

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. Today, there is no longer a vast ancient state, and geographical boundaries are fundamentally different from the past, people still need vital economic interactions and still have a longing for culture knowledge and life of neighboring people. Historical, economic and natural bonds, as well as religious community, play a deserved role in bringing nations closer together.

In the article of the Republic of Kazakhstan's 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 account. This is a platform connecting the horizons of the past, present and future of the nation. We need educational training of each Kazakhstan citizen on the role and place of the “Cultural-geographical belt”. Internal and external cultural tourism should be based on this symbolic heritage of the nation ...” 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. 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 character.

Currently, the formation of the tourism industry is identified by the Kazakhstan Government as one of the priority sectors of the economy among the seven cluster initiatives. In state and sectoral programs, the development of cultural and educational tourism on the Great Silk Road is considered as their most important component.

Tourism is the World Economy branch, that did not collide recession today. By calculations of experts economists in an average for receiving revenue that is equivalent that one foreign tourist gives 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 modern conditions of World Economy development tourism becomes one of leaders and dynamically developing industries. According to the UNWTO, tourism occupies the fourth place in world exports of goods and services (7.4%), second comes the 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 auto-contraction industry.

The Silk Road routes stretched for a distance of 12,000 km, to Kazakhstan belongs 2,700 km. from it. The Kazakhstan territory, occupying the 9th place in the world in terms of area has a diverse historical and cultural heritage and resources of natural tourist attractions, which is also largely connected with the Great Silk Road route.

The most important components of the modern stage of the Silk Road development are the transport corridors. The transport system is practically the levers of economic management, and, ultimately, this is the development of the whole state. The Chinese Initiative "The Silk Road Economic Belt and the Maritime Silk Road of the XXI Century" and the New Economic Policy of Kazakhstan "Nurly Zhol", announced in the Message of the Republic of Kazakhstan's First President N.A.Nazarbayev goals, in their content, mutually complements each other, since they are aimed at developing infrastructure, primarily transport and communications, which means creating favorable conditions including for tourists.

All this together determines the relevance and practical necessity of the present work.

Brief description of thesis structure and its features

In the thesis, the tasks are clearly formulated, the choice of methods and the sequence of research stages are correctly justified; the presentation of the material is concise, and it naturally reflects the internal logic of the work performed.

The author used the appropriate structure of the thesis, including an introduction, three sections, conclusion, practical recommendations, a list of references and applications.

Personal participation of the applicant in obtaining results. The thesis presents the original authorships:

- An interactive map "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 presents "130 Wonders of Kazakhstan along the Great Silk Road route", created by the way of data visualization.

- New tourist routes have been developed along the priority sites of the Great Silk Road in Kazakhtan regions;

- 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 "130 Wonders of Kazakhstan along the Great Silk Road";

- The manual "Theory and practice of sustainable tourism development" was published;

- 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" was developed.

It should be noted that a large amount of factual material and its correct analysis, that was conducted by the doctoral candidate indicates a high scientific level of the work presented.

The main results of the research work are presented in 16 scientific publications, in accordance with the Republic of Kazakhstan Ministry of Education and Sciences' Committee for Control of Education and Sciences' recommendations.

Received results proved the aim, tasks and hypothesis of the research work, that allowed to make the practical recommendations.

In dissertation work of Kulakhmetova G.A. is observed the principles of consistency, sequence and integrity. In the thesis the scientific and practice results are especially valuable.

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) in the specialty "6D090200 – Tourism".

- 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 "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.

- Developed and implemented innovative Reference-guidebook "130 Wonders of Kazakhstan along the Great Silk Road", with using of new technologies;

- 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 veracity of the obtained results. The reliability and validity of the thesis work is confirmed by the correct application of a complex research methods and statistical processing data obtained.

It should be noted that while performing this thesis research, the author showed deep creative approach to the implementation of an extremely important state problem in the field of tourism development in Kazakhstan, demonstrating broad research skills and creative abilities.

The results of the Kulakhmetova G.A. dissertation research 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, Turan-Astana University, Kazakh Academy of Sports and Tourism, the tourist company Vek Travel. It

involved 197 students, 75 students from the Kazakh Academy of Sport and Tourism Department of Tourism 150 students from Turan-Astana University and 47 tourists from Vek Travel Company.

The 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".

We consider that this thesis research of Kulahmetova G.A. can be admitted to the public defense for the Doctor of Philosophy degree (PhD) in the **specialty "6D090200 – Tourism"**.

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