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PECULIARITIES OF AGRETURISM IN FOREIGN COUNTRIES

Abstract. To date, agrotourism has become an important component of socio-economic development in the world, since it transfers parts of the agrarian population from the production sphere to the service sector. Giving impetus to the formation of agrarian regions and their population through the organization of a new sector of the local economy. The development of agro-tourism allows in developed countries to prevent unemployment, migration, a decline in the standard of living of the population and other negative phenomena leading to the degradation of the village. In many countries, agro-tourism is a complementary and interconnected concept and becomes a means of leisure in rural areas for townspeople, nabierra is increasingly popular in the recreational regions of our country, subject to state support in accordance with rural development programs, facilitating the transfer of surplus labor in agrarian regions to an alternative sector for the production of services, the development of small and medium-sized businesses and the creation of new jobs in rural areas.

Keywords: price policy, efficiency, cattle breeding, meat industry, agriculture.

Introduction. Agro tourism is an entertaining tourism that involves the use of a rural (farm) economy. Agro tourism can manifest itself in various forms, but always includes the removal of the agro-life.

There are two basic forms of agro tourism: a manor with a service to be rented directly within the household or a self-catering accommodation on land belonging to the household, for example, in camping and tents. Agro tourism, thus, is a form of rural tourism. In agro-tourism, the household (farm) is at the same time a lodging house and the main object of interest for the tourist.

Methods of research. 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 variety of goals, objectives and areas of activity in agriculture predetermines various criteria for assessing the effectiveness of economic entities.

The discussion of the results. The development of agrotourism in the world began in the second half of the 20th century, when the concept of "Bed & Breakfast" became popular in England and the USA - living for about 7 days in empty rooms of houses regardless of their location (Table 1).

<table>
<thead>
<tr>
<th>Name</th>
<th>Characteristic</th>
<th>Features</th>
</tr>
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<tbody>
<tr>
<td>Bed &amp; Breakfast cottage</td>
<td>Rent a cottage in the resort and recreational zone, in a territory that has the status of a rural area or refers to a resort area</td>
<td>Location by the sea, lake or in the mountains</td>
</tr>
<tr>
<td>Bed &amp; Breakfast farm vacation</td>
<td>Family holidays with children in rural areas, characterized by attractive recreational resources</td>
<td>The possibility of rest in rural conditions of children of different age groups separately from their parents</td>
</tr>
<tr>
<td>Bed &amp; Breakfast homestay</td>
<td>Accommodation in the owner's house of a rural manor together with his family in separate guest rooms</td>
<td>Familiarity with the traditions, culture and way of life of the seven, in which the guests live</td>
</tr>
<tr>
<td>Bed &amp; Breakfast farmstay</td>
<td>Accommodation in a farmer's house or in a specialized camping on the territory of a farm</td>
<td>The use of products grown by the owner of the homestead, participation in agricultural work on the farm</td>
</tr>
</tbody>
</table>
At the beginning of the XXI century, the agrarian tourism industry is recognized by WTO experts as an essential, most dynamically growing sector of the world tourist industry. Today, the volume of agrotourist services in post-industrial countries almost exceeds the growth in the number of hotels and resort services in these countries [2].

At the present stage, all the national agrarian tourism organizations of European countries have joined the European Federation for Farm and Village Tourism ("European Federation for Farm and Village Tourism") or abbreviated "EuroGites". The main objectives of this organization are: to promote the development of agrarian tourism and targeted investment in rural tourism development projects. Features of the organization of agricultural tourism in European countries are provided in Table 2.

Table 2 - Features of the organization of agro-tourism in European countries

<table>
<thead>
<tr>
<th>Country</th>
<th>Features of the organization of agro-tourism</th>
</tr>
</thead>
<tbody>
<tr>
<td>Italy</td>
<td>Agro touristic business is closely connected with the resort, international specialization - gastronomic and tasting tourism</td>
</tr>
<tr>
<td>France</td>
<td>The seaside agritourism, horse farms, wine agroundings, ski chalets, agro cottages, castles, and other forms of agritourism are characteristic</td>
</tr>
<tr>
<td>United Kingdom</td>
<td>Affordable prices, special discounts for children, wide application of advertising, specialization - horseback riding</td>
</tr>
<tr>
<td>Spain</td>
<td>There are rural hotels in the Canary and Balearic Islands, as well as in converted monasteries and historic castles</td>
</tr>
<tr>
<td>Germany</td>
<td>Most tourists come to participate in international fairs and trade shows</td>
</tr>
<tr>
<td>Austria</td>
<td>Attracting tourists to harvesting herbs, preparing dairy products, pasturing livestock, active mountain and ecological tourism</td>
</tr>
<tr>
<td>Finland</td>
<td>Rent houses without owners, located on the shores of protected lakes and rivers</td>
</tr>
<tr>
<td>Romania</td>
<td>The National Association of Rural and Cultural Tourism operates, specialization - ethnographic and gastronomic tourism</td>
</tr>
<tr>
<td>Hungary</td>
<td>Tax privileges are extensively applied, international specialization is equestrian tourism</td>
</tr>
<tr>
<td>Poland</td>
<td>Characteristic of the lack of a close relationship with the traditions of the country - only accommodation and meals</td>
</tr>
<tr>
<td>Denmark</td>
<td>There is the National Association of Agrotourism, specialization - bicycle tourism</td>
</tr>
<tr>
<td>Iceland</td>
<td>Categorization of rooms into three categories, categorization of guest houses (A, B, C, D, T, F, G)</td>
</tr>
</tbody>
</table>

Since 1972, agro tourism in world practice has emerged as a separate industry providing income equal to the gross domestic product of a country such as Hungary. At the moment, more than 2 million beds have been registered for tourists in rural European estates.

Unconditional leaders in the development of the industry of agrarian tourism in Europe are France and Spain. In these countries, agrotourism has long grown into a highly profitable industry of international specialization. The prerequisites for this were the development of the agro-tourism as part of the state protectionist policy in the 1980s, when a quota system was introduced in Europe, which sharply reduced the volume of agricultural production. Accordingly, there was a need to create new jobs in rural areas. The main task, which was set before the development of agro-tourism, was to stop the mass outflow of the rural population to the cities, with the help of which it was required to avoid serious social conflicts. However, this type of tourism quickly turned into a low-cost and competitive business.

The interests of the development of agrarian tourism in these countries are represented by the National Organization of Holiday and Green Homes, which offers agro-tourism for every taste and type of recreation, certified according to high national standards of service.

Classical European traditions of the development of agricultural tourism for many decades, professes the United Kingdom, in which the system of regional tourism organization was formed in 1969 with the adoption of the Law on the development of tourism. English agro tourism is all-season: it is very popular in this country not only to spend the summer holidays, but also to meet Christmas. In the UK, the interests of the owners and the infrastructure of agribusiness are protected by the National Organization of Rural Tourism and Agro tourism, which provides accreditation of guest houses and other accommodation for agro tourists. The current popularity and demand for rural tourism services has prompted English farmers to unite homesteads and guest houses in order to offer more diverse services. So, for example, in the south-west England, the restoration of old farms, in which an increased level of comfort is combined with original or partially preserved old furniture, is very popular.
Italy, as an object of agro tourism infrastructure, on the world market of tourist services, focuses guests on the historical traditions of rural recreation in the mountains and foothills of the Alps, the Apennines and along the strip of the sea coast. Agro tourism in Italy since its inception began to be considered by the rural population as the main form of entrepreneurial employment. Therefore, in this country agro touristic business is closely intertwined with the resort service. A significant factor in the international agro tourism specialization of Italy has gradually become wine and gastronomic tourism. Despite the fact that the services of rural recreation in Italy are almost twice as large as Spain or France, they annually enjoy up to 2 million people. (of which - 77.9% of Italians). Annually, the profit from rural tourism is more than 350 million dollars.

A special place in the development of agro tourism belongs to Germany, which is visited annually by many one-day guests from Eastern European countries within the framework of shopping tours, especially from neighboring Poland. In the early 1980s, Germany developed a concept for the development of agro-tourism in peripheral regions for the distribution of cheap recreation on the tourist market, without the use of expensive infrastructure and the provision of comfortable living conditions [5, p. 73].

In Switzerland, tourism revenues amount to more than $ 15 billion annually, of which $ 10 billion falls on farmers in mountainous areas.

In the near future, Turkey takes the initiative to actively develop agro tourism. This will not only help attract more foreign tourists to the country, but will also help preserve the environment and support agricultural areas in accordance with the project "Turkey for All" [5, p. 74].

The experience of such European countries as Hungary, Romania and Poland deserves to be studied. The legislation of Hungary agro-tourism is referred to the sphere of personal farming, in this connection, appropriate preferential tax instruments are formed. Among the most popular places include the southwestern region of Vash, the eastern region of Szolnok (the Tis region) and the famous Hortobad steppe. Specialization of agrarian tourism in this country is its combination with national traditions of horse breeding.

Thus, the popularity of agro tourism in the West grows from year to year, and tired of beach holidays and crowded hotels, customers prefer their inexpensive tours in the province, where one can feel like a simple villager who is far from the hustle and bustle of civilization. Many agrarian tourism specialists in these countries are sure that it is agro tourism that will become the most privileged type of recreation in the modern world. The majority of agro tourism hotels have their own farms, where ecologically clean local products are grown, which are extremely popular today in the developed world. Successful Western experience can find interested structures in the development of domestic agrarian tourism.

It is worth noting the significant state support for programs to attract rural communities to agro tourism in European countries, as many countries see agrarian tourism as the main lever for economic recovery of their rural areas. So, according to specialists' calculations, the income received from one bed is equivalent to the annual income of a farmer from one cow [5, p. 74].

Conclusions. The development of agrarian tourism has a zonal character - the areas of development of this type of tourism are traditional. Now the market distinguishes three types of green tourism:

First, agro tourism is a kind of rural green tourism, both cognitive and entertaining, connected with the use of subsidiary farms of the population or land of agricultural enterprises that are temporarily not used in the agrarian sphere. This species may not have restrictions on the load on the territory and the regulation of the types of recreational recreation.

Secondly, rest in the village. The basis of its development is the capital housing fund on the manors of the owners and the available natural, recreational, historical and architectural, cultural and household and other achievements of this or that area.

Thirdly, this ecotourism is a scientific-cognitive kind of agro tourism, characteristic for rural areas and villages located within the territories of national parks, protected areas, parks, etc., where appropriate restrictions on the loads on the territory and the types of entertainment rest are regulated.

REFERENCES
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ШЕЛЕДІК ЕЛЬДЕРЕГІ АГРЕГАТАРДЫҢ ЕРЕКШЕЛЕКТЕРІ

Аннотация. Бұғынға таңда, аграрлық-туристік қызметтерге өнеркәсіп аұлақ шаруашылықтағы хақық трансферт бөлігі ретінде, ол алу және экономикалық сападын маңызды құрамдас бөлігі болады жерелікті экономикалық жаңа секторыны ұйымдастыру арқылы ағырлық әртілер мен әлардын популяциялықтарының қалыңдықтарын сәріңіз беру. Агротуризмді дамыту ол жүйесін және аулақтың азыры және қасиеттерін бақылау құралы дайындауға және аулақтарга қауіпсіздік беру үшін қажет. Концепт еңелдері, Агротуризм - бірі тольғурытын және өзара байланысты ұзын әдет мен аулаққа қызмет ету ортақты әсер етеді, әдет мен аулаққа қызмет ету ортақты әсер етеді.

Түйін сөздер: агротуризм, тәсілдер, аулақ шаруашылығы, өрнекті даму, құрылды, функциялар.

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ОСОБЕННОСТИ АГРОТУРИЗМА В ЗАРУБЕЖНЫХ СТРАНАХ

Аннотация. На сегодняшний день в мире агротуризм стал важным компонентом социально-экономического развития, так как переводит части аграрного населения из сферы производства в сферу услуг. Придавая импульс формированию аграрных регионов и их населения путем организации нового сектора местной экономики. Развитие агротуризма позволяет в развитых странах предотвратить безработицу, миграцию, падение жизненного уровня населения и другие негативные явления, ведущие к деградации села. Во многих странах агротуризм – взаимодополняющие и взаимосвязанные понятия и становится горячей темой в сфере местного развития, обеспечивая всестороннюю поддержку в рекреационных зонах нашей страны, при условии государственной поддержки в соответствии с программами развития сельских территорий, содействуя переводу земельных ресурсов в аграрных регионах в альтернативный сектор производства услуг, развитию малого и среднего бизнеса и создании новых рабочих мест в сельской местности.

Ключевые слова: агротуризм, подходы, сельское хозяйство, устойчивое развитие, средства, функции

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