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## **INNOVATIONS IN AGRARIAN SPHERE AND AGRICULTURE**

**Abstract.** According to the authors, one of the most innovative ways of developing the agrarian sphere is the introduction of agro franchising, as for Kazakhstan it is a fairly new phenomenon and not a well-developed format. Evaluation of the prospects for the development of agro-franchising requires an understanding of the benefits of franchising in general and a specific franchise in particular for all participants. The franchisor gets the opportunity to expand business and promote the brand to new regional markets without the direct costs of creating an enterprise. Franchisee uses a well-known brand, receives technology and business processes "on a turn-key basis," the necessary methodological and information support, which ensures the competitiveness of the enterprise, saving costs of advertising and promotion. This franchise should also touch agro-tourism objects, as a means of creating additional jobs in rural areas.

**Keywords:** innovation, agro-franchising, agro-tourism, agriculture, sustainable development.

**Introduction.** To date, the main problem of competitive development of the economy is to ensure the self-sufficiency of the national economic system, its integrity. This is achieved through ensuring the progressive systematization of the basic elements of the economic system, the harmonious interaction of its main subsystems. The main elements of the economic reproductive system are the branches of the national economy. The agro-industrial complex is strategic and focused on ensuring the integrity of the country's economic complex. The national economic AIC is a complex, diversified production and economic system.

One of the main factors of effective functioning of this structure in modern conditions is the forced modernization and development of innovations. President of the Republic of Kazakhstan N. Nazarbayev, defining the strategic priorities of the new stage of modernization of the Kazakhstani society in the long-term development program of the republic - the "Kazakhstan-2050" Strategy, noted the modernization of agriculture as a necessity [1]. Based on the analysis of the current state of the agro industrial complex, identification of the features of the transformation processes and the problems of the functioning of the agricultural sector, this study attempts to identify certain areas and ways of resolving issues relating to the effective implementation of the strategy for innovative development of the agricultural sector of the Republic of Kazakhstan.

**Methods of research.** The main methods of research are a method of deduction and induction, as well as a comprehensive approach and a method of scientific abstraction. The variety of goals, objectives and areas of activity in agriculture predetermines various criteria for assessing the effectiveness of economic entities.

The main staging hypothesis can be put forward the position that the policy of modernization of the agrarian sector must be formed taking into account the specifics of the functioning of this sector,

epistemological roots and impulses of its development. Modernization of the sphere of functioning of the agrarian sector must be carried out in stages and with the right target orientation. It is supposed to use an integrated, systematic approach to innovative modernization of production relations and productive forces of the agricultural sector of the Republic of Kazakhstan. In this case, the innovative trend in the development of the agro-industrial complex will be a real and effective direction for the competitive development of the national economy.

**The discussion of the results.** In this line of research it should be noted that the practice of implementing the policy of reforming the national economy at one time put the real sector of the national economy of the country of the agrarian and industrial complex in a difficult position, which is one of the most important elements of the system of ensuring the economic security of the country. A strategic error was made in our view of the current model of reforming the national economic system. As a result, the existing regional chain of relations has been unbalanced, production capacities have been degraded, and technical potential has been destroyed. In the most difficult situation during the reform years were agricultural producers. And all this was the result of the policy of the state's refusal to support the agricultural production sector. At the initial stages of reforming, the actively pursued monetary policy came into conflict with the interests of business entities. As a consequence, a reduction in the budgeting of real industries [2, p. 47].

Not the prevalence of agro-franchising in the Republic of Kazakhstan is not related to any specific country, but due to the extreme limited knowledge in this area not only among broad sections of the population, but also among specialists, entrepreneurs, i.e. weak training of entrepreneurs who could organize agrarian franchising systems (agrarian franchisors) and work in these systems as agro franchising. The development of agro-franchising in the RK does not find adequate support at the state level. The first thing that inhibits the development of agro franchising is Russian legislation. The United States alone created about a hundred laws that deal with agro-franchising in one way or another, while Kazakhstan does not even have a law on agro-franchising.

The main problem of domestic potential agricultural franchise is the shortage of initial funds for the purchase of franchises and equipment of the trading premises, and there are also problems in finding the funds themselves. In addition, when obtaining a loan, you must provide a convincing business plan. A potential agro franchising should be ready to invest at least one-third of the total amount of own funds. It turns out that personal financial responsibility is a necessary requirement when choosing agro franchising.

The area of pastures in the republic is 182.0 million hectares, natural and sowing hayfields – 4.8 million hectares, the area of arable land used for the production of feeds is 2.5 million hectares.

Sown areas forage crops in the Republic of Kazakhstan in 2017 amounted to 3 485.2 thousand hectares and decreased by 5.1% compared to 2015. there is a stable tendency of growth of acreage under fodder crops.

1. Shared distribution of acreage under fodder crops, by categories of farms for 2017.

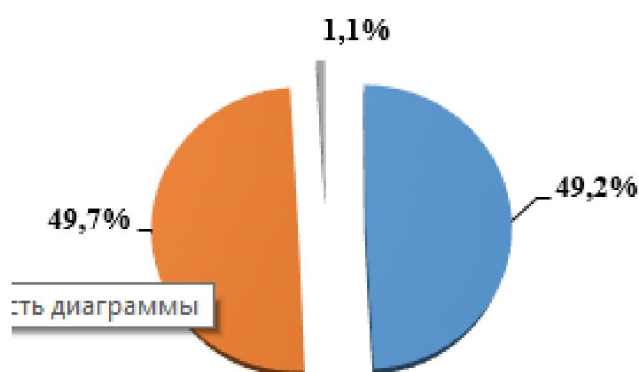


Figure 1 – Share distribution of acreage in the RK.

As can be seen from the figure, the proportion of the share of acreage lands is 49.7% owned by peasant or farmer farms, 49.2% belongs to agricultural firms and only 1.1% of sown areas to households.

2. The share distribution of acreage under the fodder crops in the context of the regions for 2016 is shown in the figure.

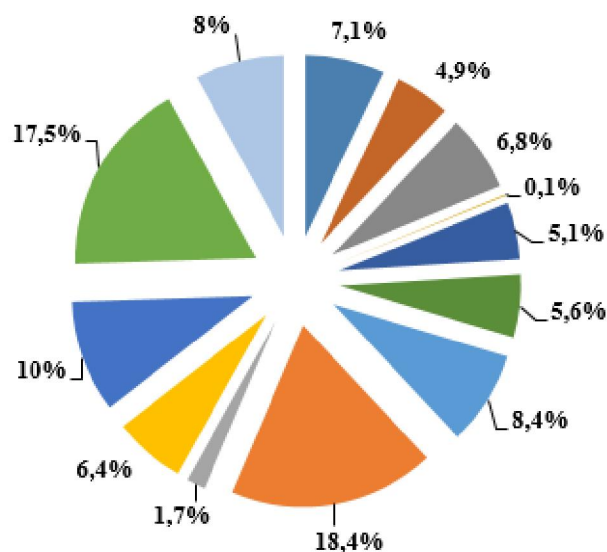


Figure 2 – Fractional distribution of acreage under fodder crops by regions in 2016

Almost half (45.9%) of acreage under fodder crops falls on 3 regions of the country: Kostanai (18.4%), North Kazakhstan (17.5%) and Pavlodar (10%).

There are practically no cultivated areas for this type of culture in Mangistau and Atyrau oblasts, as well as in the cities of Astana and Almaty.

According to the Committee on Statistics of the Ministry of National Economy of the Republic of Kazakhstan, the number of cattle at the beginning of 2017 was 6,247,200 heads, pigs 831,100 heads, sheep and goats - 17,947.2 thousand heads, horses - 2 113.2 thousand heads, camels - 172.5 thousand heads, birds of all kinds - 37.8 million heads. The share distribution of livestock by species at the beginning of 2017 is shown in the figure.

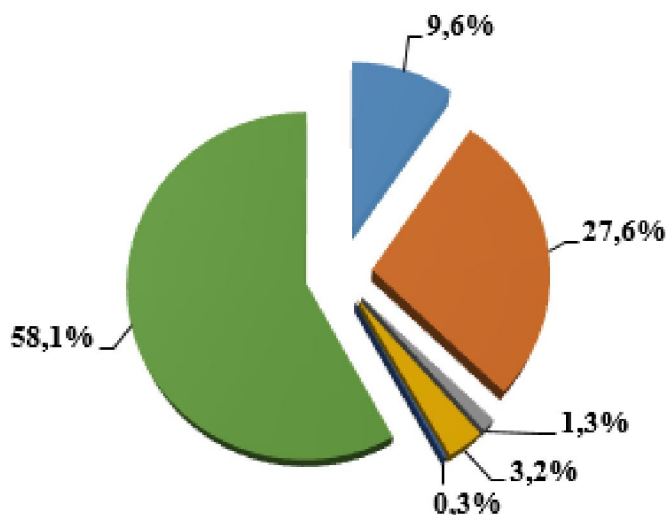


Figure 3 – Share distribution of livestock by species at the beginning of 2017

It should be noted that more than half (58.1%) of the livestock population at the beginning of 2017 accounted for birds. Sheep and goats occupy the second place (27.6%), followed by cattle (9.6%), horses (3.2%), pigs (1.3%) and camels (0.3% %).

As part of the activation of innovative activities of economic entities operating in the sphere of the agro-industrial complex, to work out organizational, economic and legal issues related to the organization and development of public-private entrepreneurship with clarification and specification for the subjects of the innovative activity.

Prospects for the development of agricultural franchising in the Republic of Kazakhstan are the most favorable. Recently there has been a tendency for the accelerated development and spread of the franchise method of doing business.

The first key variable that drives the level of energy consumption is the cost of electricity.

Kazakhstan has a significant potential development of industries based on renewable resources.

Table 1 – Renewable resources the Kazakhstan

#	Resource name
1	agriculture and agro-processing
2	water management
3	fisheries and the fishing industry
4	forestry and wood processing industry
5	energy industry on the basis of renewable biomass fuel (biogas, bioethanol, biodiesel)
6	Hydropower
7	wind power
8	solar power, geothermal energy

It is important to find a solution to the problem of planning permissible load on the environment and safe operation of tourist infrastructure "before" and "during construction", during the operation. Onsite need to install:

- wind turbines for testing contractions and power for lighting and heating devices;
- solar thermal device.

Social effect determines assistance in solving the problem of increasing the quality of life of the population of Kazakhstan: the regulation of unemployment, income levels, improving the provision of engineering and social infrastructure, improvement of sanitary and epidemiological situation, reducing ecological and demographic and other risks of territorial development. The information-analytical database and maps are useful for planning and managing organizations of national and regional levels. Economic impact: produce different-pronged and evidence-based evaluation, recommendation and planning materials for "green" tourism and the problems impeding its development. The development of "green" tourism as an environmentally safe and complexion industry ensure balanced use of all resources and ensures a high level of viability of the population.

World experience shows that environmentally oriented building construction can reduce the cost of energy and water resources by more than 30% for the whole period of operation of the object. Despite this, the design of buildings and transport infrastructure does not take into account potential benefits of using the principles of eco-efficiency. However, the cost of creating a sustainable infrastructure will improve the strategic competitiveness of the country as a whole, while preserving the environment, public health and natural mineral resources. This provision does not mean that Kazakhstan is far from solving the problems of spatial development of "green economy" of the country and its regions world-level developed countries.

One of the main trends of modern urban development is the design and construction of the so-called "smart cities" (smart cities), which can be determined by compliance with the essential parameters effectively connected together: the economy, natural resources, human and social capital, quality of life, as well as participation citizens in the management of cities.

It is necessary to take stringent measures to move to the latest technology both firms and households, for example, to force use of LED lighting, that is, to use renewable technologies. Preferential taxation for all applied in the production and life saving and the latest technology. Since the experience of advanced countries showed that in the initial period cost Wausau Upgradeable sources is high, with time development of very rapidly generate lead to cheaper cost. Over the past ten years, the price of solar electricity has



decreased tenfold. For wind energy decrease was not as significant, but still greater than for conventional technologies. After the end of the payback period of almost any object of renewable energy is a sharp decline in the rate due to the fact that investments have been returned, and no fuel costs.

**Conclusions.** In the tourist industry clients will prefer to relax in the hotel which does not harm the environment. Use efficiency increase if consumption will be assessed for each person individually, according to the meter readings for electricity, water and other similar resources. Showers and taps should be installed not wasteful, and economical. Those customers whose consumption is less than the average could receive discounts.

Currently, alternative energy exists only because it subsidizes, but it does not mean that it does not need to develop. The main obstacles to the introduction of innovations are administrative barriers, delays and limitations in planning, lack of coordination among different authorities, long waiting period for obtaining permits, as well as access to electricity, the structure of the electricity market, lack of information and training of new technologies and the failure of society.

Thus, consider the impact of current trends "green economy on tourism development in the face of global challenges, approaches to greening management of tourist activity on the basis of the provisions of the policy of" green "economy, investigated the environmental problems and international experience introducing technologies of renewable technologies. In comparison with some countries in the Eurasian region Kazakhstan could use the existing potential is many times more effective. In general, for the development of "green economy" in tourism need to do discovery and development, to align the principles of planning, implement consistent financial incentives, grant programs to increase awareness and learning opportunity. Application of these measures will allow Kazakhstan to embark on a new level of development, to fully implement the policy in the direction of the "Green Economy" and tell the world about the development of "green tourism" in one of the richest tourism destination.

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### **АГРАРЛЫҚ САЛАДАҒЫ ЖӘНЕ АУЫЛ ШАРУАШЫЛЫҒЫНДАҒЫ ЖАҢАЛЫҚТАР**

**Аннотация.** Авторлардың пікірінше, аграрлық саланы дамытудың инновациялық әдістерінің бірі агро-франчайзге енгізу болып табылады. Себебі Қазақстан үшін – бұл жаңа құбылыс, әрі жеткіліксіз құрастырылған формат. Агрофранчайзингтің даму келешегінің бағасын беру үшін, ең алдымен франчайзингтің артықшылығы мен нақты франшизаның түсінігін ажырата білу керек. Франчайзер бизнесін кеңейте отырып, жаңа кәсіпорындарды құрмай-ақ, сауда белгісін жаңа аймақтық нарыққа шығару мүмкіндігіне ие болады. Франчайзерлер танымал брендті пайдалана отырып, технология мен бизнес-процестерді «толықтай аяқталған» күйінде алады. Сонымен қатар, методикалық және ақпараттық демеуге, жарнама мен тауарды алға жылжытуға шығындалмай, кәсіпорынның бәсекеге қабілеттілігін арттырады. Аталған франшиза агротуризм объектітерін қамти отырып, ауылдық жерлердегі қосымша жұмыс орындарының пайда болуына көмегін тигізеді.

**Түйін сөздер:** инновациялық, агро-франчайзинг, агро-туризм, ауыл шаруашылығы, тұрақты даму.

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### **ИННОВАЦИИ В АГРАРНОЙ СФЕРЕ И АГРОТУРИЗМЕ**

**Аннотация.** По мнению авторов, один из самых инновационных способов развития аграрной сферы это внедрение агрофранчайзинга, так как для Казахстана он является достаточно новым явлением и недостаточно хорошо разработанным форматом. Оценка перспектив развития агрофранчайзинга требует понимания преимуществ франчайзинга в целом и конкретной франшизы в частности для всех участников. Франчайзер получает возможность расширить бизнес и продвинуть бренд на новые региональные рынки без прямых затрат на создание предприятия. Франчайзи пользуется известной маркой, получает технологию и бизнес-процессы «под ключ», необходимую методическую и информационную поддержку, благодаря чему обеспечивается конкурентоспособность предприятия, экономия затрат на рекламу и продвижение. Так же данная франшиза должна коснуться и объекты агротуризма, как средство создания дополнительных рабочих мест в сельской местности.

**Ключевые слова:** инновации, агрофранчайзинг, агротуризм, сельское хозяйство, устойчивое развитие.

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