

# **MULTIFUNCTIONAL DEVELOPMENT OF RURAL AREAS OF KAZAKHSTAN WITH THE APPLICATION OF THE UNIFIED MODEL OF TOURISM IN THE CONTEXT OF SUSTAINABLE DEVELOPMENT AND THE GREEN ECONOMY**

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## **Abstract**

In Kazakhstan, until recently, public opinion, public policy and science, unfortunately, dominated by a narrow approach to defining the role and importance of rural development. In general, the concept of "rural development" and "agriculture" were considered as identical, respectively, the role and importance for the country's rural areas were reduced only to provide food and agricultural raw materials.

Despite some positive changes, to overcome the systemic crisis in the rural areas of Kazakhstan is not yet possible. Reducing the number of rural settlements and rural population, a growing gap between urban and rural residents on life expectancy remains a huge difference in the level of material well-being and access to social infrastructure.

Natural-resource orientation of the development of rural economy leads to environmental degradation in rural areas. Weak binding of youth and brain drain in rural areas hinder modernization and innovative development of agricultural production.

One of the areas of social and agrarian policy of rural development, put forward by many developed countries, was diversifying employment in order to create alternative activities. Changes in agricultural policy appeared to strengthen measures to support rural development. In these countries, in rural development programs, excluding the funds allocated for the development of agricultural production and food aid, a large amount of funds from the budget. Such attention to rural areas due to the fact that they often have significant natural and cultural potential that is not used and the development

of which would improve the well-being of not only the villagers, but also the general population.

Thus, the skillful use of the capacity of rural areas in the relevant socio-economic conditions gave rise to the policy multifunction (multilateral) development areas, which could also be called a small village industrialization, based on the support and development of non-agricultural initiatives. Multifunctional development is interpreted not only to the economic growth of the village, but also the improvement of the situation in the field of demography, the quality level of the rural population and the overall development of the state.

Multifunctional development associated with the introduction of agriculture in the space of an increasing number of new non-agricultural functions. The village thus ceases to be a housing space for farmers producing mainly raw materials, it becomes integrally associated with the part of the national product, where people are busy as agriculture and non-agricultural economic activities.

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**Keyword:** Multifunctionality, rural areas, sociality, sustainability

## **Introduction**

Globalization became the key concept characterizing processes of world development. Discussion of consequences and globalization contradictions deduces on a problem of a sustainable development. Today it is important to whole world and each state to find answers to powerful global and internal challenges. In the Address of the President of the Republic of Kazakhstan – the Leader of the Nation N.A.Nazarbayev to the people of Kazakhstan «Social and economic modernization – the main vector of development of Kazakhstan» the separate place is given to innovations in various areas of economy as by one of the countermeasures directed to modern calls of globalization. National leader said: «The social importance of projects in a framework industrially - innovative development is absolute, this program remains the main reference point of modernization of economy. All state agencies should consider this work as the main care. It is entrusted to government to provide necessary means for development of infrastructure of innovative clusters, strengthening of the Kazakhstan innovative system and increase in the budgetary expenses at financing of perspective scientific researches through allocation of innovative grants is necessary (Nazarbayev, N.2010).

Its concept admits to one of the main achievements of scientific and public thought. According to the recommendation of the United Nations, Kazakhstan accepted national strategy and the concept of a sustainable development which is an exit to a way of socially oriented development of

economy, managements of public processes in the spirit of a compromise because of public interest. The sustainable development is a process of changes in which operation of natural resources, the direction of investments, orientation of scientific and technical development, development of the personality and institutional changes are coordinated with each other and strengthen present and future potential for satisfaction of human wants and aspirations.

The world commission on environment and development (WCED) and General Assembly of the United Nations recognized that environmental problems have global character and define that it is equitable to common interests of all countries on development of policy for a sustainable development. The concept of a sustainable development was logic transition from an ecologization of scientific knowledge and social and economic development to development of ecological policy and diplomacy, the right of environment, there was a new institutional component — the ministries and departments on environment. Later began to speak about an eco-development, development without destruction, need of a sustainable development of ecosystems (Perelet, 1995, p197). Considerable majority of the international organizations included the essential ecological component focused on transition to a sustainable development in the activity.

## **2 Chapters**

Last two decades the concept of "green economy» urged to provide more harmonious coordination between the components set forth above which would be comprehensible to all groups of the countries – developed, developing and the states with transitive economy. The green economy is the economy which result of activity improves well-being of citizens and social equality, considerably reducing ecological risks and deficiency. Environmental problems in the 21st century became the most important for the humanity. Their solution may affect the economic situation in a country; contribute to solving the economic and social problems, including poverty, dearth and others. Today the adjective “green” is widely used in a variety of combinations, such as “green” business, “green” investments, the “green” party, “green” industries, and many others.

The concept of “Green Growth” is based on four principles: the eco-efficiency with maximization of consumption and minimization of environmental impact; the resource-saving, i.e. decision-making with regard to the need of natural resources’ preservation; unity, i.e. coherence among all actors of the national economy; intersectoral decision-making. Figure 1 presents the principles of the “green growth”, as well as mechanisms for their integration in the strategic planning within the national economies (Bolshakov B., Bragin A., Slazhneva T., 2011, pp 219).

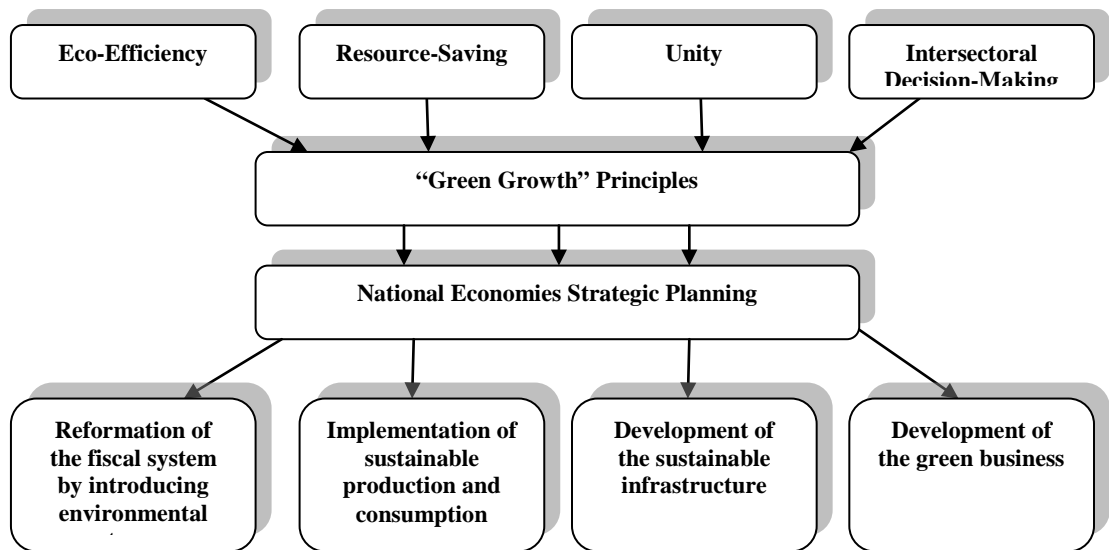


Figure 1 - “Green Growth” Principles and Mechanisms of their Implementation

The concept for the transition of the Republic of Kazakhstan to the “green economy” was adopted in 2013 by the Leader of the Nation Nursultan Nazarbayev. It gives the foundation for deep systemic changes to move to the economy of the new formation by increasing the living standards of the population, entering into the 30 most developed countries’ list, minimizing an impact on the environment and degradation of natural resources (The concept on transition of Republic Kazakhstan to «green economy »2013).

On the 6th Ministerial Conference on Environment and Development in Asia and the Pacific which was held in Astana in 2010, the initiative on the Partnership Program “Green Bridge” was announced by the President of Kazakhstan Nursultan Nazarbayev. It is aimed at introducing “green” investment projects in countries with different political systems and levels of economic development.

At the UN World Summit on Sustainable Development (Rio de Janeiro) in 2012, the summit participants welcomed the initiative of the President Nazarbayev to develop a long-term strategy for the future. The proposed strategy is based on G-Global principles; it takes into account interests of all nations and civilizations on the basis of constructive multilateralism, dialogue, consensus and tolerance.

### 3 Chapters

Kazakhstan's President Nazarbaev said: «The agrarian sector of Kazakhstan possesses great export opportunities and high potential for introduction of innovations. The state renders the huge help to agriculture. It is necessary to find alternative ways for business support on the village and

expansions of access of farmers to financing. One of important questions of the current development is the diversification of streams of direct foreign investments into economy of Kazakhstan. Then it is necessary to send in perspective branches, for example, the tourism sphere. In the developed countries it is the share of a share of a tourist cluster to 10 percent of gross domestic product, at us - less than 1 percent. It is necessary to study as a whole about the country points of growth of tourism, it is a lot of them. The special care of the president is a strengthening of business and investment climate.....».

In relation to a science about service in respect of methodological construction the scientific discipline connected with researches in sphere of tourism is related (Ananeva, Bagdasaryan & Butkevich, 2008, p.247). Subject of tourist researches as new interdisciplinary field of knowledge, tourism is built, anyway, round a definition. Tourism it and a type of economic activity, and the sphere of intercultural communications, and a form of world migratory dynamics, and option of leisure pastime, and actually, travel in geographical sense. Each of the sciences connected with this functional (the economy, a demography, sociology, geography) builds definitions from positions of own subject vision.

Tourism in the 20th century should become one of the most effective ways of formation of system of universal values. Without underestimating economic value of tourism it is possible to ascertain that its further development only as economic phenomenon is capable to deepen only global contradictions as in tourist regions there are many problems - ecological, social and economic. Extraction of commercial profit is too frequent provides harm to environment, is frequent simply the irreversible. The exception of development of tourism especially according to economic laws of the world tourist market will allow passing on to new model of globalization which will present not commercial tourism, and social. The uncontrollable growth of tourism caused by desire quickly to get profit, and as consequence, serious problems in the field of ecology, culture and social development, compels mankind to show care of preservation natural, historical and cultural values.

The world tourist industry was considerably globalized also by the prompt dynamics of development became the applicant for leading world branch. Already now distances have ceased to matter no less than dividing lines of geographical borders between the countries, and development of transport sphere has made accessible for the tourist an every spot on the globe less than for days. The tourism sustainable development needs competent participation of all interested circles concerning this business, and as well in a resolute political management to provide wide participation and consensus achievement.

With the beginning of process of an intensification of tourism and occurrence of its new kinds frequently positioning, as absolutely independent kinds leisure activity, the special place occupies agrotourism. Agrarian tourism, now, as the representative innovative diversified kind of tourism, is capable to solve many questions of a sustainable development of the country from the point of view of its ecological compatibility and a sociality.

#### **4 Chapters**

Among the most actual tendencies characterizing processes of globalization strengthening of a competition of regions and national economies is allocated. The understanding of essence of an inter-regional competition and mastering by methods of strengthening of competitiveness of regions become more and more actual for regional politicians and administrations. The term a competition of territories as a whole can be defined as competition between regions and cities in their aspiration to "win" various target groups of "consumers" of local resources and ability to live conditions.

The social status of the countryman in Kazakhstan repeatedly changed throughout all historical process, each time being exposed to new fluctuations. In 90th years, as a result of carrying out of a so-called "shock therapy" the system of state farms and collective farms has been strongly destroyed. Change of structure of the former form of agricultural manufacture has immediately affected the agricultural population standard of living which social status has considerably gone down by then. It was promoted by the long periods of nonpayment of the monetary salary, the lowest payment, low executive discipline, loss of labor motivation. As consequence, agricultural productions have ceased to be an attractive place of work for youth, the staff deficit was everywhere felt. Similar social shocks weren't slow to be reflected in the cultural life of the village which historical heritage could be under the threat of a total disappearance.

One of the areas of social and agrarian policy of rural development, put forward by many developed countries, was diversifying employment in order to create alternative activities. Changes in agricultural policy appeared to strengthen measures to support rural development. In these countries, in rural development programs, excluding the funds allocated for the development of agricultural production and food aid, a large amount of funds from the budget. Such attention to rural areas due to the fact that they often have significant natural and cultural potential that is not used and the development of which would improve the well-being of not only the villagers, but also the general population. Thus, the skillful use of the capacity of rural areas in the relevant socio-economic conditions gave rise to the policy multifunction (multilateral) development areas, which could also

be called a small village industrialization, based on the support and development of non-agricultural initiatives.

Problems of multipurpose development of rural territories appear in the literature often enough, however the concept *multipurpose development of village* in the world is understood on a miscellaneous, depending on level of economic development of the countries, from value of agriculture and population in villages (Sznajder & Przezbórska, 2006,p 40). Multipurpose development of rural territories is concept very wide and on a miscellaneous interpreted. Nevertheless it is considered that it is idea of activization of village and economic activities diversification according to which the agricultural population will be connected not only with traditional housekeeping, but also with other kinds both in industrial activity, and in sphere of services. The given concept usually proves in a termination context of agrarian use of rural territories, reducing an agriculture role in a national economy. Strategy of multilateral development of rural districts should consist in differentiation of economy of these districts, and this to refusal of the monofunctionality consisting mainly on manufacture of agricultural raw materials.

Multipurpose development is interpreted not only with economic growth of village, but also improvement of a situation in the region of a demography, a qualitative standard of living of peasants and the general development of the state. Multipurpose development is connected with introduction in rural space of the increasing number of new nonagricultural functions. The village thus ceases to be housing space for the peasants creating mainly raw materials, it becomes in integrated communication with a part of a national product where people are occupied both agriculture, and nonagricultural economic activities. Acceptance for agricultural population work in other spheres creates possibility of a choice of work and provokes its heterogeneity that promotes not only to increase in incomes of the population, but as to growth of appeal of village as life and work places. Thanks to the given actions there comes economic activization of inhabitants of village.

Basic elements of multipurpose development of rural territories presented in figure 2, include agricultural industrial activity, the nonagricultural activity connected directly with agriculture and nonagricultural activity not connected with agriculture (Sznajder & Przezbórska, 2006, p16). Multipurpose development depends on economic efficiency of agriculture, labor productivity, growth of a level of production, creation of new workplaces, population shift counteraction in cities, creation of new forms of economic activity and including multiplying effect of these actions. In Europe the first serious offers about multipurpose development of rural territories appeared with occurrence of the countries of the European

Commonwealth. The given concept rose in the eighties of the last century when within the General Agricultural Policy (Common Agrocultura Policy - CAP) the so-called Structural policy has been developed.

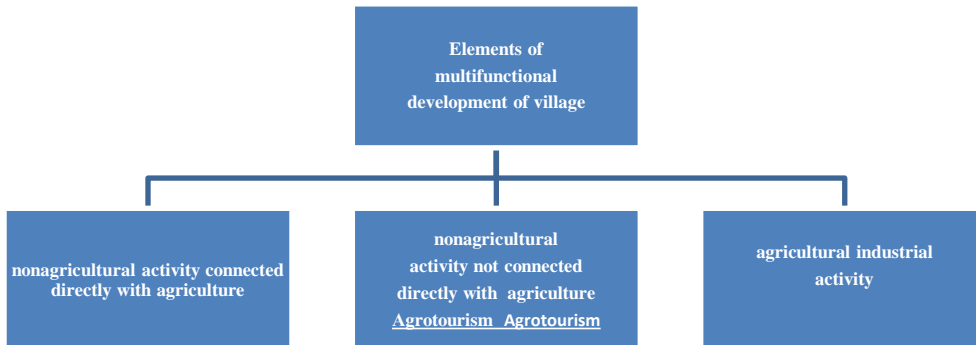


Figure 2: Elements of multipurpose development of village  
(Sznajder & Przezbórska, 2006, p16)

During the same time it was offered to transform the General Agricultural Policy to the General Policy of Agricultural and Rural Territories (CAPRE) and gradual transformation of the General Agricultural Policy to the General Policy of Development of Rural Territories (Common Rural Policy - CRP) (Świetlikowskiej,2000,pp.31-44)

Strengthening of the concept of a policy of multipurpose development came in 90s of the last century. Here the concept «multipurpose development» includes first of all a sustainable development of rural territories, and as protection of environment, care of environment and preservation of local culture and traditions. Thus the importance of countryside for a society grows both in process of actualization of preservation of the environment, and by means of manufacture of ecologically safe foodstuffs. As it is paradoxical, demand for the foodstuff made in the conditions of extensive housekeeping steadily increases in the world: it is considered that it guarantees quality and ecological safety more.

### **Agrotourism as the element of multipurpose development of rural territories**

The version of tourist business is based on a combination of agricultural work to productive leisure in rural conditions, as agrotourism that the word is growing rapidly. In the conditions of growth of the international and internal tourism agricultural manufacture becomes an element of pulling of the tourists, wishing to try non-polluting products.



Difference of a rural landscape from other tourist environments consists that besides tourist function (in most cases the basic for the tourist, but not for the countryman) it carries out also agroindustrial function and in this case it is possible to assert that agrotourism has arisen as the social shock-absorber or as an alternative kind of activity for country economy. Such aspects of rural development closely connected among themselves, as recreational and ecological have the major value also. Agricultural work is, especially for townspeople, a version of productive leisure and health strengthening as activity change, dialogue with animals and the nature, a physical activity in the open air here takes place. Economic and public value of agrotourism can be considered in a macroeconomic cut, that is its values for the whole state, mesoeconomy - for local region and micro-economics - for the agrotourist subjects delivering products and services for consumers that is agrotourists.

Agrotourism is an example nonagricultural development of countryside which includes wide enough field of knowledge in the field of economy, the organizations of business, marketing and management. The nonagricultural economic activities start to make one of the main elements of multipurpose development of rural territories. For economy which the traditional conducted only agricultural production, it is real chance to improve a situation and to prevent migration in cities i.e. to get work in a place of the direct residing. Already today both demographers and politicians take up the problems of uncontrollable migration of agricultural population in cities and especially there where «agrarian resettlement» where there is a set of the devastated districts is observed visible, which else forty years ago pulsed life. Value of agrotourism for countryside consists that economy, being engaged in the given kind of activity, incomes and such activization of agricultural population receive is cheaper way of social development than agricultural population migration in cities.

Agrotourism is of great importance and for city communities. Rest with which it is possible to satisfy through traditional tourist services is necessary to urban population, people want to have a rest in agriculture, in closer contacts to the nature, to use possibility as holiday time and day off is more often. Researches of some foreign scientists confirm that the given kind of tourism represents global social process and is capable to consult with many global calls of the present, such as difference growth between incomes of rich and poor social classes; loss of national cultural originality of the people; amplifying anthropogenous influence on the nature and environmental contamination.

Agrotourism is the derivative element of the state social policy closely closed with such spheres, as local government, development of self-adjustable public organizations, system support of small and average business. Besides, it can be considered as an element certain social and

cultural alternatives to globalization and unification tendencies - the alternative aimed not on preservation of traditions, and on active implantation of the last in modern world economy and their natural inclusion in a social fabric of the present. It is considered as one of means of a diversification of sources of incomes of agricultural population, and just as one of factors of strategy of overcoming of poverty on village. In developing countries agrotourism is in every possible way supported and encouraged with the state, access to activity in this sphere is as much as possible simplified, and subjects who represent services in this sphere, receive every possible preferences (Lythenok S.,2008.,pp154-168).

### **Classification of agrarian tourism.**

Agrotourism as the phenomenon rather new, existing about 40 years and only last decade the received rapid development abroad, and become recognized in Kazakhstan, has set of definitions and is classified differently depending on the accepted model. Initially classical model of agrotourism assumed that on village farmers or the members of their families taking from this the additional income, but not changing thus the industrial profile are engaged in the tourism organization exclusively. However in process of development of the given kind of business the existing treatment in a root has changed, agrotourism classification is presented in drawing 3.

Agroecotourism development possibly with creation in the districts adjacent to nature protection territories, special agrotourist (landscape) parks where activities of locals for realization to tourists of services in reception and household products would have privileges and incentives. It more would correspond to the purposes and tasks of national parks. Thus functions are assigned to services of national parks on maintenance in proper condition road networks, on the organization of mass actions, for control of recreational load of natural complexes. The agroecotourism doesn't provide in the majority more financial receipts, so-called not monetary advantages are more important (Zdorov & Antonyan, 2008, pp 139).

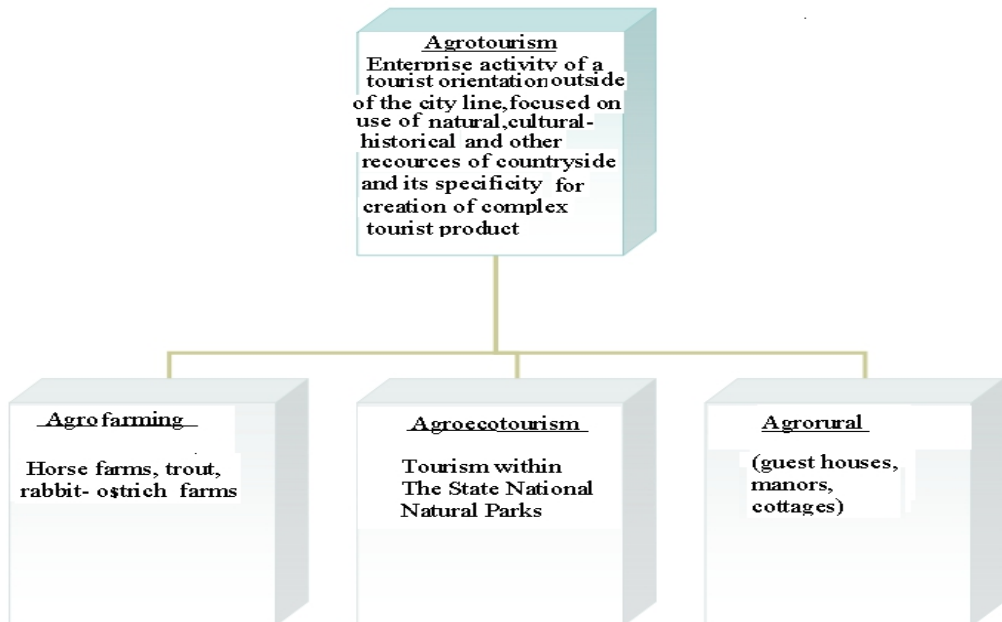


Figure 3: Classification of agrarian tourism(Temirbulatova,2010 p37.)

These advantages:

- ecological education, increase of cultural level of the population;
- creation of new workplaces;
- development of a network of infrastructure;
- conservation.

In this case the agroecotourism isn't considered as a big niche in the tourist market, having high rates of economic growth. However, a main goal of the agrotourist – not naturalists' education, and consumption of ecological resources, including information. Incorrectly as to consider agrotourism exclusively as farmer and to connect it with existence of a farmer layer: this occupation of farmers in those countries where they are and want to be engaged in travel business. Where they aren't present or a little, owners of means of placement - rural estates, boards, small hotels are engaged in agrotourism.

Corporate actions, holidays, anniversaries, weddings with thematic programs of collective rest on the village and on farms is a rural agrotourism. To get acquainted with local population life, to communicate with it, as a rule, foreigners wish, for our citizens the hedonistic aspiration to experience life in the village is more characteristic. Here in rural areas and picturesque vicinities with a reservoir or the wood – the sufficient basis for reception of tourists, but it is necessary to remember existence of any house that the comfort for tourists in the estate, the higher and the price for accommodation is higher. Guests can come with the various purposes – simply to have a rest,

wander on the wood, to mushroom, fish or learn something new about your edge, the leisure problem is very actual for citizens. Developing tourism, we help inhabitants of the village who run to the cities for the lack of work on a residence. Moreover, with the advent of possibility to earn such way, many city dwellers make the decision to buy the estate and to live in the country. It is very important, because such people with the enthusiasm, loving the culture and the nature are capable to involve and interest a huge number of tourists.

In other words, essentially important for rural agrotourism is or and existence in rural areas of free or conditionally free households (estates, cottages, platforms in the territory of estates for placement of tent small towns, in some countries - historical buildings of rural palaces, monasteries etc.), initially not created as hotels, but suitable for their re-equipment in means of placement of tourists, or) building of special agrotourist objects - means of placement of tourists("national villages", "houses of the hunter/fisherman", "the cultural centers", campings, etc.), rural hotels carrying out function. For tourists such rest is a cardinal change of conditions, allowing to remove the stress which has collected for year of work in intense city conditions, to receive the portion of health and psychological unloading. Such version of agrotourism in Kazakhstan hardly will reach in the foreseeable future such scales, as in Europe and the USA. However, according to some experts, it quite suits for a role of fashionable entertainment townspeople, and at the due approach from it the effective national project can turn out.

Excursions with residing at economy for tourists – (cows, pigs, horses, turkey-cocks, hens, goats, sheep, gardens, nurseries of agricultural and garden plants and many other things) is a farmer agrotourism. It as well as possible corresponds to new values which affirm as psychology of the modern person - a unification with the nature, vivifying air, non-polluting foodstuff, conditions change, absence of density, others an image, the schedule and culture of life, possibility of participation in agricultural works and, certainly, that is important, cheapness. Tourism development on the village is not only the additional income for local population, but is a factor stimulating development of village and rural areas as a whole. Regions plan such investments, counting that in the conditions of crisis the similar type of tourism will appear more flexible and, besides, will help to survive to agriculture, the number of the rural dwellers who are engaged in nonagricultural activity will grow, the population employment rate in villages will raise and additional workplaces will be created. Due to the farmer tourism the special attention is paid to social aspect of agrarian tourism.

## 5 Chapters

In Kazakhstan it is necessary to consider specifics of development of rural tourism, in Europe agrotourism support in many respects speaks overproduction of agricultural production, in Kazakhstan the similar situation is absent. Presented in drawing 2 the Model of unification tourism of Kazakhstan in stability conditions and green economy reflects extent of state regulation of this look of tourism, direct production of an agrotourist's product, objects and subjects of agrotourism i.e. in total that in uniform interpretation it is possible to call resource ensuring agrotourism.

Therefore for our country the approach within which development as agrotourism, and the most agro-industrial complex will be combined is represented to more logical. Proceeding from foreign experience, it is possible to assume that the Kazakhstan agrotourism also will pass two main stages in the development - a stage of independent formation at the expense of activity of rural businessmen and a stage of purposeful development owing to considerable external investments into the organization of rural rest.

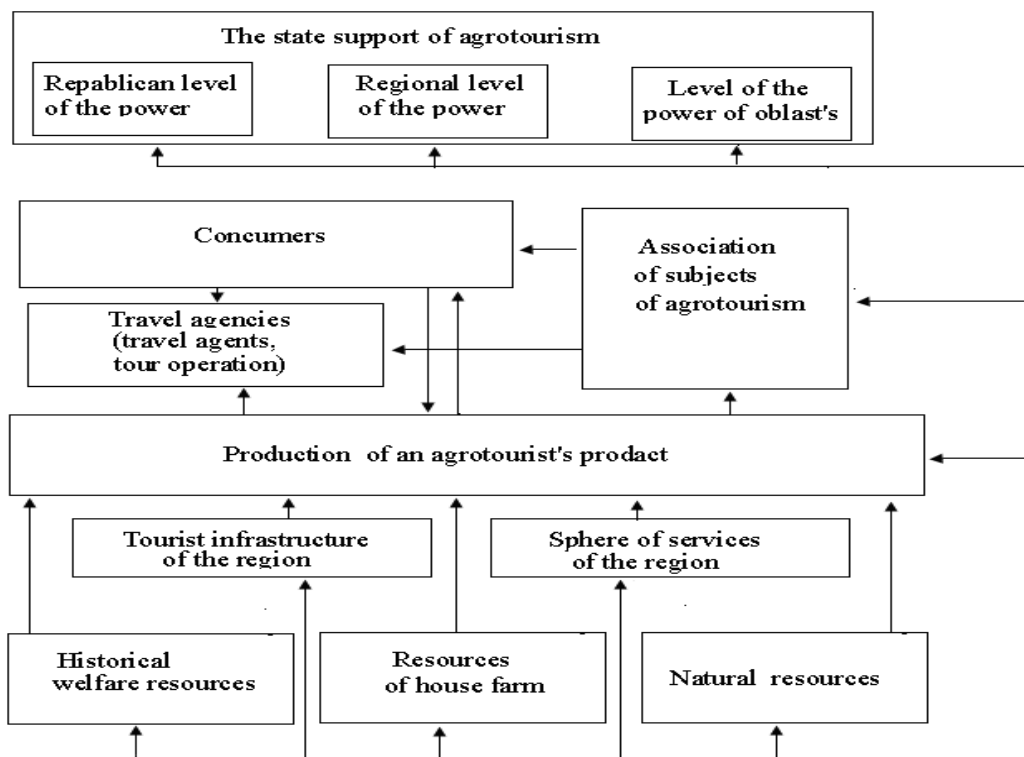


Figure 4: Unification model of tourism sphere in agrarian sector of Kazakhstan in the conditions of a sustainable development and green economy((Temirbulatova,2010)

**The Cluster Concept “Zeren Country”.**

The Cluster Concept “Zeren Country” on the basis of the Research Complex of Gumilyov Eurasian National University in the village of Zerendy of Akmola region is based on principles of efficiency, social partnership, ecological compatibility and sustainable development. It promotes an effective system “research-university-business” (Figure 5). The Research Complex is presented by a core and a scientific component. In addition it includes supporting organizations whose function is to secure the International Agritourist Center “Zeren Country” by necessary technology, information, resources and infrastructure.

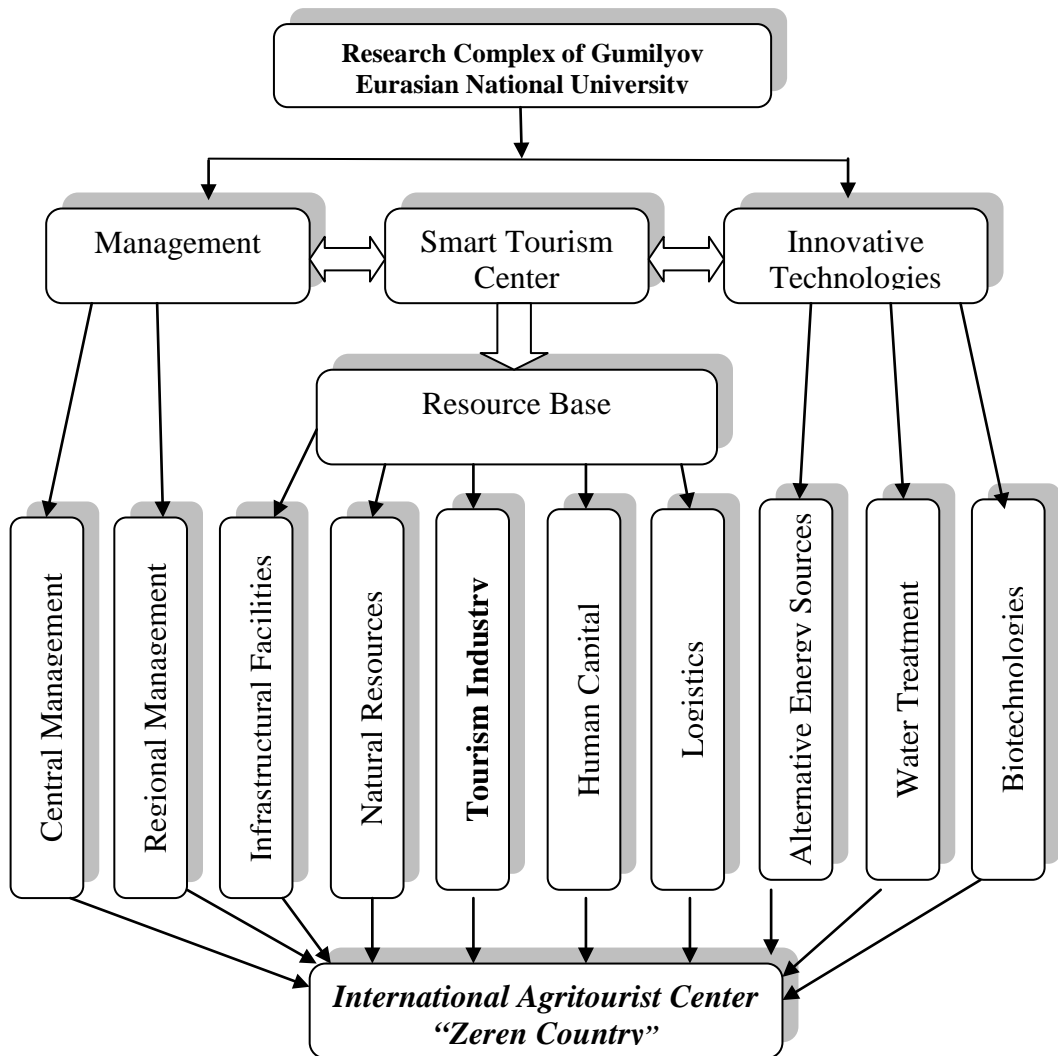


Figure5: The Structure of “Zeren Country” Cluster (Temirbulatova,2013,p3).

In Kazakhstan, tourism as a pilot industry is designed to ensure the competitiveness and diversification of the national economy in the non-oil sectors. Within the cluster the industry is represented by an innovative, social, agricultural tourism, as a part of multifunctional development of rural areas. The Center of “Smart-Tourism” will ensure the development of the Agritourism Center with simultaneous business incubation of travel products and their subsequent commercialization. It is also planned to implement innovations, which are available at the University, such as alternative energy sources, biotechnologies and water treatment technologies. Considerable importance must be given to the formation of the Concept of using the CAPS (cluster-activate public strategy) methodology. The network organization of economic cooperation is adapted to any changes in the internal and external environment with optimal allocation of growing-points, appropriateness of the intellectual capital to requirements of scientific and technological progress. It is able to provide a “breakthrough innovation” within the region, the development of the production process and its sustainability. The concept of “Zeren Country” presented above corresponds both to the basic principles the “green growth” concept, as well as to the mechanisms of their integration in the strategic planning and developing the regional economy of a particular destination.

## **Conclusion**

Thus, in the light of the carried out researches on the formulation of the methodological concept systematizing collecting of concepts, defining a scientific definition of agrotourism, we ascertain the following theses:

- agrotourism is today a new tourist product, capable to satisfy constantly growing tourist demand;
- agrotourism represents the global social process which will involve over time all countries of the world in which there is an agriculture;
- the general element connecting semantic sphere concepts of agrotourism it is

necessary to consider that, modern agrotourism is considered in a complex of three directions: ecological, farmer and rural in this connection are to the same extent considered stability of tourism, its socialization and development of rural territories.

For a support on the conceptual device from a set of definitions we will formulate the following: «Agrotourism is the tourist product created with use of rural resources and presented depending on the concept of a host, providing a sustainable development of tourism and rural territories». The main function of agrotourism is effective improvement of mental and

physical recovery of the person. Among economic functions we allocate creation of the market for realization of specific resources of rural areas and ekokompleks that forms financial means for their activity and stimulation of economic growth of these territories, on classification agrotourism - an element of steady tourism.

Processes taking place in the modern world economic scene,, excite today scientists, politicians, businessmen, staticizing questions of preconditions and the crisis reasons, negative consequences of planetary scale, ways of its overcoming and an exit to a new round of development. Situation the general calls, such as aggravate environmental problems, climate, an inequality and food security. Globalization process opens the new possibilities of development connected with the world distribution of the latest technology and forms of the organization of production, at the same time provides the high material status of the worker, demands from it scientific knowledge and will mobilize it for a creative initiative and mental abilities. In these conditions as regularity participation of the state in creation of high technologies should raise. It can be reached on the basis of continuous development and a diversification of the state scientific policy, ensuring realization of the most significant results of basic researches.

The agrotourism market is in Kazakhstan in development stages, demand of Kazakhstan citizens little-studied, at foreign leaders of tourist branch of special policy of advance of the agrotourist product to Kazakhstan while isn't present. Besides there is sufficient experience in the plan of formation of an agrotourist product from available turistky potential, competent carrying out marketing, an exit on wide, a minimum the regional market with the offer and providing to it no necessary advertizing, and as guarantees of the quality standards of tourist services, so and competitiveness of sector of agrotourism as a whole. However, world experience shows that in Kazakhstan development of agrarian tourism can be as effective, and both with social, and from the economic point of view. Thus the maximum effect can achieve in case agrotourism will develop not spontaneously, and within the state and regional programs.

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