

ҚАЗАҚСТАН РЕСПУБЛИКАСЫ БІЛІМ ЖӘНЕ ҒЫЛЫМ МИНИСТРЛІГІ
MINISTRY OF EDUCATION AND SCIENCE OF THE REPUBLIC OF KAZAKHSTAN

Л.Н.ГУМИЛЕВ АТЫНДАҒЫ ЕУРАЗИЯ ҰЛТТЫҚ УНИВЕРСИТЕТІ
L.N. GUMILYOV EURASIAN NATIONAL UNIVERSITY



IX Астана экономикалық форумы аясындағы
**«ЖАҢАДАНУ ЖАҒДАЙЫНДА ЖАҢА ИНДУСТРИЯЛАНДЫРУ –
ҚАЗАҚСТАННЫҢ ЭКОНОМИКАЛЫҚ ӨСУІНІҢ ДРАЙВЕРІ»**
жас ғалымдардың халықаралық ғылыми конференциясының
ЕҢБЕКТЕР ЖИНАҒЫ

I БӨЛІМ

25 мамыр 2016 ж.

СБОРНИК ТРУДОВ

международной научной конференции молодых ученых
**«НОВАЯ ИНДУСТРИАЛИЗАЦИЯ КАК ДРАЙВЕР ЭКОНОМИЧЕСКОГО
РОСТА В КАЗАХСТАНЕ В УСЛОВИЯХ ГЛОБАЛИЗАЦИИ»**
под эгидой IX Астанинского экономического форума

ЧАСТЬ I

25мая 2016 г.

PROCEEDINGS

of the international scientific conference of young scholars
**«NEW INDUSTRIALIZATION AS A DRIVER OF ECONOMIC
GROWTH IN KAZAKHSTAN IN TERMS OF GLOBALIZATION»**
in the framework of the IX Astana Economic Forum

PART I

25 may 2016

Астана, Қазақстан
Astana, Kazakhstan

УДК 338.28(574)(06)
ББК 65.9(5Қаз)-І 551я431
Ж 28

Редакционная коллегия:

Декан Экономического факультета д.э.н., профессор Макыш С.Б.,
Заместитель декана по научной работе, к.э.н., и.о. доцента Бакирбекова А.М.
Заведующий кафедрой «Экономика» к.э.н., и.о. профессора Рахметулина Ж.Б.
Заведующий кафедрой «Финансы» д.э.н., и.о. профессора Садвокасова К.Ж.
Заведующий кафедрой «Туризм» к.э.н., доцент Дуйсембаев А.А.
Заведующий кафедрой «Учет, аудит и анализ» к.э.н, доцент Алибекова Б.А.
Заведующий кафедрой «Менеджмент» д.э.н., профессор Толысбаев Б.С.
Заведующий кафедрой «Экономическая теория и антимонопольное регулирование» к.э.н., доцент
Бабланов Т.К., к.э.н., и.о. доцента Ауелбекова А.К.

Ж28 Жаһандану жағдайында жаңа индустриаландыру – Қазақстанның экономикалық өсуінің драйвері: Жас ғалымдардың халық. ғыл. конф.еңбектер жинағы. – Астана: Л.Н. Гумилев атындағы Еуразия ұлттық университеті, 2016.

Новая индустриализация как драйвер экономического роста в Казахстане в условиях глобализации: Сб. материалов межд. науч. конф. молодых ученых. – Астана: Евразийский национальный университет им. Л.Н. Гумилева, 2016.

Proceedings of the international scientific conference of young scholars «**New industrialization as a driver of economic growth in Kazakhstan in condition of globalization**» Astana, L.N.Gumilyov Eurasian National University, 2016.

ISBN 978-9965-31-762-0

ISBN 978-9965-31-762-0

Халықаралық ғылыми конференциясының еңбек жинағында жаһандану жағдайындағы жаңа индустриаландыру мен экономикалық өсудің өзекті мәселелері қарастырылған.

В сборнике материалов международной научной конференции рассмотрены актуальные вопросы новой индустриализации и экономического роста в условиях глобализации.

The collection of materials in the international scientific conference considers important issues of the new industrialization and economic growth in globalization.

ISBN 978-9965-31-762-0

ISBN 978-9965-31-762-0

УДК 338.28(574)(06)

ББК 65.9(5Қаз)-551я431

коммерческом плане. То есть развлекательная программа, мероприятия, «детские уголки» и так далее принесут дополнительную прибыль.

Наблюдается проблема, касающаяся того, что настоящее время многих не устраивают условия, предоставляемые в пансионатах и домах отдыха, санаториях и профилакториях. Необходимо стремиться к европейским стандартам, когда определенный процент от числа отдыхающих требует повышенной комфортабельности.

Литература:

1. Пархомено М. Приезжайте на курорты Казахстана // Казахстанская правда. – 2014. – 26 сентября.
2. Воскресенский В. Н. Международный туризм: учебное пособие для студентов вузов – М.: Юнити – Дана, 2006. – 255 с.
3. Замятин С. И. Курорты Казахстана. – Алма-Ата: Казгосиздат, 1962. – 264 с.
4. Кусков А. С., Голубева В. Л., Одинцова Т. Н. Рекреационная география: Учебно-методический комплекс / А. С. Кусков, В. Л. Голубева, Т. Н. Одинцова. – М.: Флинта, 2005. – 496 с.
5. Сембирова И. Живая вода Мойылды // Деловой мир. – 2012. – № 3. – 75 с.
6. Рахимова Г., Искендинова С. Развитие санаторно-курортных учреждений Казахстана: финансовый аспект // Экономика и статистика. – 2012. – № 3. – 73 с.

DEVELOPMENT OF TOURISM INFRASTRUCTURE OF THE REPUBLIC OF KAZAKHSTAN

Assemzhar Nursultan

L.N. Gumilyov Eurasian National University
Astana c., Republic of Kazakhstan
e-mail: assemzhar-91@mail.ru

According to some authors, an infrastructure is a collection of various service industries and activities to ensure production of goods and a necessary standard of living. Some authors stated that infrastructure means a combination of objects and engineering structures to ensure an effective operation of enterprises in the sphere of material production of life within a particular territory. In other cases, experts suggest to consider infrastructure as part of the material and technical base, providing the general conditions of economic and social processes [1].

It should be noted that, despite the different interpretations of "infrastructure" of the concept majority of authors attempt to characterize this category as a creation made by man for the efficient flow of production processes. Generalizing different opinions, it is possible to determine that infrastructure functions as an integral object whose activities create the general conditions of production and social development. It appears that under the infrastructure of the tourism industry should be understood as a system of material objects and activities on the provision of tourist services to the public, promote health and earning capacity [2].

Tourism in the Republic of Kazakhstan is a priority direction of development of non-oil sector of the economy. The main purpose of the development of tourism in Kazakhstan is the creation of modern, highly effective and competitive tourist complex, which will provide conditions for the development of the industry as a sector of the economy and integration into the global tourist market system and the development of further international cooperation in the field of tourism. In order to develop tourism in Kazakhstan it is necessary to implement some steps by taking into account the specifics of the national tourist product. The steps is as following: development of infrastructure of transport and roads; development existing infrastructure, creation of tourist complex, ethno museums and recreation zones; restoration of historical and ethnographic monuments; design and construction of tourist places and hotels [3].

Considering that Kazakhstan has a unique natural potential, the country has all the opportunities for developing different types of tourism: cultural, educational, ecological, adventure, business, health and others. As noted by international experts in the field of tourism, the state of development of the tourism industry in Kazakhstan in recent years is characterized by its progressive and sustainable development. Kazakhstan is beginning to be regarded by foreigners as one of the most stable countries with unique tourist potential.

The first communication system is necessary to ensure in the areas of development of beach tourism and entertainment industry in the Kapshagai reservoir, the lake Alakol in the Almaty region, on the coast of the Caspian Sea in Mangistau region (Kenderli district), in the center of the Kazakh section of the Silk Road - in the city of Turkestan, South-Kazakhstan area.

Development of tourism infrastructure is a comprehensive approach to meeting the demand, as strategic assets vital tourists and for individual luxury objects that create value-added tourism services. Solution of the problems of infrastructure , such as transportation services , engineering , reliable power supply , construction of sewage treatment plants, construction of new hotels and resorts , sports facilities , the formation of today's beaches is a large-scale in nature, requires a considerable amount of funding. It should be an united efforts of the state and business structures in order to improve implementation of the planned objectives of the program and the adoption of measures to enhance public-private partnerships in the form of concessions, contracts, outsourcing and others. However, the public-private partnership in the form of concession is constrained by the fact that the law does not provide procedure for ensuring the obligations of the state to the concessionaire, signifying the absence of guarantees for the protection of their investments. This makes it risky to use concession agreements for the private sector [5].

As part of the incentive of public-private partnerships it needs to expand the use of outsourcing in order to achieve program objectives, which allows the customer to focus public attention on key management functions of the target program more effectively to monitor the progress of its implementation. In addition, a specialized company can greatly improve the quality of their performance by possessing the necessary qualifications in the implementation of outsourced functions.

Investing in the development of tourism infrastructure should include processes to scale projects in terms of investment funds business and the state on the basis of return and payback period criterion; activities to ensure the transparency of the system by placing the information on existing and emerging projects in the Internet on the website of the Committee of the tourism industry of Kazakhstan.

In the development of regional tourism infrastructure must be present the principle of gradual development of tourism infrastructure through public-private partnerships using state and municipal property. It involves a creation programs which develop tourism infrastructure; the allocation of the priority areas of construction and reconstruction of objects of the tourism industry; development of routes with the highest attractiveness for the population in a long term conditions; provision of information to the public about the intentions of the tourism industry.

The principle of gradual development of tourism infrastructure through public- private partnerships using state and municipal property involves a creation of techniques developing tourism infrastructure. This method of development of regional tourism infrastructure includes common areas for regional programs: policy of increasing tourist attractiveness, arrangement of public-private partnerships; policy of education and improvement of qualification of specialist in tourist filed; organization of standard of tourist infrastructure.

Approaches to the construction of these regional programs are based on the principle of coordination tasks for the development of infrastructure capacity in the region and tourism development programs in the region. The proposed approach will more effectively improve the quality of life in the country and create a regional program which organizes mass recreation in a short period [7]. A development of tourism infrastructure in the conditions of weak material - technical basis is virtually impossible without the implementation of measures to attract foreign investment. Due to the fact that tourism is an intensive industry, it is necessary to have investment

in order to create a highly developed tourist facilities. Some developing countries solve a similar problem, by resorting to the services of foreign capital. In order to development of tourism has a positive effect on the region's economy, it is desirable to build and operate tourism facilities by contacting with the local authorities.

An ability to attract investment for the development of tourist infrastructure is most important fact within the framework of cluster initiatives. Most favorable thing in a creation of tourist cluster is the need to create technological links between enterprises and economic sectors involved in the production, implementation of the tourism product and services, creation of conditions for realization of the tourism potential of the region. Therefore, it is effective when investor is interested in the development of not only core production, but also ancillary infrastructure [6].

Tourism clusters are formed on the basis of the key tourist and recreational resources of the region. For example, conditions will be created for the construction of a chain of hotels, caravanserais on the segment of the Silk Road. There is also a concept of creation of modern, multi-functional, and world-class tourist centers in Almaty, Akmola and Mangistau regions. The planned amount of attraction Investment for these projects is more than 30 billion US dollars [8].

Development of tourism infrastructure is directly related to the creation of network of transport infrastructure. Moreover it is important to create conditions for any type of travelers to get access to air, rail, road, and water transport. By considering that the majority of foreign tourists come to Kazakhstan by air, it is necessary to update its fleet, expand the geography of passenger traffic, define a balanced price and tariff policy in order to increase the tourist flow, improve service quality. For domestic tourism the greatest interest is road transport. It is also necessary to analyze the popularity of roads among the tourists and to focus on these areas in order to improve the quality of roads, road infrastructure, and creation of motels [9].

The construction of the international transport corridor Western Europe - Western China creates strategic importance in a competitive tourism industry. It is planned to establish a national tourist cluster of the country, which will allow tourism of Kazakhstan to find its niche in the tourist market, not only in the Central Asian region, but also in the Asia-Pacific and European markets. This transport corridor length of 2,700 kilometers, runs through five regions of Kazakhstan (Almaty, Zhambyl, South Kazakhstan, Kyzylorda and Aktobe), on the route which is home to about five million people. 30 roadside infrastructure, 8 motels every 600 km, and large tourist complex projects has been constructed in the period of implementation of the program of forced industrial - innovative development [3].

In order to monitor and analyze the conditions of roadside tourist infrastructure in the region is expected to create working committees to be applied to the projected road map of existing and future facilities in the national highways and local roads leading to unique tourist recreational areas, monuments of archeology, history and nature. It is also necessary to analyze the provision of allocation of land by local executive bodies for the construction of roadside infrastructure objects along the transport corridor; attraction of investments into the development of infrastructure; providing measures for concessional finance and taxation for small and medium-sized enterprises involved in the creation of tourism related industries.

A deterrent factor of development of the tourism industry as a lack of development of hotel business infrastructure, as well as limited financial resources for the construction and reconstruction of fixed assets of the hotel enterprises is also should be mentioned [5]. For the purposes of forced development as an important segment of the tourist industry of Kazakhstan is necessary to prioritize the construction of a priority network of hotels, guest houses and motels, and campgrounds in the framework of the project "Evrokemping" at the regional level, aimed to build a network of hotels in following regions:

- Akmola region - Kokshetau, Zerenda and Shuchinsk; .
- Almaty region - Tekeli , Zharkent ;

- Zhambyl region - Taraz (on the territory of the architectural complex " Tekturmas ")
Baizak district (on the territory of ancient settlement " Akyrtyas ", B.Momyshuly in Zhualynskiy district

- East Kazakhstan region - lakes Alakol and Markakol Bukhtarma the reservoir ;
- Kyzylorda oblast - in the area of the Silk Road along the route Shymkent , Samarkand ;
- Atyrau region - on the site of the Shed;
- Mangistau region - Shetpe Mangistau region;
- Pavlodar region - in the territory of Bayanaul NNP.

Given the forecast, by the end of 2015, the country needs to build the hotel on the 468 300 beds [4].

In general, considering the state of development of tourism in Kazakhstan at the present stage it should be noted that the government pays a lot of attention to the industry at the state level. The Committee of the tourism industry of Kazakhstan, together with the list of investors developed innovative tourism projects. Given the pace of development and construction of tourism infrastructure in the regions, and in large breakthrough projects of national significance, it should be stated that in the future the domestic tourism industry will be competitive in the international tourism market.

Literature:

1. Barablina E.K. (2009) Management of development of public - private partnership in the tourism sector. - Moscow: Academy, 2009 .
2. Shashkova O. (2010) Tourism on the Silk Road // Kursiv, 2010, №15 - pp. 40-41
3. Bondarenko T (2014) The main directions of development of tourism in the Republic of Kazakhstan. Simferopol: ViTroPrint, 2014. – pp. 28-31
4. (2014) The concept of development of the tourism industry of the Republic of Kazakhstan: adopted on March 19, 2014, №508
5. (2014) Resolution of the Government of Kazakhstan. On Education Tourism Board (as amended): adopted on September 4, 2014, №1631
6. Duysen G.M. (2002) Bases of formation and development of the tourism industry in Kazakhstan – Almaty: “LEM”, 2002. -127p.
7. Vakhitova D. (2010) Development of tourism infrastructure in the regions of Kazakhstan // Expert, 2010, №7 - pp. 15-16
8. (2015) Maintenance of the State registry of tourist routes and trails // Available at: www.kit.gov.kz/index.php/ru/razvitie-infrastruktury (Accessed: 14.04.2016)
9. (2015) The personnel problem in the development of tourist cluster of Kazakhstan // Available at: www.arbir.ru/articles/a_2925.htm (Accessed: 14.04.2016)

ПРОДВИЖЕНИЕ ОТЕЧЕСТВЕННОГО ПРОДУКТА НА МИРОВОЙ РЫНОК ТУРИСТСКИХ УСЛУГ

Нурланова А.А.

Российский университет дружбы народов
г. Москва, Российская Федерация
E-mail: aseka.27@mail.ru

Туризм представляет собой отрасль, которая приносит большие доходы в бюджет страны и тем самым способствует ее экономическому росту, обеспечивая развитие всех отраслей экономики, что связано с мультипликативным эффектом, которым обладает туристская отрасль [1].

Развитие туризма в той или иной стране напрямую зависит от роли государства в поддержке туристской отрасли. Во многих странах мира туризм является основным источником дохода в бюджет страны [2].