the performance of heavy physical exertion. The Great Silk Road is a vivid example of intercultural communication, in which for more than two thousand years of human history, people with imaginative ethnic diversity have been involved. These people, despite tens of thousands kilometers distances separated them, difficult to overcome deserts, mountains, seas and oceans, as well as occasional outbreaks of hostility and violence, carried out a mutually enriching exchange of cultural values related to both material and spiritual culture.

The development of desert areas in the industrial, tourist and educational purposes related to the implementation of physical activity in extreme conditions. A complex set of hot climate causes the body deep adaptive adjustment, impact on health, human physical performance. Optimization of physical activity in hot climates is of particular importance for the tourists and military personnel, the specific activity of which is related to the foot movement with different masses carried goods on different terrain. The methodology is based on the analysis of the results of

experimental studies optimum speed of person walking movement in a desert area, taking into account temperature and weight of cargo carried. The purpose of the study - assessment severity of muscle work, depending on the weight of transported cargo, the nature of the soil and the air temperature at the time of walking alone in a desert area. The paper presents experimental data to evaluate the severity of muscle work, depending on the weight of transported cargo, the nature of the soil and the air temperature at the time of walking alone in a desert area [174].

The necessity of developing the problems associated with the optimization of the tourists motor activity in terms of rental of climate due to the fact that the structure of modern Kazakhstan for 35-40% of its volume to the educational tourism, and most attractive objects of this type tourism are located on the Silk Road, the Kazakhstan part of which is 1248 km. The most promising form of organization of travel in these conditions is the motor and hiking optimal combination. This circumstance dictates the need to develop practical recommendations on the regulation of loads during walking movement of tourists to different ground surfaces, with different weight carried goods due to high summer temperatures [175].

The effect of elevated temperature on the person is numerous. According to modern concepts of vital activity optimum conditions correspond to an air temperature of 20-25 ° C at a relative humidity of 60-85%. It is believed that there is no functional system of the body that does not react to heat. Hyperthermia affects energy metabolism [176] contributes to the development of hypoxic effects [177]. In conditions of dry and very hot climates a decrease in reserve capacity of the organism [178]. Between the rise in body temperature and heart rate there is a close relationship. It is shown that an increase in body temperature by 1 ° C, accompanied by an increase in heart rate to 15-38 beats/min [179]. In other words, in high ambient temperature conditions the heart rate can be increased by 50-80% to achieve 140-160 beats / min [175, p.3].

Active tourism and other forms of motor activity in a desert area associated with the movement of the human foot without load and with load on the solid and the sandy, smooth and rough surfaces in a comfortable and extremely high temperatures.

3.3 Developing the complex educational program and reference-guidebook “130 Wonders of Kazakhstan on Great Silk Road”

According to the results of the dissertation research, priority objects of the Great Silk Road are systematized, which formed the basis for the development of electronic manuals “130 Wonders of Kazakhstan along the Great Silk Road” in three languages and the complex educational program “130 Wonders of Kazakhstan along the Great Silk Road”. The development of electronic manuals provides an opportunity to improve the quality of tourism services in Kazakhstan, as well as to improve the quality of education in secondary schools in the disciplines of “Natural Sciences”, “Geography”, “History” and in higher educational institutions on the educational program “Tourism” by implementing in the educational process of the training manual “Theory and Practice of Sustainable Tourism Development”, a reference-guidebook “130 Wonders of Kazakhstan on the Great Silk Road” (in three languages), developed educational

complex program “130 Wonders of Kazakhstan on the Great Silk Road” and interactive map-scheme using ArcGIS geographic information system.

The tourist branch is saturated with information and modern information technologies, which have a key role along with financial, material, and labor resources, should be used to provide quality level of management. The use of modern information technologies in the tourist branch involves optimization of tourist market’s objects’ behavior and providing of meeting of their goals. The methods of obtaining and processing data make the analysis more effective, enable to take into account various factors of influence and limitation, to provide management decision making under conditions of uncertainty [180].

The purpose is formation the structure of providing digital tourism functioning, determination of unsolved tasks and building the structure of information system for modeling tourist branch infrastructure [181].

The methods of global geoinformation modeling for the analysis of successful projects of digital nomadism building were used in the paper. The methods of mathematical statistics, modeling and system analysis were used for possible areas of forecasting of existing branch and global structures of digital nomadism. Information technologies used in digital nomadism can be divided into classes, as they are shown in figure 41.

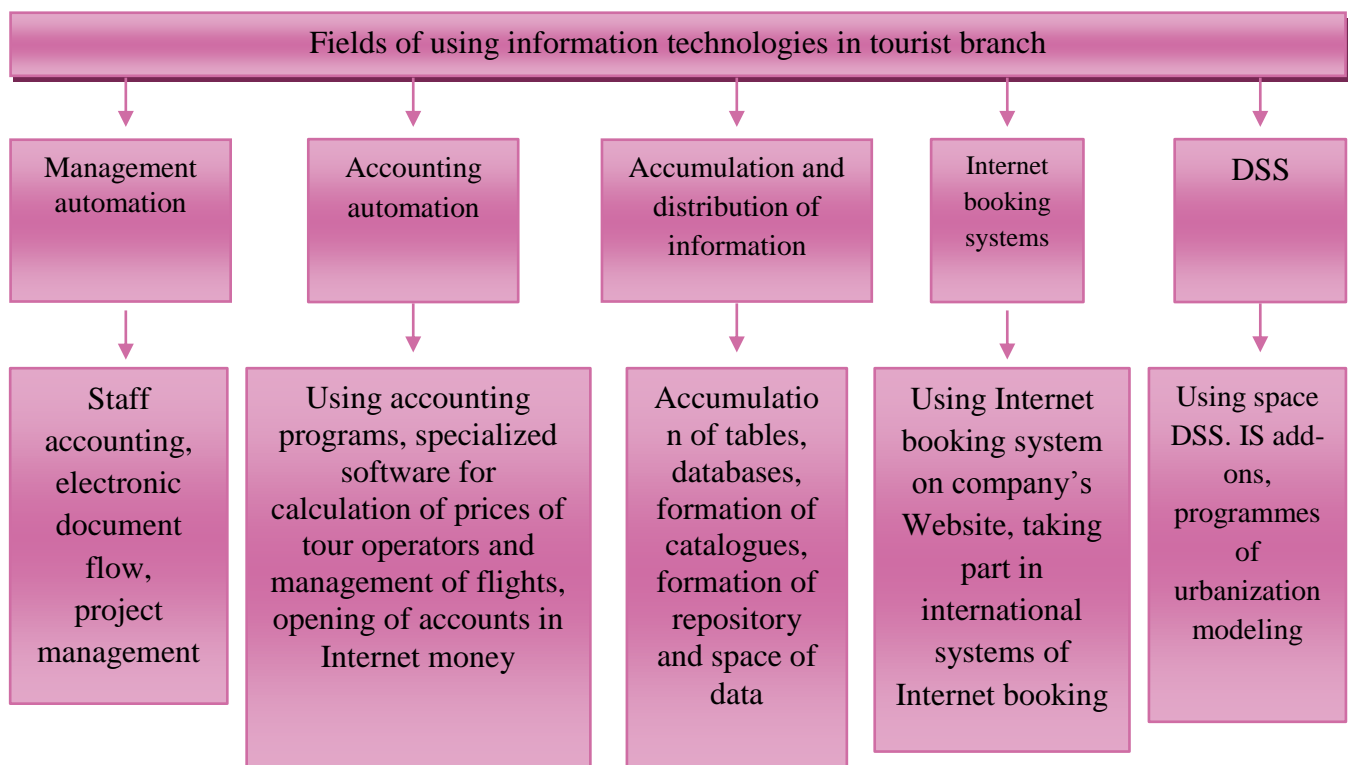


Figure 41 – Fields of using information technologies in digital nomadism

The systems of Internet-booking provide airline services, accommodation services, information on location, weather conditions, exchange rates, bus and railway service [139]. GIS provides analysis, evaluation, forecasting, monitoring of tourist infrastructure, natural resources management, modeling and forecasting of region

portrait. One of a few shortages of GIS is in-built tools of data processing, which are significantly inferior to special mathematical packages.

The separate use of GIS in the area of digital nomadism mainly comes to the tasks of optimal arrangement of infrastructure facilities, search for optimal routes and organization of vacationists' leisure [182].

The study of trade in tourism and distribution of tourist center of attractiveness is carried out based on GIS ESRI ArcView. The meaning of GIS is shown for decision-makers and developers of tourist destination points [183].

A model of optimization of allocation of tourist infrastructure based on genetic algorithms and its usage in European Alps is offered 18 quantitative criteria covering all types of tourist activities and services in the region under study were chosen. These criteria are transferred into GIS layers, created for the procedure of generic optimization, following which the places of optimal allocation were compared to the places of allocation of existing infrastructure and worse scenarios.

The issues of quantitative evaluation of modeling accuracy are considered. All methods can be divided into three groups [184]:

- visual comparison of maps;
- comparison of maps and fractal structures by relatively abstract values of fractal dimension type;
- quantitative evaluation of the degree of coincidence between two maps (fractal structures) with the use of matrix comparison method.

The first method is intuitive and doesn't shed light on precise quantitative idea of calculation results, that's why it's rarely used in practice. The second method is used to study fractal structures of urbanized systems and test CA models. Other cellular identifiers (square, perimeter) are calculated together with fractal dimension. The base of the third method is a degree of map coincidence with related indices. This approach is convenient to reveal the same cells in both maps taking into account their positions at by-cell comparison. Fractal structure of cities determines the concept of self-similarity. By definition fractal objects are self-similar and are characterized through fractal dimension. That's why the method of structure comparison with comparatively abstract values is most preferable for quantitative evaluation of modeling accuracy [185].

Today the use of GIS for the purpose of digital nomadism is a sufficiently widespread practice. Numerous studies, the base of which is the use of GIS to solve specific highly specialized problems, touch upon this issue. It's rarer to use GIS in complex tasks and for integration with information systems. Besides, there's an enhancing class of mathematical models, which can be effectively used in the tasks of the study of characteristics of tourist urbanized systems, forecasting of development processes and effective land use. However, the problem of integration of models and information technologies into a single information system, which can be effectively used by state bodies to manage the industry of digital nomadism, stays relevant and unsolved.

Based on GIS a data base is formed, using which the following calculations are carried out: determination of territories for placing new buildings, land price, infrastructure elements, calculation of territory investment attractiveness. In turn, the

methods of mathematical statistics are conventionally used. The results obtained in the course of modeling indicate that the use of data base allows obtaining more accurate results, that's why this component will be a part of information system [186].

The development prospects branch taken in conjunction with the results of social-economic modeling should be mentioned. Thus, the use of previously developed principal scheme will mainly allow corresponding to the understanding of general structure and quality filling of migration flows of digital nomads. [187].

In the Address of the First President N.A. Nazarbayev "Kazakhstan-2030" among the main priorities of the state in the cultural sphere was the preservation of historical and cultural heritage. Over the years, a lot of work has been done to create a holistic system for studying the country's cultural heritage, and to recreate significant historical, cultural and architectural monuments. In the continuation of the implementation this project, our President in his article: "A Look into the Future: Modernization of Public Consciousness" outlined the program "Sacred Geography", where historical places on the territory of Kazakhstan associated with great events and great people are defined and will be determined. Most regions of Kazakhstan have significant tourism potential, which, however, is not fully utilized. Tourism potential is formed, among other things, by tourist resources, among which natural, socio-economic and cultural-historical are traditionally identified. However, in Kazakhstan, little attention is paid to the image resources of the country, which are created and transformed largely under the influence of myth and are the result of myth-making in tourism [189].

The research results show that many peoples and states create myths for tourist attractions, create respect for their people, and create inspirational images of the past worthy of imitation. In recent years, Kazakhstan has developed a great interest in the life, work and exploits of the Kazakh batyrs-warriors, who remain as the main characters of historical legends and which should be open to the world community.

All these studies and the data collected served as the basis for the developing and publication of the manual "Reference – Guidebook "130 Wonders of Kazakhstan on the Great Silk Road" [190].

The manual "Reference - Guidebook "130 Wonders of Kazakhstan along the Great Silk Road" brings together historical, legendary, 130 unique places of our Kazakhstan, where detailed information about each object is given in alphabetical order (figures 42-47).

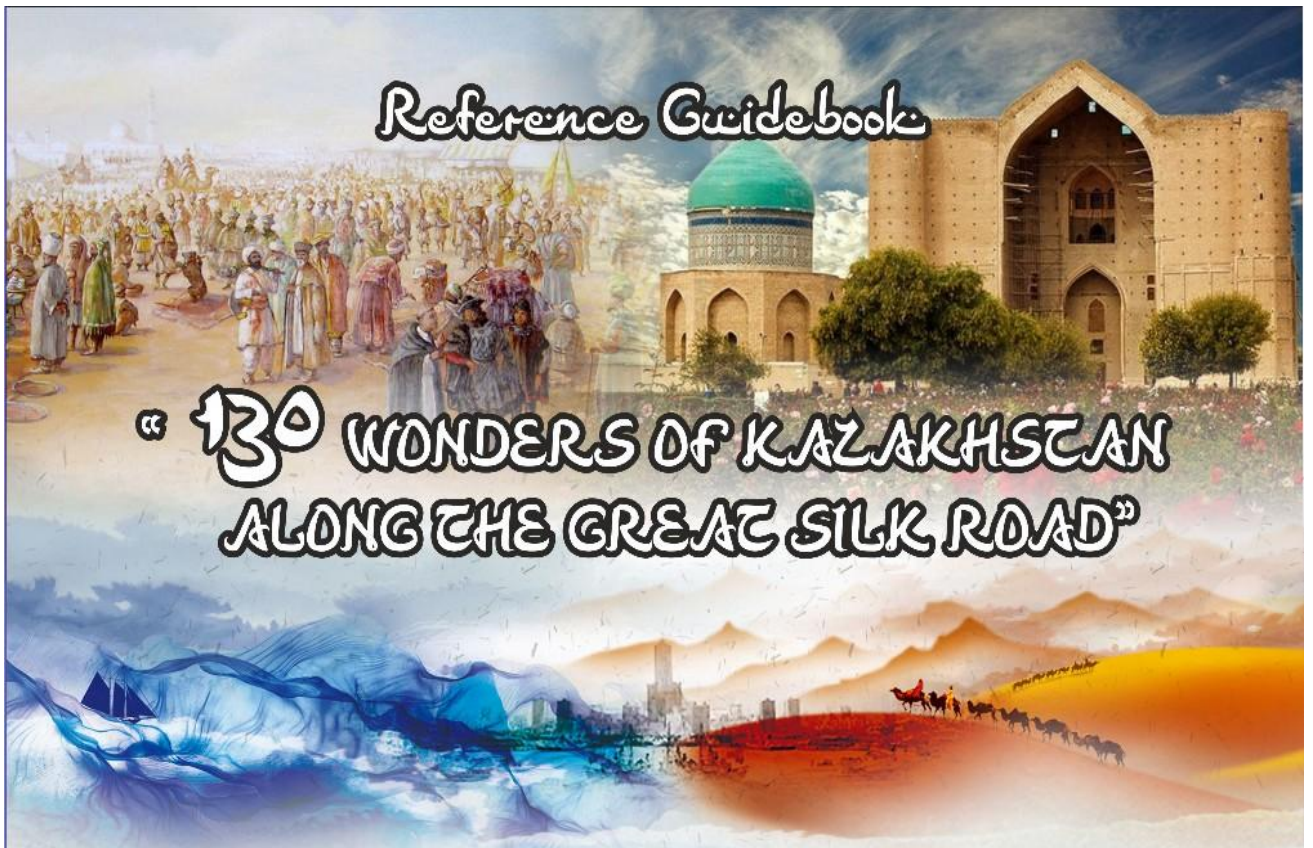


Figure 42 – Reference – Guidebook in English language (front page)



Figure 43 – Reference – Guidebook in Kazakh language (front page)



Figure 44 – Reference – Guidebook in Russian language (front page)

It presents a database of objects with a detailed description and optionally with graphic information that emphasizes the characteristic features of this object, information and picture.

For a quick and convenient search at the top of the “Dictionary” section displays all the letters (from A to Z) with which the words begin in the manual database.

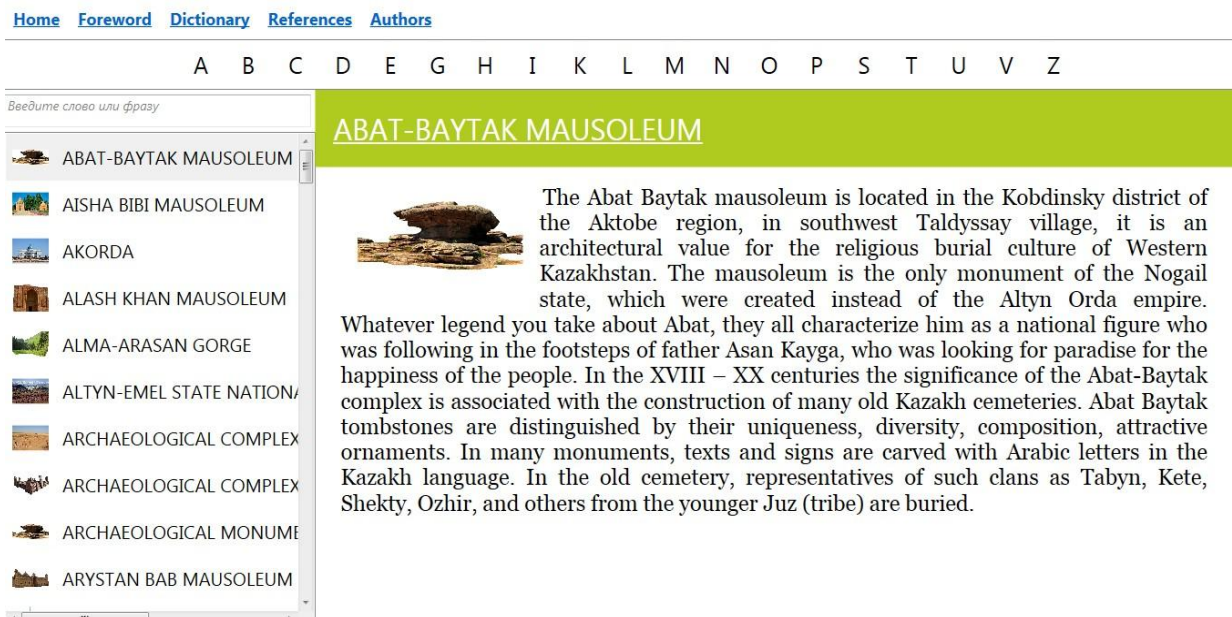


Figure 45 – Reference – Guidebook in in English language

The list of words in the Dictionary section is a list with brief information for each object, with optional graphic information and the ability to select object to display information on it in the main part of the screen. Interactive filtering is provided at the top of the list.

А Ә Б В Д Е Ж И К Қ М О Ө С Т Ұ Ф Х Ш І Я

Введите слово или фразу

АБАЙ ЖИДЕБАЙ-БӨРІЛІ ТАҒА

АБАТ-БАЙТАҚ КЕСЕНЕСІ

АЙША БИБІ КЕСЕНЕСІ

АҚБАУЫР АРХЕОЛОГИЯЛЫҚ

АҚКӨЛ - ЖАЙЫЛМА ҚАЛА

АҚОРДА

АҚТӨБЕ-ЛАЭТИ ҚАЛАШЫҒЫ

АҚЫРТАС САРАЙ КЕШЕНІ

АЛАША ХАН КЕСЕНЕСІ

АЛМА-АРАСАН ШАТҚАЛЫ

АБАЙ ЖИДЕБАЙ-БӨРІЛІ ТАРИХИ-МӘДЕНИ КЕШЕНІ



Қазақ жерінде ұлттық данышпандардың есімдерімен байланысты орындар аз емес. Абай өмірі мен шығармашылығында мұндай орын Шығыс Қазақстан облысындағы Жидебай шатқалына тиесілі. Бұл Абайдың әкесі Құнанбайдың рулық мекен-жайы. Ақынға 1884 жылы мұраға қалдырылған. Ол өмірінің соңғы он бір жылын Жидебайда өткізді. Бұл жерде көп жылдар бойы Абайдың әжесі Зере мен анасы Ұлжан өмір сүрген. Жидебай ақын мен ойшылдың шығармашылық мектебі болды. Оның өлеңдерінің, поэмаларының, аудармаларының басым көпшілігі, «Қара сөздер» прозалық кітабы осында жазылған. Жидебай өмірінің өзінде – ақ дала адамдарының рухани және мәдениетіне, ұлттық сана-сезімінің орталығына айналды, оған өнер адамдары-ақындар, әншілер, ертегілер, музыканттар, ерекше, дарынды, өз дарындарын ұлы отандастарына жақындату үшін еркін ойлайтын адамдар келді. Абай отбасылық мұраны қолына алып, оны барынша кеңейтіп, жетілдіреді. Қыстауды қайта жабдықтап, мектеп пен мешіт салды. Осы жерде Шыңғыс тауларының сілемдерінде 1904 жылдың 7 шілдесінде алпысқа жетпей өмірден озды. Ол Оспан ағасының қабірінің жанында жерленді. Осы жерге жақын жерде тағы бірнеше ескі

Figure 46 – Reference – Guidebook in Kazakh language

[Главная](#) [Предисловие](#) [Словарь](#) [Список литературы](#) [Авторы](#)

А Б В Г Д Ж И К Л М Н П Р С Т У Х Ч Ш Э

Введите слово или фразу

ГОРА ЕДЫГЕ

ГОРА ТОРАТБАСЫ

ГОРА ХАН ТЕНГРИ

ГОРА ШЕРКАЛА

ГОРОДИЩЕ АККОЛ-ЖАЙЫЛМА

ГОРОДИЩЕ АКТОБЕ-ЛАЭТИ

ГОРОДИЩЕ АСПАРА

ГОРОДИЩЕ БАБИШ МОЛА

ГОРОДИЩЕ БАЛАСАГУН (АК)

ГОРОДИЩЕ БАСКАМЫР

ГОРОДИЩЕ АККОЛ-ЖАЙЫЛМА



Этнографо-археологический комплекс Акколь-Жайылма расположен в 14 км от села Акколь в междуречье Оленты и Шидерты (нижнее течение) и охватывает территории сельской зоны города Экибастуза и Актогайского района. В этой местности не один год ведутся археологические изыскания. По словам директора научного центра археолого-этнологических и палеонтологических исследований ПГПИ Тимура Смагулова, уже первые раскопки, проведенные здесь, стали приносить сенсационные результаты. Так, в 2004 году на берегу озера Акколь (Аулиеколь) в 2-х км от населенного пункта Каражар внутри древнего казахского кладбища были обнаружены останки 2-х средневековых мавзолеев. Все данные подтверждают, что Акколь-Жайылма был одним из древних и средневековых политических центров Великой Степи, в Золотоордынский период являлся политическим и культовым центром Улуса, правителями которого были потомки Чингизхана из династии Шибанидов. Именно здесь находились ставки скифских правителей, гунских вождей и золотоордынских, шайбанидских ханов. На земле Акколь-Жайылма проводились

Figure 47 – Reference – Guidebook in Russian language

Here we are giving the example of educational courses that we have invented and made an experience in the secondary school in Almaty with the First President of the country Nursultan Nazarbayev message “Know your Homeland”. We tried to connect this message with the Great Silk Road legacy in Kazakhstan part as the most of them is the Kazakhstan sacred heritage. This is the module that we have designed for it.

The main aim of this course is to integrate the education of historical material with such disciplines as history, geography and fine arts. It will give an impulse for raising the knowledge about sacred places in Kazakhstan.

The lessons can be modified and enlarged we are giving here the basic elements for the strategy of youth knowledge’s development and if youth knows his/her motherlands history, geography, sacred places, recreational places it will help:

-Firstly, for the young generations knowledge and for their competitiveness in worldwide

-Secondly, for the raising the domestic tourism to a new level, as the young generation aware of the history, geography, sacred and recreational places of their motherland, which will be in huge interest to visit the legendary places connected with the ancestors.

-Third, if the domestic tourism will raise, it means the internal flows to the economy will also raise, as every local tourist will leave their money in the place of their visiting, using the hotel, cars, shopping centers, souvenirs...

-We will have professional and competitive tourist guides who will know their history, geography and culture in high level.

Developed complex educational program “130 Wonders of Kazakhstan along the Silk Road” focused to the using in educational process in secondary schools and Universities of Kazakhstan. This program includes the several chapters, which are given below:

1. Explanatory Note. The complex educational program “130 Wonders of Kazakhstan along the Great Silk Road” was developed in accordance with the State Compulsory Standard of Secondary Education (primary, basic secondary, general secondary education), approved by the Government of the Republic of Kazakhstan dated August 23, 2012 No. 1080.

The program of the course reflects the consistency and continuity of geographical education, sets the goal for pupils to master diverse economic and geographical knowledge in studying the geography of Kazakhstan, and to deepen functional literacy and professional orientation of pupils t. It aims to summarize the geographical knowledge available to pupils t. In the course, an important place is given to the formation of knowledge on knowing one’s Motherland and the implementation of the Message First President N. A. Nazarbayev “A Look into the Future: Modernization of Public Consciousness” in the program “Rukhani Zhangyru”, where the sections “Tugan Zher” and “Sacred Geography occupy a special place” and projects defined in the article “Seven Edges of the Great Steppe”.

The regional component of the basic educational program can be represented by independent courses in local history and geography (a educational program

characteristic that includes all areas of school local history), and optionally, special courses in the study of specific sections and topics. The implementation of the regional component orients the teacher toward organizing personal knowledge of the native land from direct perception, sensation to comprehension.

An integrated approach to the study of the native land will allow the formation of deep knowledge and skills of pupils' local history, geographical content, as the program of the applied course includes a description the main objects nature, culture, history of settlement and economic development of the territory from the local to the republican level.

The teacher can organize various forms of independent activity to pupils make search, research nature; arrange the material in the form of scientific school projects. Pupils not only independently study the geography of their locality with the help of specially organized observations, sketches, comparisons, practical exercises, express their own hypotheses, but also like living through the phenomena of nature and culture, passing them through their own creativity.

The purpose of teaching geography in the new conditions is inextricably linked with the general principles of school geographical education. The concept of geographical education in schools of the Republic of Kazakhstan poses one of the main tasks: "To study the native land, as part of world geography. To lay the objective foundation of patriotism inextricably linked with internationalism and a broad outlook on the world. To instill a sense of pride in his successes in his native land, to show sensitivity and attention to its problems."

All types of practical activities indicated in the program are training and developing, practical work is evaluated.

In the learning process, interdisciplinary connections are made with the following academic disciplines:

1) with "History" when using historical concepts and terms characterizing the types of state and administrative-territorial system in the study of the economic and geographical overview of Kazakhstan, historical stages;

2) with "Literature" and "Music" when using the works of great Kazakh, Kazakh, foreign poets, writers and composers, the use of musical works, songs and song fragments;

3) with "Mathematics" when performing settlement practical work and routes;

4) with "Biology" when studying the problems of protecting environmental components;

5) with "Information technologies" compilation of electronic presentations on the topics of Geography; use of electronic resources in the work.

The applied course is based on the physical, economic and social geography of Kazakhstan and is a continuation of a deeper study a specific region of Kazakhstan, presents great opportunities for pupils to form a love for a Homeland, an attitude to nature as a national wealth.

The program "130 Wonders of Kazakhstan along the Great Silk Road" is intended for conducting an applied course in schools, with the following hour:

– applied course “The priority objects of the Great Silk Road in Kazakhstan regions”, 34 hours for one year (1 hour per week).

The applied course “130 Wonders of Kazakhstan along the Great Silk Road” as a local geography course sets itself the following aims and objectives:

Aim: The study of local geography materials about the native land and the formation of high patriotic consciousness among pupils, a pride sense of their Homeland.

Educational and methodical tasks of the applied course.

This course sets the following tasks:

1) further formation of geographical knowledge in the process of studying the stages of forming a map of Kazakhstan;

2) understanding of the interaction of nature and society at the present stage of its development, the importance of environmental protection and rational nature management, geographical approaches to the problem of sustainable development in Kazakhstan and the world;

3) further deepening the knowledge of students in the study Kazakhstan tourist sites, which are of national importance

4) education of tolerance, respect for other peoples and cultures;

5) ensuring the further development of analytical qualities when working with maps, charts, graphs, tables, the Internet, educational digital resources while collecting the necessary materials from various economic and geographical literature, speech and multilingualism, mastering the skills of self-processing and speech interpretation of statistical, cartographic and other information;

6) education of high patriotic feelings, respect for the Motherland, the development of an active civic, life position.

In the concept of 12-year secondary education in the Republic of Kazakhstan, in accordance with the set goal, the expected educational results are defined as the key competencies of the graduate, one of the competencies is educational - cognitive, which should provide a process of independent educational, cognitive and research activities of pupils, which will allow to understand scientific picture of the world, have the skills of search and research activities. Value-orientational competence emphasizes the most important thing - to be a patriot of your Homeland - Kazakhstan.

In the process of studying the applied course “130 Wonders of Kazakhstan along the Great Silk Road”, pupils develop a complex of practical knowledge: observe and compare natural phenomena, record the results of observations and comparisons, conduct experiments, and take measures to protect the nature of their native land.

The content and construction of the program create an opportunity to more consistently and convincingly disclose the leading worldview ideas of the school course - regional studies-geography, to more closely connect it with life.

The content of the applied course provides continuity between the courses of geography, in the development of geographical thinking, cartographic knowledge and skills.

The program text will be divided into large sections and topics. It is summarized, highlighting the most important general concepts of each section.

After the explanatory note in the program are given: educational-thematic plan, requirements for the level of training of pupils, assessment system, methodological recommendations, a list of recommended literature for teachers and pupils.

The content and structure of the program create favorable conditions for achieving the goals set for geographical education in schools of the Republic of Kazakhstan and the training of pupils (tables 9-11).

2. The thematic plan of the complex educational program “130 wonders of Kazakhstan along the Great Silk Road” (Total 34 hours, 1 hour per week).

Table 10– Example of educational program for schollchildren

Age of pupil	11-16 years old (secondary school)	
Subject	Geography	
Time	1 hour	
Conceptual dimensions of education process	Lesson tasks	Education strategies
Cognitive	Historical and cultural heritage of the Kazakhstan Great Silk Road	Guide tour map using the visualization method with modern technologies
Socio-emotional	Classification of design and sizes of ancient cities and ancient settlements with the routes	Studies in class Group work in class
Behavioral	Written works in order to develop understanding	Homework preparation of essay

– Historical and cultural heritage of the Kazakhstan Great Silk Road (17 hours).

Introduction (1 hour):

a) Local history and geography - its content, meaning, objectives, methods of study;

b) Features of school regional studies and geography;

c) Methods of collecting and processing local history/geographical materials.

– General information about the Great Silk Road (2 hours):

a) Routes of the Great Silk Road;

b) The history of the formation and development of the Great Silk Road;

c) The revival of the Great Silk Road.

–Historical and cultural heritage (3 hours):

a) The concept of historical and cultural heritage;

b) Historical and cultural objects of Kazakhstan.

–Regions of Kazakhstan (2 hours):

a) Regions and cities of Kazakhstan, their territorial location and features.

–Great Silk Road Objects (4 hours):

a) The importance of the Great Silk Road in the world community and the most famous objects of the Great Silk Road in the world.

–Kazakhstan section of the Great Silk Road (5 hours):

a) Regions of Kazakhstan along which were the routes of the Silk Road, its history, significance and development.

Practical work:

1. Definition on the world map the routes of the Great Silk Road, through which countries this route ran.

2. Work with a map indicating the regions and cities of Kazakhstan.

3. Familiarization with the objects of the Great Silk Road.

4. Definition on the map of the Kazakhstan section of the Great Silk Road.

Table 11 – Example of educational program for schoolchildren

Age of pupil	11-16 years old (secondary school)	
Subject	Geography	
Time	1 hour	
Conceptual dimensions of education process	Lesson tasks	Education strategies
Cognitive	Study the Silk Road routes which belongs Kazakhstan	Guide tour map using the visualization method with modern technologies
Socio-emotional	Classification of design Kazakhstan Sacred objects with the routes	Studies in class Group work in class
Behavioral	Written works in order to develop understanding	Homework preparation of essay

–Sacred objects of Kazakhstan (12 hours). Regional and national facilities (3 hours):

a) Objects of Kazakhstan having regional and national significance, their features and location.

–General characteristics of sacred objects of Kazakhstan (9 hours):

a) List of sacred objects by region of Kazakhstan.

Practical work:

1. Work with a map of Kazakhstan on the definition of sacred objects.

2. Determining the locations of Kazakhstan objects by regional and national importance.

Excursions: 1. To the National Museum for the purpose of acquaintance with history.

Practical exercises with the map “130 Wonders of Kazakhstan along the Great Silk Road” (5 hours): Pointing out the routes and priority objects of the Great Silk Road on the map of Kazakhstan.

Program “130 Wonders of Kazakhstan along the Silk Road” was implemented in #17 school in Talgar district and Baiterek school in Enbekshikazakh district of Almaty region (appendix E) and Kazakh Academy of Sport and Tourism (appendix F), Here we are giving the part of it, the full developed complex educational program can be found in Appendix C.

Conclusion to the Chapter 3

According to the scientific and practical aspects results, which are given in the third chapter we can give the following conclusions:

GIS provide the ability to quickly respond to any emerging situation over any territory, obtaining all the necessary cartographic and thematic information. They are a mapping study with simultaneous construction of any maps, plans and schemes. Based on GIS you can to simulate various processes, phenomena and study the change of their state in time.

During the analysis of the research materials with the using of ArcGIS program was developed map-scheme on the Kazakhstan regions, where indicated the 127 and 3 new objects of priority objects of the Great Silk Road. Choosing the priority objects of the Great Silk Road in Kazakhstan regions was made according to the survey of the local people.

In this regard, we have created new tourist routes on priority objects of the Great Silk Road in Kazakhstan regions, also on this objects we are proposing to create the following monuments for showing of each object: 1) Technological map of the excursion “The great commander, Huns leader Atilla”, 2) Technological map of the excursion “The Shaker of the Universe Genghis Khan”, 3) Technological map of the excursion “Memorial complex dedicated to Queen Tomiris”. This tourist routes was used in Vek Travel Tourist Company for 47 foreign and local tourists.

Complex Educational program of the course reflects the consistency and continuity of geographical education, sets the goal for students to master diverse economic and geographical knowledge in studying the geography of Kazakhstan, and to deepen functional literacy and professional orientation of students.

All these studies and the data collected served as the basis for the creation and publication of the manual "Reference - Guidebook" 130 Wonders of Kazakhstan on the Great Silk Road.

Summing up all things mentioned above we came to conclusion that the development of the domestic tourism is directly connected with the knowledge of the local history, geography and culture, which can be achieved with using our developed interactive map, manuals, tourist routes.

CONCLUSION

“We are a country of the Great Steppe. The great steppe, the eternal blue sky, our ancestors lived here. Tengri is the sky. From the light, greenery of the Great Steppe and the blue sky, the color of our Flag was born. We are the children of the Great Steppe.”

Elbasy Nursultan Abishevich Nazarbayev

For Kazakhstan, the international project “Great Silk Road” creates the conditions for establishing a full-fledged dialogue between the cultures of the West and the East, since the Renaissance of art, culture and science of the Turkic world is closely connected with it. This is the main reason for the attractiveness of the tourist product, supported by an abundance of cultural, historical objects, artifacts and historical monuments on the ancient caravan route, such as the Golden Man and rock paintings in the Tamgaly tract, the royal burial in Berel, the mausoleum of Khoja Ahmed Yassavi and others. At present, a sufficient number of artifacts, monuments, hillforts, and monuments confirm that the Great Silk Road, as a trade highway, was not limited only to the southern regions of Kazakhstan, and was also represented by other regions of our Republic.

The obtained results confirmed the hypothesis of the study and allowed us to draw the following conclusions:

1. To make an analysis of scientific, methodological and historical literature relating to the Great Silk Road and the problems of sustainable tourism development. Tourism to a greater extent than other sectors of the economy depend on the environmental cleanliness, because an increasing number of potential tourists support green travel. In this regard, over the past decades, the concept of sustainable tourism has gained particular popularity in world tourism. In the future there will be no tourism as an industry if it does not rely on the principles of sustainable development, such as environmental protection, preservation of cultural heritage and respect for local communities.

2. Kazakhstan with its unique geographical location, rich in tourist and recreational resources, historical and cultural heritage has everything in order to ensure the sustainable development of tourism as a branch of the country’s economy. In turn, the problems of sustainable tourism development are determined by the contradictions between the increasing need of people to increase competitiveness, profitability, efficiency from tourism activities and the required theoretical and practical knowledge to improve state, intersectoral and system-structural management of the industry.

3. Studying the place, role and relationship of Nurly Zhol Kazakhstan, the Economic Belt of the Great Silk Road and the 21st Century Sea Silk Road, the Eurasian Economic Union, and the Europe-Caucasus-Asia Transport Corridor we concluded that the development of countries on the Great Silk Road in the process of connecting the European Economic Area and the Asia-Pacific Economic Region, to bring new vitality and energy to ancient Central Asia by increasing investments and

cooperation in this area in such areas as transport, energy manufacturing industry, service sector, agriculture, new energy sources, high-tech science and technology.

4. At present, every citizen of Kazakhstan should know the history of his country, the legendary places of his ancestors, and internal and external cultural tourism should be based on this symbolic heritage of the Kazakh people. In this regards, we have developed and implemented to the education system complex educational program and an interactive map-scheme “130 Wonders of Kazakhstan along the Great Silk Road”, using new GIS technologies. This, first of all, contributes to the formation of value orientations and thinking among young people regarding conscious patriotism, and generates a special attitude to their native land, its culture, customs and traditions.

5. In the framework of the implementation of the article of the First President of the Republic of Kazakhstan N.A. Nazarbayev to the people of Kazakhstan “A look into the future: the modernization of public consciousness”: “One of the conditions for the modernization of a new type is “the preservation of their culture, their own national code ... History and national traditions must be taken into account. This is a platform that connects the horizons of the past, present and future people,” we identified new priority sites of the Great Silk Road in the regions of Kazakhstan, which allowed us to develop an interactive map-scheme, new tourist routes, and to create manuals “Reference Guidebook “130 Wonders of Kazakhstan along the Great Silk Road”, “Справочник-путеводитель «130 чудес Казахстана по Великому Шелковому пути», «Ұлы Жібек Жолы бойындағы Қазақстанның 130 ғажайыптары” анықтама-жолсілтеушісі”, and introduce a complex educational program into the educational process “130 Wonders of Kazakhstan along the Silk Road”.

6. In order to increase the flow of foreign and domestic tourists we have developed tourist routes and practical recommendations for the implementation of Great Silk Road priority facilities in the socio-economic system of tourist services market in Kazakhstan.

7. The results of the theoretical and scientific-practical parts’ study will increase the awareness of the Kazakhstan population and the world community, significantly increase the flow of foreign and domestic tourists, which will affect to the socio-economic system of the tourist services market in Kazakhstan (additional investments contributing to the development of social infrastructure, new jobs, as a result of which the living standard of the local population will increase), which is reflected in the Message of the Head of State Kassym-Zhomart Tokaev’s to the people of Kazakhstan: “Constructive public dialogue is the basis for the stability of Kazakhstan’s prosperity”: “Special attention should be paid to the development of tourism, especially ethno-tourism, as an important area of the economy.”

PRACTICAL RECOMMENDATIONS

Based on the results and conclusions we have prepared the following **recommendations**:

- In order to increase the flow of foreign and domestic tourists, the *state tourism management authorities and tourism industry enterprises of Kazakhstan regions* should *use* the new tourist routes presented in their professional activities: 1) “Great commander, leader of the Huns of Attila”; 2) “The Shaker of the Universe Genghis Khan”; 3) “Memorial complex dedicated to Queen Tomiris” on priority sites of the Great Silk Road of the Kazakhstan regions and the Reference-Guidebook “130 Wonders of Kazakhstan on the Great Silk Road”, published in Kazakh, Russian and English languages, which will affect the socio-economic system of the market tourist services region where these routes take place.

- *Higher education institutions to use* the interactive map-scheme “130 wonders of Kazakhstan along the Great Silk Road”, using new GIS technologies, as well as a complex educational program and teaching aids: for disciplines: “Tourist recreational resources of Kazakhstan”, educational processes for the program “Tourism”, which will contribute to the general information of the young generation and awareness of the Elbasy N.A. Nazarbayev program “Seven edges of the Great Steppe” and “Sacred Geography of Kazakhstan.”

- *Secondary schools* in the framework of the program the Address of the First President N.A. Nazarbayev's “Look into the Future: Modernization of Public Consciousness” in the program “Rukhani Zhanuir”, where the “Tugan Zher” section occupies a special place, consider the phased implementation of educational complex program, an interactive map-scheme, manuals “130 Wonders of Kazakhstan on the Great The Silk Road” for the subjects “Geography” and “History”, which will provide students with an interest in the subject, studying the history of the Native Land, its traditions, culture, as well as the constant search for ways to integrate subject-program and knowledge among students.

- *Organize* seminars, round tables, trainings *for employees of the Department of Tourism, the tourism industry, teachers of higher educational institutions and teachers of secondary schools* at the continuing education courses using new scientific and practical developments: tourist routes along the priority sites of the Great Silk Road in the regions of Kazakhstan, an interactive map-scheme of the complex educational program and manuals “130 Wonders of Kazakhstan along the Great Silk Road”.

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APPENDIX A

АКТ

Внедрения результатов научных исследований в практику

На базе университета «Туран-Астана» в 2018 году в учебный процесс по специальности «Туризм» для студентов и магистрантов было внедрено учебное пособие «Теория и практика устойчивого развития туризма» (авторы: Никтинский Е.С., Кулахметова Г.А.), которое в рамках опытно-экспериментальной части диссертации исследования помогло углубить теоретические и практические знания, умения и навыки у обучающихся по устойчивому индустриально-инновационному развитию туристской индустрии, а именно: государственного управления и регулирования туристской деятельности в стране; правовые основы развития туристской отрасли и формирования туристской инфраструктуры, продвижения национального туристского продукта и роли UNWTO в совершенствовании туристской деятельности на мировом рынке туристских услуг.

При применении учебного пособия в рамках дисциплин: «Культурный туризм», «Курортология и оздоровительный туризм», «Планирование и организация туристского бизнеса», «Памятники культуры и этнографии Республики Казахстан» обучающиеся использовали инновационные технологии в виде презентации, мозгового штурма, кейс-стади и других современных методов обучения на лекциях и практических занятиях, что позволило выявить эффективное внедрение данного пособия в учебный процесс университета «Туран-Астана».

В опытно-экспериментальной части принимали участие 150 студентов.

**Заведующая кафедрой
«Дизайн, сервис и туризм»**

« 01 » октября 2019 г.



А. Жунусова

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MINISTRY OF EDUCATION AND SCIENCES OF RK

THE KAZAKH ACADEMY OF SPORT AND TOURISM

050022, Republic of Kazakhstan
Almaty, Abay ave., 85

№ 000373 от 23.09.2019г.

**АКТ ВНЕДРЕНИЯ
учебного пособия «Теория и практика
устойчивого развития туризма»
(авторы: Е.С. Никитинский, Г.А. Кулахметова)**

С 2018 года по настоящее время на базе Казахской академии спорта и туризма в учебный процесс по специальности 5В090200 и 6М090200 «Туризм» внедрено учебное пособие на русском языке «Теория и практика устойчивого развития туризма» - Астана, 2018. – 10,5 п.л. (в соавторстве).

При преподавании используются интерактивные методы развития критического мышления – кластеры, ассоциации, метод АQCAI с помощью учебного пособия «Теория и практика устойчивого развития туризма».

**Проректор по
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Д.К. Нурмуханбетова

00373

APPENDIX B

ҚАЗАҚСТАН РЕСПУБЛИКАСЫНЫҢ
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050022, Republic of Kazakhstan

Almaty, Abay ave., 85

№ 000-374 от 23.09.2019г.

АКТ ВНЕДРЕНИЯ

учебного пособия «Справочник - путеводитель -
130 чудес Казахстана по Великому Шелковому пути»
(авторы: Т.В. Имангулова, Г.А. Кулахметова)

С 2018 года по настоящее время на базе Казахской академии спорта и туризма в образовательный процесс по специальности 5В090200 и 6М090200 «Туризм» по дисциплинам: «Tourist recreational resources of Kazakhstan», «Экскурсоведение», «Туристтік өлкетану жұмысының негіздері» прошли апробацию электронные учебные пособия на трех языках «Справочник - путеводитель - 130 чудес Казахстана по Великому Шелковому пути», «Ұлы Жібек Жолы бойындағы Қазақстанның 130 ғажайыптары - анықтама - жолсілтеушісі», «Reference Guidebook - 130 Wonders of Kazakhstan along the Great Silk Road» - Алматы, 2019.

При использовании электронных учебных пособия «Справочник - путеводитель - 130 чудес Казахстана по Великому Шелковому пути», «Ұлы Жібек Жолы бойындағы Қазақстанның 130 ғажайыптары - анықтама - жолсілтеушісі», «Reference Guidebook - 130 Wonders of Kazakhstan along the Great Silk Road» применялись интерактивные методы развития критического мышления – кластеры, ассоциации и метод АQСАI, которые позволили улучшить уровень знаний обучающихся по данной специальности.

Проректор по
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к.п.н., доцент



Д.К. Нурмуханбетова

ҚАЗАҚСТАН РЕСПУБЛИКАСЫ



РЕСПУБЛИКА КАЗАХСТАН

**АВТОРЛЫҚ ҚҰҚЫҚПЕН ҚОРҒАЛАТЫН ОБЪЕКТІЛЕРГЕ ҚҰҚЫҚТАРДЫҢ
МЕМЛЕКЕТТІК ТІЗІЛІМГЕ МӘЛІМЕТТЕРДІ ЕНГІЗУ ТУРАЛЫ
КУӘЛІК**

2019 жылғы «11» қазан № 5771

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Объектінің атауы: Электронное учебное пособие «REFERENCE GUIDEBOOK “130 WONDERS OF KAZAKHSTAN ALONG THE GREAT SILK ROAD»

Объектіні жасаған күні: 08.10.2019



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МЕМЛЕКЕТТІК ТІЗІЛІМГЕ МӘЛІМЕТТЕРДІ ЕНГІЗУ ТУРАЛЫ**

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130 ҒАЖАЙЫПТАРЫ» АНЫҚТАМА -ЖОЛСІЛТЕУШІСІ**

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МЕМЛЕКЕТТІК ТІЗІЛІМГЕ МӘЛІМЕТТЕРДІ ЕНГІЗУ ТУРАЛЫ**

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Авторлық құқық объектісі: **ЭЕМ-ге арналған бағдарлама**

Объектінің атауы: **Электронное учебное пособие «Справочник - путеводитель "130 чудес Казахстана по Великому Шелковому пути»**

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APPENDIX C

**THE MINISTRY OF EDUCATION AND SCIENCES
OF THE REPUBLIC OF KAZAKHSTAN
THE KAZAKH ACADEMY OF SPORT AND TOURISM**

COMPLEX EDUCATIONAL PROGRAM
“130 Wonders of Kazakhstan on the Great Silk Road”
on subjects of the educational field “Geography”
for schools

Developed by:
Associate professor Imangulova T.V.
PhD candidate Kulakhmetova G.A.

Almaty 2018

Developed by: Imangulova T. V., Kulakhmetova G. A. Complex educational program “130 Wonders of Kazakhstan on the Great Silk Road”. - Almaty, Kazakh Academy of Sport and Tourism, 2018.

The proposed complex educational program “130 Wonders of Kazakhstan on the Great Silk Road” is intended for students of secondary schools, colleges and universities, which include sections: Historical and cultural heritage of the Kazakh section of the Great Silk Road; Sacred objects of Kazakhstan; Practical lessons with an interactive map “130 Wonders of Kazakhstan on the Great Silk Road”.

This complex educational program “130 Wonders of Kazakhstan on the Great Silk Road” will contribute to the the implementation of the Message of the First President N. A. Nazarbayev “A Look into the Future: Modernization of Public Consciousness” in the program “Rukhani Zhangyru”, where the sections “Tugan Zher” and “Sacred Geography occupy a special place” and projects defined in the article “Seven Edges of the Great Steppe ”.

Reviewer: doctor of pedagogical sciences, professor Makogonov A. N.

CONTENT

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A COMPLEX EDUCATIONAL PROGRAM “130 WONDERS OF KAZAKHSTAN ON THE GREAT SILK ROAD”

1. Explanatory Note.

The complex educational program “130 Wonders of Kazakhstan along the Great Silk Road” was developed in accordance with the State Compulsory Standard of Secondary Education (primary, basic secondary, general secondary education), approved by the Government of the Republic of Kazakhstan dated August 23, 2012 No. 1080.

The program of the course reflects the consistency and continuity of geographical education, sets the goal for students to master diverse economic and geographical knowledge in studying the geography of Kazakhstan, and to deepen functional literacy and professional orientation of students. It aims to summarize the geographical knowledge available to students. In the course, an important place is given to the formation of knowledge on knowing one’s Motherland and the implementation of the Message of the First President N. A. Nazarbayev “A Look into the Future: Modernization of Public Consciousness” in the program “Rukhani Zhangyru”, where the sections “Tugan Zher” and “Sacred Geography occupy a special place” and projects defined in the article “Seven Edges of the Great Steppe”.

The regional component of the basic educational program can be represented by independent courses in local history and geography (a educational program characteristic that includes all areas of school local history), and optionally, special courses in the study of specific sections and topics. The implementation of the regional component orients the teacher toward organizing personal knowledge of the native land from direct perception, sensation to comprehension.

An integrated approach to the study of the native land will allow the formation of deep knowledge and skills of students of local history, geographical content, as the program of the applied course includes a description of the main objects of nature, culture, history of settlement and economic development of the territory from the local to the republican level.

The teacher can organize various forms of independent activity of students of a search, research nature; arrange the material in the form of scientific school projects. Students not only independently study the geography of their locality with the help of specially organized observations, sketches, comparisons, practical exercises, express their own hypotheses, but also like living through the phenomena of nature and culture, passing them through their own creativity.

The purpose of teaching geography in the new conditions is inextricably linked with the general principles of school geographical education. The concept of geographical education in schools of the Republic of Kazakhstan poses one of the main tasks: “To study the native land, as part of world geography. To lay the objective foundation of patriotism inextricably linked with internationalism and a broad outlook on the world. To instill a sense of pride in his successes in his native land, to show sensitivity and attention to its problems.”

All types of practical activities indicated in the program are training and developing, practical work is necessarily evaluated.

In the learning process, interdisciplinary connections are made with the following academic disciplines:

- 1) with “History” when using historical concepts and terms characterizing the types of state and administrative-territorial system in the study of the economic and geographical overview of Kazakhstan, historical stages;
- 2) with “Literature” and "Music" when using the works of great Kazakh, Kazakh, Russian, Soviet, foreign poets, writers and composers, the use of musical works, songs, song fragments;
- 3) with “Mathematics” when performing settlement practical work and routes;
- 4) with “Biology” when studying the problems of protecting environmental components;
- 5) with “Information technologies” compilation of electronic presentations on the topics of Geography; use of electronic resources in the work.

The applied course is based on the physical, economic and social geography of Kazakhstan and is a continuation of a deeper study of a specific region of Kazakhstan, presents great opportunities for students to form a love for a small homeland, an attitude to nature as a national wealth.

The program “130 Wonders of Kazakhstan along the Great Silk Road” is intended for conducting an applied course in schools, with the following hourly load:

– applied course “Priority objects of the Great Silk Road in Kazakhstan regions”, 34 hours for one year (1 hour per week).

The applied course “130 Wonders of Kazakhstan along the Great Silk Road” as a local geography course sets itself the following aims and objectives:

Aim: The study of local geography materials about the native land and the formation of high patriotic consciousness among students, a pride sense of their homeland.

Educational and methodical tasks of the applied course:

This course sets the following tasks:

- 1) further formation of geographical knowledge in the process of studying the stages of forming a map of Kazakhstan;
- 2) understanding of the interaction of nature and society at the present stage of its development, the importance of environmental protection and rational nature management, geographical approaches to the problem of sustainable development in Kazakhstan and the world;
- 3) further deepening the knowledge of students in the study of tourist sites of Kazakhstan, which are of national importance
- 4) education of tolerance, respect for other peoples and cultures;
- 5) ensuring the further development of analytical qualities when working with maps, charts, graphs, charts, tables, the Internet, educational digital resources while collecting the necessary materials from various economic and geographical literature,

speech and multilingualism, mastering the skills of self-processing and speech interpretation of statistical, cartographic and other information;

6) the education of high patriotic feelings, respect for the motherland, the development of an active civic, life position.

In the concept of 12-year secondary education in the Republic of Kazakhstan, in accordance with the set goal, the expected educational results are defined as the key competencies of the graduate, one of the competencies is educational - cognitive, which should provide a process of independent educational, cognitive and research activities of students, which will allow to understand scientific picture of the world, have the skills of search and research activities. Value-orientational competence emphasizes the most important thing - to be a patriot of your homeland - Kazakhstan.

In the process of studying the applied course “130 Wonders of Kazakhstan along the Great Silk Road”, students develop a complex of practical knowledge: observe and compare natural phenomena, record the results of observations and comparisons, conduct experiments, and take measures to protect the nature of their native land.

The content and construction of the program create an opportunity to more consistently and convincingly disclose the leading worldview ideas of the school course - regional studies-geography, to more closely connect it with life.

The content of the applied course provides continuity between the courses of geography, in the development of geographical thinking, cartographic knowledge and skills.

The program text will be divided into large sections and topics. It is summarized, highlighting the most important general concepts of each section.

After the explanatory note in the program are given: a curriculum-thematic plan, requirements for the level of training of students, student assessment system, methodological recommendations, a list of recommended literature for teachers and students.

The content and structure of the program create favorable conditions for achieving the goals set for geographical education in schools of the Republic of Kazakhstan and the training of students.

**2. The thematic plan of the complex educational program
“130 Wonders of Kazakhstan along the Great Silk Road”
(Total 34 hours, 1 hour per week).**

**Historical and cultural heritage of the Kazakhstan Great Silk Road
(17 hours)**

Introduction (1 hour):

Local history and geography - its content, meaning, objectives, methods of study; Features of school regional studies and geography; Methods of collecting and processing local history/geographical materials.

General information about the Great Silk Road (2 hours):

Routes of the Great Silk Road; The history of the formation and development of the Great Silk Road; The revival of the Great Silk Road.

Historical and cultural heritage (3 hours):

The concept of historical and cultural heritage; Kazakhstan historical and cultural objects.

Regions of Kazakhstan (2 hours):

Regions and cities of Kazakhstan, their territorial location and features.

Great Silk Road Objects (4 hours):

The importance of the Great Silk Road in the world community and the most famous objects of the Great Silk Road in the world.

Kazakhstan section of the Great Silk Road (5 hours):

Regions of Kazakhstan along which were the routes of the Silk Road, its history, significance and development.

Practical work:

1. Definition on the world map of the routes of the Great Silk Road, through which countries this route ran.
2. Work with a map indicating the regions and cities of Kazakhstan.
3. Familiarization with the objects of the Great Silk Road.
4. Definition on the map of the Kazakhstan section of the Great Silk Road.

Sacred objects of Kazakhstan

(12 hours)

Regional and national facilities (3 hours)

Objects of Kazakhstan which has regional and national importance, their features and locations.

General characteristics of sacred objects of Kazakhstan

(9 hours)

A list of sacred sites in the regions of Kazakhstan.

Practical work:

1. Work with a map of Kazakhstan on the definition of sacred objects.
2. Determining the locations of objects of Kazakhstan of regional and national importance.

Excursions:

1. To the National Museum for the purpose of acquaintance with history.

Practical training with the map-scheme
«130 Wonders of Kazakhstan along the Great Silk Road»
(5 hours)

Determination of routes and priority objects of the Great Silk Road on the map of Kazakhstan.

3. Requirements for the level of training of pupils

Students should call, show and explain:

- Position, distance, geographical coordinates of the routes of the Great Silk road;
- Regions and cities of Kazakhstan, including Republican significance;
- Natural complex;
- Rural settlement;
 - Settlement of peoples in the area, the main ethnic groups and widely spoken languages;
- Transport and its types;
- Types of natural resources of the area;
- Rules of behavior in nature;

Identify and (or) measure:

- Various geographical maps;
- When comparing different maps: the dependence of the relief on the tectonic structure of the area;
- Maps to determine: the location of inland waters, soil types, the main species of flora and fauna of the area;
- Maps and statistics: areas with high and low population density, indicators of natural population movement;
- On maps and statistical materials: features of economic objects;
- On maps: features of economic and geographical position of cities of Kazakhstan;

Describe:

- The landscape of the district;
- Characteristics of lakes, swamps;
- Mechanical composition of the soil;
- Features of flora and fauna;
- Rare and endangered species of plants and animals, medicinal, poisonous, wild edible plants.;
- The population of the rural district;
 - Traditions, culture, types of economic activity of the population at different stages of history;
- Work of farms of the area;
- Characteristics of one of the local enterprises;
- Natural monuments of its locality and district;

Predict:

- Changing the territory of Kazakhstan;
- The impact of the great silk road on the creation of cities and settlements
- Economic development of cities, taking into account modern changes.

Key competence:

- Be a patriot of your homeland;
- To be able to evaluate what is happening social events;
- Be able to understand the culture of their people and the cultural diversity of the world;
- To have skills of search and research activities;
- To work competently with the information;
- Be able to collect the necessary facts;
- Analyze, make selection, make necessary generalizations;
- Be able to analyze a specific social situation;
- Independently work on the development of their own morality, intelligence.

4.Recommendations for assessment and knowledge and skills of pupils

Assessment is a necessary component of the educational process, which is the collection and analysis of information about the progress of students at the current and final stages of education. The purpose, objectives, subject, object, principles, methods, forms and tools of assessment should be clear to all subjects of the educational process-the school administration, teachers, parents and students themselves.

Criteria-based assessment is the process of correlating the actual learning outcomes achieved by students with the expected learning outcomes on the basis of clearly defined criteria. The purpose of the criterion evaluation is to obtain objective information about the learning outcomes of students based on the evaluation criteria and provide it to all interested participants for further improvement of the educational process.

To collect data on academic performance and progress during the school year, two types of assessment are carried out: formative assessment and summative assessment.

Summative assessment, in turn, includes summative assessment procedures for the section / cross-cutting topic, quarter and level of education. Approaches to assessment may differ depending on the content of the subject and the type of assessment.

Formative assessment is an integral part of the learning process and is conducted regularly by the teacher during the quarter. Formative assessment provides continuous feedback between the student and the teacher without scoring and grades. In formative assessment, the student has the right to make a mistake and correct it. It allows to define possibilities of the trained, to reveal difficulties, to help with achievement of the best results, in due time to correct educational process.

Summative assessment is carried out to provide teachers, students and parents with information about the progress of students at the end of sections/cross-cutting topics of educational programs and a certain academic period (quarter, trimester, academic year and level of secondary education) with the issuance of points and grades. This allows you to determine and record the level of assimilation of the content of the curriculum for a certain period.

Effective formative and summative assessment allows you to see how the achievements of students correspond to the goals of training.

The results of formative and summative assessment are used by teachers to plan the educational process, reflection and improve their own teaching practice. Formative assessment focuses on providing feedback when students perform specific tasks or actions in the classroom.

The process of summative assessment for a section / cross-cutting topic allows identifying the level of accumulated knowledge and skills of students at the end of a particular section/cross-cutting topic. The purpose of this type of assessment is to identify and address gaps in the topics of the section/cross-cutting topic in a timely manner. Summative assessment for the quarter and summative assessment for the level of education are carried out to determine the level of development of educational programs. The content of the summative assessment for the quarter and for the level of education will include a representative sample of the expected learning outcomes. Differential treatment for the purposes of this assessment allows you to monitor and analyze the results of the application of the assessment procedures. Undesirable consequences should not be allowed, i.e. assessment should not lead to the inculcation of inadequate learning habits, such as memorization, memorization of material without understanding and application.

Achieving high results on summative assessment is very important for both students and teachers. However, there is a risk of "coaching" and focusing the learning process solely on the requirements of summative assessment, which can hinder the development of the full scope of the curriculum, since any summative assessment includes only part of the content of the curriculum. The teacher must clearly understand the differences in the purpose and use of the assessment results. Assessment conducted in the classroom should ensure successful daily learning. If such an assessment is effective, positive results in exams will be a natural consequence.

The results of the summative assessment for sections / cross-cutting topics and the quarter are recorded in the electronic log of the results. All calculations of points and grades are carried out in the electronic journal automatically.

The presentation of summative assessment results for sections / cross-cutting topics and students ' quarters in the electronic journal provides information on scores and assessments that are used to analyze and improve learning practices. The results of the summative assessment will be provided to students and parents during and at the end of the quarter.

At the end of the quarter, the results of all types of assessment will be calculated on a single scale of assessments from "2" to "5" to ensure transparency of

assessment, comparability and common understanding by all participants of the educational process.

Quarter scores are made up of the results of the summative assessment for sections/cross-cutting topics and the summative assessment for the quarter. The results of the summative assessment for the section/cross-cutting topic and the summative assessment for the quarter in a certain percentage ratio are used for the assessment of the quarter:

- 50% of the assessment for the quarter is formed by the results of summative assessment for sections / cross-cutting topics;
- 50% of the assessment for the quarter is formed by the results of summative assessment for the quarter.

The annual assessment of the student on the subject is formed from the results of all four quarters.

For the calculation of the annual assessment, the student's total points for the final assessment by sections/cross-cutting topics and the final assessment by quarters are added. Further, the percentage ratio (50:50) is determined by the percentage of points for the school year. The percentage of points for the academic year in the summative assessment by section/cross-cutting topics and the summative assessment by quarter is added and translated according to the scale of transfer of points to the assessment.

5. Methodical recommendation

Applied program “130 Wonders of Kazakhstan on the Great Silk Road”, as a local history course should disclose the following features: it is the study of students of natural conditions and economic activity of the population of their area, based primarily on direct observations in nature and enterprises; on the study of periodicals. Students get acquainted with the life and economic activities of the population in the vicinity of the school, meet with veterans of labor and study the professional activities of the best workers of production, while having the opportunity to directly see the value of labor.

The program of the course includes excursions to nature and production, the study of the components of natural conditions and landscapes, the interaction of economic activity and nature, activities for the protection of nature and participation in them, the study of industrial enterprises. Local history work develops diligence, research inclinations; fosters a love of nature; fosters patriotism, pride in achieving their region and the desire to take an active part in it.

The applied course “130 Wonders of Kazakhstan on the Great Silk Road” uses methods of geographical research: observations, cartographic, statistical, comparative, systematic and historical approach and geo-ecological monitoring.

The collected material should be issued in the form of creative tasks, reports, abstracts, stands, local lore corners, museums, so that it can be successfully used in the future for educational and educational purposes.

In the context of universal compulsory secondary education, one of the most important tasks of educating schoolchildren is their professional orientation.

A reasonable choice of profession by schoolchildren is possible only when it is carried out in the presence of students' knowledge about professions.

This applied course has great opportunities to acquaint students with a variety of professions, in the study of the section "Historical and cultural heritage of the Kazakhstan part of the Great Silk Road" the teacher introduces pupils to the profession of geologist, paleontologist, topographer, cartographer, climatologist, forecaster, forester, huntsman, etc.

When studying the section: Sacred objects of Kazakhstan: students are more closely acquainted with the professions associated with agriculture: farmer, agronomist, veterinarian, mechanic. For example, in the topic "Transport" – with the professions of driver, technician - mechanic; the topic "health care" - nurse, paramedic, doctor, etc.; the topic "Education" - the teacher's profession unites teachers of different specialties: teachers of Russian language and literature, mathematics, history, geography, etc.

6. List of recommended literature for teachers and pupils

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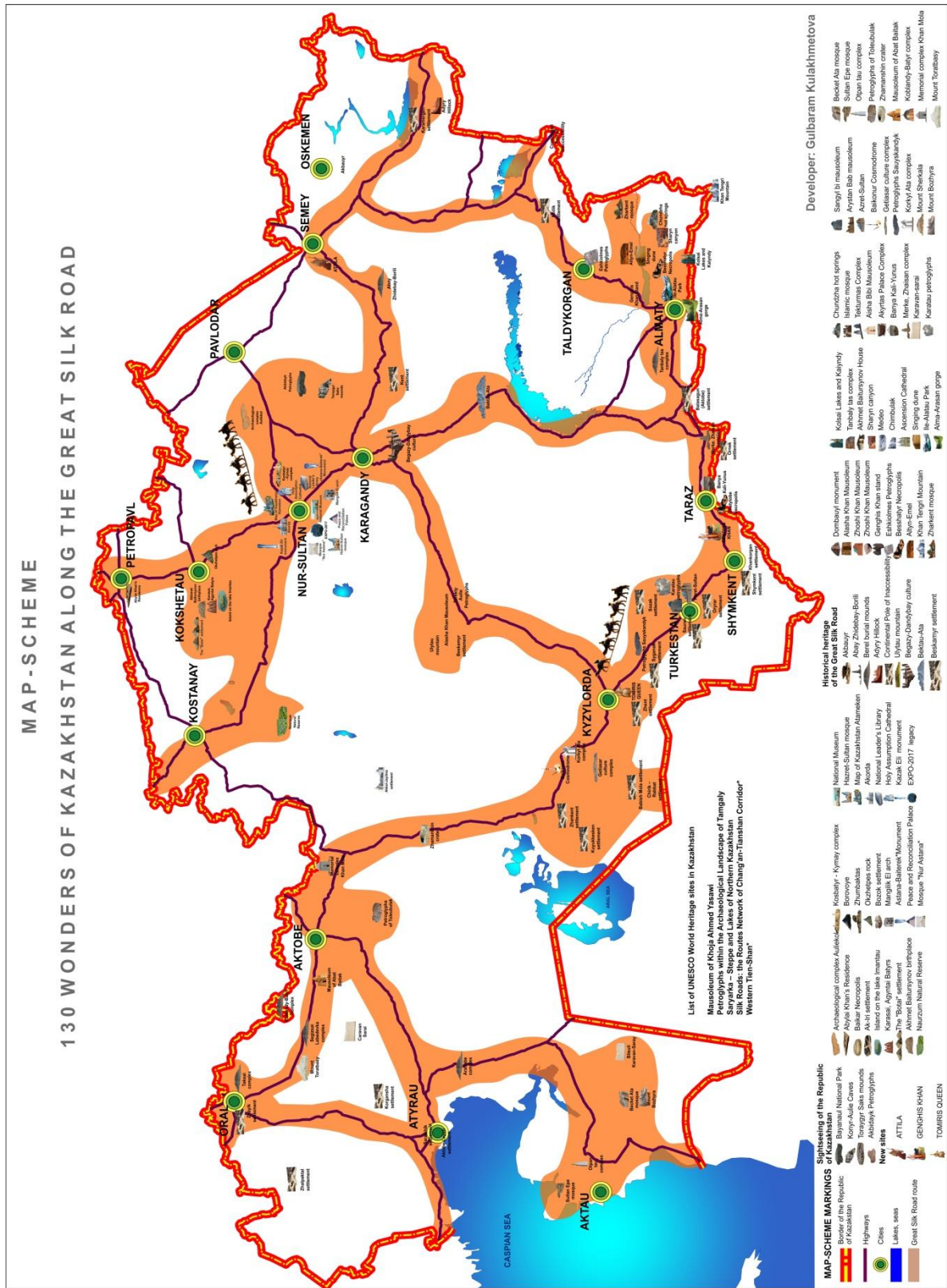
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7. Material and technical provision

1. Maps: physical map of Kazakhstan, administrative map of Kazakhstan, tourist map of Kazakhstan.
2. Atlas of the world, illustrative Atlas of “geographical discoveries”, atlases for secondary schools on "Geography".
3. Contour maps of Kazakhstan.
4. Illustrations (paintings) of natural and recreational, historical, architectural, tourist objects of Kazakhstan.
5. Projector.
6. A computer with the ArcGIS geographic information system.
7. Interactive whiteboard.
8. TV.

APPENDIX D



APPENDIX E

АНЫҚТАМА

«6D090200 - Туризм» мамандығының докторанты Кулахметова Гульбарам Амантайқызының «**The priority objects of the Great Silk Road in Kazakhstan regions on sustainable tourism development**» атты диссертациялық жұмысының тәжірибелік сынақтан өту туралы.

«Ұлы Жібек Жолы бойындағы Қазақстанның 130 ғажайыптары» кешенді оқу бағдарламасының тәжірибелік сынақтан өткенін растаймыз.

Оқушыларға арналған «География» пәнінен Алматы облысының Еңбекшіқазақ ауданындағы «Бәйтерек» муниципалды мектебінің мемлекеттік мекемесінде кешенді оқу бағдарламасы ашық сабақтар түрінде енгізіліп, келесі бөлімдерді қамтыды:

1. Ұлы Жібек жолы бойында орналасқан Қазақстан аумағындағы тарихи және мәдени мұралар.

2. Қазақстанның қасиетті нысандары.

3. «Ұлы Жібек Жолы бойындағы Қазақстанның 130 ғажайыптары» картасымен тәжірибелік сабақтар.

Оқушылардың саны – 97;

Оқу бағдарламасын енгізу кезінде "Рухани Жаңғыру" бағдарламасында тұңғыш Президент Н. Ә. Назарбаевтың "Болашаққа көзқарас: қоғамдық сананы жаңғырту" атты Жолдауын жүзеге асыру және оқушылардың өз Отанын тануға қызығушылығын белсендіруге ықпал еткен диссертациялық зерттеу бойынша оң нәтиже алынды, онда "Туған жер", "Қасиетті география" бөлімдері және "Ұлы даланың жеті қыры" мақаласында айқындалған жобалар ерекше орын алады.

Мектеп директоры



Л.Ж. Нурмаханова

АКТ

**о внедрении результатов докторантом по специальности «6D090200 - Туризм» Казахской академии спорта и туризма
Кулахметовой Гульбарам Амантаевны
по теме исследования: « The priority objects of the Great Silk Road
in Kazakhstan regions on sustainable tourism development»**

Настоящим подтверждаем, что комплексная учебная программа «130 чудес Казахстана по Великому Шелковому пути», включающая разделы:

1. Историческое и культурное наследие казахстанского участка Великого Шёлкового Пути.
2. Сакральные объекты Казахстана.
3. Практические занятия с картой «130 чудес Казахстана по Великому Шелковому пути».

Комплексная учебная программа «130 чудес Казахстана по Великому Шелковому пути», была внедрена в учебный процесс в школе № 17 Талгарского района Алматинской области в виде открытых уроков по дисциплине «География», «География Казахстана» для 6-8 классов, количество обучающихся 100 человек.

Во время внедрения учебной программы получен положительный результат по диссертационному исследованию, который способствовал активизации интереса учащихся к познанию своей Родины и реализации Послания Первого Президента Н. А. Назарбаева «Взгляд в будущее: модернизация общественного сознания» в программе «Рухани Жаңғыру», где особое место занимают разделы «Туған жер», «Сакральная география» и проекты определенных в статье «Семь граней Великой степи».

Директор школы



Тифанциди Н.А.

APPENDIX F

БЕКІТЕМІН
Қазақ спорт және туризм
академиясының ғылым
проректоры Құлбаев А.Т.

26.10.2019г

«6D090200 - Туризм» мамандығының докторанты Кулахметова Гульбарам Амантайқызының «**The priority objects of the Great Silk Road in Kazakhstan regions on sustainable tourism development**» атты диссертациялық жұмысының тәжірибелік сынақтан өту туралы.

АНЫҚТАМА

«6D090200 - Туризм» мамандығының докторанты Кулахметова Гульбарам Амантайқызының «**The priority objects of the Great Silk Road in Kazakhstan regions on sustainable tourism development**» атты диссертациясының тәжірибелік-эксперименттік жұмыстары «Туризм және сервис» кафедрасының «Туризм менеджері» мамандығының студенттерінің қатысуымен жоғарғы оқу орнының біртұтас педагогикалық үрдісіне енгізілгенін растаймыз.

2016-2017 оқу жылында «Туризм» бойынша білім беру бағдарламасы аясында «Туризм» мамандығының докторанты Г.А. Кулахметованың «Ұлы Жібек жолы бойынша Қазақстанның 130 кереметі» атты кешенді оқу бағдарламасы мен зерттеу нәтижелері біртұтас педагогикалық үрдісіне ағылшын тілінде оқытылатын келесі пәндерге енгізілді: «Қазақстанның туристік-рекреациялық ресурстары», «Туризм экономикасы», ал 2017-2018 оқу жылынан бастап ҚазСТА «Туризм және сервис» кафедрасы 5B090200 «Туризм» мамандығының «Туризмнің жаһандық этикалық кодексі», «Экологиялық туризм», «Әлемнің туристік орталықтары», «Қазақстанның туристік-рекреациялық ресурстары» атты пәндерінде авторлары п.ғ.д., профессор Е.С. Никитинский, Г.А. Кулахметованың «Туризмнің тұрақты дамуының теориясы мен практикасы» атты оқу құралы қолданылады.



«Туризм және сервис»
кафедрасының меңгерушісі

М. Абдиқаримова

Қолын: Абдиқаримова М
Растаймын кадр
бөлімі бастығы
Подпись: Берендеева Т.М
Заверяю нач. ОК

APPENDIX G

«ВЕК ТРАВЕЛ» ЖАУАПКЕРШІЛІП
ШЕКТЕУЛІ СЕРІКТЕСТІП
БСН 140 140 01 47 54
ЖСК KZ16856000006328761 (KZ)
АО «Банк Центр Кредит» Алматы к.,
БИК КСЖКЗКХ КБЕ 17
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Тел: +7 (727) 367 13 75
моб: +7 705 660 09 13



ТОВАРИЩЕСТВО С ОГРАНИЧЕННОЙ
ОТВЕТСТВЕННОСТЬЮ «ВЕК ТРАВЕЛ»
БИН 140 140 01 47 54
ИИК KZ16856000006328761 (KZ)
АО «Банк Центр Кредит» г.Алматы,
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N: 21 от 30.09.2019г.

АКТ ВНЕДРЕНИЯ

Настоящим подтверждаем, что результаты диссертационного исследования докторанта Казахской академии спорта и туризма Кулахметовой Гульбарам Амантаевны на тему: «The priority objects of the Great Silk Road in Kazakhstan regions on sustainable tourism development», представленной на соискание степени доктора философии (PhD) по специальности «6D090200 - Туризм» обладает актуальностью. Также представляет практический интерес новые туристские маршруты «Технологическая карта экскурсии «Великий полководец, предводитель гуннов Атилла», «Технологическая карта экскурсии «Потрясатель Вселенной Чингисхан», «Технологическая карта экскурсии «Мемориальный комплекс, посвященный царице Томирис» по приоритетным объектам Великого Шелкового пути по регионам Казахстана, что в дальнейшем позволит увеличить приток зарубежных и отечественных туристов в регионы Казахстана.

Директор
ТОО «ВЕК ТРАВЕЛ»



Бектасова А.Б.