

**Turetaev A.T., Master's student**

**Mukhambetova Z.S. Candidate of Economic Sciences, Associate Professor**

*S. Seifullin Kazakh Agrotechnical University, Nur-Sultan, Kazakhstan*

## **FORMATION OF RURAL TOURISM IN KAZAKHSTAN AS A FACTOR OF INCREASING THE COMPETITIVENESS OF TOURISM SERVICES**

Rural tourism can be considered both in a broad sense and in a narrow sense. In a broad sense, the key role is given to the territorial aspect, when tourism, road management, local infrastructure, food supply are adjusted to the characteristics of a particular rural area, as well as the natural and recreational environment. In a narrow sense, rural tourism is considered as a specific direction of tourism, and is also interpreted as one of the types of eco-tourism, involving the placement of tourist accommodation in rural areas. It should be noted that the concept of agrotourism in theory is quite vague and does not have a clear interpretation. The main feature of this type of tourism is that tourists live in rural areas, get acquainted with the way of life and everyday life of farmers. To date, there is no specific definition of agrotourism, and therefore different scientists consider it differently.

In Kazakhstan, one of the promising areas of development of the tourism industry is still underutilized – rural tourism. Rural tourism is the development of medium and small private enterprises, it is the reduction of unemployment in rural areas, it is the further construction of roads, club houses, it is an additional increase in the income of the population of villages, it is the further development of tourism – adventure, pilgrimage, ethnographic, it is the development of new innovative technologies that produce and process agricultural raw materials, it is the creation of specialized agro-tourist villages, it is the further development and use of natural, historical resources of rural areas, it is the raising of knowledge among the villagers

in tourism, business, technology, competent use of natural resources, it is the effective use of existing reservoirs, lakes, rivers, reservoirs, forests, mountains and existing sports facilities, etc. These above-mentioned indicators do not give us the right to say that the current level of tourism corresponds to the socio – economic situation of the country's population.

As you can see, basically the concept of "rural tourism" should be considered from an economic point of view. Everyone is well aware that the sale of raw materials without processing it at an industrial enterprise is a kind of economic dead end, and the above-mentioned directions of rural tourism development, taking into account the use of modern innovative enterprises – both in research institutes, higher educational institutions and advanced enterprises using their developments will allow for an influx of funds, including foreign currency, increase employment in rural areas and will provide interconnection of various sectors of the national economy.

This is facilitated by the natural resources of each country, their hospitality, cultural and ethnic diversity, their individual tourist infrastructure, and their burden of change within each country.

Our Kazakhstan solves its problems in the formation of market relations. Thus, in Kazakhstan, 86% are private individuals, 8% are state - owned, 4% are foreign and 2% are joint ventures. That is, private property in the country has become the dominant subject of economic relations.

The state also has the task of ensuring the social development of the country, defense and economic security, regulating economic and financial relations between the state and business, creating normal conditions for entrepreneurship and the relationship between domestic and foreign policy.

Today, about 7 million people are employed in the country, of which about 3 million are self-employed. At the same time, the income of the population, tax and other revenues to the budget increased.

Kazakhstan has 3,2% of the world's oil reserves, 21% of uranium, and 1,7% of gas. We occupy the first place in the world in terms of proven reserves of zinc, tungsten, and barite. Second in terms of silver, lead, and chromite reserves. In the

bowels of the earth there are 99 of the 105 known elements of the periodic table.[3] It is necessary to skillfully dispose of our wealth in our native Kazakhstan.

The main factors of the economy of Kazakhstan were the oil and gas sector, mining and metallurgical industries, transport and communications, agriculture and its processing industry. The above-mentioned industries account for about 86% of gross output, of which 48.4% is the mining industry.

As mentioned above, Kazakhstan has rich natural resources, while our country – Kazakhstan-has the ninth largest territory in the world. Namely, we have huge agricultural areas with a full range of agricultural areas.

Part of our Kazakhstan border area has now mastered shop tourism to neighboring Russia, Kyrgyzstan, and other countries for cheaper products and other goods. Prices there today are 20-40% lower. If we compare the prices of a standard grocery basket or light industry goods in our country and, for example, in Latvia, Estonia, Kyrgyzstan, China, etc., we will see that their prices are 75-90% lower than in Kazakhstan.[4] All our financial resources are deposited in the Baltic countries, Kyrgyzstan, China, and Russia. As you know, tourism is not only a change of places, the so-called word travel, but also the knowledge of all forms of human activity living in their country, taking into account many natural, legal, social, economic and other diverse aspects. It should be emphasized that the competition in the global investment market is not weakening. Almost all countries are actively fighting to attract investment. The inflow of foreign direct investment has reached more than \$ 1300 billion. We have started to implement a productive investment policy, where long-term investments are guaranteed by law, the stability of the preservation and execution of concluded agreements is ensured, etc. Now the country will have to ensure a reasonable combination of national and foreign capital in the areas of application and achieve their maximum effective use in the intensive diversification of the economy. It is also obvious that the maintenance of the level of natural resources, their effective use for the diversification of the national economy can be considered as positive multiplicative factors of the dynamism of economic growth for the period of their operation.

Of great importance for the population of the country is the indicator of housing security, work and real income, the level of consumption, access to education, the development of the service sector, the reliability of health care, etc. Consider the above-mentioned indicators in agriculture and tourism in our country. One of the fundamental conditions for the development of the state that affect the stable functioning of the socio-economic development of society as a whole is agriculture and the tourism industry. The specificity of the position occupied by agriculture and the tourism industry is determined, firstly, by the production of various types of raw materials and food for the population and the reproduction of the labor force, and secondly, by the production of raw materials for other sectors of the economy. Modern agriculture and tourism are the branches of the world economy. According to experts, on average, in order to generate income equivalent to that given by one foreign tourist, it is necessary to export to the world market about 2 tons of high-grade wheat, or 9 tons of coal, or 15 tons of oil.

Agriculture and other industries, as well as tourism as an industry in general, have the following positive effects on the state's economy - as an influx of foreign currency, raises the balance of payments and total exports, increases employment, affects the development of dozens of sectors of the economy, contributes to the development of the country's infrastructure and ensures the country's economic and food security.

The need for food will increase every year in the world, and therefore, the role of agriculture and the tourism industry will also increase.

Of course, in order to solve the issues of the agro-industrial and tourism sector of the state in a timely manner, a set of measures is being taken to improve it – the amount of funding is increasing, new programs are being developed, and new mechanisms of state support are being formed. It is advisable not to miss the peculiarity of our country – this is the multinational nature of Kazakhstan.

Our multinational population of the country could invite their fellow tribesmen to Kazakhstan. It is necessary for tourism, agricultural and other organizations to

accelerate the implementation of the cycle of events of interest in visiting Kazakhstan.

Along with other positive factors, the Republic of Kazakhstan has opera and ballet theaters in Almaty and Astana, the world's only Uyghur Drama Theater in Almaty, the Korean Theater in Almaty, the German Theater in Almaty, and 14 regional drama theaters. There are philharmonic halls, cinemas, etc. And with such wealth, people living of different nationalities do not actively come to us tourists in our multinational Republic of Kazakhstan. It is necessary to solve this problem by improving the activities of tourism, agricultural and other sectors of our country. Inbound and domestic tourism still has large reserves.

Currently, the Government of Kazakhstan pays serious attention to the development of rural tourism, providing serious support to persons engaged in it on the territory of the state. For example, for entrepreneurs who organize agricultural tours, a number of banks provide loans at preferential interest rates.

The development of rural tourism is carried out in accordance with the main priority concepts and programs adopted in Kazakhstan on this issue. In particular, they provide for the following provisions regarding rural tourism:

1. Improving the efficiency of the use of agricultural resources, effective management in this area.
2. Modernization of rural infrastructure, creation of additional facilities in this area.
3. Improving the general well-being of the population, including improving the quality of the environment in cost-effective ways, reducing pressure on the environment.
4. Business in the village should be conducted in such a way that it does not violate the functional cleanliness of the countryside, not only in terms of ecology, but also in terms of noise, light, etc.

At the same time, a differentiated approach to the development of rural areas should be implemented, the agricultural sector should develop as intensively and comprehensively as possible, and attention should also be paid to other serious

problems of the village, for example, the quality of roads. The countryside is a very specific object in terms of tourism, and if it does not have an improper arrangement, it is unlikely to interest tourists.

Every year, state statistics show an increase in GDP, an increase in foreign investment in domestic production, and the formation of new agricultural and tourist facilities. However, the current measures are still not enough, since the import of products is increasing, there is still a significant difference in inbound and outbound tourism, there is an increase in prices for food products in the country, etc., etc., since the level of competitiveness in both the domestic and foreign markets is still low.

Therefore, for a deeper understanding of the problems in the system of agriculture and tourism of the republic, it is necessary to identify important individual reasons that, if they are structurally omitted, can negatively affect the above-mentioned industries, namely agriculture and tourism.

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