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AL-FARABI KAZAKH  
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### **Development of Tourism Industry on the Silk Road**

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Нюсупова Г.Н.,  
Токбергенова А.А.,  
Асипова Ж.М.

### **Развитие туристского бизнеса на Шелковом пути**

The article is devoted to the development of tourism entrepreneurship in the Kazakhstan's segment of the Silk Road. The experience of foreign countries in the modeling of tourism management has been analyzed. The competitive advantages and disadvantages of the tourist services' market have been revealed and justified. On the basis of the research authors offer to apply the model from the center to the periphery, describe the competitive advantages, factors which constrain the development of tourism, formulate the main objectives of the development of tourism activity. According to research development of tourism on the way of Silk Road will bring efficiency and sustainable tourism development on that region. This will bring to sustainable destination management and development.

**Key words:** tourism entrepreneurship, Kazakhstan's segment of the Silk Road, models of tourism management, model from the center to the periphery.

Мақалада Жібек жолының қазақстандық бөлімінің туристік кәсіпкерлік іс-әрекетін дамытуға арналған. Туризмдегі қызмет көрсету нарығының бәсекелестік артықшылықтары мен кемшіліктері ерекшеленген және негізделген. Жүргізген зерттеулер бойынша авторлар орталықтан периферияға қарай үлгісін қолдануды ұсынады, бәсекелестік артықшылықтарды, туризмдегі дамуын тежеуіш факторларды сипаттайды, туризм белсенділігін дамытудың негізгі мақсаттары мен міндеттері қалыптастырады. Қазақстандық Жібек жолы бөлігінде туристік кәсіпкерлікті дамытудың негізгі міндеті туристік қызмет көрсету нарығының бәсекелестігін тиімді дамыту, ол азаматтардың туристік қызмет көрсету қажеттілігін мүмкіндігінше қамтамасыз ету, халықты жұмыспен қамту мен табыс деңгейін көтеру, еліміздің халықаралық мәртебесін көтеруді қамтамасыз етеді.

**Түйін сөздер:** туристік кәсіпкерлік іс-әрекет, Жібек жолының қазақстандық бөлігі, туризмді басқаруды үлгілеу, орталықтан периферияға қарай үлгісі.

Статья посвящена развитию туристской предпринимательской деятельности на казахстанском отрезке Шелкового пути. Проанализирован опыт зарубежных стран в моделировании управления туризмом. Выявлены и обоснованы конкурентные преимущества и недостатки рынка туристских услуг. На основе проведенного исследования авторами предлагается применять модель от центра к периферии, описываются конкурентные преимущества, факторы сдерживающие развитие туризма, формулируются основные задачи и цели развития активности туризма. Основными целями развития туристской предпринимательской деятельности на казахстанском отрезке Шелкового пути являются развитие эффективного конкурентоспособного рынка туристских услуг, обеспечивающего максимальное удовлетворение потребностей граждан в туристских услугах, повышение уровня занятости и доходов населения, успешное развитие туризма как одного из элементов экономического роста, укрепление международного авторитета страны.

**Ключевые слова:** туристская предпринимательская деятельность, казахстанский отрезок Шелкового пути, модели управления туризмом, модель от центра к периферии.

## **DEVELOPMENT OF TOURISM INDUSTRY ON THE SILK ROAD**

### **Introduction**

The effective development of tourism entrepreneurship has active influence on the regional economy, its economic, social and humanitarian foundations. Identifying tourism business priorities can contribute to an increase in the inflow of foreign investments, especially direct, both in the establishment of joint ventures in the field of tourism, and in development of tourism infrastructure. It should also be noted, funds invested in tourism infrastructure have the fastest payback period.

The importance of the tourist business in terms of socio-economy is determined by that modern tourism gives positive effect on the economy of the states:

- firstly, brings the inflow of foreign currency and gives positive impact on such kinds of economical rates as balance of payments and total exports;

- secondly, helps to improve employment rate of population, these data is provided by UNWTO, so tourism creates new job places, for example, 5-9- new job places are in tourism industry, and all this has multiple effect on 32 other sectors of economy;

- thirdly, tourism promotes the development of the country's infrastructure, because the establishment and functioning of economic entities in the tourism is strongly related with railway transport, trade, public utilities, cultural, health care.

The importance of the tourism business in the social aspect is in the total and brings to a comprehensive update of forces. It provides the ability to temporarily leave their homes, change the nature of the activity, familiar surroundings and way of life. Efficiency of tourism in recovering of human forces and his earning capacity, therefore, psychophysiological resources. Efficiency of tourist business activities solves the problem of local employment, because tourism industry is one of the labor-intensive industries with a large number of employees. As practice shows, reception and service of one tourist provides jobs 5-7 person, which greatly contributes to the mitigation of this phenomenon, as unemployment. So tourism also impacts on quality of life level in tourist regions, it brings flow of money into the region, and makes profit of tourist enterprises higher. However, all these positive influence only occur in the event, if the market



of tourism industry develops proportionally and sustainably. Economy efficiency of market should develop tourism industry equal with other sectors of economy.

### Materials and methods

*Tourism management models.* In the international market of tourist services used by a number of tourism development models, which clearly reflects the characteristics of its principle of supply and demand. The main ones include the following development model: traditional, tourism enclave areas and distribution from the center to the periphery. The organic model of tourism development, which dominates in the most developed tourist destinations, which focuses on two principles: the development of new products in order to expand tourist attractiveness, туристскую привлекательность; the creation of partnerships with the private sector in the development of several projects. It is typical for the countries of Western and Northern Europe with a stable development of tourism (Austria, France, Italy and Switzerland). Today using it on the segment of the Silk Road in Kazakhstan virtually impossible, as there are a number of important barriers: lack of competition, a huge territory, underdevelopment of objects, low level of tourism infrastructure development, lack of professional and competent human resources. The traditional tourism model is characterized not significantly minimal interference by state and competitiveness. Use of this model on the segment of the Silk Road in Kazakhstan is not possible, as demand for tourism is very low. It will be real in the future and should be controlled by authorities.

The model of tourism development in the enclave zones is the development of tourism in closed and controlled oases in the specific places which are attractive and are on the world level of tourism development standards (Egypt, Turkey, South Africa and others). Thus, the mentioned above three basic models of the development of tourism can not be used on the territory of Silk Road, therefore, as the basis for its development we proposed the model distribution from the center to the periphery, it was designed in the beginning of 80-ies in Jordan. This model is used in Australia, New Zealand and even Canada, which have some similarities with our country. This model is a functional model of tourism development, which is applicable for our country. The effective development of tourism business activities on the Silk Road will be a key for the future development of tourism in the Republic of Kazakhstan.

On the basis of chosen model there were analyzed experience of different countries, and the most useful was the case of Czech Republic where acts the system of state tourism business development support. Its main aim is providing to tourists information about tourist sites.

The Silk Road is an ancient network of trade routes that were central to cultural interaction through regions of the Asian continent connecting the West and East from China to the Mediterranean Sea [1].

*Silk Road – cultural heritage.* Over many centuries, traders, nomadic warriors, prophets, emigrants and adventurers traversed the Silk Road that crossed much of the known world from Europe to the Far East, a 12,000-kilometer route through some of the harshest terrain on earth. But the huge deserts, endless steppes and towering mountains were only the physical barriers that the intrepid travellers had to surmount; there were also brigands, wars, unfriendly potentates, natural disasters and disease. Commerce was the chief activity along the route and although it is known as the Silk Road, that precious commodity was only one of the many goods traded from the Mediterranean to the Pacific.

Caravans loaded with everything from glass, furs, porcelain, perfume, gems, and carpets to slaves, livestock, spices, mirrors, paper, gunpowder and a thousand other things moved East and West along what has been described as the greatest overland route in the history of mankind. Scholars say the first recorded mention of the Silk Road dates back to around 100 BC when a Chinese expedition set off west to purchase horses in Central Asia where they learned that the silk they had brought was highly prized in the bazaars. But it is believed that the route was already several thousand years old by then and Alexander the Great followed much of it during his eastern conquests. Alaudin Lakes - Tajikistan Sher-Dor Madrasah – Samarkand, Uzbekistan Marco Polo, Genghis Khan and Tamerlane were other historical figures familiar with the great Eurasian highway. Lesser known were the itinerant priests, pilgrims and proselytisers who spread word of the principal religions of the world - Buddhism, Islam, Zoroastrianism, Hinduism, Christianity and Confucianism – from one end of the Silk Road to the other. And as the voyagers met in oases, towns and cities such as Damascus, Erzurum, Isfahan, Bukhara, Samarkand, Kokand, Xian and Nara, they swapped ideas on art, science, and philosophy from some of the greatest civilizations the world has ever seen - the Chinese, Indian, Persian, Roman, Greek, Byzantine, Egyptian and Mesopotamian [2].



These ideas were then passed on again and again, both to the East and to the West, in what was perhaps the greatest cultural exchange in the history of mankind. The glory days of the Silk Road began to come to an end with the opening of sea trade between Europe and Asia in the late 15th century by explorers like Vasco de Gama. Merchants could now trade silk, spices, pearls and other goods directly, cutting out the middlemen who grabbed a share of the profits along the old land route. The sea route was also a faster and safer alternative. With these new economic realities, the Silk Road began to fade in importance and eventually became a distant, yet fabled, memory highlighted only in history books, works of literature and legend [3].

But today, the Silk Road is open again for business, this time to tourists, thanks to new initiatives by governments, the private sector and organizations

like the World Tourism Organization (UNWTO), UNESCO and others. In June 2014 UNESCO designated the Chang'an-Tianshan corridor of the Silk Road as a World Heritage Site. Also there are a lot of different international programmes, which invest to development of Silk road tourism. The UNWTO Silk Road Programme is a collaborative initiative designed to enhance sustainable tourism development along the historic Silk Road route. It aims to maximize the benefits of tourism development for local Silk Road communities, while stimulating investment and promoting the conservation of the route's natural and cultural heritage. Additionally, it is working to foster greater co-operation between Silk Road countries and regions, with the established aim of creating a seamless and memorable Silk Road travel experience. On the Figure 1, main objectives of programme are described [4].

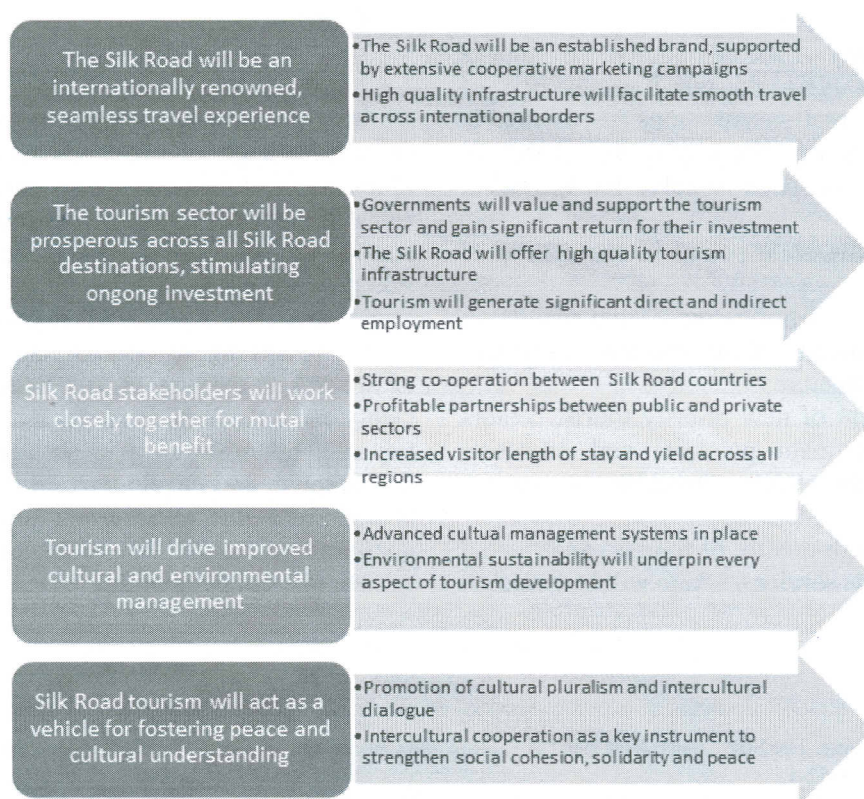


Figure 1 - The UNWTO Silk Road Programme's objectives

## Results and discussion

Research experience of foreign countries and Kazakhstan for the development of tourism entrepreneurship, give the possibility to identify the competitive advantages and disadvantages of

the market of tourist services. In our opinion, to the competitive advantage of the republic should be referred promoted the Silk Road with a rich cultural, historical and natural heritage [5].

The competitive advantages of Kazakhstan segment of the Silk Road are: political stability and



improved security in the country, growth of incomes per capita and national currency stability.

The competitive disadvantages are impacted by those factors:

- underdeveloped tourist infrastructure services market in most regions of the country, a small number of tourists hotel accommodation facilities with modern comfort level;

- excess of the European average cost of living in hotels, restaurants, other tourists' facilities and services;

- the difficulty of attracting investment in the development of tourism entrepreneurship, related to the lack of ready-made investment conditions, administrative barriers and others;

- lack of qualified personnel, reflected to the quality of service in all sectors of tourism industry, despite of some changes in situation and it becomes better for last 2-3 years;

- preservation of negative stereotypes about image of Kazakhstan [6].

A detailed study of the competitive advantages and disadvantages of Kazakhstan shows the need of state support, and creation conditions for sustainable development tourism on the way of Silk Road. To achieve the goal you need to solve the following problems:

- revival of the state policy in the sphere of tourism;

- improvement of normative - legal regulation in the sphere of tourist activity and tourist services and market infrastructure;

- establishment of new priority tourist centers and increasing tourism potential and attractive tourist image of the country favorable for tourism development;

- providing high quality of tourism and related services for tourists services, which will be based on

standardization, certification and licensing of tourist activity;

- improving visa policies and ensuring conditions for the personal safety of tourists and improving the system of training and retraining of personnel in the field of tourism;

- creation of zones with recreational economic specialization;

- forming international cooperation in the field of tourism development;

- organization of environmental protection, mitigation of adverse social impacts, and the preservation of cultural heritage;

- conformity with international standards of tourist products.

Development of model from the center to the periphery, considered above, is only one way of improving tourism sector on that destination, also it will form one of five tourism clusters of Kazakhstan.

## Conclusion

In the present, the Silk Road is a rich tapestry of tourism destinations and products based on the unique and outstandingly rich heritage, nature, and traditions of dozens of distinct histories, peoples and cultures all along the timeless route now extending a warm welcome to visitors. Thus, effectively applying the positive side from the center to the periphery, Kazakhstan will be able to focus that places where passes the Silk Road.

So according to research above, development of tourism on the way of Silk Road will bring efficiently and sustainable tourism development on that region. This will bring to sustainable destination management and development. Finally, all this will provide local and international tourists with highly qualified tourism service create new job places and growth to local population.

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