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GREEN ECONOMY IN RURAL TOURISM

Abstract. The development and strengthening of rural areas is one of the basic components of the economic well-being of any state, primarily due to the fact that a sustainable level of development of rural areas is a guarantee of the country's food independence. However, to ensure an adequate standard of living, infrastructure and incomes of the rural population, as well as to minimize the level of unemployment, the development of agriculture alone in rural areas is extremely small. At the same time, under the conditions of the global economic crisis, with the intensification of negative processes in society, it is most expedient to focus on sectors and directions of economic activity with a high level of economic potential and a high level of projected financial returns, but not requiring large initial financial investments.

Keywords: green tourism, agriculture, sustainable development, potential, solar energy, photovoltaic.

Introduction. About 2% of the incoming solar energy is converted into wind energy. The wind is a very large renewable energy source. Its energy can be used in almost all areas of the Earth. This gives grounds to assert that the receipt of electricity from wind power plants is extremely attractive, but at the same time a technically difficult task, the main difficulties, in relation to which are a high degree of dispersion of wind energy and in its inconstancy.

Methods of research. Speaking about the way of realization of solar generation, it should be noted that this is done by means of photoelectric elements. In turn, the main technologies of solar generation, the most widely used in modern practice, are photovoltaic, and solar thermal energy.

The production of electricity by means of the photovoltaic effect is carried out according to the principle of accumulation of sunlight on an installed photocell, whose energy, when reacting, is absorbed by electrons, which leads the electrons into motion, which in turn forms an electrical voltage. Solar panels (batteries) are used as photocells for this technology of solar energy production. Panels are assembled from several elements - modules, which in turn represent a complex of photoelectric converters (FEP) mounted on a reflective material, as the basis of a module between which a polymer film is placed.

The discussion of the results. Visually, the photovoltaic module and its structure are displayed with the help of figure 1.

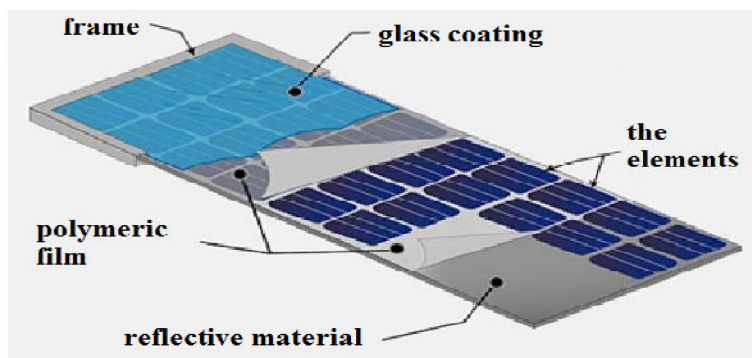


Figure 1 - Structure of the solar panel module

Just in recent years, special popularity is acquired by solar thermal energy. The production of electricity using this technology is based on the use of solar radiation to heat a liquid located in a special vessel of a solar thermal installation. When heated, the liquid is converted into steam by means of which the turbine of the plant is rotated, which leads to the production of electricity. In addition to the tank with water, the installation also includes a complex of thermal solar panels located around the reservoir, which contribute to the heating of water.

Clearly, the principle of using solar energy technology is shown in Figure 2.

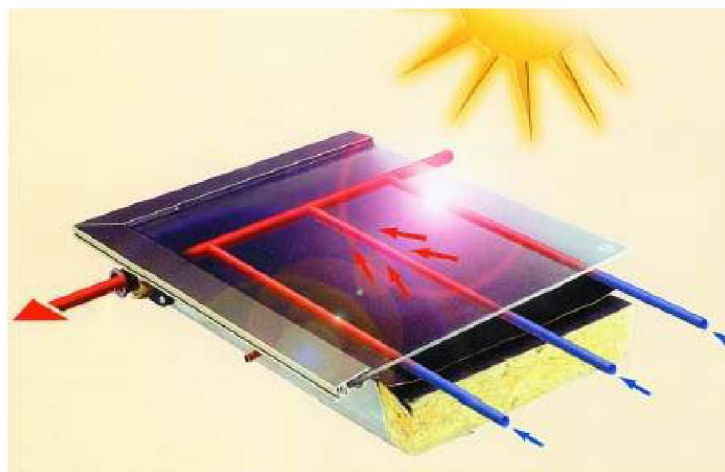


Figure 2 - Principle of operation of a domestic solar thermal installation

Unlike photovoltaic, solar thermal power plants are mainly used for the production of hot water and thermal control of buildings.

The basis for the development of green tourism in Kazakhstan certainly lay the international experience of the initial introduction of this direction. In accordance with this, in the context of the issue under consideration it is advisable to get acquainted with the international experience of introducing green tourism of the leading countries of Europe and the USA.

One of the states is not only the leaders in the implementation of green tourism at this stage of social and economic development, but also the "pioneer" of this type of tourism, particularly in rural areas, is the United States.

In 1987, a long-term strategic goal was announced - "the creation of a network of green routes throughout America". The prototype of direct rural tourism appeared in America during the Great Depression, which is the largest crisis phenomenon in the US economy, which occurred in 1933-1939. Against the backdrop of the active reform of the economic and social spheres of F. Roosevelt's activity, in order to bring the country out of the crisis, there was a powerful leap in the internal migration of the population. Against the background of increased employment of the country's population through implemented anti-crisis projects Roosevelt, who managed to reduce the unemployment rate from 24.9% in 1933 to 17% in 1939. In view of this, a significant stratum of citizens of the state had funds for trips to short-term rest, in which they needed.

To meet the need for short-term rest and healthy nutrition to restore workers' strength, tourism projects were needed that did not require the presence of a large amount of money and potential tourists. The ideal option for meeting the above-mentioned needs, taking into account the economic realities of the time, was recreation in farms. Therefore, families of farmers living along busy main roads were the first to provide services of this nature.

The next significant stage in the development of agro-tourism in the US, as it can be seen at the moment, is the reform of higher education in the 1950s, as a result of which the acquisition of vocational education became more accessible. At the same time, the leading role was played by increasing the availability of vocational education for a part of the population living in rural areas and, accordingly, being part of the country's agro-industrial complex. The result of the reform was an increased interest in outdoor recreation, ecotourism, special offers for rural travel.

Investigating the current state of the Akmola region, one cannot fail to pay attention to the assessment of the investment attractiveness of this region as one of the main aspects of financial well-being and the prospects for further development (Table 6)

Table 1 - Assessment of investment attractiveness and level of development of innovations in the Akmola region for the period 2014 - 2017 (in%)

Index	2014	2015	2016	2017	Absolute deviation.	Relative deviation.
Rate of investment growth in fixed capital per capita, in% by 2015	-	100,0	102,1	104,7	104,7	-
Share of foreign investments in total investment in fixed assets	4,6	4,8	5,0	5,5	0,9	119,57
Growth of investments in the fixed capital of the non-extractive sector (excluding investments from the state budget), in% by 2015	100,0	100,0	103	105	5	105,00
The share of innovative-active enterprises from the number of operating enterprises	7,3	7,4	7,5	7,7	0,4	105,48
Increase in the share of innovative products in the total volume of gross regional product	3,2	3,0	3,4	3,5	0,3	109,38

Table 2 - Analysis of indicators of employment and social protection of citizens created in the Akmola region for the period 2014 - 2017

Index	Unit. m	2014	2015	2016	2017	Absolute deviation.	Relative deviation.
Unemployment rate	%	4,9	4,9	4,8	4,7	-0,2	95,92
The level of female unemployment	%	5,6	5,6	5,6	5,6	0	100,00
Level of youth unemployment	%	3,1	3,6	4,2	4,0	0,9	129,03
The proportion of people employed who have applied for employment	%	98,0	98,0	63,5	63,5	-34,5	64,80
The share of employed persons for permanent work from the number of addressed target groups	%	-	68,2	68,7	69,2	0	
Level of occupational injuries	ед.	0,30	0,33	0,32	0,31	0,01	103,33
The share of qualified specialists in the structure of the attracted foreign labor force on permits issued by local executive bodies	%	56,0	55,5	65	65	9	116,07
Specific weight of the eliminated violations of the labor legislation, in% to the total number of violations detected	%	99,8	95,6	95,2	95,3	-4,5	95,49
Доля населения, имеющего доходы ниже величины прожиточного минимума	%	2,9	2,8	2,7	2,7	-0,2	93,10
Share of able-bodied people from targeted recipients of social assistance	%	30,7	29,4	29,0	28,0	-2,7	91,21
Share of persons covered by special social services	%	96,5	97,0	97	97	0,5	100,52
Percentage of persons covered by special social services provided by private sector entities	%	7,9	7,8	4,9	5,9	-2	74,68
The share of social infrastructure facilities provided with access for disabled persons from the total number of certified social, transport infrastructure	%	15,0	30,0	50	70	55	466,67

As the presented data show, the development prospects of the Akmola region, as a strategically important region of Kazakhstan, are not very generous. Over the past 3 years, the growth of investments in

fixed capital per capita amounted to only 4.7%, while the share of foreign investment during the analyzed period was only 4.6 to 5.5%.

A positive trend with respect to investment attractiveness is its actual availability with low investor activity, and not vice versa. The growth in the share of innovative products in the total volume of GRP over the past five years amounted to 9.38% in relative terms, although it showed only 3.2 to 3.5%.

One of the main indicators of the high level of the region's economic development is its social design, which in its turn is mainly reflected through the quality of life of the population. In accordance with this, let us consider the main indicators of the quality of life of the population of the Akmola region using the data in Table 7.

Over the past 3 years, the overall employment rate in the Akmola region reflects positive changes. The unemployment rate in absolute terms showed a decrease of 4.08%.

Conclusions. Thus, a more detailed analysis of the issue examined showed negative dynamics. One of the particularly negative phenomena, as the main economic process of the Akmola region, which has already acquired a constant trend, is the growth of unemployment among the pensions that in the last 3 years amounted to 29.03% in relative terms.

The young population is looking for a better life, better working conditions that most conservative entrepreneurs in the country can not provide.

Thus, on the basis of the foregoing, it can be summarized that the general economic state of the Akmola region can be characterized as moderately good, but with a number of problems that need to be addressed by local governments from the legislative to the executive level.

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АУЫЛ ТУРИЗМІНДЕГІ ЖАСЫЛ ЭКОНОМИКА

Аннотация. Ауылдық аймақтардың дамуы мен нығаюы кез келген мемлекеттің экономикалық негіздерінің бірі болып табылады. Ең алдымен ауылдық аймақтардың тұрақты даму көрсеткіші – мемлекеттің азық-түлік тәуелсіздігін көрсетеді. Алайда қолайлы өмір сүру көрсеткішін, инфраструктура және ауыл тұрғындарының табысын қамтамасыз етіп, жұмыссыздықтың алдын алу үшін ауыл аймақтарда бір

ғана ауыл шаруашылығының дамуы жеткіліксіз. Оның үстіне, әлемдік экономикалық кризис пен қоғамдағы жағымсыз процестердің барысында экономикалық потенциалы және қаржылық серпіні жоғары болатын ауыл шаруашылығына ерекше көңіл аудару керек.

Түйін сөздер: жасыл туризм, ауыл шаруашылығы, тұрақты даму, потенциал, әлеует, гелиотермальді энергетика, фотовольтарика.

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ЗЕЛЕНАЯ ЭКОНОМИКА В СЕЛЬСКОМ ТУРИЗМЕ

Аннотация. Развитие и укрепление сельских территорий является одной из базовых составляющих экономического благополучия любого государства, в первую очередь в связи с тем, что устойчивый уровень развития сельских территорий является залогом продовольственной независимости государства. Однако для обеспечения должного уровня жизни, инфраструктуры и уровня доходов сельского населения, а так же минимизации уровня безработицы, развитие на сельских территориях одного только сельского хозяйства крайне мало. При этом, в условиях мирового экономического кризиса при усилении негативных процессов в обществе наиболее целесообразно делать упор на отраслях и направлениях хозяйственной деятельности с высоким уровнем экономического потенциала и высоким уровнем прогнозируемой финансовой отдачи, но не требующих для старта и первоначального развития больших финансовых вложений.

Ключевые слова: зеленый туризм, сельское хозяйство, устойчивое развитие, потенциал, гелиотермальная энергетика, фотовольтарика.

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