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PROSPECTS FOR THE DEVELOPMENT OF AGRICULTURAL GREEN TOURISM

Abstract. According to the authors, the impact of the development of green tourism on the territory of rural areas, insofar as it is observed at the moment, as an additional type of entrepreneurial activity and economic sphere of activity, in general, is not sufficient for the inflow of a permanent population, without which the development of green tourism in full the same way it is impossible. At the same time, there is an increase in social and economic benefits for the population of the rural areas of the Akmola region and comprehensive development of the territories not only for a comfortable stay of tourists, but also for the life of the resident population of the region. Also, changes in the main trends in the provision of rural green tourism services in rural areas and key indicators of the development of tourist accommodation.

Keywords: green tourism, agriculture, sustainable development, potential, prospects.

Introduction. Interest in rural green tourism is high and stable in all countries of the world. However, each country seeks to create its own national development model, inherent only in it. Green tourism can actively develop only in environmentally friendly regions. Foreign statistics show that 35% of urban residents of EU countries prefer annual leave in the village [1, p.84]. In Kazakhstan, this percentage is much lower, but has a stable positive dynamics.

Against the backdrop of the rapid development of green tourism, the question naturally arises of the role of the Akmola region in the market of these tourist services. It should be noted that the region has all the prerequisites for intensive development of internal and external green tourism, namely:

- Features of geographical position and relief, water resources. So, on the territory of the Akmola region there are large rivers - Chaglinka and Ishim, and there are healing lakes Balpashor and Maybalyk;
- favorable climate, low population;
- a wealth of natural, historical and cultural and recreational potentials - there are 15 specially protected natural areas on the territory of the region, the total area of which is more than 828 thousand hectares; there are three state national natural parks: Kokshetau, Burabai, Buiratau, Korgalzhyn State Nature Reserve, Burabai Damu LLP, as well as the Korgalzhyn State Ornithological Reserve, listed in the UNESCO Natural Heritage List [3];

However, over the past 5 years, the goals and objectives, as well as the forecast indicators planned by the aforementioned program, to the Akmola region's management bodies were not fully achieved in full. The positive trend is the last reporting period.

In accordance with this, based on the data presented, it is advisable to analyze how effectively the Akmola oblast administration realizes its potential in the sphere of rural green tourism. To do this, let us first of all look at the main trends in the development of rural green tourism in dynamics with the help of the figures in Figure 1, presented below.

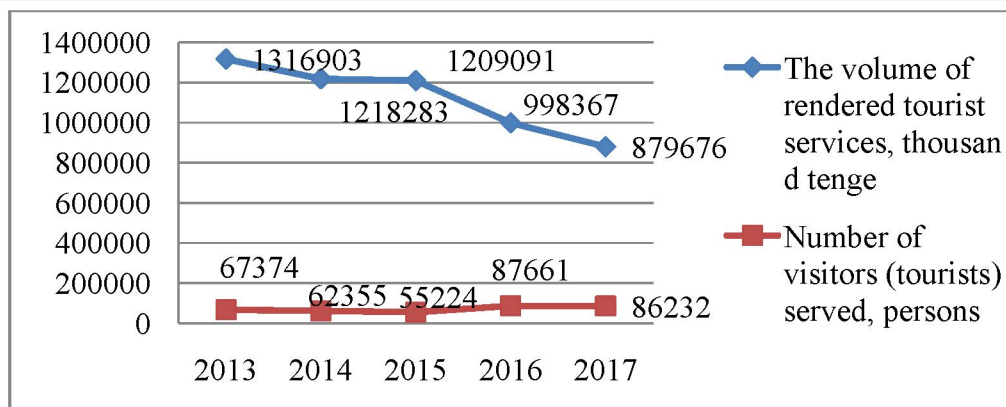


Figure 1 - Diagram of the changes in the main trends of rural green tourism services in the territory of Akmola region for the period 2013 – 2017

Thus, based on the data provided, it should be noted that over the past 5 years there has been a steady increase in the number of tourists arriving to the territory of the Akmola region in order to obtain green tourism services. In 2017, in comparison with the 2013 reporting period, there was an increase in the number of adherents of green rural tourism Akmola region by 27.99%.

However, at the same time, there are 2 recessions in the analyzed period of time. The first decline in the annual number of "green" tourists arriving in the rural part of the Akmola region occurred in 2015 and was characterized by a decrease in the number of serviced visitors by green tourism enterprises by 11.45% compared to the previous period. Such changes were primarily related to the rise and recovery of the world economy and, in particular, the economy of Kazakhstan, which increased the consumption capacity of some of the population. Tourists who choose green tourism in rural areas of Akmola region in view of its cheapness, having access to more comfortable rest, prefer to leave the part of consumers of the researched tourist services. The second decline is less significant in percentage terms and refers to 2017, accounting for only 1.63% compared to the previous period.

Comparing the same change in the annual influx of "green" tourists into the rural areas of the Akmola region with the amount of money spent by tourists, there is quite an interesting trend. Despite the almost constant increase in the influx of tourists to the Akmola region, tourist spending on green rural tourism services is steadily decreasing. As of the end of 2017, this decline in accordance with the 2013 reporting period was 33.2%. A significant drop in tourist spending on rural green tourism in the region studied began in 2015. This suggests that every year the number of tourists with an average level of income and higher is constantly declining. In this regard, entrepreneurs engaged in green tourism in the rural areas of the region in question are forced to focus their attention on tourists in the segment of incomes below the average and constantly reduce prices for their services. Of course, such a factor has an extremely negative image on the socio-economic state of the entire region and requires the adoption of measures on the part of the region's governing bodies in the development of infrastructure and green tourism facilities in rural areas that can attract a more affluent segment of tourists.

In addition to researching the basic trends in the development of green rural tourism in the Akmola region, it is also expedient to analyze the main indicators of the development of green tourism tourist places in the rural areas of the Akmola region for the period 2013 - 2017, which are shown using the data in Table 1.

Based on the data presented, it should be noted that, at the end of the analyzed period, there is an increase in virtually all indicators of the development of green tourism tourist accommodation in rural areas of the Akmola region, except for the provided bed-days, which decreased by 55.99%. The reason for such changes is related to the main factor that reduces the demand for rural green tourism, as described above.

At the same time, there is an active development of tourist infrastructure in the aspect of tourist reception places in rural areas of the Akmola region. There is also not only an increase in existing places of reception, an increase of 59.32% over the past five years, but an expansion of existing ones.

Table 1 - Analysis of the main indicators for the development of tourist accommodation for green tourism in the rural areas of the Akmola region for the period 2013 – 2017

Index	2013	2014	2015	2016	2017	Absolute deviation.	Rate of increase
Number of placements, units.	118	163	179	179	188	70	159,32
Number of rooms, units	1179	1523	1620	1554	1618	439	137,23
One-time capacity of accommodation, beds	4172	5087	5382	4959	5178	1006	124,11
Number of rooms given, units	64080	66389	67740	46685	67885	3805	105,94
Brought to bed	396173	229880	237122	177215	174336	-221837	44,01
Occupancy of places of accommodation (beds),%	17,01	27,13	23,29	49,47	49,46	32,45	290,77

The creation and development of recreation areas (places) and the reception of tourists directly depends on the level of development of the tourism destination in the region. In accordance with this, consider the development trends of recreation areas for tourists of green tourism in rural areas of the Akmola region by regions using Table 2.

Table 2 - Trends in recreation areas for green tourism tourists in rural areas of Akmola region by region for the period 2013 - 2017

Name of rural region	2013	2014	2015	2016	2017	Absolute deviation.	Rate of increase
Kokshetau	-	-	-	-	-	-	-
Stepnogorsk	-	-	-	-	-	-	-
Akkol	-	-	-	-	1	1	-
Arshaly	3	5	5	5	5	2	166,67
Astrakhan	1	1	1	1	1	0	100,00
Atbasar	1	1	1	1	1	0	100,00
Bulandy	-	-	-	-	-	-	-
Burabay	79	121	133	127	131	52	165,82
Enbekschilder	1	1	-	2	-	-1	-
Ereimentau	-	-	-	-	-	-	-
Esil	-	-	-	-	-	-	-
Zhaksy	6	6	6	-	6	0	100,00
Zharkain	1	-	-	6	1	0	100,00
Zerendy	11	12	15	-	22	11	200,00
Korgalzhyn	3	4	3	16	3	0	100,00
Sandyktau	4	6	6	3	5	1	125,00
Tselinograd	4	4	6	6	10	6	250,00
Shortandy	2	3	3	9	3	1	150,00
TOTAL	118	163	179	179	188	70	159,32

To get a more vivid picture of the development of green rural tourism in the rural regions of the Akmola region, we will map the structure of the availability and change in the number of recreation areas for tourists by regions using figure 2.

Thus, on the basis of the data presented, it should be noted that the most developed from the point of view of rural green tourism of the Akmola region, throughout the analyzed period, can be considered the Burabay region, which is the undisputed leader of the industry in question. The second place is shared by the Astrakhan and Tselinograd regions. In other regions, green rural tourism is practically not developed and is in its infancy.

Let's investigate the preferences of tourists of green rural tourism of Akmola region and their changes in the type of preferred recreation in the areas of rural tourism. Visually, the data for the analysis are presented in Table 3 of this paper.

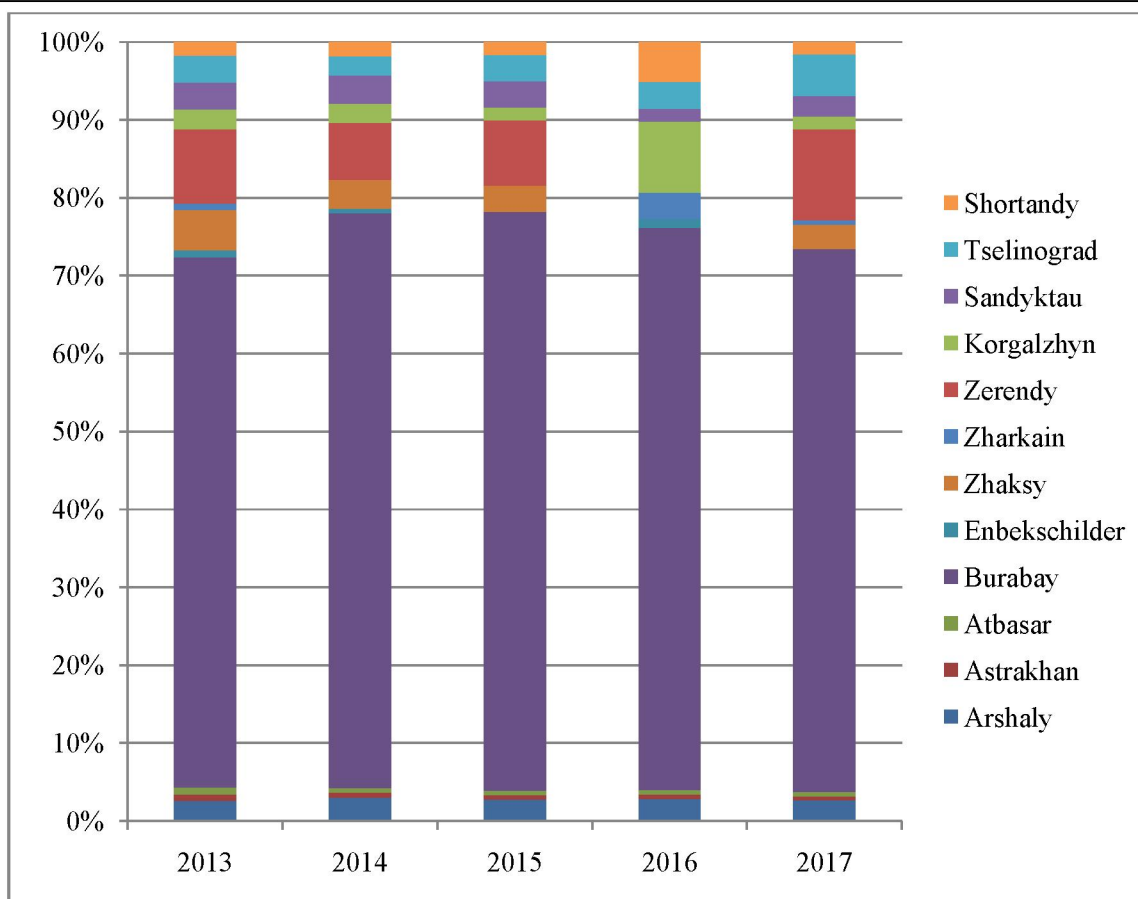


Figure 2 - Diagram of the change in the structure of recreation zones for green rural tourism tourists by region for the period 2013 – 2017

Table 2 - Analysis of preferences of tourists of green tourism in the Akmola region and their changes in the type of preferred recreation in the areas of rural tourism

Type of recreation area	2013	2014	2015	2016	2017	Absolute deviation	Rate of increase, %
	Number of tourists accepted						
Bungalow, cottage	828	894	2468	1234	1281	453	154,71
Tourist base	44	200	-	-	-	-44	-
Camp (for children, sanatorium and health)	38272	23766	19200	47314	31883	-6389	83,31
Holiday hotel	3165	3488	3253	3245	3885	720	122,75
Holiday House	171	104	67	666	1178	1007	688,89
Rural houses (chalets), small houses	18517	24587	22241	20742	31073	12556	167,81
Camping	2703	240	310	290	560	-2143	20,72
Other types of accommodation	3845	9076	7685	14170	16372	12527	425,80

The greatest growth was shown by the preferences of tourists regarding holiday homes, as the most comfortable type of green tourism for most, having increased almost 6 times. The growth of preferences of "green" tourists visiting the rural areas of the Akmola region with a tourist purpose, as well as there was a rest in respect of boarding houses, amounting to 22.75%, as well as bungalows and cottages, making 54.71% and other types of green tourism - 3 times.

At the same time, it should be noted the decrease in consumer preferences of "green" tourists with respect to tourist services provided by camping, namely by 79.28%, children's and sanatorium-health camps by 16.69%. Demand of "green" tourists to the services of recreation centers located on the territory of rural areas of Akmola region for the last 5 years has absolutely come to naught.

To get a more complete picture of the preferences of "green" tourists in the rural areas of the Akmola region, let's consider clearly the structure of such and its change using figure 3 of this work.

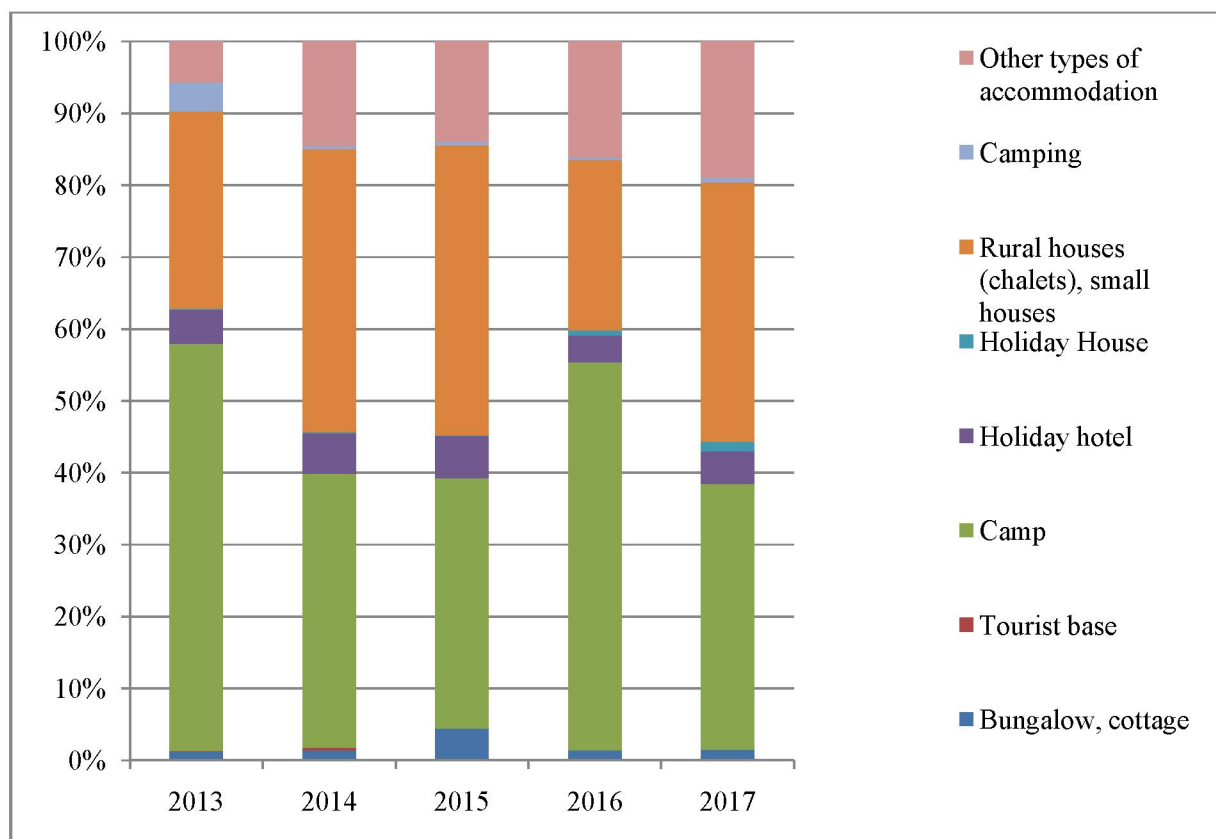


Figure 3 - Diagram of changes in the structure of preferences of "green" tourists in rural areas of the Akmola region by types of stopping places for overnight (recreation areas)

Based on the presented data, it can be noted that rural houses, small rural houses, bungalows and cottages are the undisputed leader among the "green tourists" of rural areas of the Akmola region. The main part of tourists also chooses these recreation zones due to the fact that in rural areas of Kazakhstan the majority. All other recreation areas are relatively small.

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АУЫЛДЫҚ ЖАСЫЛ ТУРИЗМ ДАМУЫНЫҢ КЕЛЕШЕГІ

Аннотация. Авторлардың ойы бойынша, орналасқан аумағына қарай жасыл туризм ауыл аймақтарының, өнеркәсіптік қызмет пен экономикалық аумақтың дамуында тигізетін үлесіне қарамастан, ол өз алдына оның өркендеуіне қажет тұрақты тұрғындардың ағымын қамтамасыз ете алмайды. Алайда Ақмола облысының ауыл аумағындағы тұрғындары үшін жасалып жатқан әлеуметтік-экономикалық үрдістердің оңтайлы өсімі байқалуда. Ол жағдай тек саяхатшылардың келуі үшін ғана емес, тұрғылықты халықтың қолайлы өмір сүруі үшін жасалып отыр. Сонымен бірге ауылдық жасыл туризмнің негізгі қызмет көрсету тенденциялары мен саяхатшыларды орналастыруға арналған орындардың даму көрсеткіші зерттелді.

Түйін сөздер: жасыл туризм, ауыл шаруашылығы, тұрақты даму, әлеует, келешек.

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ПЕРСПЕКТИВЫ РАЗВИТИЯ СЕЛЬСКОГО ЗЕЛЕННОГО ТУРИЗМА

Аннотация. По мнению авторов, влияние развития зелёного туризма на территории сельских районов, в том объёме, в котором оно наблюдается на данный момент, как дополнительного вида предпринимательской деятельности и экономической сферы деятельности, в общем, не достаточно для притока постоянного населения, без которого развитие зелёного туризма в полной мере так же невозможно. При этом отмечается рост социально-экономических благ для населения сельских территорий Ақмолинской области и всестороннее обустройство территорий не только для комфортного пребывания туристов, но и жизни постоянного населения данного региона. Так же были исследованы изменения основных тенденций предоставления услуг сельского зелёного туризма на сельской территории и основных показателей развития мест размещения туристов.

Ключевые слова: зеленый туризм, сельское хозяйство, устойчивое развитие, потенциал, перспективы.

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