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TOURISM OPPORTUNITIES FOR KAZAKHSTAN ON THE GREAT SILK ROAD

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Abstract. Kazakhstan is a big country in central Asia. The Great Silk Road is one of the reasons people must visit the country because Kazakhstan was one of the key countries that participated in it. Nowadays, the history comes back again and the country is planning to become a destination that will be home for international and domestic tourists. Astana intends to invest \$10 billion, \$6 billion of which will come from private investors, and the country's tourism planners hope that it will help to develop its tourism sector by 2020. For centuries, crowds of people speaking diverse languages filled the bazaars of Asia, and long caravans crept along dusty roads carrying precious gems and silks, spices and dyes, gold and silver, and exotic birds and animals to Europe. Yet the Silk Road was to become not only a great trade route but the melting pot of two very different civilizations; those of the East and the West, with their specific cultural traditions, religious beliefs, and scientific and technical achievements. Central Asia, situated between China and India in the east, bordering on the European world in the west, spreading between the Volga and Siberia in the north, and between Persia and Arabia in the south, for almost two thousand years stood at the crossroads of the world's great civilizations and cultures.

Key words: Kazakhstan, Tourism, Silk Road, Policy, Central Asia

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ҰЛЫ ЖІБЕК ЖОЛЫНДАҒЫ ҚАЗАҚСТАН ТУРИЗМІНІҢ МҮМКІНДІКТЕРІ

Қанатұлы М.¹Д, Адильбаева А.С.^{1*}, Ерджиласун К.²¹ Alikhan Bokeikhan University, Қазақстан, Семей³ Анкара Хаджы Байрам Вели Университеті, Түркия, Анкара

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Түйіндеме. Қазақстан – Орталық Азияда орналасқан үлкен мемлекет. Ұлы Жібек Жолы Қазақстанның басым бөлігін алып жатқаны үшін туристер бұл мемлекетке назарларын аударуы тиіс. Бүгінгі таңда тарих қайталануда және де Қазақстан жергілікті және халықаралық туристер үшін есік- тері айқара ашпақ. Астана бұл мәселені қарастыра отырып 10 миллион доллар қаржы инвестиция салуға дайын, оның 6 миллионы жеке инвесторлардан келіп, 2020 жылға дейін туризм секторын дамытуға көмектеседі деген үмітте. Ғасырлар бойы, әр түрлі тілде сөйлейтін адамдар, Азия базарларын толтыратын, ал үлкен керуендер шанды жол бойында, асыл тастар және жібек, дәмдеуіштер және бояғыштар, алтын мен күміс, сондай-ақ Еуропадағы экзотикалық құстар мен жануарларды тасымалдауға ұмтылды. Алайда, Жібек жолы тек қана тамаша сауда бағыты ғана емес, сонымен қатар екі түрлі өркениеттер ошағына айналуына тиіс болатын; Шығыс пен Батыс, олардың мәдени дәстүрлері, діни нанымдары және ғылыми-техникалық жетістіктері арқылы. Шығысында Қытай мен Индия арасында орналасқан, батысында еуропалық әлеммен шекаралас болған, Еділ бойы мен Сібір арасында, оңтүстігінде Персия мен Арабия арасында орналасқан Орталық Азия, екі мың жылға жуық өркениет пен мәдениеттердің тоғысқан жерінде тұрды.

Кілт сөздер: Қазақстан, Туризм, Жібек Жолы, Саясат, Орталық Азия.

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ВОЗМОЖНОСТИ ДЛЯ ТУРИЗМА КАЗАХСТАНА НА ВЕЛИКОМ ШЕЛКОВОМ ПУТИ

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Аннотация. Казахстан – крупное государство в Центральной Азии. Великий Шелковый путь является одной из важных причин для посещения Казахстана, так как он занимал большую часть маршрута. Сегодня, история возраждается и Казахстан хочет стать привлекательным направлением для местных и международных туристов. Астана планирует инвестировать 10 миллионов долларов, 6 миллионов из которых пойдут от частных инвестиций на развитие туризма, и надеется, что это поможет развить сектор туризма к 2020 году. На протяжении веков толпы людей, говорящих на разных языках, наполняли базары Азии, а длинные караваны пробирались по пыльным дорогам, несущим драгоценные камни и шелк, специи и красители, золото и серебро, а также экзотических птиц и животных в Европу. Однако Шелковый путь должен был стать не только прекрасным торговым маршрутом, но и плавильным котлом двух разных цивилизаций; Востока и Запада, с их конкретными культурными традициями, религиозными убеждениями и научно-техническими достижениями. Центральная Азия, расположенная между Китаем и Индией на востоке, граничащая с европейским миром на западе, распространяющаяся между Волгой и Сибирью на севере, а также между Персией и Аравией на юге, почти две тысячи лет стояла на перекрестке великих цивилизаций и культуры в мире.

Ключевые слова: Казахстан, туризм, Шелковый Путь, политика, Центральная Азия.

Introduction. The Silk Road (Great Silk Road) is a caravan route that starts from Shi-an in China and goes to the Middle East through Xinjiang and Central Asia. The name was given by German scientists F. von Richthofen (F. von Richthofen) proposed by Ben A. Herman (a Negmap) in the 19-th century. The Great Silk Road is one of the historical monuments of human civilization. This road, which began in the second century BC, was a bridge that connected Europe and Asia-West and East. During its crossing of the Kazakh land, since the VI century, two routes have been widely distributed: the Syrdarya and the Tien Shan. The first route started from China, passed through East Turkestan Kashgar to Semirechye, then along the coast of the Syrdarya and then through the Aral Sea to Western countries.

The road existed 3-4 thousand years ago. It began to flourish only during the Han Kingdom of China, because King Udi Khan of the Han Kingdom twice sent Zhang Chiang to the Western Region and was eager to make friends with the countries of Central Asia. Zhang Chiang visited such places as present-day Ferghana, Samarkand and Lake Balkhash. Zhang Chiang's visit turned this road into a line of communication between the governments of the East and the West. In this regard, the merchants did not leave a trace on the "Silk Road". Zhang Chiang traveled to the Western Region and Central Asia to bring Chinese silk products, as well as goods from other countries, as well as a variety of cultures, such as music from the western region. Zhang Chiang's visit allowed the Chinese to understand the Western Region and Central Asia. And the people who visited Zhang Chiang have also deepened their understanding of Chinese products and culture. Thus, this road began to flourish and flourish. It became a bridge between East and west, connecting civilizations. In order to protect and develop this road, the Kings of China of different eras put a guard on the road and built an army.

The Silk Road is not a permanent road that practically does not change, but changes over time, but the traditional route in history has not changed: the road begins in the East from Chang-an (Now Shi-an), passes through the Tarim lowland, crosses the Pamir Plateau, crosses Central Asia, Western Asia, goes to the eastern coast of the Mediterranean, with a total length of more than 7,000 km.

The ancient "Silk Road" is divided from Xinjiang into 3 divisions, a long Steppe Road in the north of the Tien Shan: Zhemsary, Ili passes through the region, goes to the Balkhash region, then goes west to the North and reaches the eastern coast of the Black Sea. The southern junction leaves Kroran (Iulan), flanking the western part of Mount Kunlun, and goes to Zharkent, where it goes beyond the hills and extends to Central Asia, Western Asia, and Europe. The road to Kashgar Zhanashar district, which runs west of the Kongshy River in the western north of Kroran, passes through Iinpandy and Kushar, is considered a northern Junction, this road also crosses the hills and goes to Europe.

Later, there were 3 more interchange roads: a road that started from the western north of Y'uy'min and crossed places such as present-day Kumyl, Turpan, and Zhemsary and became an integral part of the former Steppe Road, which was later called the "Northern Road". The road, which left Turpan, flanking the south of the Tien Shan mountain, turned west, crossed Karachar, Kushar and merged with the former Northern Road junction, was later called the "Middle Road". "South Road" is similar to the previous one.

In this way, the Chinese Sparrow was transported to Central Asia, Western Asia and Europe, and the art of mulberry cultivation also began to spread to the West. In addition, goods such as stone, leather, wool adiyal from Xinjiang, as well as products such as iron utensils, porcelain dishes, cheese dishes, peaches, apricots, rauagash, darshen from the middle Plain entered the Western market. Glass, sapphires, economic crops and incense, medicinal materials of Central Asia, Western Asia and Europe, as well as religions such as the religion of Fire worship, the religion of Buddha, the religion of Islam, also entered and spread to China. The economic and cultural exchange between East and West has enriched the material culture of humanity. The peoples of the East and West were able to adopt an external culture through the Silk Road and create a more healthy culture than ever before.

The Silk Road was not only a trade route, but also connected world civilization and made an indelible contribution to the development of human society. The fact that the cities of southern Kazakhstan and Semirechye had close trade ties with Byzantium, Iran, Central Asia, the Caucasus, Altai, Siberia, and East Turkestan is evidenced by data from ancient manuscripts. From Shash (Tashkent), the road came to Gizgird, Ispijab, and then the caravan went to Taraz. In the north of Taraz, the cities of Adakhket, Deh-Nujiket are located on the kimaks, in the south - in their native land-Sheldyani, Kulya, etc. It was also possible to reach the lower Baryskhan from Taraz, then through Kulan and Merke to Aspara. Since the X century, caravans have been traveling through the trade route in the Ndle plain. From here, merchants of the Alatau Ndle set out for the settlements of modern Almaty and Talgar. In talgar, the road passes through the current districts of Shelek, Issyk, Kegen, Podgorny, and then into Shonzh. The road will branch in Alakol district. It was possible to go to East Turkestan, Altai, and Mongolia on two-way, Kikik, and Spring caravan routes. The roads connecting the cities of Syrdarya are of great importance. It starts from Ispijab and leads to the north-west Arsubanikent, Arys, Keder, Shaugar, Sauran, Syganak. From Gypsy to Jent and Yangikent. The road from Isfijab to the north leads to Kumkent, Aba - Ata, and Sozak. Then it passes through the plains of central Kazakhstan to the steppes of Kengir, Zhezdy, and Nura. Named caravan route of the XX century. It has survived to the very beginning and even connected cities and settlements of Russia, Kazakhstan and Central Asia, and fairs were organized in the surrounding areas. The Great

Silk Road, along with the unification of the culture of many peoples, has historically served to determine the features of its nature. In this case, there is a merit of the peoples who inhabited the land of Kazakhstan. They inherited a home (yurt), the art of making horse harness, carpet weaving, forging various beautiful silver products, and a rich oral literature. This is evidenced by the monuments of the "man in the golden robe" found in the Issyk and Araltobe burial grounds, finds from the Berel burial ground in East Kazakhstan, Orkhon monuments of ancient Turkish written literature.

Tourism is a type of travel, active recreation of a person in his free time. Tourism, which originated at the beginning of the XIX century, is now the world's largest economic complex - the third largest export sector after the automotive and oil industries, which have launched large capital, fixed assets, and a large part of the labor resources. Currently, programs are being implemented in this area, the level of infrastructure is being improved, and investments are being actively attracted. Since the emergence and development of the market economy, the number of enterprises in various industries has increased and they are successfully operating. The main source of income of the leading countries of the world is profit from this industry. The 7th person in each service sector carries out their activities in the tourism sector.

Relevance of the work: "The Great Silk Road" is a crossroads of caravan routes that cross Eurasia from the Mediterranean Sea to China, which is the most important way of communication in the middle ages, representing the trade and cultural ties of these regions in ancient times. A comprehensive study of the secrets of peaceful relations that have developed between the peoples of the East and West over the entire history of mankind is of great importance for the development of modern culture. From this point of view, it is an urgent issue that affects the exchange of views between scientific and cultural groups of countries that cross the Silk Road, as well as the establishment of consensus between states. The World Tourism Organization plays a special role in the revival of the Great Silk Road, and its tourist project "The Great Silk Road" deals with the issues of further development of tourism along the ancient road.

The purpose of the work is to assess the tourist potential of the Kazakh part of the Great Silk Road and determine its importance for the development of tourism in the Republic of Kazakhstan.

In this regard, the following obligations are assumed in the course of work:

- Identification of the main directions of the Great Silk Road;
- In the future, humanity will be able to study the subtleties of the Great Silk Road and become an effective tool for establishing cooperation to identify positive factors;
- To determine the ways of formation and development of the country's tourism department within the framework of tourism on the Great Silk Road to the Central Asian region.

Task of work:

1. Development of a theoretical basis for the development of tourism in the Kazakh part of the Great Silk Road;
2. Consideration of the prerequisites for the development of tourism in cities located along the Great Silk Road;
3. Study of the problems and prospects of the infrastructure of the Great Silk Road in Kazakhstan.

The diversity of attractions is collected in the Kazakhstan land of nomads, including picturesque 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. Urban life can be found in the capital Nur-Sultan and the country's business capital, Almaty, where tourists who prefer big cities and buildings will find something they like.

New hotels are being built and ski resorts are being renovated, and it gives Kazakhstan the opportunity to double the number of tourists to 8 million a year by 2020. Off course, there are several problems that Kazakhstan still has on its way to become the world's premier tourist destination. The country's target market for now is domestic tourists and visitors from former Soviet countries, primarily Russia and Central Asian states.

Kazakhstan's tourism officials have expressed their desire to attract more international travelers. However, tourism planning needs something more than just money to attract tourists from targeted countries.

A complicated visa and registration process is one obstacle already being addressed. Kazakhstan is hardly working on it, including the visa free access for Central Asian countries who participates in the Silk Road project. Kazakhstan introduced temporary visa-free entry for citizens of 10 countries, including the United States, Britain, Japan, the UAE, Germany and Malaysia. This action allows travelers from the selected states to enter and exit Kazakhstan multiple times, and stay for periods of up to 15 days, until July 15, 2015. According to Kazakh media, Astana next plans to drop visa requirements for 48 countries, mostly developed nations, by the end of the year.

Information review and research methods Overview of Area Kazakhstan is one of only two landlocked countries in the world that lies on two continents (the other is Azerbaijan).

With an area of 2,700,000 square kilometres (1,000,000 sq mi) – equal to size to Western Europe – Kazakhstan is the ninth-largest country in the world. During the Soviet Union time, Kazakhstan lost some of its territory to Uzbekistan and Russia. Kazakhstan has borders of 6,846 kilometres (4,254 mi) with Russia, 2,203

kilometres (1,369 mi) with Uzbekistan, 1,533 kilometres (953 mi) with China, 1,051 kilometres (653 mi) with Kyrgyzstan, and 379 kilometres (235 mi) with Turkmenistan. Major cities include Astana, Almaty, Karagandy, Shymkent, Atyrau and Oskemen. While located primarily in Asia, a small portion of Kazakhstan is also part of Eastern Europe (www.rferl.org). Kazakhstan's terrain extends west to east from the Caspian Sea to the Altay Mountains and north to south from the plains of Western Siberia to the oases and deserts of Central Asia. The Kazakh Steppe (plain) land occupies 30% of country's land and has a size of. Grasslands and sandy regions are the main characteristics of the steppes. Major seas, lakes and rivers include the Aral Sea, Lake Balkhash and Lake Zaysan, the Charyn River and gorge and the Ili, Irtysh, Ishim, Ural and Syr Darya rivers. The climate is continental, with warm summers and colder winters. Precipitation varies between arid and semi-arid conditions (www.webcitation.org).

Analysis. In the early 1960s, the United States was the first country in the world to have a nuclear - free nuclear war. In accordance with the discovery of lazurite deposits in Badakhshan Mountain and Jade deposits in the upper reaches of the Yarkendaria River near Khotan and the beginning of their production, these contacts will be regulated and adjusted. In the middle of the first millennium BC, Steppe zhalas began to work, which went from the Black Sea region to the Don, then to the savromats in the southern Ural region, the Irtysh, then to the Altai, to the land of agripei, which inhabited the upper Irtysh and Zaisan Lake valleys. In this way, silk, fabrics and furs, Iranian carpets, and products made of precious metals were distributed through trade. Nomadic tribes of the Saks and Scythians also participated in the distribution of precious silk species, and thanks to their connective support, this product reached Central Asia and the Middle Sea region. In the middle of the second century BC, The Silk Road began to function as a permanent network of embassies and trade. II-V centuries BC. if we start from the East, the Silk Road will leave Chang'an, the ancient capital of China, go to the Huanghe pass near Lanzhou, and then follow the northern Spurs of Nan Shan, passing through the western edge of the Great Chinese Castle, through the Jasper gate. From this point on, the road lost in half, bypassing the Takla-Makan desert on the north side. The terish road, which reached the Ili Valley through the Hami, Turfan, Shiho grass areas, went from the center of zhjol Cha to Karashar, Aksu, and then through the Beudel pass to the southern shore of Lake Issyk, passing Dunhuang, Khotan, Yarkend, Bactria, passing through India and the Middle Sea region; this was called the southern road. The northern route runs from Kashgar to Ferghana, then through Samarkand, Bukhar, Merv to Hamadan, Syria. XI-XII centuries. The route from China to the West through Semirechye and South Kazakhstan will be livelier. This deviation of the path can be explained by several reasons. First, there were hordes of Turkish khagans in the Semirechye, who controlled trade routes with Central Asia. Secondly, the road through Ferghana became dangerous due to the internal upheaval of the seventh century, and thirdly, the richest Turkic khagans and their entourage were considered to be the largest consumers of goods from the other side of the sea. VII-XIV centuries. most of the embassy and trade caravans traveled along the Silk Road. Over the centuries, the road has been constantly changing, some sections of it have become particularly important and beautiful, while other sections have been closed, and cities and trading posts on it have become deserted. For example, in the VI-VIII centuries. the main route was Syria-Iran - Central Asia - South Kazakhstan - Talas Valley - Shu Valley - Issyk Lake - East Turkestan. One of the branches of this road, or rather another route, left Byzantium, passed through Derbent to the steppes of the Caspian region - Mangistau - Aral region and reached southern Kazakhstan. This road was used against Sassanian Iran, when a trade and embassy alliance was concluded between the Western Turkic Khaganate and Byzantium, bypassing Iran. IX-X-XII centuries. this line of road was used much less frequently than the route through Central Asia and the Middle East to Asia Minor and Syria, Egypt and Byzantium, and the KHPI-in the XIV century. it comes alive again. The political situation on the continent was such that the ambassadors, merchants, and other travelers could determine which way to choose.

Now the study of the history of the Silk Road, its modernization, and the expansion of political, economic, and cultural ties between the countries along this path are being resumed. In 1987, the XXIV session of the UNESCO General Conference adopted the "international project for the study of the Great Silk Road". It was attended by Greece, Portugal, Egypt, Italy, China, Indonesia, Mongolia, Oman, Sri Lanka, and the former Soviet Union. The programs "Human Environment, Land and sea resources", "culture and the future" were approved. Participated in the implementation of these programs. In 1991, the National Committee "Silk Road" was established in Kazakhstan. The Great Silk Road is of great importance for the people of Eurasia both in ancient times and now in solving cultural and spiritual problems.

Economy. Kazakhstan has the largest and strongest performing economy in Central Asia. Supported by rising oil output and prices, Kazakhstan's economy grew at an average of 8% per year over the past decade (www.state.gov., www.nac.gov.kz).

One of the best policies of Kazakhstan is to keep peace and stability. The government has continued to follow a conservative fiscal policy by controlling budget spending and accumulating oil revenue savings in its Oil Fund – Samruk-Kazyna. However, Kazakhstan's public borrowing increased to support the economy due to the global financial crisis. Public debt increased to 13.4 per cent in 2013 from 8.7 percent in 2008 (www.ft.com, www.kazakhembus.com).

The banking system of Kazakhstan is developing rapidly and the system's capitalization now exceeds \$1 billion. Deposit insurance was introduced by The National Bank in its campaign to make banking sector stronger and more competitive. However, non-performing bad assets that are present in the bank sector can harm the stability of the system. Several major foreign banks have branches in Kazakhstan, including RBS, Citibank, and HSBC.

According to the 2010–11 World Economic Forum in Global Competitiveness Report, Kazakhstan was ranked 72nd in the world in economic competitiveness (Hawkins, D., www.Kazakh-tv.kz). One year later, the Global Competitiveness Report ranked Kazakhstan 50th in most competitive markets (Winter T., www.EY.com).

Demography.

Population – 17 million people.

Men and women make up 48.3% and 51.7% of the population, respectively.

The ethnic Kazakhs represent 63.1% of the population ethnic Russians 23.7%, with a rich array of other groups represented, including

Tatars (1.3%),

Ukrainians (2.1%),

Uzbeks (2.8%),

Belarusians, Uyghurs (1.4%),

Germans (1.1%) (Republic of Kazakhstan Statistical Agency).

(Germans who had previously settled in Russia, especially Volga Germans), Ukrainians, Koreans, Chechens, Meskhetian Turks, and Russian political opponents of the regime had been deported to Kazakhstan in the 1930s and 1940s by Stalin; some of the bigger Soviet labor camps (Gulag) existed in the country which are now one of the attractions for dark tourism, and has very rich history of all nationalities who suffered together (www.news.bbc.co.uk).

The 1990s were marked by the emigration of many of the country's Russians and Volga Germans, a process that began in the 1970s. This has made indigenous Kazakhs the largest ethnic group. Additional factors in the increase in the Kazakh population are higher birthrates and immigration of ethnic Kazakhs from China, Mongolia, and Russia.

Materials and methods. The basis of the research was a collection of published archival data, memoirs from the archival funds of the Republic of Kazakhstan. The work uses literature by domestic and foreign authors and information collected through the internet: Can Kazakhstan Become a Top Tourist Destination, Kazakhstan – MSN Encarta. Archived from the original on 31 October 2009., Kazakhstan profile. US State Department, Kazakhstan unveils \$21bn rescue package. Financial Times, Kazakh TV – Kazakhstan enters top 50 most competitive countries”, 6 September 2013, Kazakhstan attractiveness survey 2013, Republic of Kazakhstan Statistical Agency. Archived from the original (PDF) on 23 July 2011. Retrieved 10 December 2010, Greenall, Robert (23 November 2005). “Russians left behind in Central Asia”. BBC News.

In modern history, works published in accordance with the topic of research work are filled with new theoretical and methodological aspects, and require fundamental works. Concepts, definitions related to the topic, their definitions in the Kazakh-Russian language are not systematized. In solving scientific problems in accordance with the topic, oral data and methods and interdisciplinary methods used in historical science are required.

Research results. There are several facts that show that Kazakhstan is still not very attractive for foreign tourists. It was discussed earlier in this paper and the main reasons were transportation, bad service and lack of infrastructure. The international experience shows that it is possible to become a competitive with many other successful countries worldwide, but the country has to create new form of integration where government, travel business and local citizens will unite into one force. In terms of affordability, services level is very low and the prices are very high to create a competitiveness in the world tourism market scale. The country couldn't create a good control over a guestroom stock. The highest guestroom stock is registered in Atyrau (49.8%) and Mangistau regions, while the lowest one is noted in North Kazakhstan (13.5%) and Almaty (13.1%) regions. The largest number of world-standard accommodation is concentrated in the important tourism centers – Almaty and Astana cities, but even these cities have a stock out (54.1%) of 3* and 4* hotels.

In Kazakhstan, the international hotel brands are presented in small amounts and only exist in four business destinations: Nur-Sultan, Almaty, Atyrau and Aktau. The room at a 5* hotel is several times more expensive than in the similar European hotels. Poor hotel occupancy, lack of competitive environment and high dependence on business tourists cause the high accommodation prices. The current situation is a result of a low support for the sphere by the state government. The strategic plans that had been developed and accepted couldn't stimulate the development of tourism in the country and furthermore, none of the state tourism development programs has reached the required terms. Many laws adopted in this sphere are still remained only on paper without any practical application in the travel industry.

There are several major problems that keeps Kazakhstan's tourism from development:

- No connection between market participants;
- Legal and regulatory framework is very poor developed;
- The extremely high prices for accommodation along with the quite low tourism.

The governmental support for tourism can help to develop the infrastructure, eliminate problems listed above and bring stability to the tourism business development. The main reason why government refuses to support the tourism sector is insufficient state taxation. In order to compete with the average European prices, country needs to make them cheaper, and it is necessary to apply the local tourist rent in Kazakhstan regions to be charged from the tourism companies through restructuring of other taxes. The collected funds can be invested in the development of tourism infrastructure projects and recreational facilities.

Local government or local community is not able to control the situation and solve the problems in tourism development. It requires more higher scale in national economy, and the importance of these factors must be delivered to the governmental authorities (ministers, heads of departments etc.) and the tourism operators in the global tourism system. The strict political decisions, overseeing these decisions and international cooperation between operators and agencies are required to achieve the stable tourism development.

Very comprehensive and diversified approach must be created and developed, which can be applied through the development of industry clustering. The attention to clusters and cluster policy has recently increased in the articles on tourism and hospitality. Their importance for the creation of long-term competitive advantages of areas focused on attraction of the tourist flows is highlighted.

The term “cluster” in the travel industry is used when we mean the concentration on some particular area of interrelated enterprise networks which are involved into the design, manufacture, promotion and sale of tourist products, including the enterprises operating in the related industries.

The implementation of tourism clusters can increase the region’s global competitiveness through the synergy effect as a result of more efficient operation of the companies included in the cluster and to stimulate its innovation and investment activities. The region image and its industry positioning is affected positively by clusters.

It is extremely important to create clusters, which is the task for the Kazakhstan travel and hospitality industry, as far as the “Concept of tourism development in Kazakhstan till 2020” published by the Government of Kazakhstan in February 2013 is based on the cluster concept.

The government highlighted several important types of tourism: business, cultural, active and adventure tourism. The visible effect from the project is planned to be seen in 4-6 years. Mountain and lake, beach tourism and short-term tours are part of the strategic services that will require vast investments.

It has been proven that any attempt to develop tourism without participation of local communities in the process, or just using them for certain types of job, will cause a negative impact on the development. In order to preserve the investments, it is important to involve the local employees as active participants of the industry, and give them opportunity to be a part of decision-making process and to decide in the preferable way of development for them. The political planning in tourism, its local planning and development must take the local citizens’ interest into consideration the protection of cultural heritage. It’s crucial to make local active communities involved in the process of management. If the local citizens entirely support the development of tourism, they should be considered to be professionally involved in the tourism business (Timothy, D.J. and Boyd, S.W., Laruelle, M.).

Investment flows to Kazakhstan can be activated by creating a partnership between the private sector and governmental authorities, which should pay attention to the land tenure, access to infrastructure and state support procedures which is the most important point. The private companies will also have an opportunity to participate in any stage of the projects. The return investment model will be offered to the private sector representative, which will return back the money investment by the state through selling the adapted land and recreation zone management services (Bulda E.A., Timothy, D.J.). The Silk Road Action Plan 2014/2015 is a comprehensive overview of UNWTO’s strategies and initiatives designed to help Silk Road tourism grow more robust, competitive and sustainable. The Action Plan aims to foster collaboration between stakeholders to stimulate investment and poverty reduction along the Silk Road, while safeguarding its cultural and environmental resources.

In the early 1960s, the United States was the first country in the world to have a nuclear—free nuclear war. In accordance with the discovery of lazurite deposits in Badakhshan Mountain and Jade deposits in the upper reaches of the Yarkendaria River near Khotan and the beginning of their production, these contacts will be regulated and adjusted. In the middle of the first millennium BC, Steppe zhalas began to work, which went from the Black Sea region to the Don, then to the savromats in the southern Ural region, the Irtysh, then to the Altai, to the land of agripei, which inhabited the upper Irtysh and Zaisan Lake valleys. In this way, silk, fabrics and furs, Iranian carpets, and products made of precious metals were distributed through trade. Nomadic tribes of the Saks and Scythians also participated in the distribution of precious silk species, and thanks to their connective support, this product reached Central Asia and the Middle Sea region.

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Tourism is a priority area in Kazakhstan. The government focuses on paying more attention to tourism in order to create multi-industrial country, and eliminate the dependency on oil industry. 137,500 jobs were created directly by Travel & Tourism industry in Kazakhstan in 2013 (1.6% of total employment) and this is forecast to grow by 2.2% in 2014 to 140,500 (1.6% of total employment). The main purpose of the development of tourism in Kazakhstan is to create a modern, highly effective and competitive tourist complex, which will provide all the necessary conditions for the development of the industry as a sector of the economy, integration into the global tourism market and development of further international cooperation in the field of tourism, the inflow of investments into the country.

Kazakhstan historically was a key player on the Silk Road, connecting East and West from ancient times. Being a part of great history gives Kazakhstan an opportunity to develop its tourism industry based on the Silk Road cultural heritage. Kazakhstan's tourism product can be effectively introduced in the market as part of integrated Central Asian tourism product. Several projects and routes are already in the action. However, the country is still working and negotiating with its neighbor countries on solving visa problems and border procedures. Despite a large number of problems, Kazakhstan has a great potential for cultural tourism development among the Silk Road and bright future for inbound tourism.

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ҚАЗАҚ ДӘСТҮРЛІ АҢШЫЛЫҒЫНЫҢ ХАЛЫҚ ФОЛЬКЛОРЫНДАҒЫ КӨРІНІСІ

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Түйіндеме. Фольклорлық материалдар кез келген халықтың ұлттық мәдениетінің, оның ұлттық болмысының, тарихи жадысының, дүниетанымының көрсеткіші болып табылады. Халық қоршаған

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