

## REFERENCE

**on the thesis of Kulakhmetova Gulbaram Amantaevna on a theme  
“The priority objects of the Great Silk Road  
in Kazakhstan regions on sustainable tourism development”  
submitted for the Doctor of Philosophy degree (PhD) in the specialty  
6D090200 – “Tourism”**

**Relevance of the research.** 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. The Great Silk Road is a link in the development of tourism, the economy and the socio-cultural transformations in all the countries participating in the project, whose prospects have increased particularly in this century.

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 etc.

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. 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 part. Great Silk Road has served for centuries the goals of peace, prosperity and mutual enrichment of cultures, and retained its original meaning in the 21<sup>st</sup> century

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.

All above indicates the relevance of the problem that determined **the purpose of the dissertation research**, which is to identify and analyze the priority sites of the Great Silk Road of the Kazakhstan regions on sustainable tourism development.

The Doctor of Philosophy degree candidate identified and completed the **research tasks**:

- Conducted an analysis of scientific, methodological and historical literature relating to the Great Silk Road and the problems of sustainable tourism development.

- Considered and studied 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.

- 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.

- Developed 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 scientific and practical significance of the research results meets the requirements of the Republic of Kazakhstan Ministry of Education and Sciences for thesis to the degree of Doctor of Philosophy (PhD)** and 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.

Kulakhmetova G.A. based on the results and conclusions made the following **recommendations:**

- In order to increase the influx of foreign and domestic tourists, the *state tourism management authorities and tourism industry enterprises of the regions of Kazakhstan* 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 regions of Kazakhstan and the Reference-Guidebook “130 wonders of Kazakhstan on the Great Silk Road”, published in the state, Russian and English languages, which will affect the socio-economic system of the market tourist services of the region where these routes will 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”, “Tourist recreation school”, pedagogical Processes for the educational program “Tourism”, which will contribute to the general information of the young generation of our awareness program Elbasy N.A. Nazarbayev “Seven edges of the Great Steppe” and “Sacred Geography of Kazakhstan.”

- **Secondary schools** in the framework of the program of the Address of the First President N.A. Nazarbayev's “Look into the Future: Modernization of Public Consciousness” in the program “Rukhani Zhangury”, where the “Tugan Zher” section occupies a special place, consider the phased implementation of educational program, an interactive map-scheme, teaching aids “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 educational program and patriotic 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 reference-guidebook “130 Wonders of Kazakhstan along the Great Silk Road”.

The Doctor of Philosophy degree candidate **results of dissertation research** was implemented in Kazakh Academy of Sports and Tourism and the Turan - Astana University; the act of using results and authorship 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; act of implementation from secondary schools; the act of implementation in the Kazakh Academy of Sports and Tourism “Reference-Guidebook “130 Wonders of Kazakhstan along the Great Silk Road”; Act of implementation from the tourist company “Vek Travel”.

Theoretical and scientific-practical part of the research results gives an attempt to increase the awareness of the Kazakhstan population, the world community, significantly increase the flow of foreign and domestic tourists, and will affect the socio-economic system tourist services market in Kazakhstan (additional investments contributing to the development of social infrastructure, the creation of new jobs, as a result of which the living standards of the local population will increase).

**The structure and scope of the dissertation work** consists of an introduction, 3 parts, a conclusion, a list of 190 references and appendix. The

volume of the dissertation is typed on a computer and consists of text on 150 pages.

All above-mentioned shows that the work of a doctoral candidate on the theme **“The priority objects of the Great Silk Road in Kazakhstan regions on sustainable tourism development”** complies with the scientific requirements for thesis to the Doctor of Philosophy degree (PhD) in the specialty 6D090200 – “Tourism”.

The dissertation research presented for defense suggests that Gulbaram Amantayevna Kulakhmetova deserves a Doctor of Philosophy (PhD) degree in the specialty 6D090200 – “Tourism”.

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