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CULTURAL TOURISM – AS ONE OF THE MECHANISMS FOR THE REVIVAL OF THE GREAT SILK ROAD

Abstract. The study is devoted to the study of the form of the emergence of trade architecture of the cities of the Great Silk Road and their impact on the expansion of modern tourism in the region. Caravanserais, trading cities (markets) of Kazakhstan, Kyrgyzstan and Uzbekistan are outlined as examples. The analysis of the types of planning structure and the situation that divulged the attributes of the trade architecture of the Great Silk Road. In the process of research, a measure of saturation with cultural and historical means of the Great Silk Road regions was deliberated. And also reviewed modern projects for the improvement of this trade and geographical interrelation of cultures of the East and West.

The extent of the Great Silk Road was 12 thousand kilometers, so few traders proceeded all the way along the Silk Road. Essentially, they tried to travel in shifts and trade-off goods somewhere halfway. Throughout the Great Silk Road in the cities and villages through which caravans elapsed, there were caravanserais (inns). They had hujras (“lounges”) for merchants and caravan staff, rooms for camels, horses, mules and donkeys, and needed fodder and facilities.

Caravanserais were a place where it was attainable to sell and buy in bulk goods interesting to a merchant, and most importantly, to get hold of the latest commercial news and, above all, prices for goods.

Key words: Silk Road, Asia, Kazakhstan, Culture, Saturation, Cultural and historical resources, Architecture.

Introduction. The specificity of architecture in cities on the Silk Road hopes to study extensively, and a new way to clarify the importance of the content in culture and communication history on the Great Silk Road.

In 139 BC, ancient China began expanding foreign trade. Major export landing places were the south sea routes to India and the Middle East and the north sea route to Central Asian countries. The Silk Road worked as the intercontinental system subdivided roads that regularly changed its routes and was connected to the end of 2nd c. B.C. Until the XV century. Various civilizations from Western Europe [2, p. 52-58] and took the northeastern coast of Africa to China. The Great Silk Road is not only the largest but also employed for a long time. The Silk Road started in Chan'an (Han dynasty) [3, p. [259] and run through the Tien (Tien Shan) mountains in northwestern China, then through Central Asia, near eastern states, and concluded on the Mediterranean coast.

The importance and significance of the Silk Road has greatly affected the emergence of cities, its architecture and arranging structure. A large market system and devoted for the most popular products along the Silk Road - bathroom facilities (caravanserai), hotels, warehouses, etc. It combines its functions. These objects were found in existing resolutions and provided an incentive for their development and created new flourishing trade cities such as Turfan, Kashgar, Khorezm, Buhara and others in a new place. The border city, the key to China, has become the center of the Dunhuang route, which has been reformed as a strong fortress, and Central Asia Fergana has become the main source of military horses for China.

The Silk Road was industriously working. II c. B.C. Until the XV century. The rise of the Great Silk Road, VII-VIII, where China manipulates not only your site, but the entire Central Asia. The dynasty of the centuries came during Tang's sovereignty. The last rise of the Silk Road dates back to the 12th - 10th centuries, when the Mongols conquered almost the entire Eurasian continent and were capable of tightly control



Figure 1 – Great Silk Road. The general scheme of intercontinental Routes

the entire route. Sunset Great Silk Road is associated with commercial trade that expanded along the Middle East, South and Southeast Asian coasts in the XIV-XV centuries. It took about 300 days to cross the caravan from Dadu (Beijing) to the Sea of Azov and became much more threatening after the fall of the Mongol empires. At the same time, the sea route from the Persian Gulf to the Chinese ports took about 150 days, and a large merchant ship now carried how many caravans it could support in a thousand packs of animals.

Methods. The authors analyzed the contemporary, historical and ethnographic sources in consonance with the sacred regions of Kazakhstan, Kyrgyzstan and Uzbekistan.

In the study, mathematical research method, which is a measure of the saturation of cultural and historical resources calculated by the formula, was employed.

Results. Caravanserai architecture and modern countries, markets detected in Kazakhstan, Cyprus and Uzbekistan. The pinnacle of the initiation and development of the Great Silk Road architecture is considered a non-permanent period from the starting point of the VII-XIV centuries. Present-day actively under construction caravanserai and secured markets. Consequently, the types of trading areas were formed as they came to us. The structures in Kazakhstan, Kyrgyzstan and Uzbekistan are examples.

The Great Silk Road tissues in Kazakhstan put before caravanserais. One of them is Tortkul near the city of Taraz (figure 2). This caravanserai belongs to VII-XIV c. [6]. As with many other networks on the caravan road, Tortkul caravanserais immediately executed various functions: roadside hotel, trade post, warehouse and castle. It has a rectangular shape in terms of complex; it is a mosque in the center. The caravanserai has an entrance; corners of the castle total the guard towers [1, p. 301-360].



Figure 2 – Tortkul caravanserai



Figure 3 – Tash- Rabat caravanserai

Kyrgyzstan. The most significant representative of the historical architecture that appeared in the era of the resurrection of the Great Silk Road on the Tien Shan [4] is Caravanserai Tash- Rabat (figure 3), situated on the banks of the river Kara- Koyun . The ruins of a fortified caravanserai rise among the ridges constructed local ruler Mohamed Khan on the ancient caravan route. Caravanserai was constructed in the XV century. (1408-1415) and was enduring courtyard for merchants and travelers. The largest cruise of its kind in Central Asia Tash- Rabat is sparse and well saved monument middle age, unique ancient structure, made of stone. Like all caravan Tash - Rabat structurally close on a well-fortified fortress with building in the center.

Uzbekistan. One of the caravanserais of Uzbekistan is Rabat-i-Malik. It is located 23 km east of the center of the city of Navoi and nearly 100 km north-east of Bukhara. The complex was structured in 1078.

Now from the complex Rabat-i-Malik (figure 4) there is only a part of the south facade with a tower and a mosque reimposed in the center of the complex, with a dome measuring 18 meters. The design of the bridge can be judged by the results and archeological studies. The fortress represented a rectangular building with 100 m side, in the corners of which were towers with a height of more than 15 m [7]. The appearance to the caravanserai - through the maintained south gate of a. Gale yard, isolated from the lies in the southern part of the business premises, follows deep into the entrance of the octagonal mosque. From the mosque the passes are directed to the northern residential part of the complex.



Figure 4 – Complex Rabat-i-Malik



Figure 5 – Complex Taki Zargaron

One of the major cities considered on the Silk Road, is Bukhara, located in the central part of Uzbekistan. It is known, etc. Imeri shopping provisions in the way of Zargaron -Market Hall, at the crossroads once speeded up particular shopping streets of Bukhara. Taki Zargaron was built in 1586-87. The complex was aimed for the jewelry trade (figure 5).

Other example of Silk Road architecture the way is Toki Telpak-Furushon . The 16th century big market, that is located at the intersection of the five streets of Bukhara [8]. The uniqueness of the place where the building's location has determined the design - the dome of the building with a lantern rests on six radially converging poles. Caps and skulls happened place at the facilities. The Next City Market Trade Dome Tim Abdullah Khan (closed market) was built in 1577 during the Shaykh dynasty, unlike Bukhara's other trade domes. The building used as fabric and carpet trade.

Compared to the buildings on the Silk Road, we can conclude that they are like a common building, with typical irresistible walls with a similar square plan, with single entrance, typical religious buildings in the center; and individual buildings of particular historical value.

A common geographical feature of the considered caravanserai is the preference for maximum proximity to the trade route. The building markets are built on caravans beside the old shopping streets. Architectural solutions of buildings are not the same depending on the location in the city. With the construction of downtown markets (for example, in the city of Bukhara), otherwise, it did not build high walls, characteristic of the caravanserai, which do not relate to any city (for example, Rabat-ben Ali).

Modern Silk Road. Today, the improvement of the Silk Road architecture. Mainly due to OFL Architecture activities [5]. A unique, magnificent project extents a city of approximately 15 thousand kilometers, stretching from Venice to Xi'an and from Shanghai to Tokyo. The newest rail system employing on gravity platforms builds up an alternative existing land transport. To bring people closer to nature, a surface is made from the photoelectric panels that makes the air more fresh in the mega police. The peculiarity is that the system is totally autonomous and works on energy from natural sources. It is not a coincidence that OFL Architecture Project does not tedious the direction of the Silk Road. Historically, the route combines key points of Europe and Asia. But II. B.C. XV. Until the century. After such a route has been identified by the need to exchange products and cultural values, the need to develop new technologies and exchange experiences present day. Accordingly, the target, character and typology of the architecture on the new road are expanding.

The characteristics of the impact of the Great Silk Road on the architectural features of the cities emerging on the roads of trade permits monitoring the inalienability of the creation of objects of trade and service.

Currently there is a transcontinental recapture. The necessity of cities are changing: from commodity exchange and cultural values to the development of new technologies. This factor guarantees the creation of new styles of buildings and many different changes in architecture in general. This intercontinental cultural trade relation is relevant to present time. Central Asia is still the place through which the colloque of the cultures of the East and the West takes place. The Turkestan region is identified by its multinationality. More than 100 nations live here, there are millions of people, others just a few thousand. Architectural and town planning heritage is a kind of contemplation events of social history and cultural history of different nations. In connection with the demolition of buildings, which is associated with both natural and anthropogenic factors, restoration work, there is a need to clarify historically valuable and distinctive buildings in cities and rural settlements. The most worthwhile objects of urban planning and architecture maintains the status of cultural heritage sites state level. It is about their scattering over the territory of the Turkestan region that will be stated out in this article.

The inceptive data of the study were archived materials of the Ministries of Cultures Kazakhstan, Kyrgyzstan and Uzbekistan republics. Measure of saturation of cultural and historical resources premediated by the formula:

$$I_{cult-historical} = \sum_{i=1}^n K_n^{ij} v_j$$

where $I_{cult-historical}$ - saturation index by cultural parameter resources in Great Silk Road Region; K_n^{ij} - the value of the coefficient of saturation of the cultural and historical assets of the j -th the type of the i - Great Silk Road Region; v_j - is the weighting factor of the indicator.

Cultural monuments can be categorized as architectural and construction, archaeological, iconic and other similar object, special the value of which is legally or legally fixed traditionally. Depending on the uniqueness, value memory can be allocated to the category of World Heritage sites or monuments of nation (state) [10].

To the monuments and urban planning are architectural ensembles and complexes, historical centers, mausoleums, quarters, square, streets, embankments, remnants of the former planning and development of cities and other settlements; construction, industrial, military and religious architecture, national construction, and linked with them monumental works, visual, decorative and applied, natural landscapes [13]. Completely, we can consider 348 monuments of culture in the regions.

In terms of tourism development, this type of the monuments matter most. Though they engage only 15% of the total number of memorials, and all of them are comprised in tourism. Totally, there are 63 objects on the territory of the Territory cultural heritage of state consequence of which are objects of architecture are almost 90% [14]. Coefficient of saturation is 0.45%.

The territory of modern Kazakhstan is located at the bond of two ancient cultures, nomadic and sedentary, who have lived together for long times, sharing the best material and spiritual gainings. Many monuments from various nationalities and ancient civilizations were generated in this country. Earliest people among the 25 thousand indicated monuments of Kazakhstan are cities which comprise thousand-years of history. Included in these thousands of archaeological confirmation, there are real stones of ancient, medieval, oriental architectural art. Tomb of Balandy - II, IV-II centuries. BC is situated on the territory of the Kyzylorda region, one of the first brick vaults in the world. Mingtau Monument is an independent, autarchic development island of architectural elegance, unparalleled in the world. The Aisha-Bibi Mausoleum in the Zhambyl Region is another especial in the world that is unique in the world, displaying the highest level of progression of building technology in Kazakhstan in the VII-VIII centuries. The Khoja Ahmet Yassawi Tomb, conceded by UNESCO, is a principal monument to the world, an encyclopedia of architectural explication of the East [9,12]. In 2004, at the capability of the leader of Nursultan Abishevich Nazarbayev, the "Cultural Heritage" State program was developed and received, one of its most important consideration was the restoration, protection and museification of historical and cultural monuments. The assumption of the state program "Cultural Heritage" has now finalized reim-

position work on 78 historical and cultural monuments suppose that Aisha-Bibi, Arystanbab, Abat Baytak, Esimhan, Kara Zopa, Macul Tam, Iskak Ata, Jabrail Ata tombs, Abylai Khan Residence complex graveyard in Petropavlovsk city Karaman Ata accomplished 26 applied scientific studies and 40 archaeological studies that supplemented science with thousands of works that gave an idea about the history of our antecedents. In the past three years, two state museums have been designed from abrasion: Issyk in Almaty and Berel in the regions of Eastern Kazakhstan. For the first time in the history of independent Kazakhstan, a large catalogue of domiciliary monuments was made and the list of historical and cultural monuments (218 objects) and local consequence (11,277 objects) of the republic was accepted. Within the substructure of the "Cultural Heritage" program, the state is working on the restoration of monuments out of the country. The Sultan Az-Zahir Beibars Mausoleum in Damascus, the Sultan Beibars Mosque in Cairo, the building of the historical and cultural center, and the Al-Farabi Mausoleum in Damascus were victoriously completed.

Kyrgyzstan. 27 objects of urban planning and architecture which is 75% of their entire number are situated there [10]. By intensity coefficient of 0.36%. Architectural monuments in Kyrgyzstan are a cultural and ethnographic composite. There are more than 5,000 archaeological and architectural monuments in the state. The most earliest of them belong to the Neolithic era. For instance, images of animals in the Ak-Chunkur cave in southern Kyrgyzstan. There, about 4-1 centuries BC. the settlements of Kosh-Bulak, Kara-Darya, Shorobashat and Dzhanlybazar were constructed, which related to the system of administrative centers of ancient Fergana. They also comprised the smaller settlements of Denbulak and Severo-Uzgen.

In the 5-10 centuries the culture of the vagrant and sedentary residents developed. During this period, blockhouses and castles were built, cities developed. In the south of Kyrgyzstan, the cities of Osh and Uzgen were appeared, in the north - the settlements of Ak-Beshim and Krasnorechenskoye. In the hollow of the river Chatkal, the settlements of Kulbeskan and Chancharkan were built.

At the end of the tenth century Islam delivered widely on the territory of Tien Shan. At this time, monuments, mosques, minarets and mausoleums became visible on the territory of the Karakhanid state, which integrates the types of Central Asian architecture equated with Islam. A significant architectural endowment of this period are the Burana Tower and 3 mausoleums in Uzgen, dating back to the 11th century, besides the Shah-Fazil Mausoleum, built around the 12th century.

After the conquering of the Tatar-Mongol yoke, many cities fell into ruination. From the architectural buildings of the 13-14 centuries, the domed gumbaz (mausoleum) of Manas was protected, and the ruins of the Tash-Rabat caravanserai.

The largest historical monuments maintained in Kyrgyzstan and of historical importance are the Ak-Beshim and Krasnorechensk settlements, the Burana tower, the Koshoy settlement of Gorgon, the Manas gumbaz, Ken Kola burial ground, Kurmentinsky cave complex, Osh, Uzgen, Shorobashat, the Kara-Darya settlement, the Tash-Rabat caravanserai.

Uzbekistan the richest and almost unconsumed by architectural heritage of the earliest eastern territory. Architectural and cultural monuments, squares, fortresses, ruins of ancient settlements are the real stone rectos of history. Many people know about the splendid Registan Square in Samarkand, surrounded by a triad of magnificent madrasahs (XV-XVII centuries); about the turquoise dome of the majestic mausoleum Gur-Emir, inside the walls of which, edged with semiprecious onyx, famous commander Amir Temur found peace; about the refined necropolis of Shah-i-Zinda, which began to build in the XII century. The image of Bukhara is commonly associated with the Samanids' dynastic tomb (end of the 9th century) and the well-known 50-meter Kalyan minaret, eventhough there are 170 significant architectural monuments in the city, and Khiva is popular for its "city in the city" - medieval Ichan-Kala, where almost nothing does not suggest that it is hitherto the 21st century. And although the cruel hand of time touched most of the magnificent buildings, today the works of architects of the Middle Ages are justly praised. But the most satisfying thing, however, is that all these visions are not just an open-air museum. The historical scenery is still fulfilled with life, which for an stranger looks like a series from the Middle Ages.

In addition to architectural monuments, the distinctive natural reserve places can be cautiously attributed to the sights of Uzbekistan - these are the Nurata mountains, where a colossal juniper tree has been growing and connecting the slopes for more than 1500 years (its trunk girth is 24 m and you can

walk along the); and Chimgan mountains, where the rocks are changed into mysterious bas-reliefs; and ancient Brichmulla in the valley of Chatkal, where a huge number of archaeological monuments have been found.

One of the most famous cities in Uzbekistan, Samarkand has more than 2,750 years of its affluent history. Ancient Afrosiab (the ruins of which is visible on the northern outskirts of modern Samarkand), the city of Marakanda (the capital of the legendary Sogdiana), Samarkand are all various names for one great city. As it should be the capital of the big empire of Tamerlane, Samarkand is magnificent. The grandiose Registan Square has long been the main attraction of the city, but far from the only one: the Gur-Emir mausoleum, where the famous conqueror Amir Timur lies up under a jade tombstone; Bibi-Khanum mosque, one of the largest in the Muslim world; the Hazrat-Hydr mosque, from where the elevation suggests a beautiful view of the main sights of Samarkand, the Shah-i-Zinda complex, the Ulugbek observatory and a number of significant architectural and historical monuments invariably dispose a large number of lovers of Eastern culture to Samarkand.

Bukhoro-i-Sharif ("The Sacred and Noble Bukhara") is one of the most popular cities of Uzbekistan, through which the famous Great Silk Road preceded. Bukhara is one of the main centers of Islam religion not only in Central Asia, but throughout the Muslim world. In the Middle Ages, over 350 mosques and 80 madrasahs were situated on the territory of Bukhara, many of which have been flawlessly preserved to present day. All the streets of the holy city lead to the central reservoir - Lyabi-hauzu, around which, along with architectural monuments, restaurants and teahouses are located. In addition to the grandiose ensembles, madrasahs, mosques and the famous Kalyan minaret, the ancient fortress of Ark, medieval baths and trading domes - over 140 monuments of architecture - were superbly protected in Bukhara.

Conclusion. Consequently, it is obvious come up with a simple conclusion that degree of saturation of different regions of Great Silk Road town-planning, architectural and historical resources that rye can be in demand in the tourist occupations that are not the similar. The however, they can all be entered into the scope of tourist excursion implementation.

Assessment of the cultural potential of the regions apermist a reveal the most promising of them.

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МӘДЕНИ ТУРИЗМ – ҰЛЫ ЖІБЕК ЖОЛЫНЫҢ ҚАЙТА ЖАҢҒЫРУ ТЕТІГІ РЕТІНДЕ

Аннотация. Бұл мақалада Ұлы Жібек жолы қалаларының сауда архитектурасы нысанын және олардың аймақтағы қазіргі туризмнің дамуына әсерін зерттеуге арналған. Керуен сарайлары, Қазақстан, Қырғызстан және Өзбекстанның сауда қалалары (базарлары) мысал ретінде келтірілген. Ұлы Жібек жолының сауда архитектурасының ерекшеліктерін ашып көрсететін жоспарлау құрылымы мен позициясының түрлері талданады. Зерттеу барысында Ұлы Жібек жолы өңірлерінің мәдени және тарихи ресурстарымен қанықтыру көрсеткіші есептелді. Сондай-ақ, Шығыс пен Батыс мәдениеттерінің осы сауда-географиялық байланысын жандандырудың заманауи жобалары қарастырылған.

Ұлы Жібек жолының ұзындығы 12 мың шақырым болды, сондықтан бұл жолды толық өткен саудагерлер көп емес. Негізінен олар ауысыммен жүріп, жарты жолда тауар алмасуға тырысты. Ұлы Жібек жолы бойында керуендер өткен қалалар мен ауылдарда керуен-сарайлар (саябақтар) болған. Олардың саудагерлер мен керуен қызметкерлеріне арналған хужралары, түйелер, жылқылар, қашырлар мен есектер үшін жабдықтары, жем-шөптері мен азық-түліктері болды.

Керуен-сарай - бұл саудагерге қызықты тауарларды көп мөлшерде сатуға және сатып алуға болатын орын, ең бастысы - соңғы коммерциялық жаңалықтарды және ең алдымен, тауарлардың бағаларын білу, қарым қатнас, байланыс орнату орындары болып келді.

Түйін сөздер: Жібек жолы, Азия, Қазақстан, мәдениет, байлық, мәдени және тарихи ресурстар, сәулет.

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КУЛЬТУРНЫЙ ТУРИЗМ КАК МЕХАНИЗМ ВОЗРОЖДЕНИЯ ВЕЛИКОГО ШЕЛКОВОГО ПУТИ

Аннотация. Исследование посвящено изучению формы возникновения торговой архитектуры городов Великого Шелкового пути и их влияния на расширение современного туризма в регионе. В качестве примеров приведены караван-сарай, торговые города (рынки) Казахстана, Кыргызстана и Узбекистана. Проведен анализ типов планировочной структуры и ситуации, раскрывшей атрибуты торговой архитектуры Великого Шелкового пути. В процессе исследования обсуждалась мера насыщенности культурно - историческими средствами регионов Великого Шелкового пути. А также рассмотрены современные проекты по совершенствованию этой торгово-географической взаимосвязи культур Востока и Запада.

Протяженность Великого Шелкового пути составляла 12 тысяч километров, поэтому мало кто из торговцев проходил весь путь по Шелковому пути. По сути, они пытались путешествовать посменно и обменивать товары где-то на полпути. По всему Великому Шелковому пути в городах и селах, через которые проходили караваны, были караван-сарай (постоялые дворы). У них были худжры ("гостиные") для купцов и караванного персонала, комнаты для верблюдов, лошадей, мулов и ослов, а также необходимые корма и удобства.

Караван-сарай были местом, где можно было продать и купить оптом интересующие купца товары, а главное, узнать последние коммерческие новости и, прежде всего, цены на товары.

Ключевые слова: Великий Шелковый путь, Азия, Казахстан, культура, насыщенность, культурно-исторические ресурсы, архитектура.

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