



Al-Farabi Kazakh National University  
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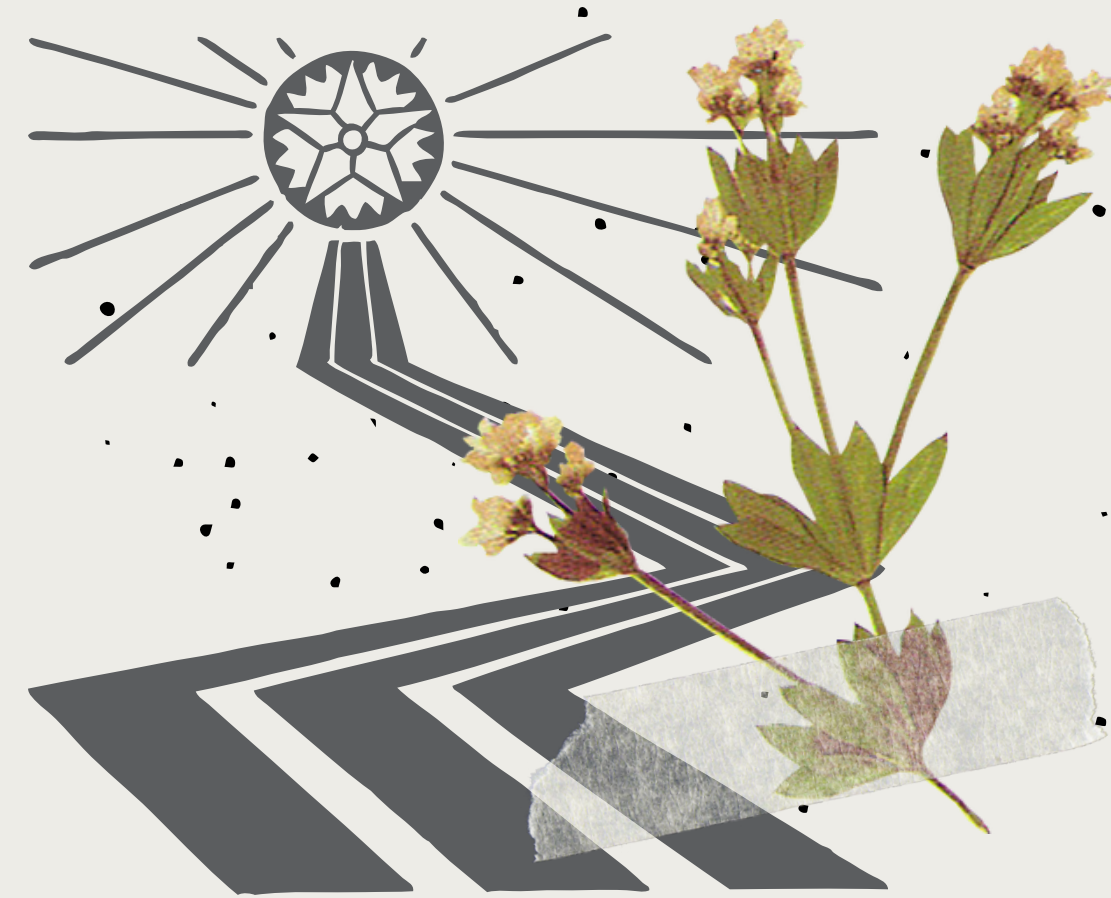
# The Role *of the* Great Silk Road

Discipline: The role of the Great Silk Road  
Lecturer: Associate Professor, PhD  
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Almaty

**Kazakhstan**

**Great Silk Road**



→ It is said that it took 200 days to travel this route.



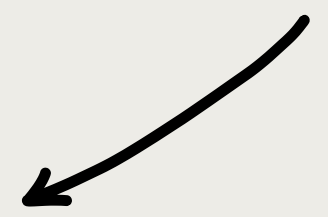
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# Kazakhstan

Capital: Nur-Sultan

Government: Unitary dominant-party presidential constitutional republic

Area: 2,724,900 km<sup>2</sup>(9th)

Population: 18,711,560 (64th)

Religion(2020):

- 72.0% Islam
- 23.1% Christianity
- 5% Others
- 4% Unaffiliated

Official languages: Kazakh

Currency: Tenge (₸) (KZT)

Ethnic groups(2020):

- 68.5% Kazakh
- 18.9% Russian
- others.



# Tourism in KZ

Kazakhstan is a unique region in the world, because of its history, geographical position and size. Being the world's 9th largest country and located in the centre of Eurasia, it is also the largest landlocked country in the world. These resulted in a specific climate and a peculiar natural system of the country, which seems to absorb the brightest examples of landscape of both continents. In addition, complicated history of Kazakh people and constant interaction of nomadic lifestyle with settled people in South Kazakhstani ancient cities, have lead to a unique and authentic culture of Kazakhstan.

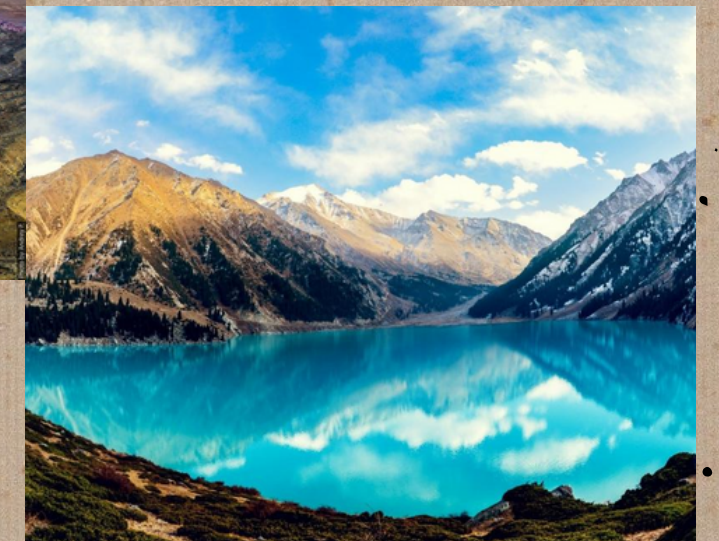


*Nur-Sultan*



# Attractions in KZ

- 1. Almaty
- 2. Ile-Alatau National Park
- 3. Big Almaty Lake
- 4. Issyk Lake
- 5. Turgen Gorge
- 6. Kolsai Lakes
- 7. Lake Kaindy
- 8. Charyn Canyon
- 9. Altyn-Emel National Park
- 10. The sacred sanctuary of Tamgaly-Tas
- 11. Nomad's Land
- 12. Aksu-Zhabagly Nature Reserve
- 13. The Aisha Bibi Mausoleum
- 14. Arystan Bab Mausoleum
- 15. Turkestan
- 16. The Lost City of Sauran



# Visa policy

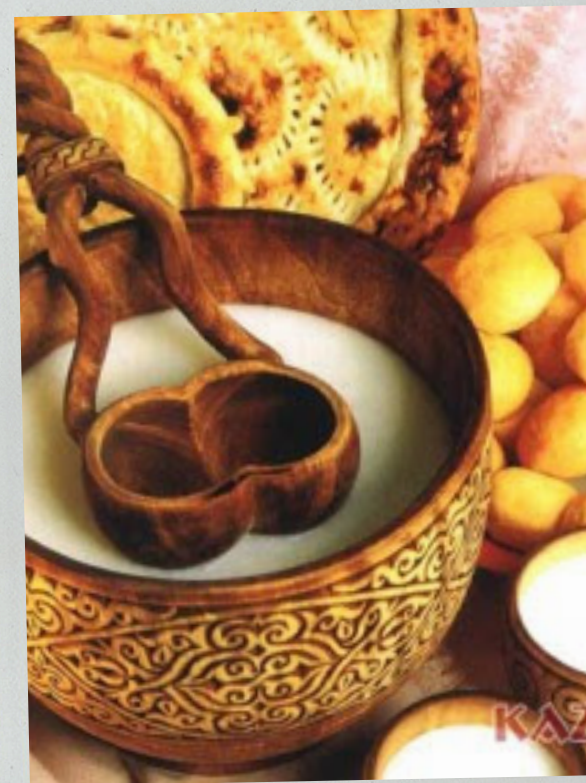
Kazakhstan provides a **90-day visa-free** regime for citizens of **Armenia, Belarus, Georgia, Kyrgyzstan, Moldova, Mongolia, Russia, China, Ukraine** and a **30-day** regime for citizens of **Argentina, Azerbaijan, Serbia, Republic of Korea, Tajikistan, Turkey and Uzbekistan**.

In 2014, the state launched a program to provide a **15-day visa-free** regime to citizens from countries that have invested more in the economy of Kazakhstan. These countries were **Great Britain, Germany, Italy, Malaysia, Netherlands, USA, France and Japan**. In 2015, the number of countries participating in the program increased to 19: **Australia, Belgium, Hungary, Spain, Monaco, Norway, United Arab Emirates, Singapore, Sweden, Switzerland and Finland** were included.



# Attractiveness of KZ

1. Fascinating nature
2. Hospitality
3. Unique historical monuments
4. Warm and sunny weather
5. Kazakh national cuisine, etc



*cuisine*



*nature*



# Popular types of tourism

## Kazakhstan

1

history

2

nature

3

culture

- Nature tourism
- Historical tourism
- Cultural tourism
- Urban tourism
- Space tourism
- Sports tourism
- Ecological tourism
- Health tourism
- Religious tourism
- Business tourism



love with it.  
holiday



## Natural and ecological tourism

Ecological and natural tourism in Kazakhstan is most represented by tours to the **Turgen gorge, Charyn canyon, to the large Almaatinsky lake and mountain Medeo.**

Natural parks, the size of a small state, offer endless options for **hiking, swimming in lakes, sleeping in tents** and contemplating the greatness of nature around them. And if you are a true adventurer, pay attention to the numerous rivers of this region, some of which are great for rafting in Kazakhstan.

Most of the natural beauty is located near major cities, so you can easily combine **comfortable hotel accommodation** with adventure outings.



hiking



nature

# Historical tourism



Silk features

Excellent breathability and thermoregulation

High hygroscopicity

High strength

High insect resistance

Historical tourism in Kazakhstan is a journey through time and space to the petroglyphs of the Bronze Age of Tamgaly, the windswept ruins of Otrar, the Turkestan mausoleum of Khoja Akhmed Yasavi, the Baikonur cosmodrome and revived nomadic traditions in ethnographic yurt camps.

The ancient culture of nomad nomads is striking in its originality and authenticity. Here you can see a real falconry, the sacred mausoleum of the Sufi master Ahmad Yassavi, an underground mosque, the mysterious Issyk "golden man", Zenkov's cathedral, built without a single nail, listen to the songs of akyns (Turkic singers) and try bagursaks.



*Khoja Akhmed Yasavi.*



*Tamgaly tas*



# Space tourism

Space tourism in Kazakhstan is inextricably linked with the first and largest cosmodrome in the world – Baikonur. It was here that such a familiar phrase “let's go!” Sounded. The first flight of Gagarin, the launch of the first orbital-controlled station into orbit, the launch of the base module of the Mir station into orbit, all these events are inextricably linked with the Baikonur cosmodrome.

The cosmodrome is operational, and they organize annual group tours for the launch of spaceships.

Today, you can come to the cosmodrome to see a modular space station, a real shuttle, a local museum and much more. But the main purpose of the trip of most of the guests of Baikonur is the launch of the spacecraft.



*Baikonur*



## Health tourism

Kazakhstan is a great place for health tourism. A special feature here is again the active use of medicinal natural resources: hot springs, curative mud, healing climate. In Kazakhstan, kumis therapy, the use of mineral waters, and pantotherapy are practiced. At the same time, sanatoriums, equipped with modern equipment, are located directly next to the "natural bases" of such treatment.

For those who would like not so much to improve their health, but just to relax and gather strength, many rest houses have been built in Kazakhstan. They are located in such beautiful and ecologically clean places as the coast of **Lake Alakol**, the resort area of **Borovoe** and **Bayanaul**, the coast of the **Caspian Sea**, the foothills of the **Zailiyskiy** and **Dzhungarskiy Alatau**, etc.



*Saryagash*

# Ecotourism

## Kazakhstan

The number and variety of territories, the nature of which has been preserved in almost pristine form, makes Kazakhstan incredibly attractive for fans of ecological tourism. There are 12 national natural parks and 10 reserves on the territory of Kazakhstan.

These are the steppes and lakes of Central Kazakhstan, included in the UNESCO World Heritage List. These are the foothills and mountains of the east and southeast, which, in terms of the variety of landscapes, flora and fauna, can easily be compared with the Alps region. This is the coast of the Caspian Sea - the largest inland water body in the world. These are the deserts of the south-west of Kazakhstan, capable of impressing the most sophisticated lovers of photo tourism, these are the forests around the Borovoe lake in the north of the country and much more.

1

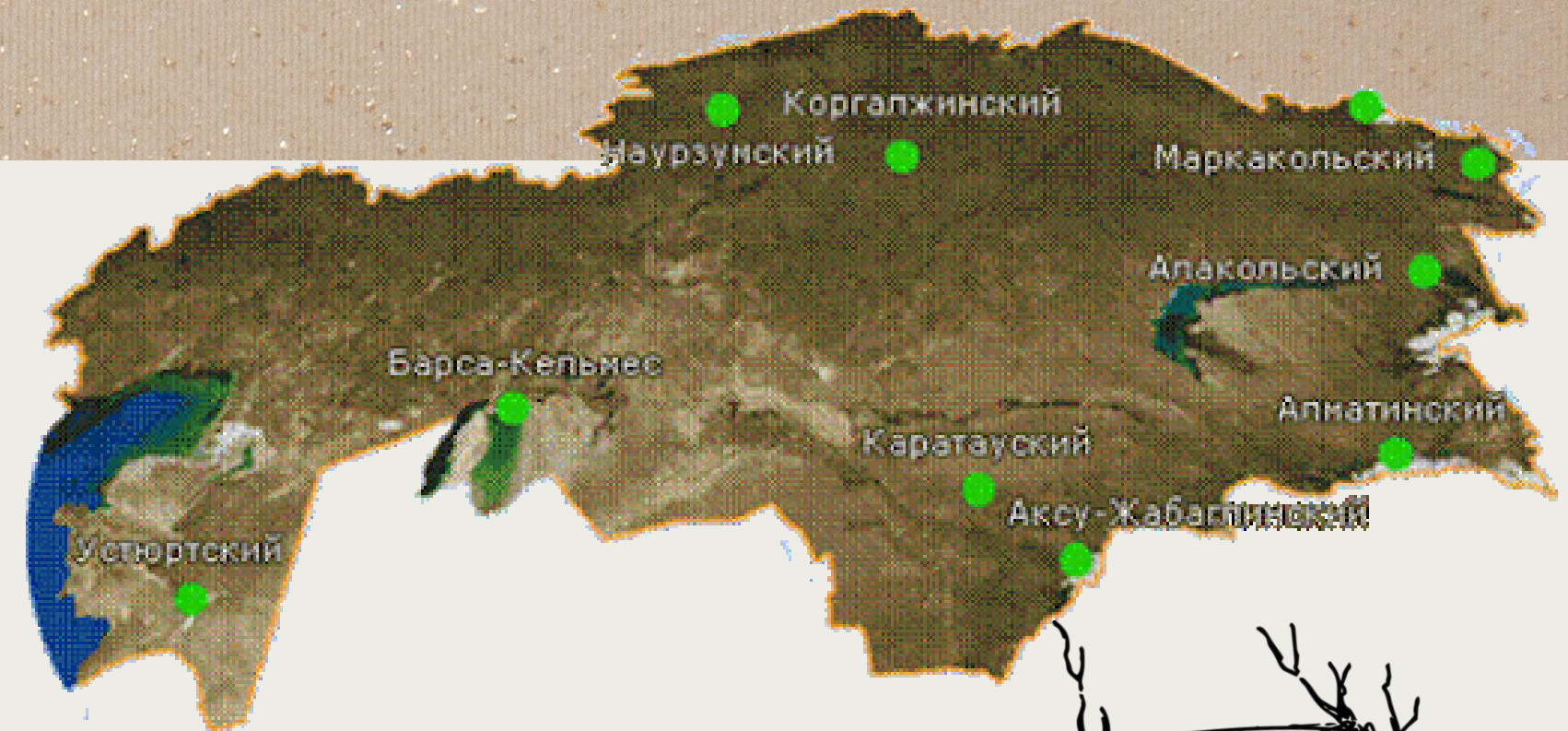
history

2

nature

3

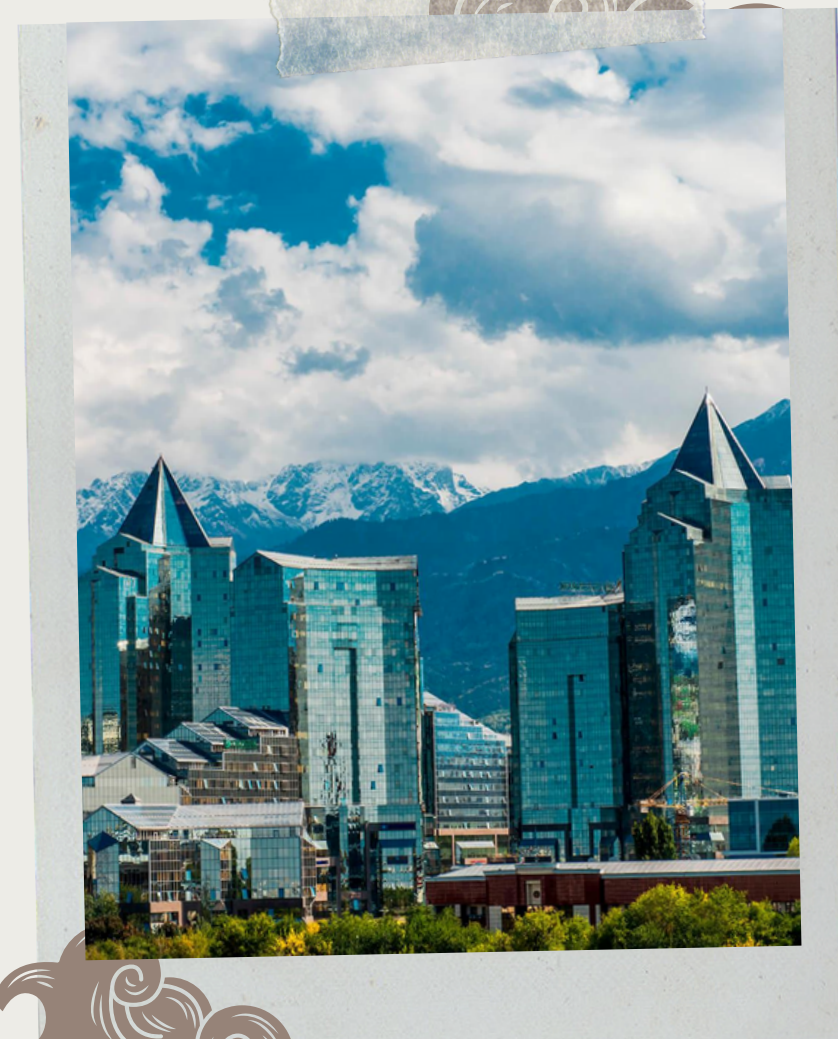
culture



# Business tourism

Business tourism every year attracts an increasing number of guests to the largest cities of Kazakhstan. These are, first of all, **Nur-Sultan, Almaty and Atyrau**. All kinds of regional and international conferences, summits, symposia are increasingly held here, attracting an impressive number of foreign business tourists to the country.

For the development of this type of tourism in the cities of the country, hotels are constantly being built, focused on a variety of groups of tourists: these are five-star hotels of the world's most famous hotel chains, and cozy small hotels, as well as hostels.



*Atyrau*

# Statistics

## Global Data



Total GDP contribution:

2019

**10.4%**

USD 9,170 BN

2020

**5.5%**

USD 4,671 BN



Total Travel & Tourism jobs:

2019

**334 MN**

= 1 in 10 jobs

2020

**272 MN**

= 1 in 11 jobs

Total Travel & Tourism GDP change in 2020:

**-49.1%**

=USD -4,498 BN

Global Economy GDP change:

**-3.7%**

1 in 4 net new jobs  
were created by Travel &  
Tourism during 2014-2019



Change in Jobs in 2020<sup>2</sup>

**-61.6 MN**  
**-18.5%**



# Statistics

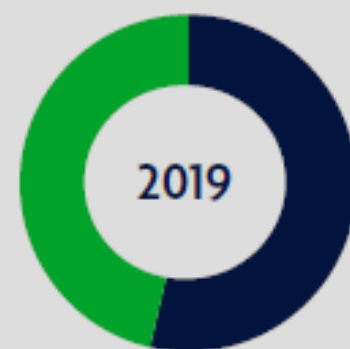
## Kazakhstan Key Data

	2019	2020	
	<b>5.2%</b> of Total Economy Total T&T GDP = KZT3,663.0BN (USD8,903.8MN)	<b>2.4%</b> of Total Economy Total T&T GDP = KZT1,607.2BN (USD3,906.8MN)	<b>-56.1%</b> Change in Travel & Tourism GDP vs -3.6% real economy GDP change
	<hr/>		
	<b>443.2</b> Jobs (000s) (5.1 % of total employment)	<b>339.1</b> Jobs (000s) (3.9 % of total employment)	Change in jobs <sup>2</sup> : <b>-23.5%</b> -104.1 (000s)
	<hr/>		
	<b>Visitor Impact International:</b> <b>KZT 1,165.1<sub>BN</sub></b> Visitor spend 4.4% of total exports (USD2,832.0MN)	<b>KZT 232.6<sub>BN</sub></b> Visitor spend 1.0% of total exports (USD565.3MN)	Change in international visitor spend: <b>-80.0%</b> -USD 2,266.7 MN
	<b>Domestic:</b> <b>KZT 1,349.1<sub>BN</sub></b> Visitor spend (USD 3,279.2MN)	<b>KZT 777.3<sub>BN</sub></b> Visitor spend (USD 1,889.5MN)	Change in domestic visitor spend: <b>-42.4%</b> -USD 1,389.8 MN

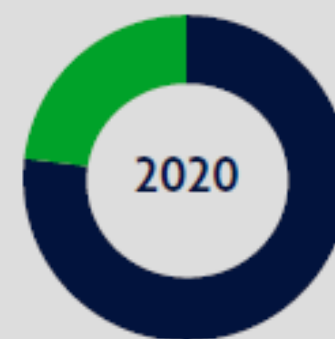
# Statistics

## Kazakhstan Sector Characteristics

### Domestic vs International Spending:

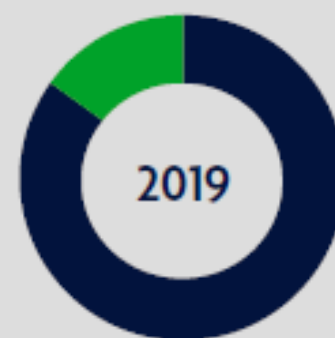


- Domestic Spending: USD 3,279.2MN (54%)
- International Spending: USD 2,832.0MN (46%)

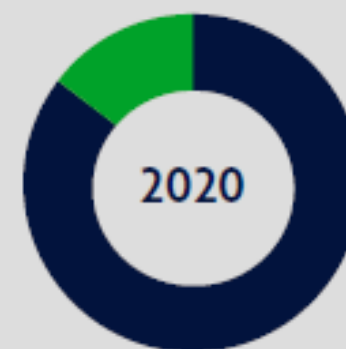


- Domestic Spending: USD 1,889.5MN (77%)
- International Spending: USD 565.3MN (23%)

### Leisure vs Business Spending:



- Leisure Spending: USD 5,192.0MN (85%)
- Business Spending: USD 919.3MN (15%)



- Leisure Spending: USD 2,095.4MN (85%)
- Business Spending: USD 359.3MN (15%)

# Statistics

## Inbound Arrivals<sup>3</sup>:

### 2019

1. Uzbekistan 40%
2. Russian Federation 21%
3. Kyrgyzstan 17%
4. Turkey 2%
5. Germany 2%

Rest of world 18%

### 2020

1. Uzbekistan 41%
2. Russian Federation 20%
3. Kyrgyzstan 17%
4. Turkey 2%
5. Germany 2%

Rest of world 18%



# Statistics

## Outbound Departures<sup>3</sup>:

**2019**

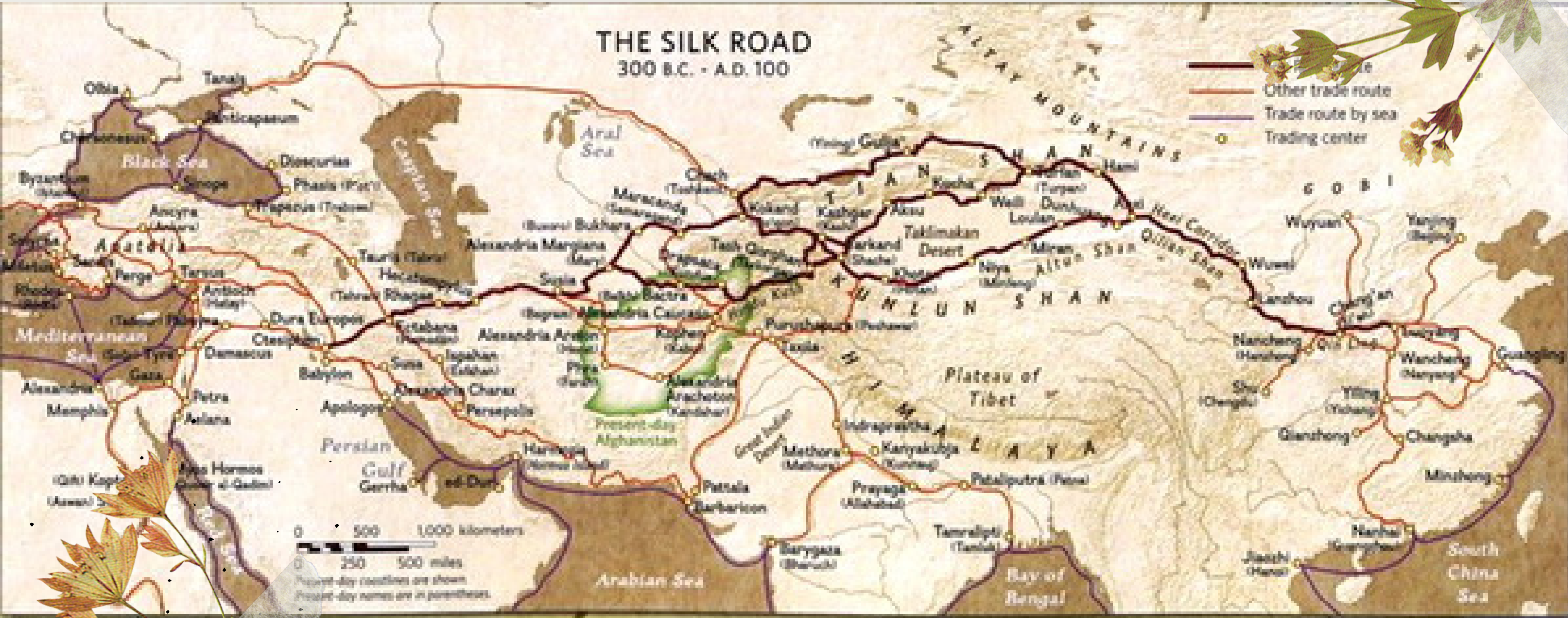
1. Uzbekistan 40%
2. Russian Federation 29%
3. Kyrgyzstan 22%
4. Turkey 4%
5. Egypt 1%

**Rest of world 4%**

**2020**

1. Uzbekistan 33%
2. Russian Federation 30%
3. Kyrgyzstan 26%
4. Turkey 5%
5. Egypt 1%

**Rest of world 5%**



Since the 3rd century, it has been the main route connecting East and West. But there is evidence that trade along the way went much further.

In the middle of the **1st millennium BC. NS.** the Steppe Way began to function, stretching from the Black Sea region to the banks of the Don, then to the lands of the Savromats in the Southern Urals, to the Irtysh and, further, to Altai, to the country of the Agripeys who inhabited the region of the Upper Irtysh and about. Zaysan. Silk, furs and skins, Iranian carpets, and items made of precious metals were distributed along this path.





## Revitalization of the Great Silk Road



In the VI–VII centuries, the most brisk is the path that passed from China to the west through Semirechye and South Kazakhstan. This movement of the path can be explained by several reasons.

1

Firstly, the headquarters of the Turkic kagans were located in Semirechye, who controlled the trade routes through Central Asia.

2

Secondly, the road through Fergana in the 7th century became dangerous due to civil strife.

3

Thirdly, the rich Turkic kagans and their entourage became large consumers of overseas goods.



## GSR in KZ

The main route of the Great Silk Road through the territory of Kazakhstan ran through the south of the country, from the border of China, trade caravans moved through the cities of Sairam, Yassy, Otrar, Taraz further to Central Asia, Persia, the Caucasus and from there to Europe.



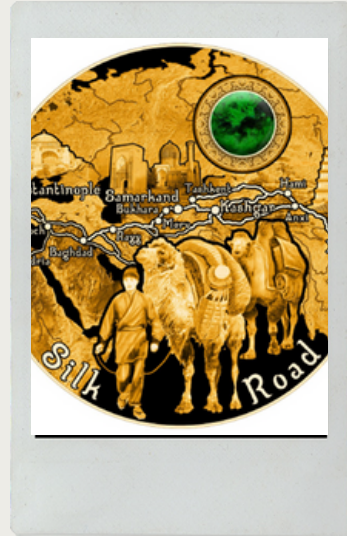


# East to West

From China

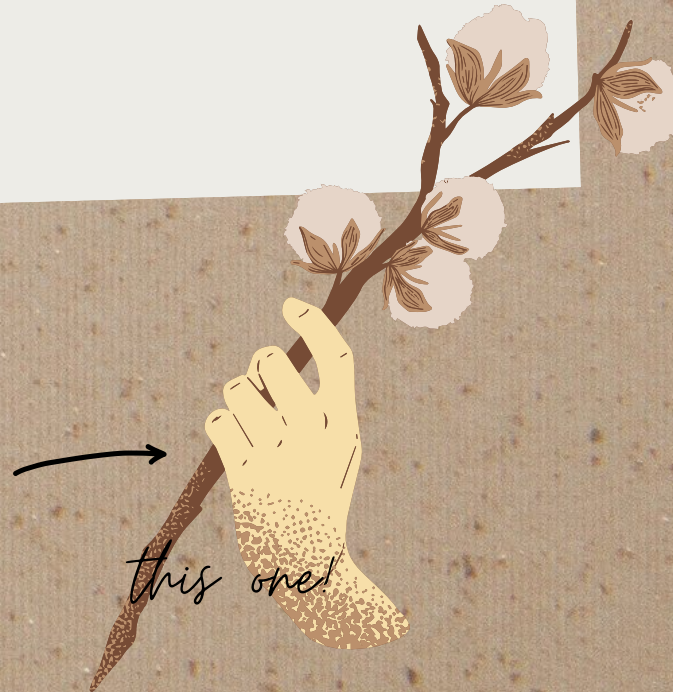


To Kazakhstan



When the Silk Road was already actively functioning, Roman glass and coins, Chinese silk, mirrors and lacquerware, European brooches and seal stones from Sassanid Iran penetrated into Kazakhstan. During this period, urban centers were formed in the valleys of Chu, Talas and Syrdarya, the forerunners of which were agricultural settlements surrounded by walls with towers.

- pepper
- cloves
- cinnamon
- nutmeg



## Historical significance

In the second half of the VI century. **Semirechye, South Kazakhstan** became part of the **Turkic Kaganate**, a huge nomadic empire that stretched from Korea to the Black Sea. At the end of the VI century. there is a revitalization of the Silk Road in the Semirechye and South Kazakhstan, which played an important role in the development of the urban culture of this region.

In Semirechye, he stimulated the emergence of a number of urban centers, and in the south of Kazakhstan he contributed to the rapid growth of cities. The Silk Road through Central Asia, South Kazakhstan and Semirechye functioned until the 14th century, until civil strife and wars that led to the death of urban culture and the development of sea routes to China led to its extinction.



## Historical significance

The Great Silk Road influenced the development of world culture. The Kazakh steppe was a territory through which trade routes passed. During the trade, the economic and cultural relations of the nomadic and sedentary population interacted, the spiritual cultures of various tribes merged.

The spread of religious ideas, writing, traditions enriched the steppe population and created the basis for the emergence of genius personalities in science, literature and art.



**The interchange of cultures, ideas and achievements brought the world closer together and created pages of history that preceded the present.**





**Thank you!**



Have a great day ahead. ←