

UTDC 338.47

**TOURISM POTENTIAL OF KAZAKHSTAN ALONG THE TRANSIT
CORRIDOR**

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Transport infrastructure is the most important factor that influences tourism activity. The reason for this is that it is with the help of transport services that tourists can get to the places where they spend their holidays, as well as move between various tourist attractions in the region where they are staying. The development of transport plays a special role in the Republic of Kazakhstan, since our country is the center of Central Asia, it is almost equidistant from all other republics.

Success in interacting tourism markets and high-quality transport infrastructure are one of

the main prerequisites for the development of the entire tourist center. On the one hand, the demand in tourism stimulated the rapid development of the transport industry. People tend to travel, seek adventures, discover new things, learn the unknown, and periodically temporarily change their place of residence. All of the above has had and continues to have an impact on the desire of people to improve and invent more and more imaginative vehicles in order to meet this need of people.

The main purpose and objectives of the transit routes is to support the development of tourism and the effectiveness of state regulation, formation of attractive tourist image of the state, the formation places of recreation and economic specialization, enhancing the tourism potential.

The emergence of the Western Europe-Western China road corridor today makes a great contribution to the development of a competitive and highly efficient tourism industry and the economic potential of our countries. It defines the main directions, strategy, tasks, mechanism and implementation of the priority Republican policy in the center of tourism, as well as the main aspects aimed at the development of tourist infrastructure, including support in this area, the formation of an attractive state tourist image, the formation of places of recreational economic specialization, and increasing the tourist potential.

Tourism passing through the Great silk road is a unique cultural center of Kazakhstan and a factor in creating a flexible integration system in international tourism trade based on natural potential. This indicates dynamic development through invested capital, despite the fact that this is the only irreversible, efficient industry and capital intensity.

Tourism is an industry that has not experienced a downturn in the global economy. Tourism in General gives three positive results to the state's economy: 1. provides foreign currency receipts and has a positive impact on economic indicators such as the balance of payments and aggregate exports; 2. contributes to increasing employment. Who and the world travel and tourism Council estimate that for every job created in tourism production, there are between 5 and 9 jobs created in other industries. Tourism will directly or indirectly contribute to the development of 32 sectors of the economy; 3. contributes to the development of the country's infrastructure.

Tourism has a significant impact on the economy of entire regions of the country. The creation and functioning of economic entities in the field of tourism is closely linked to the development of road transport, trade, public utilities, cultural and medical services. The tourism industry has a more effective multiplier effect compared to most other economic sectors.

Tourism includes activities related to recreation, leisure, sports, culture and nature, which should be planned and implemented in practice as a tool for individual and collective improvement. In this case, it is one of the factors of self-education, tolerance and knowledge of their differences between peoples and their different cultures. Taking into account the rapid and sustainable growth of tourism, its strong impact on the environment, all sectors of the economy and the welfare of society, the Government has identified the tourism industry as a priority in the long-term development program of Kazakhstan. In accordance with these concepts, another way to develop tourism in the country is the international transport corridor [1].

Based on the results of the annual General Assembly of the world tourism organization on the development of tourist infrastructure through this road corridor, documents of strategic importance for world tourism, first, can be based on the Declaration on the development of tourism on the Silk road. Thanks to the measures taken, Kazakhstan has become recognized as a country with a huge tourist potential, unique nature and rich historical and cultural heritage.

In order to identify the main problems and reasons that hinder the development of tourism in the area, the master plan «Creation of a national tourist cluster along the transit road corridor «Western Europe – Western China» was launched [2].

Transit transport «Western Europe-Western China» is a modern analogue of the Great silk road, which is known to this day. Roads include culture and destinies between peoples. Kazakhstan is located in the center of the Eurasian continent, and contributes to the development and establishment of transport infrastructure, including international transport routes.

In this regard, the achievement of our country at the beginning of the century is a transcontinental automobile corridor «Western Europe – Western China». The total length of the

route is 8,445 km, it is: Saint Petersburg-Moscow – Nizhny Novgorod-Kazan-Orenburg – Aktobe – Kyzylorda – Shymkent – Taraz – Kordai – Almaty – Khorgos – Urumqi – Lanzhou-Zhengzhou-Lianyungang. Of these, the Russian Federation is 2,233 km, the Republic of Kazakhstan is 2,787 km, and the people's Republic of China is 3,425 km. In addition, the sanitary condition of highways in Aktobe, Chagan, Kyzylorda, Shieli, Zhanakorgan, Turkestan, Ikan, Temirlan, Shymkent, Taraz, Kulan, Tashkarasu, Zharkent, Kordai pass, Mashat, Kuyuk was provided [3].

The developed transport infrastructure has opened up additional opportunities for Kazakhstanis to expand their choice in obtaining education, proper quality of medical services, and additional opportunities for business to expand regionally, integrate into the international community, and increase their competitiveness [4].

For several millennia, the transportation of silk and silk products was carried out by human forces. Due to various causes and consequences, the silk industry has suffered a rise and fall, the «silk fever» has changed the interest in silk, but today silk is the main source of raw materials for various sectors of the national economy and we still need to open a new opportunity for its use. In addition, historical and cultural values, tourist sites and legends that have been transformed into history over the centuries, tourist sites that promote national values are being built on the highway, and there is an irreplaceable and not indifferent tourist potential for the country. The historical significance of tourist sites in each region of Kazakhstan does not coincide with the value of any state. These are Taikazan, located in Semirechye, Otrar, Taraz, Sairam (Ispijab), Turkestan (YASSY), Suyab, Balasagun, undoubtedly the mausoleum of Ahmed Yassau in Turkestan, etc.

Today in Kazakhstan, many large and small tourist organizations can offer tourists several interesting tours, but no tourist organization can guarantee that it can organize a tour along the great silk road to the end. However, now, due to the interest of special tourists, Central Asian online tourist organizations have appeared that could conduct a tour of the great silk road and conduct a survey of cities located along it, for example: OrexCA.com -Unites Emerging Destinations. They are using new Internet technologies to develop our district. The largest and fastest growing regions of Central Asia and the Caucasus region by this tourist organization as online OrexCA.com is. In its activities, the organization can show the hospitality of the Kazakh people, the beauty of nature and cities, offering specific tours along the great silk road.

If we evaluate the tourism potential of Kazakhstan as a whole along the road corridor, then the transport corridor «Western Europe-Western China» along with the increase in the economic potential of the regions, we can observe the development of infrastructure and the creation of new jobs, increasing the efficiency of transport, improving interstate relations. It will improve the socio-economic situation of the country. In addition, in the course of increasing the economic significance of the transit road corridor «Western Europe – Western China», there is a need to organize tourist services in hard-to-reach regions where construction work is underway.

The development of the modern transport system is characterized by three main trends in the world. The first is related to improving the quality of transportation, comfort and safety of trips, reducing energy and fuel costs, and reducing the level of environmental impact on the environment. The second trend is determined by the significant impact of scientific and technological progress on the technology and organization of transportation. The third trend in the development of transport systems is related to the influence of the state on this process. In developed industrial countries, transport is more subject to state management, control and regulation than other sectors of the economy.

References

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