

NEWS

**OF THE NATIONAL ACADEMY OF SCIENCES OF THE REPUBLIC OF KAZAKHSTAN
SERIES OF SOCIAL AND HUMAN SCIENCES**

ISSN 2224-5294

<https://doi.org/10.32014/2019.2224-5294.183>

Volume 5, Number 327 (2019), 165 – 169

УДК 631.1.001.895(08)

A.Zh.Zeinullina, B.S.Korabayev, B.R.Zharkanova

Shakarim State University

JSC "Financial Academy"

Kokshetau State University named after Sh.Ualikhanov

aigul-zeinullina@mail.ru, bei2010@mail.ru, banufashion@mail.ru

**EFFICIENCY OF RURAL TOURISM AND ITS INFLUENCE
ON THE DEVELOPMENT OF THE AGRICULTURAL SECTOR
OF THE AGRICULTURE (ON MATERIALS
OF THE REPUBLIC OF KAZAKHSTAN)**

Abstract. Tourism, being a specific area with a "multiplier effect", stimulates the development of such interrelated sectors of the economy as trade, transport, communications, agriculture, the production of consumer goods, as well as the social sphere. These specific qualities of tourism allow us to consider it as a socio-economic phenomenon and pay special attention to its development, especially since the Republic of Kazakhstan has all the conditions for the development of this industry. The development of rural tourism has an impact on the growth of economic indicators in all sectors of the national economy. The expansion of tourism activities entails the development of such "non-tourism" sectors of the economy as the construction and modernization of airports, shops, cinemas, the improvement of cities, the emergence of new villages, the development of rural infrastructure, the restoration of monuments, the protection of forests and the cleansing of water bodies, affect the development of trade and industries.

Keywords: agriculture, tourism, efficiency, infrastructure.

INTRODUCTION

In these conditions, an urgent task for tourism is the development and implementation of new socio-economic development models, which should be based on the principle of economic efficiency in combination with the implementation of social tasks inherent in tourism. Moreover, tourism services should be equally accessible to all segments of the population: its economically active part - on market conditions, and socially vulnerable categories of citizens through the new economic mechanism of social tourism. Only mass and socially oriented tourism can become the basis of the concept of physical and spiritual healing of the nation.

MAINPART

As a result of economic development, the tourism sector is solving a number of important social problems. The tourism sector is becoming the largest employer, creating new jobs both in its own infrastructure and in other sectors of the national economy through a multiplier factor. However, tourism activities are associated with a number of negative factors. Despite the fact that tourism implements the principle of "soft" consumption of tourist resources (they cannot be "processed"), tourism modifies the ecology, quality of natural resources and cultural heritage sites.

The growth of tourism contributes to the expansion of road construction, which is one of the most important factors in the economic development of the country.

Tourism has an impact on employment both directly (job creation in the hotel industry, catering, etc.), and indirectly (job creation in other industries). The level of secondary employment and due to the development of tourism depends on the degree of interconnectedness of tourism and other sectors of the economy, including the economy of rural areas.

According to the WTO, for countries with a developed tourism industry, the following ratio is generally characteristic: for each workplace in the accommodation sector (hotels, motels, etc.), there is one more place in other sectors of the tourism industry, as well as 4 jobs in sectors indirectly related to tourism.

In the model of return on budgetary investments in tourism, revenues from tourism (for example, due to the expenses of tourists, taxes, and sometimes the multiplier effect) are summarized and related to the efforts of travel agencies. At the same time, an important component of the study of the development of the sphere is the determination of the total return on invested funds, which is the sum of the proceeds from tourism minus the costs of the travel company on promotion activities. In some countries, return on investment is expressed as a multiple of the budget spent on non-commercial advertising. The WTO conducted an extensive comprehensive study and showed the effectiveness of public investment in the advertising budgets of national tourism companies. Despite the fact that this index cannot serve as the only indicator of the effectiveness of budget investments in non-commercial tourism advertising, most countries find a direct correlation between the growth in the number of tourists and the increase in tourist revenues from the increase in advertising budgets. Thus, an increase in the advertising budget of China by 55% gave an increase in tourist arrivals in this country by 25%, and revenue from tourism by 157%, an increase in the advertising budget of the national tourism administration of Hungary by 118% allowed an increase in tourism revenue by 119%, an increase in the advertising budget Spain by 5% was affected by the growth of tourist arrivals, which increased by 16.5%.

Another indicator of return on investment is the coefficient of "cost / result". In this case, the travel company correlates a number of tourism parameters with its costs. These parameters can serve:

- the costs of a travel company for the trip of one tourist, which are calculated by dividing the total budget of the travel company by the number of tourists;
- the ratio of the costs of the travel company to the costs of tourists, which is calculated by dividing the total budget of the travel company by the total income of tourists;
- advertising costs for a trip of a tourist, which are calculated by dividing the total advertising budget of a travel company by the number of tourists;
- the ratio of the advertising costs of the travel company to the costs of tourists, which is calculated by dividing the total advertising budget of the travel company by the total revenue from tourists;
- the cost of one reservation, as an increase in tourist and business activities associated with hotels, carriers, facilities

tourist attraction or event events can be considered the result of specific campaigns of travel companies. With this approach to recording the load, the data on reservations, visitors and participants of various events are linked to specific events of the travel company (advertising campaigns, exhibitions, etc.) as an impact index. It can be used as an approximate criterion for non-commercial advertising, aimed at both consumers and professionals.

Agro tourism is an accommodation in rural areas, in the real village houses, with an opportunity to plunge into the everyday life and traditions of a nation. Italy, Spain, France, Greece – are the main trendsetters in the sector of the global agro tourism today. Agro tourism in these countries exists not one decade. During this time people there have managed to develop huge network of private rural hotels, create thousands of various tourist attractions, to develop hundreds of routes.

Agrotourism combines several kinds of travels:

- ecotourism
- rural tourism
- ethnotourism
- culinary tourism
- geo tourism
- country recreation

Agro tourism may mean a simple village house on the shore of a lake or a sea with the elements of a national culture. It may be a mini-hotel on the outskirts of the village with a restaurant of rural kitchen. It can also be a homestead on the farm, where guests in addition to staying are offered varied events and excursions.

How to cook cheese and how to harness a horse, how to press the grapes and how to build the stove, how to fish and how to grow lettuce - these questions are answered in the agro tourism houses.

It is wrong to consider agro tourism only as farmer and to connect it with availability of a farmer layer: this occupation of farmers in those countries where they are and want to be engaged in travel business. Where they are absent or a little, owners of means of placement – rural estates, boards, small hotels are engaged in agro tourism. There is one more option when private houses have no opportunity to accept tourists, but there is an exclusive tourist's potential, practice other approach – in the rural zone out of resort areas the large tourist centers are created (the cultural centers, "the national village", "houses of the hunter / fisherman).

The main objective to tourism development in the village is improvement of living conditions of local population. Development of agro tourism shall stimulate development of local economy, by forming of small economic turnovers of local resources. It is possible to achieve with the ways of initiation of a cross-industry cooperation in case of local products and services are used in production of a tourist product. There is a set of questions on the organization of activities in the sphere of agro tourism today, one of a bottom as it is correct to organize accounting of such activities.

Relief of the territory is various: the most part is occupied with steppes, small hilliness, flat weak divided and river valleys, the mountains are covered with woods.

Climate of the region is sharply continental. Summer is short, warm; winter is long-lasting, frosty, with strong winds and with, blizzards. The minimum temperature of air makes - 40°C and maximum reaches +44° C.

The vegetation is presented by steppe kinds of grass and according to landscapes, especially in northern part of area, pine-birch woods, motley grass vegetation, which covers slopes of mountains. Mountain pine woods is the riches of area.

The region's fauna differs by considerable riches and variety: 55 kinds of mammals, 180 kinds of birds, 300 kinds of waterfowl, etc.

The area has to the rich historical and cultural heritage which is made by monuments of art, archeology, architecture, history.

One of the most important resources of internal and entrance tourism is the rich and original national culture. Especially it is necessary to point to economic benefits of development in the area of agro tourism.

Agro tourism as service allows to optimize agricultural production and to increase its efficiency, thanks to the fact that the service in structure of expenses has higher share of value added. It is especially urgent concerning production of the agricultural enterprises the characterized high material capacity.

For area provides considerable potential benefits:

- the people of living there, especially in economically undeveloped district windows is capable to become an important source of employment. Locals can work as waiters, retail dealers, workers of system of hospitality;

- for people of country opens an opportunity for business;

- raises the income of local budgets;

- saves local culture and customs, supports a restoration of the available historical sights;

- exerts beneficial effect on holding the actions connected with environment protection as the tourism industry in comparison with other kinds of activity is more environmentally friendly.

It should be noted that from a position of the state it is expedient to define agro tourism development priorities, having concentrated on the most valuable resources of the country, having allocated so-called points of growth. It is important to study comprehensively a market situation and to reveal opportunities and threats which business can face.

Work in the area of agro tourism only begins. Its scales, ways of the organization and the amounts of financing don't allow to speak about expansion of this new sector of the modern tourism industry yet. Nevertheless, there are first steps in this direction which should be considered more attentively.

1. One of the activities of the enterprise will be the development of production, promotion and consumption of environmentally friendly food, the use and promotion of resource-saving technologies in organizing the infrastructure of the complex and the production of tourism products, environmental materials for the construction and arrangement of the facility, innovative technologies for the disposal of solid and liquid household waste and other

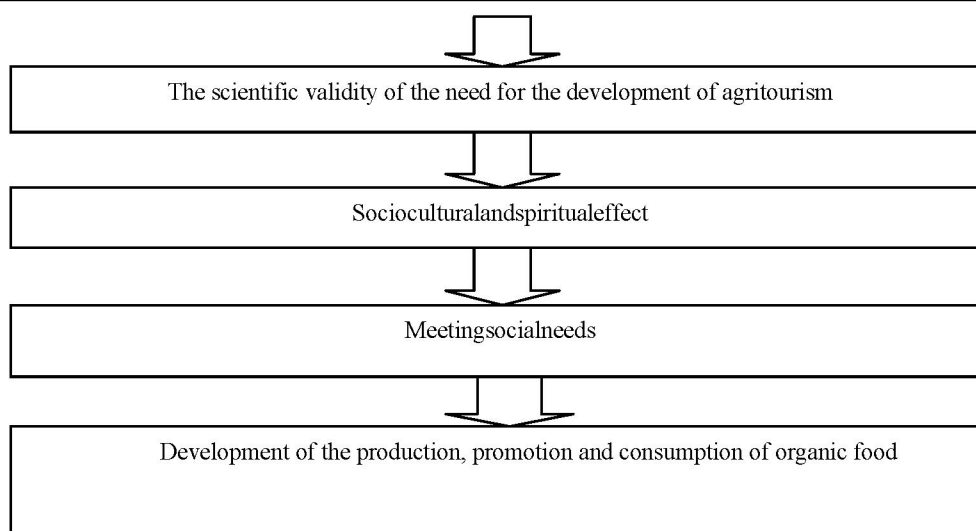


Figure 4 - Expected Project Results

Without diminishing the importance of these and other economic functions of the village, I would like to draw attention to the fact that the strategic importance of the political, socio-cultural, environmental and recreational aspects of rural development for the country, both in theory and in practice, is not taken into account properly.

The monitoring of the potential of rural areas as the basis of agritourism and the analysis of modern trends in the development of agritourism in the world, we have developed the following recommendations:

1. Support should be provided at the state level, which will have a beneficial effect not only on the tourism sector, but also on the country's agricultural sector. Due to the low cost of organizing agritourism and one of the few opportunities to earn income in rural areas.

2. In rural areas, it is necessary to improve infrastructure, the creation of highways, water supply, electricity, telecommunications, medical centers - this is the minimum that will contribute to the development of agritourism.
3. Agritourism should become a component of a large socio-economic program to transfer part of the agrarian population from production to services. This will prevent unemployment, migration, falling living standards and other negative phenomena leading to rural degradation.

4. Agritourism should help rural residents save and further increase the capital invested in housing, preserve their place of residence and habitual lifestyle, without losing agricultural production skills, and ultimately gain confidence in the future.
5. The state needs to encourage the transfer of labor resources in agricultural regions to the alternative sector of production of services, the development of small and medium-sized businesses and the creation of new jobs in rural areas.

6. Agritourism should be considered not only as a profitable activity in the service sector, but also as a practical and direct production activity: the revival and development of various folk and art crafts, traditional handicraft production, the production of environmentally friendly food products in subsidiary plots.

CONCLUSION

In modern conditions, this is unacceptable due to two circumstances. Firstly, due to the objective nature of the multifunctionality of rural territories and their special significance for the political and socio-economic development of society. Secondly, the current situation in the country (demographic and environmental crises, decline in the quality of life and human potential, the decline of villages and the devastation of agricultural land) poses a threat to national development. Therefore, a strategic approach to solving the economic problems of the village can be developed only on the basis of the priority development of rural areas as a whole.

А.Ж. Зейнуллина, Б.С. Корабаев, Б.Р. Жаркенова

Государственный университет имени Шакарима; АО «Финансовая академия»;
Кокшетауский государственный университет им.Ш.Уалиханова

ЭФФЕКТИВНОСТЬ СЕЛЬСКОГО ТУРИЗМА И ЕГО ВЛИЯНИЕ НА РАЗВИТИЕ АГРАРНОГО СЕКТОРА АПК (НА МАТЕРИАЛАХ РЕСПУБЛИКИ КАЗАХСТАН)

Аннотация. Туризм, являясь специфической сферой с «мультипликативным эффектом», стимулирует развитие таких взаимосвязанных отраслей экономики, как торговля, транспорт, связь, сельское хозяйство, производство товаров народного потребления, а также социальной сферы. Эти специфические качества туризма позволяют рассматривать его как социально-экономическое явление и уделить особое внимание его развитию, тем более, что в Республике Казахстан есть все условия для развития этой отрасли. Развитие сельского туризма оказывает влияние на рост экономических показателей во всех отраслях национальной экономики. Распирение туристической деятельности влечет за собой развитие таких «нетуристических» секторов экономики, как строительство и модернизация аэропортов, магазинов, кинотеатров, благоустройство городов, появлению новых сел, развитию инфраструктуры сельских территорий, восстановлению памятников, охрана лесных массивов и очистка водоемов, влияет на развитие торговли и отраслей промышленности.

Ключевые слова: сельское хозяйство, туризм, эффективность, инфраструктура.

А.Ж. Зейнуллина, Б.С. Корабаев, Б.Р. Жаркенова

Шәкәріматындағы мемлекеттік университет; «Қаржы академиясы» АҚ;
Ш.Уәлиханов атындағы Көкшетау мемлекеттік университеті

АУРУЛЫҚ ТУРИЗМНІҢ ТИІМДІЛІГІ ЖӘНЕ АУЫЛ ШАРУАШЫЛЫҒЫНЫҢ АУЫЛ ШАРУАШЫЛЫҚ СЕКТОРЫН ДАМУҒА ӘСЕРІ

Аннотация. Туризм "мультипликативті әсермен" ерекше сала бола отырып, сауда, көлік, байланыс, ауыл шаруашылығы, халық тұтынатын тауарлар өндірісі, сондай-ақ әлеуметтік сала сияқты экономиканың салаларын дамытуды өзара байланысты ынталандырады. Туризмнің бұл ерекше қасиеттері оны әлеуметтік-экономикалық құбылыс ретінде қарауға және оның дамуына, оның ішінде Қазақстан Республикасында осы саланы дамыту үшін барлық жағдайлар бар екеніне ерекше назар аударуға мүмкіндік береді. Ауыл туризмнің дамуы ұлттық экономиканың барлық салаларындағы экономикалық көрсеткіштердің өсуіне әсер етеді. Туристік қызметті кеңейту әуежайларды, дүкендерді, кинотеатрларды салу және жаңғырту, қалаларды абаттандыру, жаңа ауылдардың пайда болуы, ауылдық аумақтардың инфрақұрылымын дамыту, ескерткіштерді қалпына келтіру, орман алқаптарын қорғау және су қоймаларын тазалау сияқты экономиканың "тұрақсыз" секторларын дамытуға әкеп соғады, сауда мен өнеркәсіп салаларының дамуына әсер етеді.

Түйін сөздер: ауыл шаруашылығы, туризм, тиімділік, инфрақұрылым.

Information about authors:

Zeynullina Aigul Zhumagalievna - Candidate of economic Sciences, Head OP "Accounting and audit", Moscow State University named after Shakarim, <https://orcid.org/0000-0002-4787-4966>, aigul-zeynullina@mail.ru;

Korabaev Beibit Sybanbaevich - Master of economic Sciences, Head of OP "Accounting and audit", JSC "Financial Academy", <https://orcid.org/0000-0003-0420-9517>, bei2010@mail.ru;

Zharkanova Banu Ruslanovna - master "Economics and business", Department of Geography, ecology and tourism, teacher, Kokshetau state University.Sh., <https://orcid.org/0000-0003-1993-7170>, banufashion@mail.ru

REFERENCES

[1] SHabaga A.A. Ustojchivoe razvitie sel'skih territorij: ponyatie i sushchnost' // Materialy VIII Mezhdunarodnoj studencheskoj elektronnoj nauchnoj konferencii «Studencheskij nauchnyj forum». – Omsk: FGBOU VO Omskij GAU(InRussian).

[2] Golyshhev M.E. Sushchnost' ustojchivogo razvitiya sel'skih territorij // NGIEI. – [Elektronnyj resurs]: <http://docme.ru>. [Rezhim dostupa]: http://docme.ru/doc/1497588/sushchnost_-ustojchivogo-razvitiya-sel_skih-territorij (data obrashcheniya k resursu: 23.06.2017) (InRussian).

[3] Kazakhstan: Obshchaya ploshchad' Kazahstana, plotnost' naseleniya Kazahstana, Sel'skohozyajstvennyye zemli. [Elektronnyj resurs]: <https://ria.ru>. [Rezhim dostupa]: <http://ru.worldstat.info/Asia/Kazakhstan/Land> (data obrashcheniya k resursu: 11.07.2017) (InRussian). Zhansagimova A.E. Monitoring the development of the rural areas of the Republic of Kazakhstan. XX International Scientific and Practical Conference "Agrarian Science - Agricultural Production of Siberia, Kazakhstan, Mongolia, Belarus and Bulgaria" (Novosibirsk, October 4-6, 2017) p.366-370 ISBN 978-5-94477-211-4 (In Russian).

[4] Aktymbayeva A.S., Zhansagimova A.E., MizambekovaZh. K., ToizhigitovaZh. A., Sadvokasova K. Zh. Financial management, franchise and their impact on tourism. Pensee Journal. FranceVol 76, No. ten; Oct 2014, p. 133-142 (ISSN 0031-4773) (inEnglish).

[5] Mazbaev O.B., Zhansagimova A.E., Eszhanova J., Bulakbay J.M. Finance, management, tourism and innovation. Bothalia Journal, PRETORIA, SOUTH AFRICA Vol. 9; Sep 2014, p. 48-58 (ISSN: 0006-8241) (in English).

[6] Amerzhanova D.A., Zayakina A.V., Shaimagambetova A.Ch., Rakhimova G.A., Esenova G.Zh. Investigating climate investment in the republic of kazakhstan and evaluation of the volumes and structure of investments in the real economy sector. N E W S OF THE NATIONAL ACADEMY OF SCIENCES OF THE REPUBLIC OF KAZAKHSTAN SERIES OF SOCIAL AND HUMAN SCIENCES Volume 4, Number 326 (2019), 74–80, ISSN 2224-5294 <https://doi.org/10.32014/2019.2224-5294.139>