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FEATURES OF DEVELOPMENT OF FOREIGN ECONOMIC ACTIVITY IN THE ERA OF GLOBALIZATION (THE GREAT SILK ROAD)

Abstract. The article deals with the economic background of the historical and geographical description of the world; historical facts of the Great Silk Road; describes the main problems of formation and development of the Great Silk Road at the present stage; examines the direction of the influence of the Great Silk Road on the economy of the participating countries; proposes the main ways to address the problems of development of modern directions of the Great Silk Road. The article considers the factors of foreign economic activity. The article describes the features of the development of foreign economic activity (FEA) in the era of globalization. A map of the development of foreign economic activity on the segments of the ancient Silk Road is presented. Features of development of modern branches of the Great Silk Road are specified.

Key words: Foreign economic activity, globalization, governance, economic growth, Great Silk Road.

1. INTRODUCTION

Any science is determined primarily by two concepts-the object and subject of research. The object of science is a generic concept, so it includes the object of the limit (wide), specific and specific objects. Many Sciences have a common wide object of study-the Earth. The subject of science is different from its object clearly limited to those parties that at this time we study a particular scientific theory with the obligatory account the angle of view of the consideration of this object. Thus, all geographical and historical Sciences share a common point of view-the identification of territorial and spatial-temporal relations between the elements of specific objects.

Each of us probably wondered: how did it all start? Originates from the historical description, Our homeland, Our country, around the world?

In the history of human civilization there are many examples of long-term mutually beneficial cultural and economic cooperation between countries and peoples with different political, religious and ethnic traditions. For example, there was a legendary way "from the Varangians to the Greeks", which operated for a long time between Russia and the Scandinavian countries (Sweden, Norway, Denmark). Known in history and salt trade route, which passed through the African continent, passing mainly through The Sahara Desert. But the most significant, widely known in the world was the GREAT SILK ROAD (GSR), stretching from the shores of the Atlantic Ocean to the shores of the Pacific, crossing the entire Asian continent and connecting the Mediterranean countries with the Far East in ancient times and the early middle ages. It was not just a road or even a system of roads from the ocean to the ocean, it was a complex cultural and economic bridge between East and West, connecting peoples in their quest for peace and cooperation.

2. METHODOLOGY

In the course of the research general methods were used: methods of analysis of historical facts: horizontal, vertical, ratio, comparison and others.

To Study the Silk Road as a method of eliminating free trade in Europe and Asia, General scientific and special research methods were used:

- study of essays and literature;
- study of the legal framework;
- analytical method;
- economic and historical realities.

3. RESULTS

"Geopolitics of the new silk road" - defines priorities in the modern transport system on the new Silk road of China, Iran, Turkey, India, Pakistan, Afghanistan.

The Europe-Asia transport corridor, which is the silk road, has once again been laid in the middle of the vast Eurasian continent. None of the countries gravitating to him, was not bypassed.

This project is especially relevant for the countries of Central Asia, which previously had outlets only in the Northern direction, and now have transport access to world markets in the southern, Eastern and Western directions.

As part of this policy, Chinese Railways have connected with Kazakhstan, Turkmenistan and Iran. In the future, the Central highways of China, Central Asia, the South Caucasus, Iran and Turkey should become a single transport system (Primbetov, 2016).

For several years, the Beijing — Almaty — Tashkent — Tehran — Istanbul cross-railway has been operating and further to Europe. This TRANS-Asian road runs parallel to the TRANS-Siberian railway, but two thousand kilometers to the South.

The second birth of the great silk road is of great importance for Kazakhstan, whose geopolitical position for thousands of years made the country a "Golden section of the great silk road". The opening of routes to overseas ports creates favorable conditions for strengthening traditional ties not only with neighboring Central Asian countries and Russia, but also with the countries of the South Caucasus, Turkey, China, Korea, Iran and Pakistan. With the completion of the transport corridor "Western Europe – Western China" will increase the international status of Kazakhstan as a transit country. The developed system of pipelines allows not only to export natural gas to neighboring countries, but also to provide gas pipelines for gas supply to Russia and other countries. All this makes it possible to attract significant in size and quickly payback foreign investments to the countries of Central Asia.

The revival of the use of the silk road at the international level began in the middle of the II century BC (Fig.1). The envoys of the Chinese Emperor Woo-Di, sent on a diplomatic mission to Western countries in 138, returned only 13 years later. The establishment of diplomatic relations between the Turkic Khaganate and Byzantium, facilitated by trade through the silk road, was achieved in 568.

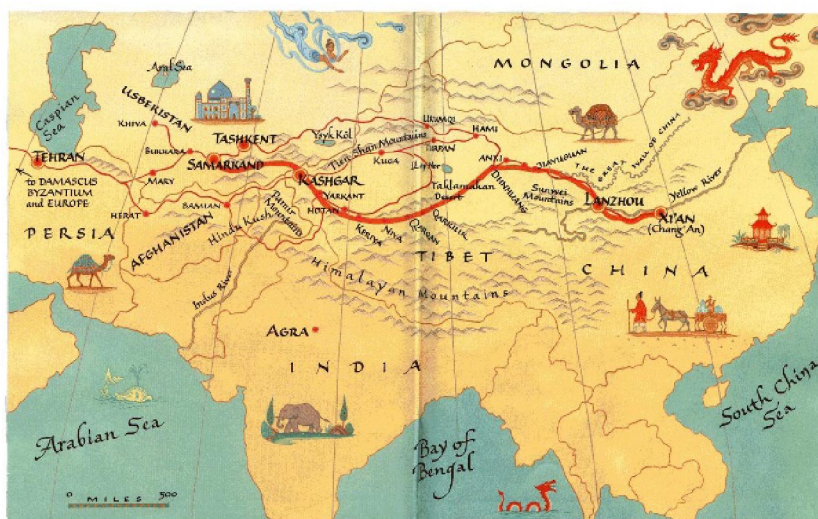


Figure 1 - Map of ancient Silk Road.

Note: source <http://www.futuredirections.org.au>

These two countries have concluded a trade and diplomatic Alliance against Persia (Iran). The Turkic Khagan, which has repeatedly sent its ambassadors to establish ties with Iran and Byzantium: Ishtemi. Silk dresses with various ornaments and patterns on behalf of the Chinese Emperor were presented to the Iranian Shakh.

Kazakhstan branches of Zhetysu-the main gate of the GSR to the East. Kazakh lands for centuries were a bridge connecting the West and the East. All medieval cities of Zhetysu were along the silk road. The wintering grounds were also located in these areas. The present-day modern roads and Railways run parallel to the ancient silk road.

Kazakhstan projects of building modern Silk Road

On the branches of the Kazakhstan section of the silk road the most promising projects are:

- creation of the international tourist center on the coast of the Kapshagai sea "Zhana-Ile" in Almaty region;
- development of tourist infrastructure "Ancient Otrar" and "Ancient Turkestan" in South Kazakhstan region;
- construction of the international tourist center "Burabay" in Akmola region, where a free economic zone has already been created;
- construction of the city of the new Millennium "Aktau city" on the Western branch of the Kazakhstan section of the silk road in the Mangystau region.

In addition, it is planned to create an international tourist center "Kenderli" on the coast of the Caspian Sea. Kazakhstan is actively involved and is the initiator of a number of activities on the silk road.

In the period from 2 to 4 September 2008 in Almaty held III forum of Mayors " Silk Road "on the New Silk Road theme:" From the great tradition to modern standards of tourism and cooperation", which was attended by mayors, representatives of government agencies and business communities from 27 countries, as well as heads of international organizations. The purpose of the Forum was to further develop integration between cities, promote innovative ways of financing tourism along the silk road, improve mutual understanding between people and harmonious development of the region. One of the important issues of discussion was the problem of barriers to the development of regional tourism.

Thus, it is necessary to develop the potential of Silk Road products, which includes:

- creation and development of joint tourism products involving visits to several countries/places;
- development of arts and crafts in order to preserve the rich cultural heritage of the silk Road;
- development and implementation and promotion of joint strategies, programs and marketing;
- formation and improvement of the tourist image of the countries of the Central Asian region and the CIS in the framework of tourism on the Silk Road.

4. CONCLUSIONS

At the threshold of the third Millennium, humanity was faced with the need to seek new ways of cooperation, or to restore forgotten, buried in the Sands of time. Comprehensive study and restoration of the great silk road as a "path of dialogue" is fully consistent with this need.

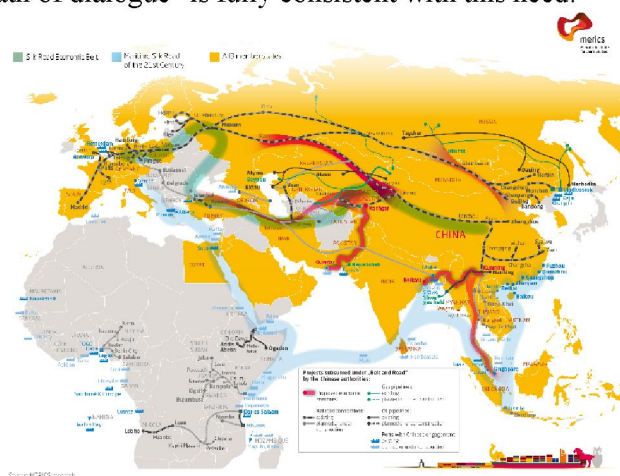


Figure 2 -Map of modern Silk Road.

Note: source [MERICS research https://chinabystander.files.wordpress.com](https://chinabystander.files.wordpress.com)

The GREAT SILK ROAD for many centuries served as a rapprochement of different peoples, exchange of ideas and knowledge, mutual enrichment of languages and cultures (Fig.2). Of course, in those days there were political conflicts, wars broke out, but the silk road has always been revived. A relentless desire for communication, reasonable gain and greater well-being constantly prevailed over political and religious confrontation.

Therefore, it is necessary to use such a convincing example when creating a model of future relations between peoples and cooperation. The history of the GREAT SILK ROAD is a history of broad cultural interaction and exchange between the peoples of the East and the West. It proves that only close cooperation and mutual enrichment of cultures are the basis of peace and progress for all mankind.

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ЖАҒАНДАНУ ДӘУІРІНДЕГІ СЫРТҚЫ ЭКОНОМИКАЛЫҚ ҚЫЗМЕТТІҢ ДАМУ ЕРЕКШЕЛІКТЕРІ (ҰЛЫ ЖІБЕК ЖОЛЫ)

Аннотация.Мақалада әлемді тарихи-географиялық сипаттаудың экономикалық алғышарттары; Ұлы Жібек жолының тарихи фактілері қарастырылады; қазіргі кезеңде Ұлы Жібек жолының қалыптасуы мен дамуының негізгі мәселелері сипатталады; Ұлы Жібек жолының қатысушы-елдердің экономикасына әсер ету бағыттары қарастырылады; Ұлы Жібек жолының қазіргі заманғы бағыттарын дамыту проблемаларын жоюдың негізгі жолдары ұсынылады. Мақалада сыртқы экономикалық қызметтің факторлары қарастырылған. Мақалада жаһандану дәуіріндегі сыртқы экономикалық қызметтің (СЭҚ) даму ерекшеліктері сипатталған. Ежелгі Жібек жолы бөлігінде сыртқы экономикалық қызметтің даму картасы ұсынылған. Ұлы Жібек жолының заманауи тармақтарын дамыту ерекшеліктері көрсетілген.

Түйін сөздер: Сыртқы экономикалық қызмет, жаһандану, басқару, экономикалық өсу, Ұлы Жібек жолы.

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ОСОБЕННОСТИ РАЗВИТИЯ ВНЕШНЕЭКОНОМИЧЕСКОЙ ДЕЯТЕЛЬНОСТИ В ЭПОХУ ГЛОБАЛИЗАЦИИ (ВЕЛИКИЙ ШЕЛКОВЫЙ ПУТЬ)

Аннотация.В статье рассматриваются экономические предпосылки историко-географического описания мира; исторические факты Великого Шелкового пути; описываются основные проблемы становления и развития Великого Шелкового пути на современном этапе; рассматриваются направления влияния Великого Шелкового пути на экономику стран-участниц; предлагаются основные пути устранения проблем развития современных направлений Великого Шелкового пути. В статье рассмотрены факторы внешнеэкономической деятельности. В статье описаны особенности развития внешнеэкономической деятельности (ВЭД) в эпоху глобализации. Представлена карта развития внешнеэкономической деятельности на отрезках древнего Шелкового пути. Указаны особенности развития современных ответвлений Великого шелкового пути.

Ключевые слова:Внешнеэкономическая деятельность, глобализация, управление, экономический рост, Великий Шелковый путь.

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