

REVIEW

by PhD, acting associate professor Zh.M. Assipova to the dissertation of PhD candidate of the Kazakh Academy of Sports and Tourism Kulakhmetova G.A. on the topic: "The priority objects of the Great Silk Road in Kazakhstan regions sustainable tourism development", submitted for the degree of Doctor of Philosophy (PhD) specialty 6D090200 - "Tourism".

The dissertation was carried out under the guidance of local (Imangulova T.V., Nikitinsky Ye.S.) and foreign (Chiang Liang) scientific consultants with scientific degrees and who are experts in the field of doctoral student's research.

The dissertation prepared by G.A. Kulakhmetova is a manuscript consisting of 150 pages computer typing text and includes an introduction, 3 chapters, a conclusion and an appendix. To the text are attached: the list of references from 190 references, 47 pictures and 11 tables.

1. Assessment of the research topic relevance.

Globalization and increasing incomes have created favorable conditions for the rapid growth of the tourism sector. And issues of sustainable tourism development are most relevant in the modern world. The principles of sustainability relate to the environmental, economic and socio-cultural aspects of tourism development.

Kazakhstan, as a member of the transcontinental project of UN, UNWTO and UNESCO on the revival of tourism on the ancient historical route of the Great Silk Road, is located at the crossroads of caravan roads in the center of Eurasia. 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.

The relevance of the dissertation research by G. A. Kulakhmetova is determined the necessity to address practical issues of sustainable tourism development on the Silk Road part. The content of the work is logical and includes theoretical, methodological and practical works. There are not enough scientific publications on this issue both in the CIS and in Kazakhstan. In connection with the foregoing, the relevance of the topic should be taken reasonable.

2. Scientific results in the framework of the requirements for dissertations.

The main scientific results are reflected in the scientific provisions formulated by the author and are defined as a "subject defense". The scientific results strictly correspond to the tasks set and are presented in the author's developments (chapter 3): tourist routes along the priority sites of the Great Silk Road of the Kazakhstan regions, an interactive map-scheme, complex educational program and manuals "130 Wonders of Kazakhstan along the Great Silk Road".

The dissertation work of a doctoral candidate solves important scientific and practical issues of developing sustainable tourism as an integral part of the socio-economic development of Kazakhstan.

3. The degree of validity and reliability for each scientific result (scientific position), conclusions of the candidate, formulated in the dissertation.

The structure of the dissertation research is logical, contributes to the solution of the goal - the identification and analysis of the Great Silk Road priority objects in Kazakhstan regions on sustainable tourism development. To achieve this goal, the following tasks were solved:

- The analysis of scientific, methodological and historical literature on the Great Silk Road and the problems of sustainable tourism development have been carried out.

- The place, role and relationship of Nurly Zhol Kazakhstan, the Economic Belt of the Great Silk Road and the Maritime Silk Road of the 21st Century, the Eurasian Economic Union, and the Europe-Caucasus-Asia Transport Corridor were examined and studied.

- Educational manuals, 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.

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

The orientation of the dissertation research results obtained by the doctoral degree candidate on the solution of the relevant, methodological and applied problems is undeniable. This work can be used in the study of Silk Road regions.

4. The novelty degree of each scientific result, result (scientific position), the conclusions of the candidate for doctoral degree formed in the dissertation.

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

- The first result is partially new. The author carried out a detailed analysis of the literature and clarified the essence for the concepts of "tourism", "sustainable tourism", "sustainable tourism criterion", "green economy", "educational tourism", "transport corridor", "heritage of the Great Silk Road". The author also identified and substantiated the possibilities of the relationship "Nurly Zhol Kazakhstan", "Economic Belt of the Great Silk Road and the 21st Century Maritime Silk Road", the "Eurasian Economic Union" and the "Europe-Caucasus-Asia Transport Corridor".

- The second result contains partial novelty. The author does not fully disclose the information awareness of Kazakhstan population for foreign and domestic tourists about the priority objects of the Great Silk Road in Kazakhstan regions.

- The third result is a new. The author has developed and introduced education manuals, educational complex program and an interactive map-scheme "130 Wonders of Kazakhstan along the Great Silk Road", using new GIS technologies. Also, new priority objects of the Great Silk Road on the Kazakhstan regions were identified and entered into the interactive map-scheme. And new tourist routes and practical recommendations on priority objects of the Great Silk Road and their using in the socio-economic system of the tourist services market in Kazakhstan were developed.

5. The practical and theoretical significance of scientific results.

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". 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.

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.
- 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".
- 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".
- An interactive map-scheme "130 Wonders of Kazakhstan along the Great Silk Road route" was developed using the ArcGIS geo-information program.
- 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".

6. Comments and suggestions for dissertation

Along with the advantages in the work, there are separate disadvantages, the most significant of which can be cited as follows:

The first chapter presents the results of the materials analysis on the work on sustainable tourism, the methodological foundations of sustainable tourism development and the analysis of international practices for the development of sustainable tourism in Kazakhstan. But the understanding of the sustainable tourism factors are not disclosed, and they are not indicated in the works of foreign authors.

The second chapter, devoted to the analysis of the Great Silk Road World Heritage impact on the formation of tourism and the sustainable development of Kazakhstan, does not disclose the influence of factors on sustainable tourism in Kazakhstan, does not assess it, and there are no criteria for evaluating this impact.

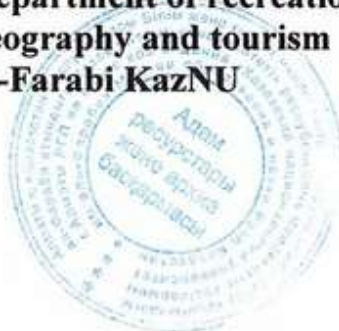
In the third chapter, the results of information awareness of the Kazakhstan population, foreign and domestic tourists about the priority sites of the Great Silk Road of Kazakhstan regions were based on a sociological study. But the methodology of conducting research on work is not traced.

7. Compliance with the dissertation requirements.

Despite the above shortcomings and comments, in general, the thesis deserves attention with high-quality analytical material and practical developments: an educational program, an interactive map-scheme and tourist routes.

Thus, having fully studied the content of the dissertation, its conclusions and scientific results, we believe that the dissertation of G. Kulakhmetova "The priority objects of the Great Silk Road in Kazakhstan regions sustainable tourism development" meets the requirements for doctoral dissertations, and its author can be awarded the required Ph.D. degree in specialty 6D090200 - "Tourism".

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