



İPEK YOLU ÜLKELERİ KÜLTÜR BAŞKENTİ

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5-6 MAYIS 2016 ERZURUM TÜRKİYE**

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“CULTURE DIALOGUE OF THE SILK ROAD COUNTRIES”
5-6 MAY 2016 ERZURUM TURKEY**

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Doç. Dr. Bahar DEMİR

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Editörler

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HISTORICAL AND CULTURAL LEGACY OF SILK ROAD IN KAZAKHSTAN PART

*Kulakhmetova Gulbaram**

*Nikitinskiy Evgeniy***

*Bilyalova Gulmira****

Annotation

The UN, UNWTO and UNESCO's international project "tourism revival on the Great Silk Road" is mutually enriching dialogue between West and East cultures. It is one of the unique possibilities of tourism industry and tourist-recreation resources for their sustainable development. National tourist product "SILK ROAD – THROUGH THE LAND OF KAZAKHSTAN" should become as the country's tourist brand, and make its contribution in the international tourism development.

Key words: Silk Road, tourism, UNESCO, legacy, route, culture, project, caravan road

Kazakhstan as a country – member of the transcontinental UN, UNWTO and UNESCO's project "tourism revival on the ancient and historical route of the Silk Road" is situated in the heart of the Eurasia on the crossroads of the caravan routes. Being on the junction of the two continents – Europe and Asia, the Republic takes according to its square the 4th place in Eurasia after the Russia, China and India and the 9th place in the world.

The Great Silk Road is the connecting link of tourism and economy development, the social and cultural reforming all countries – participants of the project.

Especially its prospects grew in this century and identified by UN as the Tourism Century. According to the WTO's researches today in the world the every seventh workplace accounted for tourist field. Herewith the price of the one tourism work place is significantly lower than in other economic fields. Tourism is interconnected (in different countries) with 52-59 economic fields. In 2010 the tourism income growth in the world was 7%, and at present its main part shifts to the Asian countries [1]. According to the International Tourism Barometer's data of UNWTO in 2011 the number of international tourist arrivals raised for more than 4 % and was 981 million person.

During the 19th General Assembly in Gyeongju (Republic of Korea) the UNWTO Secretary General Taleb Rifai presented the White Book, and there he noted that: "Tourism: Prospects 2030" – tourism field possesses with the huge growth potential and to the 2030 the number of International Tourists income will reach up to 1.8 billion" [2].

In this connection cultural and historical legacy of the international transcontinental project on the tourism revival on the Great Silk Road hold in itself the huge geopolitical potential, it is very relevant for our country and for its Kazakhstan's part as the connecting link of the ancient caravan road between Europe and Asia.

It is not occasionally that from the time of reaching the independency by Kazakhstan the head of the state Nursultan Nazarbayev pays special attention to the development of this project. In 1997 there was accepted the President's Order "about realization of the Turkic lingual state leaders' declaration, the project of UNESCO and WTO on developing the tourism infrastructure on the Great Silk Road in the Republic of Kazakhstan".

There initiated the State program "Revival of the historical Silk Road centers, saving and successive development of Turkic lingual states cultural legacy, creating the tourism infrastructure" and also was established the National company "Silk Road – Kazakhstan". For the short period it managed to refurbish the significant part of the unique architecture complexes that saved during centuries the Turkic lingual peoples' nomadic traditions.

For Kazakhstan the international project "Great Silk Road" – is not just road of the dealings, it is the dialogue between cultures of West and East. It is connected with the art, culture and science renaissance of the Turkic world. It is the main reason of the inexhaustible interest and attractiveness of the tourist product, backed with abundance of cultural, historical objects, artifacts and history memorials on the ancient caravan road. The World Culture is enriched with such values and historical findings of Kazakhstan's scientists as "Golden Man" and rock paintings in the Tamgaly tract, royal burials in Berele and with the place of worshiping by the Turkic lingual people – the mausoleum Khoja Ahmat Yssawi.

There was found enough artifacts, which confirm that Great Silk Road as the trade route did not limited with the south Kazakhstan regions. It was not as the something that set and constant. 16 Kimaks cities were situated on the Irtysh riversides, and their histories are also the traces of the Great Road. On the dust caravan roads carried not only the silk and precious stones, spices and dyes, exotic southern birds and beasts. In our point

* professor, doctor of educational sciences, Almaty, Kazakhstan

** Kazakh Academy of Sport and Tourism, Almaty, Kazakhstan.

*** Kazakh Academy of Sport and Tourism, Almaty, Kazakhstan.

of view one of the Silk Road's greatest achievements was arrival of paper making from China to the Turkic states. Turkic thinkers left invaluable legacy for all world, among them the 2nd teacher of mankind Abu Nasir Al Farabi. The Silk Road connected with links the ways of his hometown Otrar and Damask, where our great countryman found his last shelter on the earth. Hundreds of cities that wiped out from earth due to the time or by existing nowadays help to understand and open the genuine greatness of the Silk Road...

Interaction and mutual enrichment of cultures - settled and nomadic – were the main line of the world progress. So in VI – III century B.C. on the territory of Kazakhstan inhabited the nomadic and semi-nomadic tribes of Saks, high culture of which are known for unearthing numerous burial mounds among which Beshatir, Issik, Tegisken, Uigarak.

These tribes did not have the passive side in the Silk Road development. In the 2nd half of the VI century a great influence in these processes gets the great nomadic empire – Turkic Khaganate. Already in VII century reports about dozens of cities. Most major cities were Suyab, Taraz and city on the “white river”, later named as Ispidzhab.

Today the forming of the tourism industry identified by the Kazakhstan Government as the one of the priority fields of economy among the seven cluster initiatives. In the state programs – development of the cultural and cognitive tourism on the Great Silk Road is its most important component.

In June 2008 during the Public Council's enlarged meeting on realization the program “cultural legacy” the President of Republic of Kazakhstan gave the order to the Government, ministries and agencies with joint efforts to provide the restoration of historical, cultural and architectural monuments. On the second stage of program “cultural legacy” to draft the master plan for the development of tourism infrastructure in the Kazakhstan section of the Silk Road on the transport way “West Europe – West China”.

Considering the “Great Silk Road” project's development through the prism of the International Scientific and Practical Conference “Cultural legacy and tourist areas”, we believe that its successful realization will depend on cooperation of all interested organizations and countries – partners of the United Nations World Tourism Organization.

With this aim in Kazakhstan with the support of UNWTO investigated the country's tourism potential – cultural legacy of historical and cultural sites of the Kazakhstan's part in Silk Road. To the list of the UNESCO's World Legacy sites in Silk Road countries were included: in 2003 the Khoja Ahmed Yasawi mausoleum in Turkestan (South Kazakhstan), in 2004 the archeological landscape Tamgaly's ancient paintings (petroglyphs) (170 km to north-west from Almaty city and situated in south-east part of Chu-Ili mountains) [3].

We intend to continue this work and include history and archeology memorials to the list of UNESCO's World Legacy sites with the nomination “Great Silk Road”. Also among the nominees were eight sites of Semirechensk's Silk Road part: the Antonovka settlement – medieval Kaylak, Talgar, Karamergen, Aktobe Stepninskoe, Ornek, Kulan, Kostobe and archeological complex Akyrta.

In Syrdara part: settlements as Zhauntobe, Karaspantobe, Kultobe, Turkestan, Sidak, Sygnak, Sauran (Sauran archeological complex), Zhankala (Zhend), Zhankent, Kuyuk-Kesken kala, Chirik-Rabat, Babish-mulla. To this list also added the Borzhary cemetery, Otrar and Zhetiasar oases' monuments, Balanda settlement.

Bozok settlement is the unique site from nominees which locates on the Silk Road's Sariarka part. To Mangishlak or Ural-Caspian part were entered the Kizilalka, Zhaik and Saraishik's settlements.

The last category of monuments-nominees for including to the UNESCO's list is the necropolises Boralday, Issyk and Besshatyr. Totally to the UNESCO's sites prelist were included eight history and cultural monuments. Among them Yassi-Turkestan, Turkic sanctuary Merke, megalithic monuments of Begazi-Dandibaev culture. The World Legacy center also included to the prelist the mounds with stone ridges of Tasmolian culture, Eshki-Olmes and Arpa-Uzen petroglyphs, Paleolithic and geomorphologic Karatu complex, monument of Otrar oasis and historical and cultural Ulutau landscape [4].

The scientists put these monuments along side with the best samples of world culture. These monuments of legendary Silk Road enter to the Kazakhstan and international tourist route system became widely available and recognizable. Today the architectural legacies of ancient Otrar, Sauran, Turkestan settlements attract to the country many researchers: scientists, archeologists and tourists from all over the world.

Beginning from 2000 the National tourist Kazakhstan administration intensified its cooperation with the World Tourism Organization on forming the positive countries' tourist image, international tourism contacts development, hosting joint activities and promoting domestic tourist product “Silk Road – Kazakhstan”. The period from 2 to 4 September 2008, in Almaty were held the III Forum of the “Silk Road” city Mayors with the theme “The New Silk Road: from the great traditions to the modern tourism standards and cooperation”, in which took part the city mayors, government representatives, international organization leaders and business communities from 27 countries. The aim of the Forum hosting was further integration development between cities, promoting innovative ways of program financing on Silk Road countries' sustainable tourism development, improvement of mutual understanding between people and these regions' harmonious development [5].

HISTORICAL AND CULTURAL LEGACY OF SILK ROAD IN KAZAKHSTAN PART

At present in the frame of State Program accelerated industrial and innovative development, sustainable tourism development, establishment of infrastructure and construction of tourist facilities on “Silk Road” put in separate section. All this will contribute to the growth of main domestic and international tourism’s indicators. We are convinced that the Silk Road is the one of the best world level brands and opens great opportunities for tourism activity of any state.

Today the Great Silk Road links us with ancient turns into route of many more active contacts with all world regions. Supporting the idea of UN General Assembly on reviving the ancient route as an essential tool for enhanced cooperation in the field of culture, science, trade and tourism and of course development of mutual understanding between our countries’ people we form the specific projects on tourism infrastructure development. In particular on the Kazakhstan part of Silk Road the more advanced projects in the south are:

- in Almaty region it is the establishment of the international tourist center on the Kapchagai sea’s coast “Zhana – Ile” entered into a map of breakthrough projects in industrial and innovative development of the country.

- in South-Kazakhstan district is planned to develop the attractive for tourists cultural and educational facilities. The Otrar region of South-Kazakhstan district provides for the establishment of the Otrar oasis’s ethnographic complex, historical and cultural museum and park of archaeological monuments. In the city of Turkestan would be built “pilgrims’ village”, hotel, hospitality school, folk arts and crafts’ school, historical and cultural complexes.

Conclusions

In summary, it should be noted that the Silk Road is one of the world level best brands, along the route’s tourism resources planning and its controlled development are essential to the conservation and restoration of the world cultural legacy for countries on the ancient historical route.

For the successful promotion of the project on the Silk Road, we consider as important:

Firstly - to National Tourism Administrations jointly with mayors to consider a proposal to introduce a single tourist visa “Silk Road.” This will enable tourists for visiting several Great Silk Road countries at once. Kazakhstan came out and will be for this proposal’s implementation, as the modern potential tourist is interested in visiting several countries in the frame of Silk Road tours, preferably one tourist visa for up to 3 months and accepted in the visit countries.

Secondly - the National Tourism Administration to consider creating a single tourism product for the Great Silk Road countries.

Thirdly - to develop the Silk Road’s potential attractiveness, which includes the following:

- restoration of cultural sites and historical monuments in the ancient caravan route;
- the development of arts and crafts in order to preserve the rich cultural legacy of the Silk Road countries;
- development, implementation and promotion of joint strategies, programs and marketing for the successful project’s advancement;

These measures will help to the local communities in the development of inter-cultural dialogue, will participate in the processes associated with the opening of tourism opportunities and enjoyment of these benefits, and therefore UN, UNWTO and UNESCO’s successful implementation of transcontinental project on sustainable tourism development in the ancient, historic route of the Great Silk Road.

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