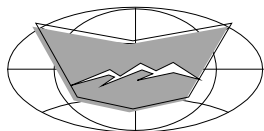


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**УЛУУ ЖИБЕК ЖОЛУНУН КАЗАКСТАН ЖАНА КЫРГЫЗСТАН
АЙМАКТАРЫНДАГЫ БИРИККЕН ТУРИСТИК ИШ-ЧАРАЛАРДЫ ӨНҮКТҮРҮҮ**

**РАЗВИТИЕ СОВМЕСТНОЙ ТУРИСТСКОЙ ДЕЯТЕЛЬНОСТИ НА ОТРЕЗКЕ
ВЕЛИКОГО ШЕЛКОВОГО ПУТИ ПО ТЕРРИТОРИИ КАЗАХСТАНА И
КЫРГЫЗСТАНА**

**THE JOINT TOURIST ACTIVITY DEVELOPMENT IN KAZAKHSTAN AND
KYRGYZSTAN ALONG THE GREAT SILK ROAD**

Аннотациясы: Туризм азыр Борбордук Азия аймагындагы экономикалык өнүктүрүүнүн артыкчылыктуу багыттары болуп эсептелет. Туризмдин корсоткучкорунун томондугу, өлкөнүн жана региондордун экономикалык түзүлүшүнө, өнүгүүсүнө терс таасирин тийгизип келген. Бирок акыркы учурда тышкы жана ички туризмдин орду олкого бекем болуп баштады. Улуу Жибек Жолун кайрадан калыбына келтирүү, Борбор Азияда эл аралык мамилелерди, соода-сатыкты, экономика жана туризмди өнүктүрүүнүн негизги багыттарынын бири болуп калды. Казакстан менен Кыргызстандын туризм тармагын салыштырмалуу талдоо жүргүзгөндөн кийин, биз бул өлкөлөрдүн туризм тармагын өнүктүрүү үчүн биргелешкен күч-аракеттерди бир бүтүндүктө

сунуштайбыз. Эки кошуна өлкөлөрдө тен бардык өбөлгөлөр, чоң мейманкана, (caravanserais) кызмат сунуштары бар, бул аймакта базарлар жана рыноктор жайгашкан. Улуу Жибек жолу Борбор Азияда бренд болуп калышы мүмкүн. Биздин пикирибиз боюнча, соода жана туризм кызматтарын көрсөтүү жана алар менен камсыз кылуу абдан маанилүү ролду ойнойт. Булбагыт Улуу Жибек жолун кайра жаралышы үчүн жаңы түрткү берет.

Негизги сөздөр: Улуу Жибек Жолун кайрадан калыбына келтирүү, биргелешкен иш-туризм, Казакстан, Кыргызстан.

Аннотация: Туризм в настоящее время является одной из первоочередных областей экономического развития в Центрально-Азиатском регионе. Туристская индустрия начинает значительно укреплять свои позиции на национальных и внешних рынках, оказывая влияние на экономическую структуру и развитие страны и регионов. Возрождение Великого Шелкового Пути становится одним из основных направлений развития международных отношений, торговли, экономики и туризма в Средней Азии. Проведя сравнительный анализ туристской индустрии в Казахстане и Кыргызстане, мы предлагаем интеграцию совместных усилий для развития туризма в этих странах. Две соседние страны, Казахстан и Кыргызстан, имеют все предпосылки предлагать услуги больших гостиниц и караван-сараев, базаров и рынков расположенных в данном регионе. Великий Шелковый Путь мог бы стать брендом стран Центральной Азии. По нашему мнению, предоставление торговых и туристских услуг будет играть существенную роль и даст новый импульс к возрождению Великого Шелкового Пути.

Ключевые слова: Возрождение Великого шелкового пути, совместная туристическая деятельность, Казахстан, Кыргызстан

Abstract: Tourism is currently one of the high-priority areas of economic development in Central Asian region. Tourism industry is starting to considerably strengthen its positions on the national as well as overseas markets affecting the economic structure and development of the country and regions. Revival of the Great Silk Road is turning into one of the major directions of developing international relations, trade, economy and tourism in Central Asia. Having carried out the comparative analysis of the tourism industry in Kazakhstan and Kyrgyzstan, we propose integration of joint efforts for tourism development. Two neighboring countries of Kazakhstan and Kyrgyzstan can offer services of caravanserais, lodging establishments or bazaars and markets in the given area. The Great Silk Road could become a brand of the Central Asian countries. In our opinion, providing trade and tourist services will be viable in giving a new impulse to the revival of the Great Silk Road.

Key words: Revival of the Great Silk Road, joint tourist activity, Kazakhstan, Kyrgyzstan

Introduction

Tourism industry is starting to considerably strengthen its positions on national as well as overseas markets affecting the economic structure and development of the country and regions. Unfortunately, post-Soviet states in Central Asia are not currently able to supply a competitive tourist product and outbound tourist arrivals surpass inbound travel arrivals in these states which in its turn, is leading to the capital outflow from the country.

Alexandrova A.Yu (2015) studied advantages and disadvantages of designing the Great Silk Road as the cross-border tourist route from the geopolitical, geographical and economic perspectives. However, over the past few years there

has been a dramatic increase in the demand for shopping tours, including the tours to Khorgos International Center of Border Cooperation (ICBC), a duty-free trade zone between Kazakhstan and China. Both small and large businesses are aimed at realizing trade links with China through an industrial and logistic hub of "Khorgos — Eastern Gates". About 3000-4000 citizens of Kazakhstan and 4-5 thousand Chinese residents visit trade premises of the "Khorgos ICBC" at weekends [1]. This demonstrates that good-value shopping tours have high demand and is the major motive for travelling. Kuznetsova N. F. (2017) sees perspectives of the Great Silk Road in formation of the Siberian route, highlights resources of Khakassia for developing tourist products under one single

brand of "The Great Silk Road. Siberian route", reveals issues related to the given process, and identifies potential outcome from implementation of the project in the regions. The Great Silk Road brand in the Russian context is also supported by Chikhichin V.V. (2017)

Concept of the idea

It is well-known that the Great Silk Road was the caravan road connecting East Asia with the Mediterranean in the ancient times [2]. The main goal was trade, and the trader was the first organized tourist. And with due time, revival of the Great Silk Road is turning into one of the major directions of developing international relations, trade, economy and tourism in the region. Khetagurova V. Sh. (2017) considers perspectives of developing tourism in the Central Asian region – Kazakhstan, Uzbekistan, Kyrgyzstan, Turkmenistan and Tajikistan. The author provides cultural, social and economic analysis of tourism sector in the region. Mirzoyev R. (2005) has given a brief historical insight into the process of revival of the Great Silk Road which started in the 90s of the 20-century and was a peculiar bridge between the East and the West. He concludes that it can contribute to strengthening good neighbourhood and mutually beneficial cooperation of the states located in the region. According to Neil Leiper's (1990) theory, geographical elements of a tourism system highlight three basic elements: a) a big city as a tourist-generating destination, b) as a transit destination, c) as a tourist-receiving destination [3]. In our case we examine the Great Silk Road as the transit destination taking into consideration the location of Kazakhstan as regards China, Russia and Kyrgyzstan. In the given system each country can put forward its own interests. For tourism perspectives, it would be mutually advantageous to adapt the system in relation to several countries where each country acts as a tourist-generating region as well as a tourist-receiving destination. Such integrated approach could enable to create a peculiar tourist image, in our case it could be the Great Silk Road brand. In spite of the fact that there have been promoted programmes on the revival of the Great Silk Road, this brand cannot yet be a competitive tourist product of Central Asian countries. Accordingly, we are suggesting the system where the Great Silk Road is considered as

an integral system covering several countries. The Great Silk Road is a road, logistics and trade and all above-mentioned elements have to be presented in creating the brand.

Zholdasbekov AA., Konysova Sh.M. (2012) reveal a number of factors facilitating development and promotion of tourism sector along the Great Silk road: existence of historically developed main route of the Great Silk Road, and respectively, considerable potential of historical and cultural heritage sights, high degree of urbanization and dynamics of growth of the population as a culture bearer. They can also be defined by geographical location and climatic resources.

In this regard we believe it is essential to establish trade areas (cities or districts) with a duty-free trade zone. Two neighboring countries of Kazakhstan and Kyrgyzstan can offer the services of caravanserais, lodging, catering and trade establishments. The Great Silk Road can become a tourist brand of the countries in Central Asia. Such trade line in a town or a district (shopping arcades, bazaars, markets) will be adjusted to realization of certain goods and services. These trade points can be arranged on the border with China, in the historical city of Otyrar or Turkestan (Kazakhstan) and in Bishkek (Kyrgyzstan). These trade-line cities can entice tourists from the neighboring cities due to the mobility related to automobile roads and railways connecting these cities. Long-term exploitation and involvement of the land plots in the economic circulation will ensure a positive effect and tax receipts. Creation of the land market infrastructure and informational support, massive propaganda of the rights and liabilities of the land market parties will contribute to the development of small cities and economic growth of the local tourist destination.

Comparative analyses of tourism development in Kazakhstan and Kyrgyzstan

Kazakhstan and Kyrgyzstan have common historical roots, geographical location and ethnic features. History of tourism in these two countries is closely connected with the development of the Great Silk Road. Both countries have always had close ties and at present are trade partners. Kazakhstan and Kyrgyzstan have signed the "road map" on bilateral economic cooperation between two countries. Contemporary tourism in both coun-

tries started its roots on obtaining independence, i.e. since 1991. Within economic cooperation two countries have high potential to create a common tourist product for foreign guests. To do that it is essential to reveal common interests as well as unique features of each country.

Khetagurova V. Sh. (2017) states a group of factors which identify social-economic development of the region including natural resources, level of production and investments, social infrastructure, management quality, international competitiveness, etc.

Kazakhstan, having a rich tourist and recreational potential, is characterized by an insufficient level of tourism development. Its share in GDP (only accommodation and catering services) makes about 0,9 %. The paid taxes and other mandatory payments from tourist activity into the budget of the republic accounted for 11,0 billion tenges in 2015. Despite the growth in certain sectors, the share of tourism industry of Kyrgyzstan in gross domestic product of the country remains insignificant. The gross value added by tourism sector in 2016 accounted for about 21,5 billion soms or 4,7 percent of the GDP [3]. Bekboyeva M.A. (2015), Yu Zhuochao (2016) noted advantages and drawbacks of the transport infrastructure of Kyrgyzstan, and emphasized the need for its modernization and development to meet tourist demand for various services.

We would like to emphasize that major tourist suppliers for both countries are China, Russia and Uzbekistan. Overseas experience shows that an integrated approach in providing tourist products will be most appealing in this case. For example, countries in the Schengen zone offer tours around Europe enabling travelers to immerse into the culture and heritage of several neighboring countries. Similar approach can be offered by the Central Asian states of Kazakhstan, Kyrgyzstan and Uzbekistan. Tourists could be more interested in discovering the cultural and historical similarities and differences of these countries. The heritage of the Great Silk Road and contemporary reality could promote regional development and positive image awareness of these countries.

Tourist product attributes of Kazakhstan and Kyrgyzstan

Considering priorities of the Concept of cultural policy of the Republic of Kazakhstan approved by the Decree of the Head of the State of November 4, 2014 No. 939, Kazakhstan is aimed at creating six cultural and tourist clusters [4]. Major types of tourism that either are already offered or have potential to develop in Kazakhstan are cultural and ethnographic tourism, sacral or spiritual tourism, social tourism, tourism for children and young people, sports tourism, medical tourism, business tourism (MICE – tourism), beach tourism, agrotourism, hunting and fishing tourism, camping, caravanning, and gastronomic tourism.

The territory of Kyrgyzstan conditionally is divided into five tourist areas allocated according to their natural and landscape complexes, the resettlement and transport infrastructure systems. Each of these areas includes tourist zones, i.e. rather isolated territories with diverse set of natural and ethnographic resources, historical and cultural monuments. Begalieva A.S. (2017) analyzed possibilities of developing religious tourism and reveals specifics of providing several tourism types, the so-called complimentary types, such as ecological tourism with Tengriism. The Kyrgyz have always lived in harmony with the surrounding nature therefore our ancestors have kept clean rivers and lakes, unique nature, untouched woods and majestic mountains for their offspring.

Based on natural, climatic, historical and cultural resources in the specified tourist zones and taking into consideration the strategy of social and economic development of the Kyrgyz Republic, the following priority tourism areas are currently emphasized: adventure, alpine skiing, sports hunting, fishing, collecting medicinal herbs, mountaineering, sightseeing and cultural tours in the South and the North of the Republic with a stay at Issyk-kul and in the mountains, a speleotherapy, medical and wellness tourism, resort tourism, thematic tours for nature lovers, etc.

The Great Silk Road as a new impulse for tourism development in the region

Both countries can become appealing for international tourists offering joint tours to the ruins of the Great Silk Road: sightseeing, caravanning transfer, and trade cities which can create a spirit of the Great Silk Road. The sacred cultural and historical heritage is the major resource for tourism

development (Arefiyev V.E., 2015).

Taking an advantageous geographical location on the trade routes and absorbing in itself cultural achievements of the East and the West, the Republic of Kazakhstan and the Kyrgyz Republic have become the bridge which connected the West and the East. Major route of the Great Silk Road across the territory of Kazakhstan lay through the southern part of the country and trade caravans moved through the cities to Sairam, Yassy, Otrar, Taraz setting off at the border of China and heading further to Central Asia, Persia, the Caucasus and to Europe.

The Great Silk Road is associated with trade, cultural exchange and communication. At present revival of this road is realized in several directions. Firstly, these are historical and excursion tours which start in Kazakhstan and proceed in Kyrgyzstan. Secondly, creation of trade cities either on permanent basis, or incidentally in the form of festivals and exhibitions. It is necessary to create an oriental market where products from all countries of the world will be presented and silk, gold, silver and jewelries, antiques, handicraft, souvenirs, gifts and household products will be sold. This market can be organized with the participation of the neighboring countries. Various entertainment events, including festivals, concerts and performances will be held there.

The next direction has a religious character and combines religious, tengriism, worshipping, sacrificing, and pilgrimage to holy sites, as in the countries of Central Asia Muslim mysticism and Sufism are developed.

Historical-archeological cities were located at the head of the rivers and in the most beautiful natural oases, and respectively ecological-historical tourism is the major tourist product of the given areas.

The role of tourism subjects is of great importance too. Nowadays to promote a destination, tour operators develop and provide tourist routes and services, work out advertising and promotional publications on their tours, establish prices for tours, transfer tours to travel agents for their subsequent realization to tourists. For instance, weekend tours "The ancient cities of Kazakhstan: Otrar and Turkestan" include excursions to:

- local history museum "Otyrar";

- mausoleum of "Arystan-bab" (teacher and spiritual mentor of Khoja Ahmed Yasawi);
- archeological excavations of the ancient Otrar settlement.

Historical and cultural heritage of the Kazakhstani lap of the Great Silk Road is a factor of sustainable development of tourism industry. Kazakhstan as the country – participant of the transcontinental project of the UN, UNWTO and UNESCO on revival of tourism on an ancient and historical route of the Great Silk Road (Winter T., 2016) is located in the center of Eurasia, at the intersection of ancient caravan roads [6]. It is planned to develop cultural sites in South Kazakhstan region of Kazakhstan. In Otrar district of South Kazakhstan region it is planned to create an ethnographic complex, historical and cultural museum and the park of archaeological monuments of Otrar district. A "village of pilgrims", hotels, hospitality, arts and crafts school, historical-cultural complexes will be built in Turkestan. The Kyrgyz Republic is rich with historical and cultural monuments located along the Great Silk Road where caravans of merchants used to pass and stay at the Tash Rabat inn, at the foot of the Suleyman mountains, the "Buran" Tower, "Uzgen" architectural complex [5]. Bekboyeva M.A. and Kamchybayev A.M. (2015) consider tourism development along the Great Silk Road as the priority area for Naryn region in Kyrgyzstan, as it can contribute to an increase in disposable income and improvement of the living conditions of the local community.

The Great Silk Road has given an impetus to trade development and throughout centuries promoted active exchange of cultural treasure of the Kyrgyz people with other nations [5]. Akayev B.B. (2010) examines the role of history of the Great Silk Road which enables to create all necessary conditions for transforming the region into a zone of stability, safety, friendship and cooperation and equal partnership.

Conclusion

The research of specific attributes and similarities of tourism sector in Kazakhstan and Kyrgyzstan reveals that both countries possess diverse landscapes. Mountain areas are of special value for recreational environment management. Tourism along the Great Silk Road in Kazakhstan and

Kyrgyzstan is targeting mainly the use of historical and cultural potential of the countries.

The given concept of joint tourist activity development in Kazakhstan and Kyrgyzstan within the Great Silk road revival project will enable to reveal the potential tourist services market in both countries. The two countries have diplomatic relations and successful trade links, and as the world practice shows transnational tours are very popular in the tourist world and very lucrative for tour operators of the countries which implement them.

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