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A.Temirova¹, A.Omarkozhayeva², S.Yussupova¹, I. Yardyakova², S. Valieva²¹S. Seifullin Kazakh Agrotechnical University;²Kazakh University of Technology and Businessbolat39@mail.ru, asya_7510@mail.ru, saltanat_06@mail.ru,yard_ira@mail.ru, saltanat.valieva.75@mail.ru**AGROTOURISM AND ITS USE IN KAZAKHSTAN CONDITIONS:
INTERNATIONAL EXPERIENCE**

Abstract. The article discusses the importance and economic importance of agricultural tourism in agriculture, the effectiveness of raising the prestige of rural settlements.

Keywords: agritourism, agriculture.

The tourism industry is one of the largest and fastest growing industries in the world. According to the World Tourism Organization (UNWTO) in 2014 tourism accounts for 9% of world GDP (taking into account direct and indirect effects), and 6% of world exports of goods and services.

About 100.9 million people are employed in this area, and every 11th job in the world is created in the tourism sector.

Tourism, influencing such related industries as telecommunications and transport, construction, trade, agriculture and others, contributes to the socio-economic development of the regions.

Kazakhstan, having a rich tourist and recreational potential, is characterized by an insufficient level of development of agritourism and tourism in general.

Agricultural tourism has been developed in many countries due to the decline in the economic importance of agriculture. The outflow of residents from the countryside to the city made the governments of different countries think about ways to increase the attractiveness of rural areas for living and working. One of the most effective ways to increase the prestige of rural settlements was agrarian tourism.

Agritourism is geographically tied to certain territories, therefore, the development of theoretical and methodological foundations for its development is associated with the development of the concept of “agritourism” in accordance with regional conditions and socio-economic background. In this regard, it is obvious that the concept of “agritourism” can vary significantly in different countries depending on the approaches of specialists to this type of activity.

Based on the existing set of definitions, agritourism can be considered from a geodemographic point of view, where agritourism is tourism outside the cities to an area with a low population density. And from a recreational point of view (organizing the production of a tourist product), this is a set of diverse services, starting with living in a rural house, nature-oriented types of leisure.

France is deservedly considered as the leader of agritourism in Western Europe. Every year, more than 7 million tourists visit France, preferring holidays in the countryside [1]. The main sectors of agrotourism specialization in France are wine and gastronomic tourism. In the coastal zone agritourism is optimally combined with beach tourism.

A distinctive feature of agritourism in France is a wide variety of leisure activities offered to tourists. Active state support for agritourism in France aims to preserve and develop living in rural areas, which occupy a significant share of the country’s total area.

In accordance with the methodology adopted in the country, only holidays in settlements with a population of less than two thousand people, occupying about 80% of the total territory, are considered as the agro-tourism.

Italy is a worthy competitor for France in the field of agritourism. Despite the higher cost of services compared to France, the number of tourists choosing rural holidays in Italy annually is at least 2 million. The main means of accommodation for agritourists in Italy are *agricola* and *masseri*. Also a feature of agritourism in Italy is the legally regulated obligation of the farms accepting tourists not to stop agricultural production.

In Germany, there are about 10,000 agritourism enterprises that are members of regional and federal associations and rural tourism associations. This policy is based on both economic factors and the desire to maximize support for the cultural identity of the countryside. Also, for these reasons, agritourism in Germany often directly adjoins as event tourism. Folk festivals, fairs, folklore festivals and many other events are becoming a traditional component of rural recreation.

In England, over 25 thousand small enterprises work in agritourism, providing employment for about 400 thousand people [2]. Here, as in Germany, there is a predominant orientation towards the cohabitation of tourists and owners of agritourism farms. In England, serious attention is paid to environmental education, so agritourism farms often equip special areas for young pets, allowing children to take care of them.

Spain is very popular among foreign agritourists, their number annually amounts to more than one million people, exceeding the number of domestic tourists. In Spain, rural hotels located on large estates, farms (*granfinca*), and historical estates (*fincahistórica*) are the most common forms of accommodation for agritourists.

Experts include into the so-called “second wave” of the development of agritourism countries in which, along with economic (the desire to support the agricultural industry) and socio-psychological reasons (increasing the attractiveness of rural tourists in the minds), environmental factors associated with the need to reduce the load on the natural environment and cultural and historical centers, traditionally attracting large flows of tourists. It is customary to classify Cyprus, Greece, the USA, etc. into this group of countries. The main feature of the development of agritourism in these countries was that, based on the experience of the leading countries in this area, there was initially a high level of centralization of the solution to this problem at the level of state structures.

A typical example of this approach to the development of agritourism is Cyprus. In accordance with the aim, a comprehensive analysis of possible new directions of tourism development was carried out, the result of which was the state program for the development of agritourism in the country. In 1995, a Cyprus agritourism company was established. Currently, more than 60 registered agritourism farms offer a good rest in the countryside [3].

The “third wave” of agritourism development usually includes the countries of Eastern Europe, which later joined the EU and became the successors of its experience in this field. In addition to state support, the development of agritourism in these countries was facilitated by substantial financial assistance from the European Union.

Kazakhstan, having a rich tourist and recreational potential, is characterized by an insufficient level of development of agritourism and tourism in general. Its share in GDP (only accommodation and food services are calculated) is about 0.9%. The growth in demand for domestic and inbound tourism in Kazakhstan was observed in the period from 2000 to 2007, in 2017 the increase in the number of visitors compared to 2010 was 65.5%. The total number of all foreign residents who entered Kazakhstan in 2016 amounted to 6,509.4 thousand people, which is 1.2% more than in 2015. Most foreign residents came from three neighboring countries: the Republic of Uzbekistan (37.8%), the Russian Federation (24.4%) and the Kyrgyz Republic (20.7%). The main reasons for the visit were private visits (75.4%), while business trips amounted to (16.2%), for tourism purposes – less than 1%. [4].

In 2017 to Kazakhstan 5,279 trips were made and most of them were for business and professional purposes, tourism purposes also remained in a stagnant position. However, the number of citizens of the Republic of Kazakhstan who went abroad in 2017 amounted to 9,755.6 thousand people, which is 15.8% less than in 2016 and 54.1% more than trips made to Kazakhstan. Our citizens spend 1.6 billion USD for international travel, including tourism, business and other trips, while under the same article non-residents provided services worth about 1.5 billion USD. [5].

Thus, over the years, the country’s balance of payments under the item “Travel” has been negative and amounts to about 109.3 million US dollars.

Kazakhstan remains a “tourist donor” for countries such as the Republic of Turkey, the People’s Republic of China, the United Arab Emirates, and the Kingdom of Thailand, where the tourism industry is developing intensively, creating new jobs, improving the balance of payments structure, and increasing population welfare.

The demand of Kazakhstan tourists for outbound tourism represents a loss of business share for tourist destinations and accommodation facilities in Kazakhstan. Therefore it is natural to assume that with the qualitative development of tourism in the republic, a certain number of domestic tourists vacationing now abroad will prefer Kazakhstan tourist destinations, spending on tourism within the country.

The above trends are long-term and, as the practice of implementing the State Concepts on the development of the industry, based on these trends shows, until it is successful. However, there are methods for developing the industry that are more promising and cost-effective, and most importantly low-budget, short-term and having all the prerequisites for successful economic development. State support for tourism is a prerequisite for sustainable development of the industry.

International experience shows that an active state policy aimed at creating conditions for the development of tourism infrastructure, attracting private investors, creating a regulatory framework that provides favorable economic conditions for the activities of tourism industry entities, allows the tourism industry to take an important place in the socio-economic development of the country.

In accordance with the “Concept for the Development of the Tourism Industry of the Republic of Kazakhstan until 2023”, agritourism is a relatively new and promising area, involving the formation and provision of comprehensive services for visitors, accommodation, meals, sightseeing services, leisure and sporting events, fishing and hunting, the acquisition of knowledge and skills, as well as the possibility of engaging in active tourism in rural areas [6].

Attractive features of agritourism are clean air, homely atmosphere, untouched nature, natural products, silence and unhurried life. This is a powerful tool for protecting the environment, contributing to the involvement of the local population, for which a careful attitude to nature will become economically viable. In the field of agritourism, according to the Concept, the following measures will be taken: the conceptual apparatus of agritourism activity has been introduced, including the concepts of rural tourism (“agritourism”), the popularization and promotion of “agritourism”, the development of agritourism facilities in the countryside: guest houses, specialized private hotels in the form of stylized “agritourism villages”, “fishing and hunting villages”, etc.

However, the Concept is silent about the need to introduce more specific and effective measures for the development of agritourism. Moreover, there is no analysis of this direction in tourism, conditions and prerequisites for development are not defined, actions to popularize agritourism are not disclosed, and experience that has already been implemented in some areas of Kazakhstan is not taken into account.

Thus, in 2004 KTA launched four pilot projects funded by the Eurasia Foundation in four regions: Lepsinsk, Zhabagly, Katon-Karagai and Ridder. In these regions, eco-sites were created (villages where residents receive guests according to the concept of agritourism). In the East Kazakhstan region, the project “Golden Altai – wealth for the development of the region” was implemented, aimed at the development of agritourism in the Kazakhstani Altai, with financial support from the European Union. The goal of the project is to initiate and start the process of creating a market for tourism services by local residents and interested partner organizations. The project is being implemented in villages located on the territory of the Katon-Karagai National Park and in the environs of the West Altai Reserve. As a part of the Road Map for Development of Tourism Industry of the East Kazakhstan Region for 2015-2017, 14 projects were implemented, 11 of them in rural areas, which allowed to increase the number of people employed in this area. The most ambitious and large-scale agritourism projects in the East Kazakhstan region are the projects of the “Ubinskiye Napevy” ethnic festival and the Nomad art and symposium. About 400 guests came to the festival not only from Kazakhstan, but also from Belarus and Russia [7].

In 2018-2019, they continue agro and ethno-tourism trips to the Russian village with a study of the history of the Old Believers and to the Kazakh village in the family of hereditary golden eagles to familiarize tourists with the life of nomads, conducted by the travel agency of Valeriya Topolnyak.

Motivation for the development of agritourism in Kazakhstan is associated with:

- deterioration of the ecological and psychological situation in large cities;
- the desire to relax in ecologically favorable territories;

- the revival of interest in the elements of traditional folk culture: examples of folk architecture, cuisine, crafts, folklore; the growing interest in visiting the rural outback as an element of nostalgia for peasant collegiality; search for new sources to improve the financial situation of rural residents;

- the desire to expand the scope of communication;
- fierce competition in traditional areas of rural investment;
- search for new areas and objects of investment.

The task of agritourism is to give an impetus to the development of individual rural settlements, increase the income level of their residents, stop the migration flow from village to city by creating additional jobs, reducing social tension in the village by organizing a new specific sector of the local economy. According to official statistics, almost half of the population of Kazakhstan lives in rural areas, and the poverty level of villagers exceeds the urban level by more than 3 times.

In this regard, the creation of a large number of tourist facilities, not large in size, with well-organized agriculture (crop production, animal husbandry) and personal subsidiary farming of the owners of guest houses, as well as equipped tourist infrastructure with strict observance of international sanitary and hygienic standards and safety measures is required for tourists on vacation. The economic benefit for rural areas from the development of agritourism lies in the possibility of involving people older than working age in the tourism business (this category make up 31% in the structure of the rural population). In agrotourism, small farms should be primarily interested, since the service in the cost structure has a higher share of value added.

In connection with the foregoing, we proposed the basic concepts of the development of agritourism in Kazakhstan.

Table 1 – The main concepts of agritourism development in Kazakhstan

Agritourism development	Description	Tool
Organization of agritourism based on small family hotel industry, estates.	Private micro-hotels on the basis of the existing rural housing, agricultural and special facilities	Farm. Apiary. Fishing industry. Sports Complex. Camping and others.
Construction of large and medium private agrotourism facilities	Specialized private hotels, centers	Cultural and Ethnographic Center. Stylized agrotourism village
Creation of agricultural parks in farms and agricultural cooperatives	Demonstration of national agricultural production	Agroforestry Park

Source: complied by the authors

Thus, world practice convincingly demonstrates the growing importance of agritourism both in the system of the tourism industry and the economy as a whole. The rapid growth of this sector of the tourism industry, which according to research is up to 6% per year, is provided by the following factors:

- agritourism acts as an effective tool for agricultural restructuring in the conditions of overproduction of agricultural products and increasing competition by transferring part of the agricultural business from the production sector to the service sector;
- agrotourism contributes to leveling the differences in living standards of rural and urban populations, overcoming poverty;
- thanks to agritourism, new opportunities appear for preserving cultural identity, maintaining and developing national traditions and ways of life;
- agrotourism meets the needs of a significant part of modern tourists who have environmental values, seeking to leave the urban space of the city for the duration of their holidays and to join the nature and origins of the national culture of both their country and other states.

Along with countries, having a positive experience in agritourism, many countries appear that are actively absorbing this experience and have already significant achievements in this type of activity. Such countries include India, China, Georgia, Belarus, Ukraine, Lithuania, Latvia, Estonia, Russia and many

other countries. In many foreign countries, agritourism is a fairly mature tourist destination that has gone through certain stages of development and formation, and therefore has valuable experience that is necessary for the development of agritourism in Kazakhstan.

А. Темірова¹, А.Омаркожаева², С.Юсупова¹, И. Ярдякова², С. Валиева²

¹С.Сейфуллин атындағы Қазақ агротехникалық университеті;

²Қазақ технология және бизнес университеті

АГРОТУРИЗМ ЖӘНЕ ОНЫ ҚАЗАҚСТАНДА ПАЙДАЛАНУ: ХАЛЫҚАРАЛЫҚ ТӘЖІРИБЕ

Аннотация: Мақалада ауыл шаруашылығындағы аграрлық туризмнің маңыздылығы мен экономикалық маңызы, ауылдық елді мекендердің беделін көтеру тиімділігі қарастырылады.

Түйін сөздер: агротуризм, ауыл шаруашылығы.

А. Темірова¹, А.Омаркожаева², С.Юсупова¹, И. Ярдякова², С. Валиева²

¹Казахский агротехнический университет им С.Сейфуллина;

²Казахский университет технологии и бизнеса

АГРОТУРИЗМ И ЕГО ИСПОЛЬЗОВАНИЕ В КАЗАХСТАНСКИХ УСЛОВИЯХ: МЕЖДУНАРОДНЫЙ ОПЫТ

Аннотация. В статье рассматриваются значимость и экономическая значимость аграрного туризма в сельском хозяйстве, эффективность повышения престижа сельских населенных пунктов.

Ключевые слова: агротуризм, сельское хозяйство.

Information about author:

Temirova Akmaral - candidate of economic sciences, associat professor of department of «Economics», S. Seifullin Kazakh Agrotechnical University, E-mail bolat39@mail.ru;

Omarkozhayeva Assem - candidate of economic sciences, associat professor of department of «Management and Tourism», Kazakh University of Technology and Business, E-mail asya_7510@mail.ru;

Yussupova Saltanat - candidate of economic sciences, department of «Economics», S. Seifullin Kazakh Agrotechnical University, E-mail saltanat_06@mail.ru;

Yardyakova Irina - candidate of economic sciences, associat professor of department of «Management and Tourism», Kazakh University of Technology and Business, E-mail yard_ira@mail.ru;

Valieva Saltanat - master of economics, senior teacher of department of «Management and Tourism», Kazakh University of Technology and Business, E-mail saltanat.valieva.75@mail.ru

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