

## REFERENCE

of foreign PhD supervisor, doctor of management, professor Qiang Liang on thesis of Kulakhmetova Gulbaram on **“The priority objects of the Great Silk Road in Kazakhstan regions on sustainable tourism development”** submitted for the Degree of Doctor of Philosophy in the specialty “6D090200 – Tourism”

Tourism has become an ideology to destination development. For countries it is meant to establish new ventures and relations in this competitive era. Developing a network approach of countries in terms of economy generation has also created the opportunities for tourism participating industries to set the standard at the international level.

Tourism is an industry growing in accordance with globalization and among the fastest together with automotive, petroleum and chemicals industries. On the other hand, because of positive effects of tourism such as supporting balance of payments by creating foreign currency inflow, creating employment, and supporting foreign trade, infrastructure and superstructure; its development is encouraged not only by developing countries but also developed countries.

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”.

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 road 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.

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

The Great Silk Road became a channel, according to which a constant exchange of cultural advances — new tribes, knowledge and ideas was channeled.

According to Chinese Research Institute for International Affairs “against the background of economy globalization, all countries of 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 of other countries of the world, therefore must adhere to the principle of mutual benefit and joint win”

More than 100 years have passed, and the prediction of K. Richthofen has come true. Following the renaissance of China, the Great Silk Road acquired the specifics of a new era. 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 in September, 2013, during the visit to Central Asia and participating in the summit of the Shanghai Cooperation Organization (SCO), presented the strategic concept of joint creation “an Economic belt of the Great Silk Road” on the basis of innovative cooperation type to make active and strengthen economic contacts between the Eurasian countries.

The main tasks of the work are: to study the heritage of the Great Silk Road, that it left to Kazakhstan and to see the New Silk Road from the point of great connection between the nations; to identify the main opportunities and benefits of the sustainable tourism development in Kazakhstan from the point of Silk Road legacy; work out recommendations for further development of knowledge about the Kazakhstan part of Silk Road and creating the travel guides for tourists.

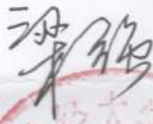
Questions submitted in this research are relevant for solving of many fundamental issues concerning the tourism development and its sustainability, the benefits from the Great Silk Road revival, interconnection of the Chinese initiative

“The Silk Road Economic Belt” and the New Economic Policy of Kazakhstan  
“Nurly Zhol”.

Kulakhmetova Gulbaram gave comprehensive assessment of the current state of the tourism development on the Kazakhstan part of Silk Road, having examined sources and materials concerned the ancient and modern Silk Road. Researched the historical heritage of Silk Road to Kazakhstan that can bring to the growth of international and domestic tourism. Pointed out the main tourist sightseeing connected to Silk Road that will be interested to the local and foreign tourist.

The thesis has great theoretical and practical significance. Believe that this thesis meets all the requirements for the degree of PhD, and its author Kulakhmetova Gulbaram deserves the degree of Doctor of Philosophy (PhD) in specialty “6D090200 – Tourism”.

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