

Tripartite tourism trade cooperation through the belt and road initiative

Abstract. "Silk Road Economic Belt" and the "21st Century Maritime Silk Road" are part of China's multi-level, and complex network to revive the ancient Silk Road and reconnect countries along with it and others. Today, the tourism industry plays a prominent role to improve the economic growth and welfare of countries and it has an outstanding impact on global transformation, integration, and cultural reforms. BRI is not just a transport network but also contains cultural, and political aspects and emphasis on friendship, peace, cooperation, and mutual understanding and benefit. China seriously peruses tourism trade since 2015 under the BRI by offering "the Building of an Integrated Tourism Market along the Silk Road". China and Iran two ancient Asian countries with extremely numerous historical and cultural treasures in their hearts, along with the newly independent Republic of Kazakhstan -with economic and security advantages-, can implement large-scale economic-cultural programs in the framework of the BRI project, in the term of Tourism Industry. This article aims to examine Tripartite Tourism Trade Cooperation between Iran, Kazakhstan, and China through the Belt and Road Initiative, Despite all economic and political constraints, enormous sanctions against Iran. More specifically Iran, along with Kazakhstan, could overcome a bunch of these substantial problems and expand their cooperation in the shadow of BRI, with the support of China.

Keywords: Cultural and Economic Life, Caspian Sea, Cruises Industry, New Silk Road, Tourism Development, Travel Channel.

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Introduction

The stock markets, macro-investments, trading and exchange, and complex business relationships have passed a long way to get today's dynamics of co-operations. Starting with the Exchange transactions, commercial trips on the Silk Road with camels for several months, to China's new Program called "Belt and Road Initiative". BRI is designed to uphold and generalize the global free trade regime and open the world economy in the spirit of open regional cooperation [4]; therefore, it aimed to create a desirable platform for countries to establish deep regional cooperation.

In consequence, BRI is not just an economic project but also covers political, cultural, and security issues [18]. People including businessmen, or adventures who were traveling through the ancient Silk Road, carried culture, customs, and habits from one place to another. China, one

of the most serious economic actors, introduced the "Belt and Road Initiative" in September and October 2013 [29] in Kazakhstan at Nazarbayev University and Indonesia as an effort to increase its economic and political influence and power. Accordingly, the project seeks to build a large transit network (railways, highways, shipping, aviation, pipelines) by attracting the participation and support of various countries around the world. Afterward, besides China, other involved countries in BRI can also grab political, economic, and cultural benefits based on their national interests. Mutual understanding, building friendship, regional prosperity, bringing peace, cooperation, mutual learning, and mutual benefit has been described as the advantages of the Silk Road by China's administration [4]. Regional counties can get benefit from the tourism industry with lower prices due to geographic proximity and to assuage the economy by establishing new job opportunities and economic diversification. Different definitions have been released to describe "tourism" by different organizations and institutes based on their specific goals; here we refer to some of the most important ones. The World Tourism Organization has released the following definition "Tourism is a social, cultural, and economic phenomenon which entails the movement of people to countries or places outside their usual environment for personal or business/professional purposes...". The Tourism Society in Britain has revealed the definition of tourism in 1976: "Tourism is the temporary short-term movement of people to destinations outside the place they normally live and work and their activities during the stay at these destinations, it includes movements for all purposes, as well as they visit or excursions" [22, 2 p.]. League of Nations 1937 defined a foreign tourist as "any person visiting a country other than that in which he normally resides, for more than 24 hours" [10, 20 p.].

In fact, at the first Tourism Ministerial Meeting of countries of Silk Road on 19 June 2015, Xi Jinping, president of China talked about the robust importance of Silk Road tourism and the together development of tourism cooperation and connectivity [47]. Besides tourism has been an important sector of China's economy since the late 1970s [42]. Based on the UNWTO report, China has been located among the ten top destinations by international tourist arrival in 2018 and has taken 4th place [50]. Moreover, both Iran and Kazakhstan have welcomed the Belt and Road Initiative. Regional cooperation and collective policy-making have a very special place for the economy of both countries in different aspects. To be more specific, Iran and Kazakhstan both have oil-based economies, as a result, there is an urgent need to focus and invest in other sectors to reduce economic dependence on the oil and gas industry. In the current century, the tourism industry has gotten great importance thanks to the Capitalism system which praises creating capital, pleasure, prosperity, and enjoyment of life. So, there is no wonder, why tourism has become an important element of the economy in developing and developed countries. Joining regional projects and organizations has substantial and salient significance for Kazakhstan with short experience as an independent country since 16 December 1991, to be supported by regional superpowers, and to be part of dynamic and profitable economic and cultural programs. Despite the high capacity of Iran to attract tourists, problems such as lack of appropriate policies at a macro level, negative foreign media advertising against Iran, and

sanctions are massive obstacles to growth in Iran's tourism industry. On the other hand, sanctions and severe economic restrictions against Iran have highlighted China's role in Iran's economy, and the country has expressed a desire to join and cooperate in the Belt and Road initiative and its branches such as the Xi'an Initiative Tourism plan. Due to Iran's strategic location, it is possible to cooperate through both land and sea routes from the south and the north.

In sum, based on International Cultural Tourism Charter, "Tourism can capture the economic characteristics of the heritage and harness these for conservation by generating funding, educating the community, and influencing policy. It is an essential part of many national and regional economies and can be an important factor in development when managed successfully" [15]. The author has tried to answer the question of how Iran, Kazakhstan, and China can develop their tourism cooperation through "the Belt and Road Initiative". The region which we focus on, especially the three countries of Iran, China, and Kazakhstan, which are studied in this article, witness many different historical events, various empires, wars and enmities, friendships, alliances, tribal marriages, and ...; as a result, different structures, various buildings, and historical sites have been constructed; some with a purpose of defense, some, and some to show their power and grandeur from the eras. In addition, by taking advantage of natural tourist attractions, these countries have provided a suitable and favorable environment for tourists from neighboring countries, the region, and around the world to spend their leisure time.

Methodology

This article examines "how Iran, Kazakhstan, and China can develop their tourism cooperation through "the Belt and Road Initiative". For this purpose, the condition, and the place of all three countries regarding BRI have been described; then their potential and entrenchment in the tourism industry were discussed. Both quantitative and qualitative methods have been used. The library method and data analysis were used; subsequently, the author has tried to put together figures and information by referring to valid databases, data centers, and related books and articles to answer the main question of the article.

The Revival of the Silk Road

Belt and Road Initiative (BRI) has adopted by the Chinese government to connect 3 continents of Asia, Africa, and Europe; for the first time, the president of China "Xi Jinping" talked about this program in Kazakhstan in 2013 and he said on his speech "Work Together to Build the Silk Road Economic Belt" [30, 222 p.]. BRI, Peace, and Cooperation plan is issued as a transcontinental long-term policy and as a program of investment that tries to focus on infrastructures, and development and to speed up the economic cooperation and integration along the ancient Silk Road. China wants to achieve what other major economies (such as the United States) managed in earlier decades of globalization [20, 67 p.]. The main purposes of the

BRI have been explained in the background of “the action plan on the Belt and Road Initiative” as below:

- To promote the connectivity of Asian, European, and African continents and their adjacent seas.
- To establish and strengthen partnerships among the countries along the Belt and Road.
- To set up all-dimensional, multi-tiered, and composite connectivity networks.
- To realize diversified, independent, balanced, and sustainable development in these countries [39].

Today 140 [14] countries have joined to BRI by signing a Memorandum of Understanding (MoU) with China. The below table will describe some frameworks and important principles of the BRI:

Table 1. action plan on the belt and road initiative

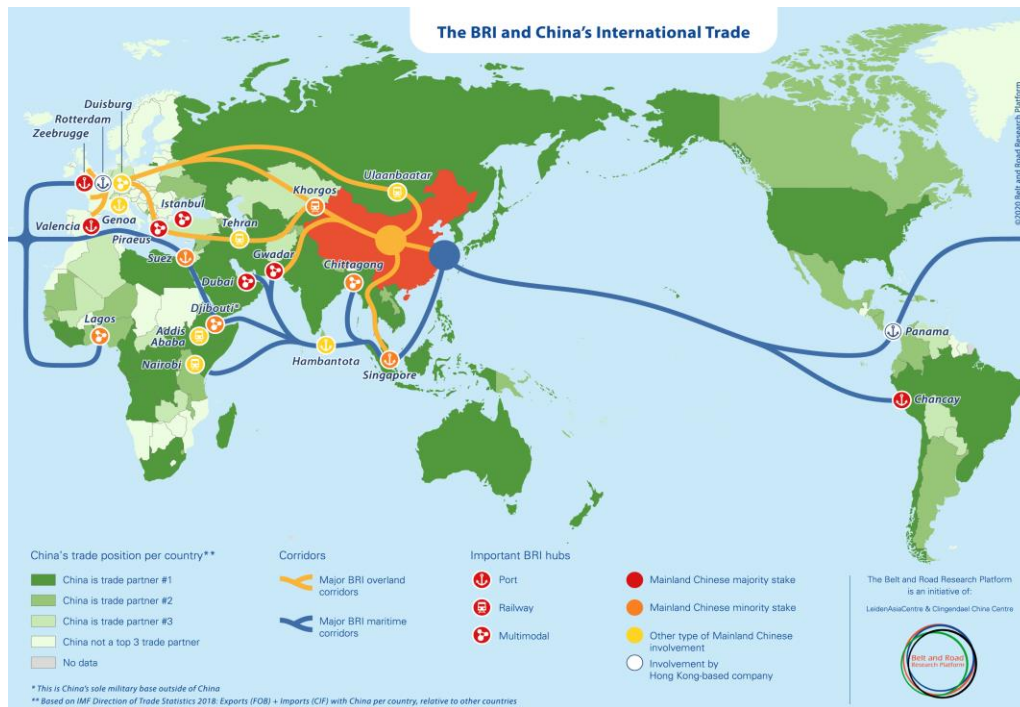
Frameworks and Principles of the BRI		
1	BRI respects the principals and purposes of UN charter and emphasizes on the five principles of “Peaceful Coexistence” including	Mutual respect for each other’s sovereignty and territorial integrity Mutual Nonaggression Mutual noninterference in each other’s internal affairs, equality Mutual Benefit Peaceful Coexistence
2	BRI follows Market Operation	BRI will abide by market rules and international norms. BRI will abide the decisive role of the market in resource allocation and the primary role of enterprises. BRI will let the governments perform their due function.
3	BRI seeks mutual benefit	BRI accommodates the interests and concerns of all parties involved. BRI seeks a conjunction of interests and the “biggest common denominator” for cooperation, So as to give full paly to the wisdom and creativity, strengths and potentials of all parties.
4	BRI is a way for win-win cooperation	To promote development and prosperity. A road toward peace and friendship by enhancing mutual understanding and trust. Strengthening all-around exchanges.

Achieving all described goals requires proper infrastructure and sufficient facilities; therefore, BRI also emphasizes providing the below items as essential points for beginning and expanding its goals:

- To improve the region’s infrastructure
- To provide a secure and efficient network of land, sea, and air passages and raise their connectivity to a higher level.
- To enhance trade and investment facilitation.
- To establish a network of free trade areas that meet higher standards.
- Maintain closer economic ties, and deepen political trust, enhance cultural exchanges.
- Encourage different civilizations to learn from each other and flourish together; and promote mutual understanding, peace, and friendship among people of all countries.

For China, Iran’s main trade partner [16], keeping and expanding its relationship with Iran through BRI is essential. As the sanctions are a huge obstacle to issuing economic treaties and facing difficulties in transferring money due to financial and banking sanctions, tourism is an opportunity to be more connected with Iran and to exploit win-win benefits for the 3 countries. So, the establishment of a tripartite agreement between Iran, Kazakhstan, and China could increase and promote the level of cultural cooperation in term of the BRI.

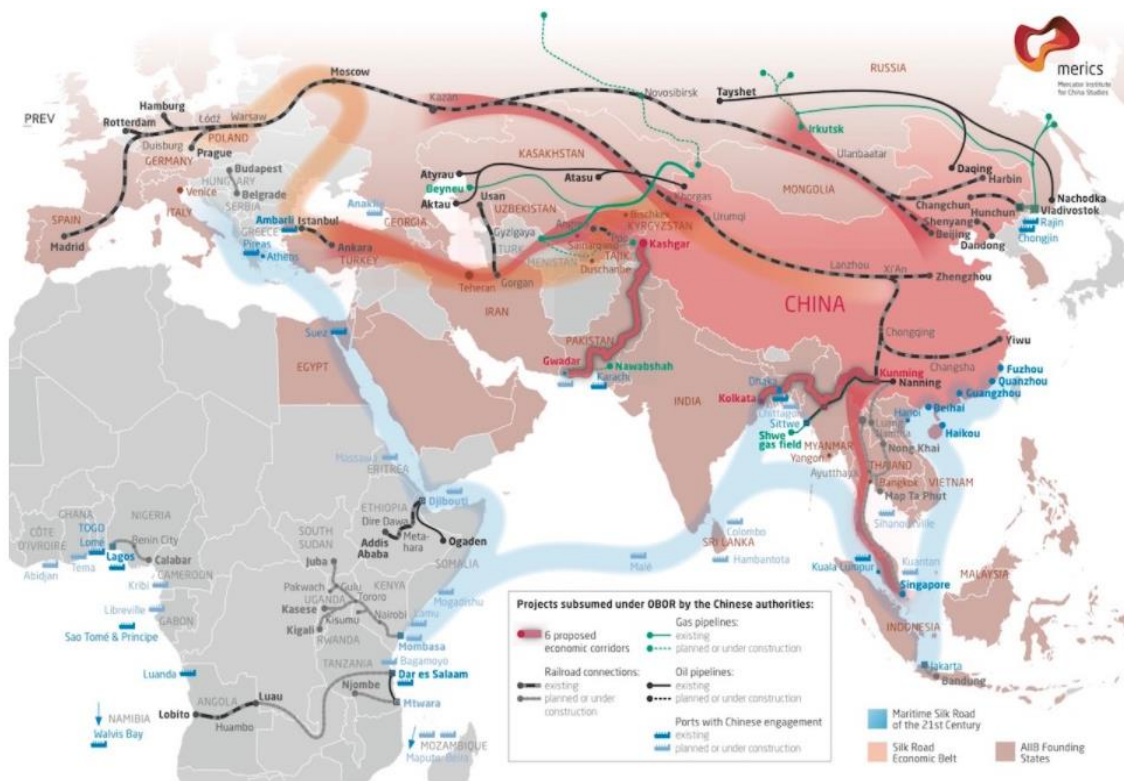
Table 2. bri map / source: Eurasian vision



According to the statistics of the World Tourism Organization in 2018, the 10 highest-income countries in the world were able to account for 50% of total tourism revenue; China has ranked the 10th most profitable country in international tourism [8].

At the 1st Tourism Ministerial Meeting of Countries along the Silk Road Economic Belt, which was held on 18-20 June 2015, Xi Jinping, the president of China talked about “the importance of Silk Road tourism and hand-in-hand development of tourism cooperation and connectivity”; he also added, “Today’s Silk Road is not only a long-standing road for commerce but also a golden travel route for tourists around the world [47]”. It is worth mentioning, that social and cultural connectivity will provide cultural development in a country as people would be more conscious and respected regarding the differences and it would establish a peaceful atmosphere for accepting differences and it would help to reduce radical movements and extremism.

Table 3. bri map/ source: beltroadsearch



Kazakhstan and the Belt and Road Initiative

As a neighboring country and an important trading partner of China, Kazakhstan is considered one of the important arteries of the "Belt and Road" project. In addition, Kazakhstan already has the necessary infrastructure to play a transit role on the Silk Road, which puts it a few steps ahead of its neighbors. Shang-su Wu, a researcher in military Studies claims “Kazakhstan is on its way to becoming an even more central player in its region’s rail transportation and has growing potential to be a crucial global rail hub” [32]. Kazakhstan has adequate capital to use foreign technologies such as Alstom (produces high-speed trains, metros, monorail, trams, and

e-buses), General Electric (deliver essential energy, healthcare, and transportation infrastructure), and Talgo (specialized in design, manufacture, and maintenance of the rolling stock); thanks to its oil revenues.

Table 4. bri map in Kazakhstan



Kazakhstan’s involvement in this project can be seen in the third corridor which is named “China-Central Asia-West Asia Economic Corridor. It is supposed to connect China to Europe and Turkey through Kazakhstan, Kyrgyzstan, Uzbekistan, Tajikistan, Turkmenistan, Iran, Turkey, and Greece. This route connects China to the Mediterranean and the Black Sea in half the time by sea from the port of Shanghai. Kazakhstan has a border with China; therefore, it is the second country that enters the Belt and Road Initiative plan. The first gateway which welcomes Kazakhstan to this route is Khorgos, the border city between China and Kazakhstan. It has been forecasted that Khorgos turns Kazakhstan into central Asia’s Transit and tourism hub. Aktau port also gives this opportunity to Kazakhstan to get economic benefits, especially in the tourism sector. The historical, memorial and ecological monuments of Mangystau, the Fantasy World Park, entertainment center, casino, other cultural and entertainment centers, musical drama, and puppet theatres are the collection of sites in Aktau - the new established city at the end of 1958- for visitors [38]. It gives this advantage to the Republic of Kazakhstan to transfer cargoes and containers to different destinations; Aktau is situated on the way of New Silk Road and has the possibility to transfer tourists and visitors between Iran and Kazakhstan other neighboring countries plus China.

Kazakhstan has natural capacities to attract visitors and has minor opportunity via cultural heritages because Kazakh’s nomadic and clanship lifestyle made them reluctant for constructing

buildings (Kazakhstan have registered 33 cultural and 2 natural places in the world cultural heritage of UNESCO). According to a report by OECD¹, statistics show an increase in the tourism industry of the Republic of Kazakhstan (14.1% growth in 2018 compared to 2017 and 28.5% in the last five years since 2018). Most of the visitors come from the ex-soviet countries around 91.7% of arrivals and 8.3% from other countries. Insofar beside the extremely high desire and tendency from the government of the Republic of Kazakhstan, there are potentials for Kazakhstan to find and attract new visitors and partners from non-CIS² neighboring countries to expand its tourism industry. As a result, the amount of allocated budget for the creation and development of infrastructures related to tourism and the implementation of international and local programs and events has experienced an increase from KZT 4.6 billion in 2017 to KZT 6.5 billion in 2018 [40].

One of those actions implemented by the administration of the Republic of Kazakhstan is called “the Concept of tourism industry development of the Republic of Kazakhstan until 2023” which its purpose is described as “the formation of the uniform institutional, methodological, organizational basis for the formation of modern, highly efficient and competitive tourism industry of the Republic of Kazakhstan, including main principles and approaches for its implementation”, integrated into the system of the global tourism market. More specifically, to gain national interests including diversifying the economy and improving the welfare and quality of life of the population of the republic, it is essential for the tourism industry to establish tourism clusters as a competitive business. Indeed, qualified workers and attractive tourism products are necessary elements for attracting both domestic and foreign tourists. The objectives of the following concept are defined below:

- Development of domestic and inbound tourism.
- Development of regional cultural and tourism clusters.
- Increasing the contribution of the tourism industry to the state economy, stimulating investment.
- Creation of jobs in the tourism industry and related sectors of the economy.
- Development of entrepreneurship, including SMEs in related sectors of the economy, and human potential, in the whole country and regions, including rural areas.
- Increasing the quality of a tourism product and ensuring their competitiveness.
- Tourism development planning, including in the area of specially protected natural areas.
- Ensuring the further development of tourism infrastructure.
- Promoting tourist destinations in the domestic and international markets.
- Formation of a uniform national tourist brand [21].

¹ Organization for Economic Co-operation and Development

² CIS: Commonwealth of Independent States

On the other hand, Kazakhstan has approved a five-year tourism program on May 31, 2019, named “program of development of tourist industry of the Republic of Kazakhstan for 2019-2025” to increase the availability and quality of tourist services and products; to enhance the income and quality of life and growth of welfare of people of Kazakhstan. Its main tenet is to make Kazakhstan’s share of tourism in the total amount of GDP at least 8 percent by 2025 [5]. Also, Kazakhstan aims to get the below purposes based on this program:

- Involvement manpower in the industry of tourism.
- The growth of external and internal tourist flow.
- Increase in investments in the tourist industry by the creation of a favorable tourist climate.
- Promoting of tourist capacity of Kazakhstan in the internal and international markets.
- Full-fledged institutionalizing of the tourist industry of the country.

Kazakhstan, as an involved country, could exploit benefits from this program for several reasons; first Kazakhstan is a rich country among other Central Asian countries and for building infrastructures and providing basic facilities, it could rely on its oil revenue therefore Kazakhstan could participate on this project easily; then, Kazakhstan has upper hand in comparison with other Central Asian countries as its basis and main infrastructures are built already and they are ready to get participated in this program. This part of the new Silk Road which goes through Kazakhstan is working and in the process; furthermore, Kazakhstan has also the most stable and developed economy among Central Asian countries with friendly relations with other powers such as Russia, Iran, and the US. Above all, most of the country's income is generated by Oil and Gas export, therefore systematically oil-dependent countries such as Kazakhstan need to reduce their dependence and subsequently focus on non-oil-sectors; forasmuch a tourism industry has found an especial place among developing and developed countries as a source of income. Kazakhstan needs to do substantial ventures and adopt protective policies and rules to get more benefits from the tourism industry. By examining the tourism programs of Kazakhstan, we witness the increasing process and development of the tourism industry yearly; and, Kazakhstan has focused on attracting domestic and foreign investors and entrepreneurs, as well as attracting tourists from the region and the world.

Iran and the Belt and Road Initiative

The history of Iran goes back to ancient times before the Islamic conquer; based on documents Greeks and Romans visited Iran; the tourism industry in Iran officially started its activities in 1935 by establishing “The Office for Foreign Travelers and Advertisement” the Ministry of Interior [27]. The history of the tourism industry in Iran is described in below table:

Table 5. The history of the tourism industry in Iran / source: mcth (ministry of cultural heritage, tourism, and handicrafts)

The history of the Tourism industry in Iran		
1935	“The Office for Foreign Travelers and Advertisement	Issuing journals and travel guides with the support of the Ministry of Interior
1941	The Supreme Association of Tourism	by the support of the Ministry of Interior
1963	The Organization for Attracting Travelers	Established by the board of ministers
1974	The Ministry of Information and Tourism	By merging the Organization for Attracting Travelers with the Ministry of Information
1979 (After the Islamic Revolution)	Ministry of Islamic Guidance”	by merging “The Ministry of Information and Tourism” and “The Ministry of Culture and Art”
	The Organization of Domestic and Foreign Tourism	All the duties and missions of the travel and pilgrimage deputy of the Ministry of Islamic Guidance were delegated to this organization
April 5th, 2006	“Iranian Cultural Heritage, Handicrafts and Tourism Organization” (ICTHO)	By merging the Iranian organization for handicrafts with the organization for cultural heritage and tourism

The tourism industry which is also called the “white industry [18, p. 173]”, is an important approach to experiencing economic growth by its numerous natural and cultural heritage. Tensions between Iran and the West, mainly the United States, which is boosting yearly in particular during the presidency of Donald Trump, have created a bilateral desire for other countries such as China to increase their economic and political cooperation; Iran can grasp benefits in the framework of the BRI.

BRI is welcomed by Iran to promote its presence in the international arena. Iran has played a critical role in the ancient Silk Road but also it can be considered a fundamental element in the region and through BRI, as it could connect land lock Central Asian countries to free waters in its southern territory and connect China and Central Asian countries through the third corridor to Europe at a much slower time than the maritime route from east of China. Also, stability and security are the main issues that give a special place for Iran among the other countries in the region. Iran step into BRI, after JCPOA by inviting the president of the People’s Republic of China in January 2016; the outcome was a Joint Statement "Comprehensive Strategic Partnership between the Islamic Republic of Iran and the People's Republic of China" to develop

relations in different categories including cultural, political and defense. Cooperating in transportation, energy, trade, space, **tourism**, and media are defined as foundations to achieve the main goals [6].

The seventh item of the second part (The field of executive cooperation) of the jointed statement demonstrate Iran's status due to the mutual agreement which is concluded between the two countries along the BRI:

... 7) **The Iranian side welcomes the initiative of the "Silk Road Economic Belt" and the "21st Century Maritime Silk Road" proposed by China.** Relying on its advantages and taking the opportunity to sign documents such as "Memorandum of Understanding between the Government of Iran and China on the Joint Establishment of the Silk Road in both land and Maritime section" and "Memorandum of Understanding of Cooperation in Industrial, Mining and Capital Capacity" between Iran and China. Cooperation and investment will expand in various areas such as transportation, railways, ports, energy, trade, and services industries.³

The third part of the Joint Statement "Comprehensive Strategic Partnership between the Islamic Republic of Iran and the People's Republic of China" describes the Human and Cultural fields of cooperation between the two countries by focusing on the tourism industry, as below:

Human and cultural field

(11) Given the historical commonalities and the great potential of the two countries in the human field, the parties agree to play a leading role in the joint cultural committee of the two countries and to promote the level of cultural cooperation. In this regard, the citizens of the two countries will encourage cooperation in the fields of tourism, health, youth, and sports to travel to the reciprocal country, expand press exchanges and public diplomacy, and cooperation and travel between media units and reporters. They will also strengthen the dialogue and human exchanges and expand communication between NGOs in various forms, providing the opportunity for acquaintance, mutual understanding, and friendship between the two nations. The two sides will discuss the possibilities of holding cultural years in the reciprocal country and will continue consultations on the establishment of cultural centers and the provision of the necessary facilities.

(12) The Parties shall increase their cooperation in the field of education, the exchange of professors and students, scientific cooperation and the transfer of new technologies, and the implementation of joint projects⁴.

The tourism industry could be impressive assistance to Iran's economy, by creating many new jobs, establishing, and developing related companies and institutions such as hotels, banks,

³ Presidential Information Center

⁴ Presidential Information Center

entertainment agencies, restaurants, retailers, shopping centers, airlines, tour operators, the insurance industry, theaters, and gift shops; and most importantly by injecting money directly in Iran's economy through dollars brought by tourists. Vice president of the time of Iran, Masoud Soltanifar, in the sixth international meeting of the Silk Road program, talked about the importance of the Silk Road as a symbol of peace, progress, and friendly exchanges for the countries. Soltaniehfar continued: "We believe that any step taken to revive the tourism potential of the region will ultimately benefit Iran and other friendly and neighboring countries." Undoubtedly, using the capacities of this cultural and economic multi-level program would be beneficial and would provide many opportunities, especially in the field of tourism for all countries that are located along the route including Iran. For gaining this purpose Xi'an Initiative (Shayan Initiative) was signed between countries on 19 June 2015 at the meeting of the Tourism Ministers of the Silk Road countries [36].

Xi'an Initiative- Tourism Cooperation (7th UNWTO International Meeting on Silk Road Tourism & 1st Tourism Ministerial Meeting of Countries along the Silk Road Economic Belt)

Xi'an Initiative is the result of the seventh international meeting of the Silk Road program in Xi'an, capital of Shaanxi Province located in northwest China on 18-19-20 June 2015 by the participation of the Tourism Ministers of the Silk Road countries including Iran and Kazakhstan, and also leading institutions such as UNESCO, the UNWTO ST-EP Foundation, China Chamber of Tourism, BBC Worldwide, University College London, TripAdvisor, Ctrip, Finnair, HNA Aviation Group and the World Indigenous Tourism Alliance (WINTA). This meeting provided an opportunity for ministers, high-ranking officials, and experts to discuss challenges and occasions of tourism development along the silk road and to reach an agreement to take advantage; of issues such as collaborative destination marketing, product development, public-private partnerships, and protection of natural and cultural heritage [45].

This meeting was organized by the World Tourism Organization (UNWTO), the China National Tourism Administration (CNTA), and the People's Government of Shaanxi Province. The importance of tourism cooperation and connectivity was mentioned at this meeting; the president of China expressed how valuable is tourism integration and growth under the BRI, below statement is a part of his speech:

...Today's Silk Road is not only a long-standing road for commerce but also a golden travel route for tourists around the world. It is well-known for its large population, splendid cultures, beautiful landscapes, and numerous cultural and historical sites. Nearly 500 sites of world cultural and natural heritage are located along the Silk Road, accounting for half of the world's total. Therefore, Silk Road tourism has great potential and bright prospects⁵.

⁵ 1st Tourism Ministerial Meeting of Countries along the Silk Road Economic Belt, 2015

In the end, there were settled 3 main goals, such as:

- 1. Expanding the scale of interchange of visitors and raising the level of travel facilitation**
Increasing the rate of visitors and tourists along the silk road and focusing on the tourism market needs more integrated cooperation among countries, such as:
 - Increasing the number of cross-border flights.
 - Using the maximum potential of the cross-border railway and highway resources.
 - Boosting traveling facilities and mutual support to expand tourism activities.
 - Implementing Tourism exchange with better quality.
- 2. Conducting joint marketing and carrying out the program of " Visit the Silk Road"**
Implementing the mutual plan of " Visit the Silk Road" to promote the tourism industry in the countries along the silk road and to attract more visitors of other regions; of course, getting this purpose need some fundamental basis, including:
 - Increasing and promoting tourism routes with "multiple stops in one trip".
 - Boosting the appeal of regional tourism products.
 - Promoting the sharing of tourist sources among regional countries.
 - Participating in the exhibitions, promoting Silk Road tourism and tourism products to increase the public awareness of Silk Road tourism.
 - Expanding the influence of the "Visit the Silk Road" program by using the internet and smart knowledge.
- 3. Deepening regional cooperation and boosting the quality of tourism exchange**
 - Creating mutual trust between involved countries.
 - Sharing opportunities for tourism development.
 - Solving mutually difficulties and challenges of tourism development.
 - Conducting jointly training courses, establishing cooperation among colleges and universities of involved countries.
 - Analyzing data related to the tourism industry in countries and getting reliable decisions.
 - Creating intellectual support for tourism cooperation among countries.
 - Making instruments and policies for tourism security [49].

Iran also participated in this meeting and emphasized the importance of cultural integration and cooperation under the Silk and Road Initiative Regardless of color and race. Facilitating the visa process, performing Sporting competitions, special tours of the Silk Road, food festivals, and crafts exposition were described as Iran's efforts for a better cultural and tourism integration through Silk Road. Below you can find Iran's statement on the first Tourism Ministerial Meeting of Countries along the Silk Road Economic Belt which was presented by Morteza Rahmani Movahed, vice chairman of cultural heritage, handicrafts, and tourism organization of the Islamic Republic of Iran:

The Silk Road is a symbol that has overcome geographical, political, and cultural obstacles like a river. Regardless of color and race, people walked and interacted with each other on this route. Silk Road has given us many lessons: 2,000 years ago, we could travel the Silk Road without visas – the lesson from that is that we should improve visa facilitation. Iran as an important part of the Silk Road is determined to use this potential. Cultural interaction and cooperation between the nations of the Silk Road, adding to economic, social, and cultural benefits, have social consequences. By creating a working group of relevant authorities, Iran is planning to facilitate visas for tourists, particularly for Silk Road country nations. It is due to an increase in the visas on arrival from 2 weeks to 4 weeks. Iran is connected by rail with Turkmenistan and Kazakhstan. A luxury train has arrived from Iran from these countries comprised of European tourists and this event is happening this year too. Iran encourages the development of the road to connect from rail from east to west so that we can create the Silk Road by rail. Iran has paid attention to the preservation and restoration of the historic monuments of the Silk Road. Iran is trying to get a common inscription on the UNESCO World Heritage List for the Silk Road. Sporting competitions by Silk Road co-op, special tours of the Silk Road, food festivals, and crafts exposition, are some examples of initiatives that can be implemented. Iran is ready to expand its cooperation with the other countries on the Silk Road.⁶

In general, about the importance of tourism, António Guterres, UN Secretary-General, has expressed a significant and serious point in the 112 meeting of the Executive Council of the World Tourism Organization; “Tourism can be a force for good in our world, playing a part in protecting our planet and its biodiversity, and celebrating what makes us human: from discovering new places and cultures to connecting with new people and experiences” [46]. UNWTO also emphasizes the role of tourism on socio-economic growth, peace, and stability in the region, inclusive development, and environmental sustainability. This organization as a leader tries to design and implement supportive tourism Programs and participate in and support projects which is offered by others. For instance, UNWTO and representatives participating in the meeting on 18-19-20 June 2015 accepted obligations to expand regional cooperation, promote the “Visit the Silk Road” program, provide support for tourism routes, enhance human resources, and tighten cooperation among tourism colleges and research institutions [49].

Tourism Industry in Iran, Kazakhstan, and China

Today, tourism is one of the main sectors of international trade and wealth creation in many developing countries [37]. Cultural Heritage is an important element in the tourism industry, which is expressing the ways of living of generations through history including customs, practices, places, objects, artistic expressions, and values. Countries with famous and well-known World Heritage properties are most tourist destinations rather than lesser-known

⁶ From minute 25: <https://youtu.be/lf9C6netX74>

properties [44]. UNWTO has called tourism a key driver of socio-economic progress. Silk-Road countries have this advantage Such a way that the ancient Silk Road was not just for transferring commodities, but culture, traditions, and lifestyle; therefore, many historic and cultural sites have been established along the Silk Road. Ancient cities, caravanserais, mountain passes, forts and watchtowers, religious sites, and archeological sites have been discovered during the years of studying and exploration of the routes and corridors of the Silk Road by UNESCO experts [45]. These properties ‘cultural and historic sites have brought inconceivable opportunities for tourism to countries situated along the Silk Road. This issue has drawn the attention of many experts and made them have deep study and investigation historical monuments on the Silk Road; accordingly, Iran, Kazakhstan, and China should come together and focus on Heritage Corridors; to bring and move regional and international passengers to Iran, Kazakhstan, and China. According to the Travel & Tourism Competitiveness Report which is issued by World Economic Forum in 2019, China, Kazakhstan, and Iran have 13, 80, and 89 rankings respectively among 140 countries in them the Travel & Tourism Competitiveness [43]. The three countries have huge natural and cultural capabilities and the potential to invite people from all around the world and to money and to increase national and regional economic growth by encouraging the private sector to invest and by implementing supporting policies and instruments on the macro-level by policymakers and officials.

On Wednesday, 26 February 1975, Iran accepted the UNESCO world heritage convention. In 1930, for the first time, some of the Iranian historic monuments were registered as Iranian National Cultural Heritage. Today Iran has totally registered 24 sites in UNESCO including 22 Cultural Sites and 2 Natural Sites and Iran has also 56 sites on the Tentative List. Kazakhstan has accepted the convention on Friday, 29 April 1994, this country has 3 cultural and two natural sites registered by UNESCO and 13 sites are located on the Tentative List. China with a higher rank has 37 cultural and 14 natural, and 4 mixed registered sites; 60 more items are on the Tentative list of UNESCO. This country joined the convention on Thursday, 12 December 1985. The below table demonstrates International Tourist Arrivals by Country of Destination and International Tourism Receipts:

Table 5. International Tourist Data/source: UNWTO.2019

International Tourist Arrivals by Country of Destination				International Tourism Receipts/ (USD million)		
<u>Year</u>	<u>2010</u>	<u>2017</u>	<u>2018</u>	<u>2010</u>	<u>2017</u>	<u>2018</u>
CHINA	55,665,000	60,740,000	62,900,000	45,814	38,559	40,386
KAZAKHTAN	2,991,000	---	---	1,005	2,135	2,255

IRAN	2,938,000	4,867,000	7,295,000	2,438	4,402	---
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China has first place in Asia and the Pacific in 2019 by Tourist Arrivals and Tourism Receipts and its share in tourist arrival is 18.1 percent, Iran's share is 2.1 percent in Asia and the Pacific region in 2019 and data was not available for Kazakhstan. On the other side, China's share in International Tourism Receipts is 9.3 percent, Iran's share has not been mentioned and Kazakhstan's share is 0.4 in the Europe sector. Consequently, for more convenience, the three countries can design and participate in another tripartite program under BRI, to construct full facilitated routes from China to Kazakhstan in the direction of the historical, cultural, and natural heritage of Iran. In addition, China can provide a large portion of tourist travelers on this route, thanks to its large population and favorable economic conditions, besides its financial and capital support. Tourism revenue has an important role in China's economy; as China has become one of the most visited countries in the world. According to statistics published in "travel China guide", the number of travelers entering China in 2019 is 145.31 million which shows a 2.9% increase over the previous year. USD 131.3 billion has been earned from Inbound Tourism. Total revenue from domestic and outboard tourism has been announced as CNY 6.63 trillion in 2019 with an 11.1% increase in comparison with 2018 [41]. In 2016 China had the greatest share of tourist spending rather than other countries' international travelers. The list of the top ten countries visited by the Chinese does not include Iran and Kazakhstan. Based on a report in 2019, China sends 120 million tourists a year abroad, but Iran's share of that is only about 1,700 Chinese tourists [24], while there is great potential in these countries to attract tourists from China, then tourism companies must take the necessary measures to attract these tourists to get a higher share of approximately 120 million Chinese who travel abroad each year. About Kazakhstan, the Kazakh Tourism national company has announced its plans for attracting tourists from Russia and China. Russian travelers increase in Kazakhstan in the summers as they love the beach, Suntan, and warmer; in the same report, they have emphasized China's large share in the world tourism industry and the desire to direct some of those tourists to their country [1].

Routes to expand the tourism industry of Iran, Kazakhstan, and China along the Silk Road

Tourism and transport are connected to each other. Any development in Tourism Industry needs to adopt and implement policies and governance models [50], therefore, any progress and development in the tourism sector along Silk Road by Iran, Kazakhstan, and China need a huge desire to cooperate and provide proper Preliminaries. Transport is considered utilitarian and functional for many tourists, and it is deliberately part of the experience of traveling [9, p. 23,24]. A comfortable transport experience will lighten a favorable memory for tourists and travelers. As explained in the background of "the action plan on the Belt and Road Initiative", the goals, frameworks, and principles provide the necessary basis for this kind of cooperation.

BRI more specifically is designed to connect China, Central Asia, Russia, and Europe together and connect China to the Persian Gulf and the Mediterranean Sea through Central Asia and West Asia and connecting China with Southeast Asia, South Asia, and the Indian Ocean; in order to gain win-win economic interest and common security for all involved counters.

China-Central Asia-West Asia Economic Corridor

The potential route which could make trilateral tourism cooperation between Iran, China, and Kazakhstan is the third corridor, which creates railway transport connections between China, Central Asian countries, and Iran. The main advantages for these three countries are the railways which are already built in those countries and ready to get a step in the cultural and tourism market. Bilateral, multilateral, and international road transport agreements have been issued under the third corridor between China and Turkey, Kazakhstan, Uzbekistan, Turkey, Russia, and Kyrgyzstan. More importantly, Iran as an involved country in the third corridor has tried with China to use all its advantages to strengthen their bilateral cooperation in energy, infrastructure, and road fields [28].

Travelers should have different possibilities to choose the best route for their trip based on their desire and interests. As explained above, a tripartite program under BRI can be designed to construct fully facilitated routes from China to Kazakhstan in the direction of historical, cultural, and natural heritages to the port of Aktau. Then tourism could follow their path to Iran with different temperate by Cruise equipped with recreational, meditation, and family programs to attract millions of tourists to spend their leisure in these countries or find their way to Iran from Turkmenistan by rail route and highways; as based on the Vision and Actions of the BRI, the Belt and Road Initiative is “a systematic project, which should be jointly built through consultation to meet the interests of all, and efforts should be made to integrate the development strategies of the countries along the Belt and Road.

Land routes

The third economic corridor of BRI connects Western China to Turkey via Central and West Asia. Today the completed land route which connects China, Kazakhstan, and Iran along BRI, from Central Asia is the China-Kazakhstan-Turkmenistan-Iran railway which is demonstrated in the below picture with yellow circles. It starts from China and then moves to Uzen city located in the west of Kazakhstan; here the railroad is divided into different routes; one goes to Aktau Port and the second one finally finds its way to Iran by passing Turkmenistan. Meanwhile, passengers in the three countries can use other transportation services such as buses, taxis, car rentals, or airplanes; Especially for travelers who intend to visit tourist cities that are further away from the main route and border. For instance, Iran has numerous cities with various historical and natural monuments from the north to south - such as forests, deserts, the Caspian Sea and the Persian Gulf and the Sea of Oman in the north and south respectively with completely different climates with water entertainments, Avicenna marina (grey mangrove or white mangrove) in Qeshm island, Alisadr Cave (beautiful and largest water cave in the world)

in Hamedan and many valuable sites in Isfahan such as Naghshe-e Jahan Square, historical city of Yazd, Tbriz with its famous historic Bazaar complex, Mashahad, Kerman and Arg e Bam, Tehran(the capital city), Pasargadae and Takht-e Jamshid in Shiraz, Shahr-i Sokhta in Zabol located in southeast of Iran, one of the wonders in the ancient world with more than 5000 years history, Shushtar Aquatic Structures(handmade bridges, rivers, mills, waterfalls, large canals and large constructed during the Achaemenid period to the Sassanian for extraction of water, extraordinary engineering system in the world), the Persian Qanat, Choghazanbil in Khuzestan province and etc⁷; it is clear that a number of tourists may intend to visit cities beyond the northern borders of Iran. Therefore, Iran, Kazakhstan, and China should introduce all tourist cities and sites and offer proper facilities, services, infrastructures, transition lines, and internal policies to create enjoyable moments for tourists. Offering various traveling lines (train, Airplane, cruises, highway) as the three countries have the capacity and potential would be considered a competitive advantage. Nursultan Nazarbayev, former President of Kazakhstan has expressed “We need to build a new rail line that will cross the whole of Kazakhstan from the Aktau seaport to the border with China. Talks regarding this project are underway” [34]. The main purpose of the project is to transfer cargoes to Aktau port. For the dynamism of the tourism industry, it is important to consider different perspectives and opportunities, such as constructing railways for carrying passengers with convenient amenities in the stations, equipment, hotels, and tourism organizations near tourism hubs.

Table 6. Map of the Belt and Road initiative/ Source: MERICS, Mercator Institute for China Studies

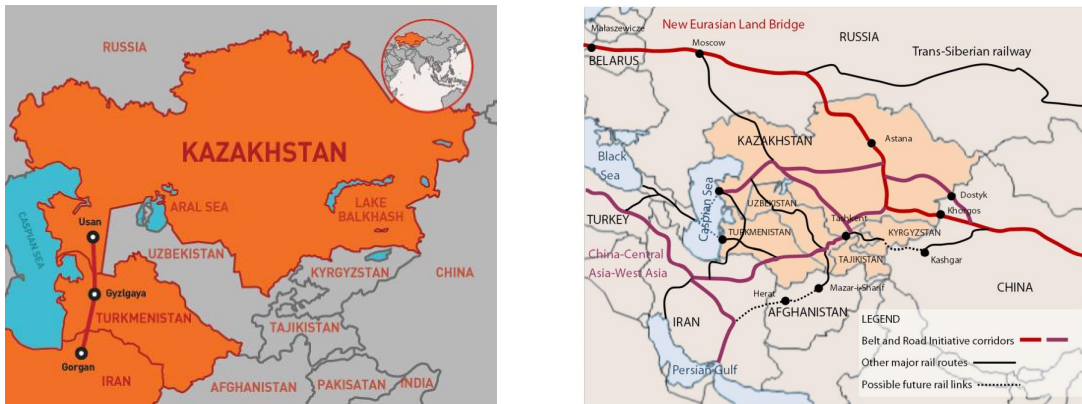


Based on BRI, one of the corridors which connects western China to Iran is through Kazakhstan and Turkmenistan. The Uzen–Gyzylgaya–Bereket–Etrek–Gorgan international railway or the North-South Railway (NSR) or the Kazakhstan-Turkmenistan-Iran Railway which was opened

⁷ For more information visit: [UNESCO registered sites in Iran - Tavakoli tour & travel agency \(persiaway.com\)](http://unesco.org) and [UNESCO World Heritage Sites in Iran | Visit Iran](http://unesco.org) and <https://whc.unesco.org/en/statesparties/ir> and [UNESCO Intangible Cultural Heritage In Iran | Visit Iran](http://unesco.org)

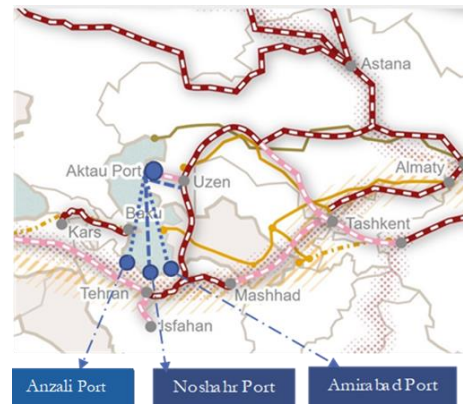
in 2014. The below map gives us a good picture of the railway route that starts from China; then it enters Kazakhstan and runs from east to west toward the port of Aktau. Before Aktau, it runs from Uzen to Iran via Turkmenistan by the railway line shown on the maps. In Iran, it moves to Gorgan in Golestan province. Golestan and Mazandaran provinces in Iran already have railway lines, but Gilan enjoys of new railway construction plan by joining to INSTC⁸ project. There are also other lines that go toward Tehran and Mashhad and south of Iran. Insofar railway line connecting Kazakhstan and Turkmenistan to Iran started working in 2014 at a ceremony on the border of Iran and Turkmenistan with the attendance of Nursultan Nazarbayev, Kurbanguly Berdymukhamedov, and Hassan Rouhani. The agreement between the three countries was signed in 2007; Construction began in 2009. Kazakhstan finished the construction in 2012 with 120 km. Turkmenistan with 700 km finished its operation in 2014 [35].

Table 8. Central Asia, 2019. source: europa.eu



• **Aktau Port**

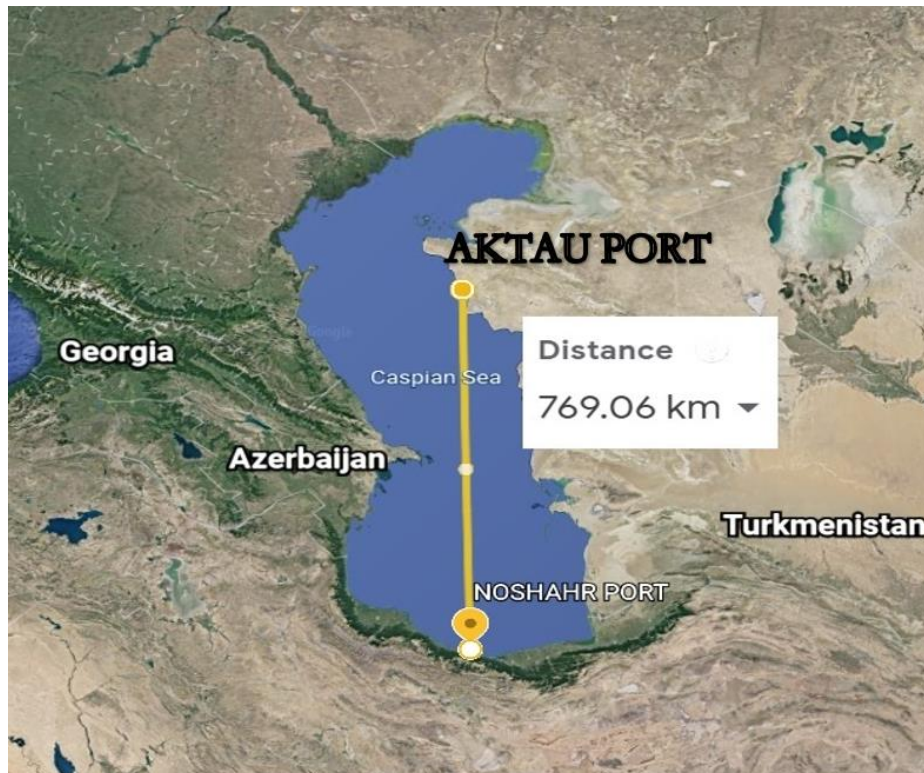
The other route, which the author believes could have very high potential to be used as a tourism transport route is Aktau Sea Port situated on the eastern coast of the Caspian Sea in Kazakhstan, it is Kazakhstan’s main seaport and is founded in 1963. This port is used to transfer commodities and commercial cargoes such as crude oil and oil products from east to west, from north to south – to Iran, Turkey, Russia, Azerbaijan, and Turkmenistan by consisting of four oil terminals, 3 dry-cargo terminals, and twelve berths varying lengths. Aktau is situated on the way of the New Silk Road and has the possibility to connect the three countries through land and water routes via the Caspian Sea for the tourism trade. In addition, another opportunity that Aktau Port offers to Iran, and Kazakhstan is connecting directly by the Caspian Sea as



⁸ International North–South Transport Corridor (INSTC)

two water neighboring countries. In addition, as Kazakhstan is a major BRI partner to China; has received considerable BRI funds from Beijing to complete and modernize the Aktau port and its rail lines [32]. Massive and multilateral tourism plans can be designed and conducted with a focus on the Caspian Sea, through regional cooperation. Iran is located in the southern part of the Caspian Sea with a 740⁹ km border; three important ports of Amirabad and Noshahr, in Mazandaran province, and Anzali, port in, Gilan province¹⁰. On the other hand, Kazakhstan is in the northeast of the Caspian Sea it also has a 1,894 km¹¹ border. Iran and Kazakhstan can connect by sea route through Aktau port as pictured in the above map with blue circles, this route branches from the China-Kazakhstan route in Uzen city. For example, the Distance between Aktau and Noshahr ports in the north of Iran is 769.06 km. The climate differences between Kazakhstan and Iran's coasts are a positive option for Iran to attract tourists from Kazakhstan.

Table 7. distance between Aktau and Noshahr ports/ source: google earth



⁹ CIA world factbook

¹⁰ Ministry of Road and Urban Development, Ports and Maritime Organization

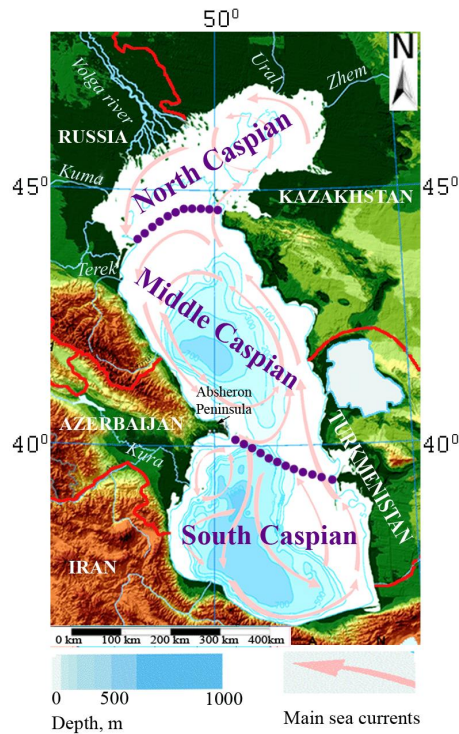
¹¹ CIA world factbook

Table 8. Sea Ports of Iran/ Source: PMO



Cruise tourism is a new branch in the tourism industry that is becoming increasingly important and can play a significant role in the economic growth of the countries. Based on data released by Cruise Lines International Association (CLIA), cruise tourism has experienced an "impressive level of growth" and the demand for cruise have increased in the last decade by around 70%. Cruise traveling was considered only an elite privilege at the beginning of the 1990s, and more it was the symbol of classiness and luxurious lifestyle at the end of the twentieth century. However, its popularity increased rapidly so that it had experienced great growth in both destinations and the number of passengers at the beginning of the 21 century [3, p. 94]. Therefore, this is an exceptional strength and opportunity for Iran, Kazakhstan, and China to help each other and use the facilities and capabilities available in each country under the BRI, to make the most of this opportunity.

Table 9. Caspian Sea map divided into North, Middle and South Caspian Source:



www.researchgate.net

In other words, the Caspian Sea, the largest lake in the world, neighboring Iran from the north and Kazakhstan from the east; has a great ability to plan and implement cruise voyages. The Caspian Sea is divided into three regions in terms of roughness: north (25% of the total sea level), middle (36%), and south (39%). The volume of water in the southern part is much more than the sum of the other two parts. On the other hand, the climate of the west and south of the southern region of the Caspian Sea, including Gilan and Mazandaran provinces in Iran, has a Mediterranean climate due to spring and autumn rain and moderate heat [19, p. 40]. Therefore, this area has more suitable weather and geographical location for the implementation of cruise programs.

To have a better understanding let's take a brief look at the European tourism industry in particular cruises tourism. The tourism industry plays a significant role in the European Union for several reasons, first and foremost is because of its positive effects on economic growth and employment by creating new job opportunities, then it also has social and environmental, and cultural effects. Tourism became the center of attraction in Europe on 21 June 1999 after the European Council meeting on 'tourism and employment. "Working together for the future of European tourism"¹² is an important document that proposed an operational framework and measures to promote the tourism industry in the EU, and also to put Europe as one of the top

¹² For more information, visit below website:
[Microsoft Word - EN_01_665-V4-B4-BIS.doc \(europa.eu\)](#)

tourist destinations [11]. European revenues from cruises have reported at €47.86 billion in 2017 [7]. This sector has played a significant role in increasing the income and economic growth of European countries. It is noteworthy that the desire and interest of people and families to spend their leisure time on cruises has increased; Therefore, huge investments have been allocated to build cruises and provide the necessary facilities. According to the same report, the Mediterranean and Atlantic Isles, Northern Europe, and outside Europe, primarily in the Caribbean have been the main destinations for European people for 51%, 25%, and 24% respectively by cruises in 2017. So, the Caspian Sea and its cruises can be considered a potential market for European and western adventures; indeed, also, we should not forget the potential market in Russia as they love the Mediterranean climate, Sun tanning, and relaxation, besides local and regional visitors. The whole story does not end here because esteemed tourists can participate in nature programs, camp in the forest, visit waterfalls, swim in the lakes, visit historical monuments, nature, and historical monuments photographing, visit and shop in the local markets (Rasht local market, or other weekly local markets) and enjoy an extraordinary experience by tasting the traditional Iranian food and caviar and their hospitality in the two provinces of Mazandaran and Gilan. According to the Public Relations Department of the Ministry of Cultural Heritage, Tourism and Handicrafts of Gilan Province, Vali Jahani announced "Gilan has a very high potential in terms of historical and natural monuments and studies have so far identified 5,200 historical monuments that "of this number, 1,200 have been registered in the list of national Monuments of the country [26]." Mover over three thousand historical and natural sites have been identified in the Mazandaran province, of which only 771 sites have been registered in the list of national sites of Iran and the world according to the general director of Cultural Heritage of Mazandaran [25].

As a result, the cruises industry can be a strong instrument to provide better economic and social life by fighting against economic decline and unemployment and by creating many job opportunities such as shipbuilding and repair services, fueling of cruise ships, manufacturing, wholesale & retail, goods and services, trade, transportation, banking, financial, business services, and hospitality.

Results

As discussed, the three mentioned countries have the potential, great desire, capability, safety, financial ability, natural and human-made attractions, history, and ... to focus on the tourism industry under the BRI plan. Tourism commerce could flourish among Iran, China, and Kazakhstan by planning and implementing appropriate tripartite and multilateral policies and agreements to facilitate tourism trade comprising:

- Establishing tripartite assembly for planning, coordination, and policymaking regarding tourism. integration and mutual cooperation.
- Deletion of exit fees and tax elimination.
- Fixed and single rate prices for services and products.
- Facilitating traveling and visa process or conducting Visa Waiver Program.

- Providing online and digital data services for travelers to find appropriate information; and suitable guidance about destination country with different languages.
- Comforting public transport ticket purchases for foreigners.
- Using multi-language guiding signs in the touristic cities (Chinese, Russian, and English).
- Promoting hotel services.
- Designing and Implementing Attraction policies to draw visitors and tourists, holding international sports competitions such as football and volleyball leagues, and horse riding. For a better understanding, Iran can enjoy its natural advantages in the north or nature of Zayanderoud, one of the largest rivers of Iran for competitions such as boating, bicycle; or to benefit from hot weather in winter for holding games and festivals such as Beach Volleyball, Spearfishing, Water skiing in the south of Iran.
- Applying joint advertising projects in neighboring and other countries to attract tourists, producing movies, and providing a good picture of the countries by being active on Instagram, TikTok, etc.
- Holding food festivals in a tripartite circle between Iran, China, and Kazakhstan and offering awards for the best food, and the best hospitality in each country.
- Inviting financiers from the third country to invest in basic and primary infrastructures such as hotels, restaurants, and establishing entertainment complexes.
- Holding tenders for the implementation of tourism projects.
- Holding music events.
- Healthcare and beauty tourism.
- Religious tourism for Mashhad, Qom as Central Asian countries is mostly Muslim.

It is a fact, that people try to spend a part of their time and money to gain pleasure, peace, and happiness; the main question which authorities should ask is how will tourists spend their leisure in my country to have joy and memorable time and to have a great will to experience it again in future and to invite and suggest other people have such experience and journey? In the next step, programs should be scheduled at the macro, micro, and medium level; afterward, administrations and governmental institutes which are in charge should invite the private sector to participate and finance the tourism industry.

Conclusion

"Tourism matters because it provides both a lens onto and energy for relationships with everyday life. It invites us to engage in exchanges of life with others" [17, p. 1]. Economic growth, inclusive development, and environmental sustainability are achievable by tourism, NWTO explains. The tourism industry's development will create many new jobs, and entrepreneurship, as Zurab Pololikashvili secretary-general of the UNWTO¹³ explained

¹³ United Nations World Tourism Organization

“tourism jobs also empower people and provide a chance to have a stake in their own societies – often for the first time (United Nations World Tourism Organization).” Tourism also will attract foreign and domestic investments and opportunities. A pleasant and relaxing journey requires cooperation between the private and governmental sectors of three countries; to provide necessary policies, rules and regulations, facilities, and infrastructures such as express trains, establishing ports, and offering tax exemptions for investors and entrepreneurs. Different companies in different sectors will be established to offer products, services, and joy for visitors such as the food industry, transporting services, traveling agencies, hotels, water systems, public toilets, car rental services, parks, handicrafts as souvenirs, entertaining centers, high-speed internet, online services, recreational services such as jet ski, balloon rides, water entertainments, forest, and desert tours, visiting historical sites, etc. Based on the UNWTO report, tourism is one of the main income sources in many developing countries and produces economic benefits and creates many jobs in different sectors. Leuterio described the impacts of the tourism industry on job creation in his book, “The tourism industry is comprised of thousands of companies whose primary purpose is to provide services and products for tourists” [22]. Along with other natural and historical attractions, launching a joint recreational complex with accompany of Iran, Kazakhstan, and China in non-frozen Caspian Sea waters and in the southern waters of Iran with pleasure weather will provide tourism Attractiveness.

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**«Бір белдеу және бір жол» бастамасы шеңберінде туризм саудасы саласындағы
үшжақты ынтымақтастық**

Аңдатпа. "Жібек жолының экономикалық белдеуі" және "21 ғасырдағы Теңіз Жібек жолы" ежелгі Жібек жолын жаңғырту және оның бойындағы елдерді біріктіру бойынша көп деңгейлі және күрделі Қытай желісінің бөлігі болып табылады. Бүгінгі таңда туризм индустриясы елдердің экономикалық өсуі мен әл-ауқатын жақсартуда маңызды рөл атқарады, сонымен қатар жаһандық трансформацияға, интеграцияға және мәдени реформаларға ерекше әсер етеді. БРИ тек көлік желісі ғана емес, сонымен қатар мәдени, саяси аспектілерді қамтиды және достыққа, бейбітшілікке, ынтымақтастыққа, өзара түсіністікке және пайдаға назар аударады. 2015 жылдан бастап Қытай "Жібек жолы бойында интеграцияланған туристік нарық құруды" ұсына отырып, БРИ шеңберінде туризм саудасына байыпты қарайды.

Қытай мен Иран, жүрегінде көптеген тарихи және мәдени қазыналары бар ежелгі екі Азия елі, сондай-ақ экономикалық артықшылықтары мен қауіпсіздік артықшылықтары бар жаңа Тәуелсіз Қазақстан Республикасы БРИ жобасы аясында, соның ішінде туризм саласында ауқымды экономикалық және мәдени бағдарламаларды жүзеге асыра алады.

Бұл жұмыстың мақсаты Иранға қарсы барлық экономикалық және саяси шектеулерге, орасан зор санкцияларға қарамастан, "Белдеу және жол" бастамасы шеңберінде Иран, Қазақстан және Қытай арасындағы үш жақты сауда туристік ынтымақтастығын зерделеу болып табылады. Нақтырақ айтсақ, Иран Қазақстанмен қатар осы маңызды проблемаларды еңсеруге және Қытайдың қолдауымен БРИ көлеңкесінде өз ынтымақтастығын кеңейтуге мүмкіндік алады.

Түйін сөздер: мәдени және экономикалық өмір, Каспий теңізі, круиз индустриясы, жаңа Жібек жолы, туризмді дамыту, туристік арна.

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**Трехстороннее сотрудничество в области торговли туризмом в рамках
инициативы "Один пояс, один путь"**

Аннотация. "Экономический пояс Шелкового пути" и "Морской Шелковый путь 21 века" являются частью многоуровневой и сложной китайской сети по возрождению

древнего Шелкового пути и воссоединению стран вдоль него и других. Сегодня индустрия туризма играет заметную роль в улучшении экономического роста и благосостояния стран, а также оказывает выдающееся влияние на глобальную трансформацию, интеграцию и культурные реформы. БРИ - это не просто транспортная сеть, она также содержит культурные, политические аспекты и делает акцент на дружбе, мире, сотрудничестве, взаимопонимании и выгоде. С 2015 года Китай серьезно относится к торговле туризмом в рамках БРИ, предлагая "Создание интегрированного туристического рынка вдоль Шелкового пути". Китай и Иран, две древние азиатские страны с огромным количеством исторических и культурных сокровищ в сердце, а также новая независимая Республика Казахстан, обладающая экономическими преимуществами и преимуществами в области безопасности, могут реализовать масштабные экономико-культурные программы в рамках проекта БРИ, в том числе в сфере туризма. Целью данной работы является изучение трехстороннего торгового туристического сотрудничества между Ираном, Казахстаном и Китаем в рамках инициативы "Пояс и путь", несмотря на все экономические и политические ограничения, огромные санкции против Ирана. Более конкретно, Иран, наряду с Казахстаном, имеет возможность преодолеть кучу этих существенных проблем и расширить свое сотрудничество в тени БРИ, при поддержке Китая.

Ключевые слова: Культурная и экономическая жизнь, Каспийское море, круизная индустрия, Новый Шелковый путь, развитие туризма, туристический канал.

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