

NEWS

OF THE NATIONAL ACADEMY OF SCIENCES OF THE REPUBLIC OF KAZAKHSTAN

SERIES OF SOCIAL AND HUMAN SCIENCES

ISSN 2224-5294

Volume 4, Number 320 (2018), 136 – 139

M.N. Nurgabylov¹, A.A. Nurpeisova², A.S. Doshan³

¹Taraz Innovation and Humanitarian University, (Taraz, Kazakhstan);

²Kazakh Agrotechnical University. S. Seifullin;

⁴Kazakh Economic University named after T. Ryskulov

dokphd.unikum@mail.ru, arsrauana@gmail.com, as_doshan@mail.ru

**APPLIED ASPECTS DEVELOPMENT
OF ECONOMICS AND TOURISM**

Abstract. The article is written on the importance of regional tourism development, the presence of these potential resources, the use of which will give Kazakhstan an opportunity to achieve the objective, that is to become one of the most competitive countries in the world arena, as it is the competitiveness of the regions is based on effective action in these economic actors.

Key words: region, tourism cluster, competitiveness, tourism industry, the mechanism, a partnership of business, economic.

Methods of research. The variety of goals, objectives and areas of activity in agriculture predetermines various criteria for assessing the effectiveness of economic entities. 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 discussion of the results. Today, tourism around the world is developing as a system that provides opportunities not only for acquaintance with the history, culture, customs, spiritual and religious values of the country and its people, but also has a huge impact on all key sectors of the economy, exacerbating and optimizing the economic development in general, contributing to the strengthening of the national economy.

Worldwide, it is known that marketing is built on psycho-physical effects on a person and forces him to purchase the goods that marketers impose on behalf of producers. Civil servants need to use the science of human psychology, in particular, knowledge "about fear of human thresholds" for effective development of tourism in the region, that is, people often for fear of getting a refusal, do not dare to offer their products at a price that is mutually arranged. That is why the Tourism Inspector should be a member of all organizations related to the tourism of the subordinated region and find out at what prices firms purchase (for example, the hotel) goods and services, what salary the workers have for labor and whether there are part-time workplaces or whether there is some work for the residents of the district. Further, relate this information to households, that is, farmers, residents of the district, make mailings via Internet mail, hang ads on special boards, so that residents can offer firms their own products, labor at competitive prices. Regarding the reporting, the tourism inspector will need to show data on the local economic circulation, that is, to fulfill the geographical principle of cluster development provided that the interests of the interacting parties are satisfied.

Also, tourist inspectors will be required to assign a duty to post information on the Internet site, which will indicate the prices of recreation at the tourist bases of the region, hotels and other tourist destinations. And since the general problem in Kazakhstan is the certification of hotel stars, then having standard requirements corresponding to world standards, the inspector would independently indicate the star rating of the hotel when providing information to the site. For example, if the hotel complex calls itself a five

star *, but according to the world standards can only claim three stars *, then the tourism inspector should indicate the real situation on the site, as the information is only for travel agencies, besides for customers relax, see five stars instead of three, will be as a compliment from travel agencies.

Since the development of tourism is an actual problem for Kazakhstan and not only, watching the programs and adopted concepts, we can conclude that in order to implement them and the effectiveness of implementation, regions should have tourism inspectors who could provide directions for the development of the provided services in the world, their range, to inform about available in such institutions of various entertainment services, animations and invented leisure. In this regard, first and foremost, it is necessary to train and instruct regional inspectors, constantly improve their qualification level and provide information that the tourism inspectors could disseminate among the actors involved in some way to tourism.

The process of innovative development can effectively proceed only under certain conditions created by an innovative environment. Innovative environment is a prerequisite for the formation of an effective innovation system. Therefore, it is necessary to consider in more detail the essence of this category [1].

An important role is played by the active participation of all stakeholders in this process so that the implemented mechanisms of public-private partnership serve the benefit of the state, business and the population.

In 2006, the Law "On Concession" was adopted, which laid the systemic basis for the introduction of the concession institute in Kazakhstan. Institutions for the development of Kazakhstan were created, including the Investment and Innovation Funds of Kazakhstan, which have become real instruments of public-private partnership in the processes of diversifying the country's economy [2].

Public-private partnership is an internationally recognized tool for interaction between business and the state, which allows to attract private investments to solve a wide range of social and economic problems on the basis of adequate and fair sharing of responsibilities (risks) and benefits.

The innovative development of Kazakhstan's tourism, in our opinion, should be based on the mechanisms of public-private partnership, of which the following should be chosen for Kazakhstan:

As you know, Kazakhstan entered the fifties of the world's competitive countries, but the President of the country was given a new task, in particular, joining the world's thirty competitive countries, for this Kazakhstan needs to have a self-employed population, namely, firms and joint-stock companies in accordance with the requirements of international standards. Unfortunately, the most prestigious work is considered in state bodies, besides high transaction costs, they interfere with the desire of the population to do their own business. In this case, we find the most rational creation of a new organizational and legal form of entrepreneurial activity, namely, to create joint-stock cooperatives. The need to create a new form of legal entities, dictated by time, and will be one of the levers of development public-private partnership. This means that the creation of joint-stock cooperatives will allow to resolve the concession transfer of property. That is, for the construction of large projects it is very difficult to find an investor, but if public facilities are built, then transferring property or privatizing the facility will not be difficult, as the population can purchase cooperative shares and become a cooperative shareholder of the purchased object. Before submitting an application to the tax authority on the desire to create a joint-stock cooperative. When privatizing an object, it will be able to take in many cooperatives, which will allow saving the population's money to be invested in, while reducing social tensions, as many residents of Kazakhstan have money, but do not know where to invest. Such attraction of funds will allow not only to increase in the economy, but also will give social satisfaction by involving the population in business, that is, providing a real sense of "Capitalist", in the transition to a market, a change in mental thinking will lead to socioeconomic maturity. Since the state tries to play the passive role of the guarantor in concessionary matters, it will be the most effective attraction of the population's funds through the cooperatives described above. Thus, in the development of the state, one of the most important and most difficult tasks is to attract an investor. Unfortunately, often one person is not able to privatize a large object, and if it is sold in parts - to the shareholders of the cooperative, then there will be a large number of firms, which will allow Kazakhstan to enter the world's thirty fastest competitive countries.

Another concessionary method of functioning public-private partnership in which the state, without the risk of loss, can play a connecting role between foreign investors and the bearers of ideas for the implementation of innovative projects in Kazakhstan. So, those wishing to attract investors to their projects will have to send to the state e-mail, in particular, to the post to the development department of public-private partnership at the Ministry of the RK. After consideration, experts post on the site all information about the project, created for foreign investors, who will be informed of state guarantees. This will give investors confidence in the reliability of investments and thoroughly consider the proposals, make adjustments and comments. Accordingly, the proposed projects should not only be described in detail, have calculations, are clearly designed, but also translated into English and other languages.

Conclusions. Kazakhstan is making huge efforts to create a stock market, but in the absence of confidence in private firms - it is almost impossible. As you know, there is a bill of lading. A bill of lading is a security with the right to purchase goods or services at today's price, but you can use it for a long time without discussing the price, only the quantity of goods or services purchased. So in tourism it is possible to allow the issue of a bill of lading even for individual entrepreneurs. They will be able to sell goods and services to firms at a mutually beneficial price at the time of purchase. But to use the service, in particular in the tourist industry, when its owner or employees of this organization is comfortable. Of course, for earlier to warn about the date of accommodation or rest. In order to secure the purchaser of a bill of lading, it can be legislated to state that in the event of the closure of the hotel or the expiry date of the bill of lading, the firm must notify the closure. Otherwise, the return of money back under the bill of lading will be carried out in a double amount, which will oblige to provide good services in tourism.

REFERENCES

- [1] Castells M. Information Age: Economics, Society and Culture. / Transl. with English. Edited by OI. Shkaratan. M. Moscow: State University - Higher School of Economics, 2000. 608 c.
- [2] Karbetova Sh.R., Karbetova Z.R. Strategic priorities of improving tourism in Kazakhstan // KazNU Bulletin. Economic series. №4 (98). 2013. 74 p.
- [3] Zhansagimova A.E. Features of the development of innovative processes in tourism / / Research of Tourism: 6th International Conference Mughla (Turkey), 2012.-P.226-234 ISBN 978-981-10-5480-8 (in English)
- [4] Mazbaev O.B., Zhansagimova A.E., Eszhanova J. . Bulakbay J.M. Finance, management, tourism and innovation and their impact on the environment. Bothalia Journal, PRETORIA, SOUTH AFRICA Vol. 9; Sep 2014, p. 48-58 (ISSN: 0006-8241) (in English).
- [5] Beketova K.N., Aktymbayeva A.S., Zhansagimova A.E., Mizambekova Zh. K., Toizhigitova Zh. A., Bekbenbetova B. B., Sadvokasova K. Zh. Financial management, franchise and their impact on tourism. Pensee Journal. France Vol 76, No. 10; Oct 2014, p. 133-142 (ISSN 0031-4773) (in English).
- [6] Shakulikova GT, Zhansagimova A.E. Agro-industrial integration in foreign countries. Actual problems of modern science and education materials of the international scientific and practical conference Issue 16 volume 1 Kirov 2017g. p.161-167 SBN 978-5-7139-0511-8.

М.Н. Нургабылов¹, А.А. Нурпенсова², А.С. Дошан³

¹Тараз инновациялық гуманитарлық университеті, (Тараз, Қазақстан);

²С.Сейфуллин атындағы Қазақ агротехникалық университеті;

³Т.Ә. атындағы Қазақ экономикалық университеті Рысқұлова

ЭКОНОМИКА ЖӘНЕ ТУРИЗМ ДАМУЫНЫҢ ӨНДІРІСТІК АСПЕКТІЛЕРІ

Аннотация. Мақалада аймақтық туризмді дамытудың маңыздылығы, оның құрамындағы потенциалды ресурстарды қолданылу арқылы Қазақстан алға қойылған мақсаттарға жетуге мүмкіндік бере алатындығы, яғни Өлемдік алаңда бәсекеге қабілетті мемлекет қатарына қосылуы жөнінде жазылған. Себебі аймақтардың бәсекеге қабілеттілігі – қолданыстағы экономикалық қызмет субъектілері арқылы анықталады. Мақала жалпылама шолу ретінде жазылып, қолданбалы ұсыныстарды қамтығандықтан, автор құнды қағаздар

жөнінде де сөз қозғаған. Қазақстан мемлекеттік-жеке серіктестік жүйесінің бастапқы қалыптасу жолында. Мемлекеттік құрылымдар аталған жүйені дамыту және кемшіліктерді болдырмау амалын халықаралық тәжірибеге сүйене отырып іске асыруда. Қазақстандық туризмнің инновациялық дамуы, біздің ойымызша, мемлекеттік-жеке серіктестік механизмдеріне негізделуі тиіс.

Түйін сөздер: туризм, бәсекеге қабілеттілік, механизм, серіктестік, бизнес, экономика

М.Н. Нургабылов ¹, А.А. Нурпейсова ², А.С. Дошан ³

¹ Таразский инновационно-гуманитарный университет, (г.Тараз, Казахстан);

²Казахский агротехнический университет им. С.Сейфуллина;

³ Казахстанский Экономический Университет им.Т. Рыскулова

ПРИКЛАДНЫЕ АСПЕКТЫ РАЗВИТИЯ ЭКОНОМИКИ И ТУРИЗМА

Аннотация. В статье пишется о важности развития регионального туризма, о наличии в них потенциальных ресурсах, использование которых предоставит Казахстану возможность добиться цели, то есть стать одной из конкурентоспособных стран на Мировой арене, так как именно конкурентоспособность регионов основана на эффективности действующих в них субъектов экономической деятельности. А так как статья носит обзорный характер с элементами прикладной рекомендации, то авторами был заданы и ценные бумаги. Казахстан находится в самом начале пути формирования системы государственно-частного партнерства. Государственные структуры принимают меры для совершенствования и преодоления недостатков действующей системы с учетом международного опыта. Инновационное развитие казахстанского туризма, на наш взгляд, должно быть основано на механизмах государственно-частного партнерства.

Ключевые слова: регион, туризм, конкурентоспособность, механизм, партнерство, бизнес, экономика

Сведения об авторах:

Нургабылов Мурат Нуридинович - Таразский инновационно-гуманитарный университет, г.Тараз, Казахстан;

Нурпейсова Ардак Алданышовна – докторант, Казахский агротехнический университет им. С.Сейфуллина;

Дошан Алма Сахитжанкызы - PhD, доцент кафедры «Учет и аудит», Казахстанский Экономический Университет им.Т. Рыскулова, Казахстан, г.Астана.