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Х А Б А Р Ш Ы С Ы

ВЕСТНИК

НАЦИОНАЛЬНОЙ АКАДЕМИИ НАУК
РЕСПУБЛИКИ КАЗАХСТАН

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NAS RK is pleased to announce that Bulletin of NAS RK scientific journal has been accepted for indexing in the Emerging Sources Citation Index, a new edition of Web of Science. Content in this index is under consideration by Clarivate Analytics to be accepted in the Science Citation Index Expanded, the Social Sciences Citation Index, and the Arts & Humanities Citation Index. The quality and depth of content Web of Science offers to researchers, authors, publishers, and institutions sets it apart from other research databases. The inclusion of Bulletin of NAS RK in the Emerging Sources Citation Index demonstrates our dedication to providing the most relevant and influential multidiscipline content to our community.

Қазақстан Республикасы Ұлттық ғылым академиясы "ҚР ҰҒА Хабаршысы" ғылыми журналының Web of Science-тің жаңаланған нұсқасы Emerging Sources Citation Index-те индекстелуге қабылданғанын хабарлайды. Бұл индекстелу барысында Clarivate Analytics компаниясы журналды одан әрі the Science Citation Index Expanded, the Social Sciences Citation Index және the Arts & Humanities Citation Index-ке қабылдау мәселесін қарастыруда. Web of Science зерттеушілер, авторлар, баспашылар мен мекемелерге контент тереңдігі мен сапасын ұсынады. ҚР ҰҒА Хабаршысының Emerging Sources Citation Index-ке енуі біздің қоғамдастық үшін ең өзекті және беделді мультидисциплинарлы контентке адалдығымызды білдіреді.

НАН РК сообщает, что научный журнал «Вестник НАН РК» был принят для индексирования в Emerging Sources Citation Index, обновленной версии Web of Science. Содержание в этом индексировании находится в стадии рассмотрения компанией Clarivate Analytics для дальнейшего принятия журнала в the Science Citation Index Expanded, the Social Sciences Citation Index и the Arts & Humanities Citation Index. Web of Science предлагает качество и глубину контента для исследователей, авторов, издателей и учреждений. Включение Вестника НАН РК в Emerging Sources Citation Index демонстрирует нашу приверженность к наиболее актуальному и влиятельному мультидисциплинарному контенту для нашего сообщества.

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A. M. Madisheva[1], K. M. Sayabaev[2], M. T. Zhetessova[3]

[1]Academy of Labor and Social Relations, Moscow, Russia,
[2]S. Seifullin Kazakh Agro Technical University, Nur-Sultan, Kazakhstan,
[3]Kazakh University of Economics, Finance and International Trade.
E-mail: asem_madysheva@mail.ru, kaisars@mail.ru, marzhet@mail.ru

ECONOMIC SUBSTANTIATION OF CREATION OF A MODERN RURAL TOURIST BASE OF REST

Abstract. Since the last century in most developed countries of the world green tourism has been used as one of the leading directions in the development of the tourist area, successfully implementing all the goals, objectives and principles of financial and economic activity of this area. In particular, the development of green tourism has intensified in the recent decades, spreading to not only developed states, but also on those that are in the stages of active and moderate development. Kazakhstan has not become an exception; one of the instruments for the development of this direction was "Green growth" initiative that by appropriate adaptation to the specific conditions of a country can be considered in the context of sustainable development.

Key words: green rural tourism, rural areas, recreation area, rural region, tourist, recreation areas.

Introduction. "Green growth" cannot be seen without a close connection to the economic development strategies. In this case, it becomes a way for supporting rapid economic growth, millennium development goal and environmental sustainability. "Green Bridge" is a regional partnership in Eurasia launched in Astana at the Asia-Pacific Forum (2010) and implemented in the final Rio 20 Declaration in 2012.

The theoretical basis of the study was the works of foreign researchers in the field of the issue considered: M. Alberta, J. Keynes, J.M. Clark, T. Kono, F. Kotler, R. Cowes, E. Koch, C. Marx, A. Marshall, M. Mescon, G. Mintzberg, A. Pigu, M. Porter, J. Robinson, P. Samuelson, A. Smith, J.B. Say, N. Tain, M. Friedman, D. Hall, J. Schumpeter, etc.

The work is based on a range of well-known approaches and proven methods of formation and further development of various aspects of rural green tourism, as well as official statistics and legislation of Kazakhstan. All this, in the course of the work could allow drawing reasonable and reliable conclusions on all the discussed aspects of the subject.

Main part. "Organization of the tourist base activity" implies the purchase of a land with a total area of 1 ha, the purchase of works and materials for the construction of the cottage infrastructure of the base, the purchase of furniture, equipment, the arrangement of the beach area, equipment for the sauna, pool, dining house, etc. The main goal of the project organization – to create a profitable and competitive business enterprise, with plans to expand the existing business, as well as maximize the company's profits.

The total area of the acquired land is 1 ha. The total area of the buildings will be 2400 sq. m. In addition, the territory of the acquired site is planned to be used for a placement of a specific equipment, a dining house, a swimming pool, a cinema hall and sauna [1].

The adjacent area is planned to be used for vehicle downtime (parking). The buildings will be made of wood (log). In this way, it is planned to make a full purchase of all necessary funds for the activities of this tourist complex. The exterior facade of the buildings will be monolithic and pleasant for viewing. The color scheme of the complex after the designated events will be in a significant perfect and harmonious way.

Project funding involves a conduct of step by step activities with separate targeted funding for each. Thus, the project is supposed to buy the land for 40 000k KZT. Amount of 1 740k KZT is supposed to be on the working capital of the project (community payments, autochemistry, payroll, etc.)

Thus, the total amount of funding required for the project is 108 875k KZT, without taking into account a working capital required for the 3-month period of the facility. All this work seems advisable to carry out in the 1st quarter of 2019. The winter season will not affect the quality of structures erected, due to the ease of construction and the absence of cementing and concreting. General and administrative expenses are presented in table 1.

Table 1 – General and Administrative Expenses

Expense item	2019	2020	2021	2022	Total
Food expense	51 840	55 468	59 351	63 506	178 326
Electricity and heating	1 252	1 340	1 434	1 534	4 309
Water expense	294	314	336	360	1011
Ownership expense	2 400	2 568	2 747	2 940	8 255
Other (includes advertising and service of complex)	3 600	3 852	4 429	5 094	13 376
Total	59 386	63 543	68 300	73 435	205 279
Compiled by the author.					

The total investment for the project is 123 721k KZT. 40 000k KZT of which (including value added tax 12%) constitutes the cost for purchase of land. 36 000k KZT is the cost of construction work. The rest of the expenses (47 721k KZT) will be used for building communications, purchase of equipment and working capital financing.

The credit line opens for a period of 4 years and involves 14% of reward per year. The credit line will be opened by second-tier banks or the “Damu” Fund, as implementation of this project is consistent with the priorities of the fund aimed at supporting business development. The revenue part of the project is formed by the main activities of the company, as well as by the auxiliary facilities planned for creation, such as fitness, swimming pool, cinema, etc.

The calculation of the income part of the financial model of the project was carried out by taking into account the fact that the total area of the base will be about 1 ha. The rate of return is adjusted by taking into account tax, interest and inflation expectations. Thus, the expected return from the company's core business is planned at the level of 230-260 million KZT annually. The expected return on rental rooms will be 170-190 million KZT [2].

The rest of the income will be provided by secondary services of the tourist complex. The expendable part of the project includes the cost of tax payments (16% of total expenses), maintenance service, utility payments, payroll and other expenses. The calculation of the financial and economic model (a horizon of planning is 4 years) of the project, on the basis of projected cash flows, the following indicators of financial and economic efficiency were obtained:

the project's ROI (PI) index was 1.4, which implies that the project as highly profitable, with high returns on invested capital;

net present value of cash flows under the project (NPV) - 410 640k KZT. This indicator reflects the high level of positive discounted cash flows received from the project, which indicates the high projected financial return of the project, and implies the project as attractive for an investment.

internal rate of return (IRR) - 25%. At the used discount rate of 9%, there is a large stock of financial strength and protection from possible inflationary pressure processes in the industry;

discounted payback period of the project - 0.7 years.

In general, according to the received indicators of the financial and economic efficiency of the project, it is possible to conclude about its financial feasibility and acceptable level of risk. The results define the project "Organization of the tourism base" as cost-effective and with a correct comparison with the projected costs with the economic impact of the project.

Renewable energy sources (wind and the sun) are uncontrollable by man, so we must strive to ensure that electricity consumption is linked to its flow. This is a feature of the design of RES-based power supply compared to traditional power supply. [3]

The energy consumed by the rural homestead is spent on heating and activation of various electrical receivers. Fossil solid or gaseous fuels are traditionally used for heating in rural areas, less often liquid fuels.

If heating is excluded from consideration, the remaining consumers are electric and require electricity. In this regard, for the design of power supply it is necessary to have information about power consumption schedules or changes in power consumption. [4]

Economic calculation is carried out for a twenty-year period - the projected lifetime of power plants. Capital investments for the projected version are determined by the formula:

$$Кн = Св + Сс + Са + Соб + См,$$

where Св, Сс, Са - the cost of wind turbines, solar installations and batteries, respectively, KZT; Соб - the cost of electrical equipment, KZT; См - installation cost, KZT.

The cost of a wind turbine with installation is determined by the formula:

$$Св = Кд \cdot 1000 \cdot Nв = 2{,}63 \cdot 1000 \cdot 3 = 7890 \text{ (KZT)}.$$

Here Cd - US dollar, KZT; Nв - wind power, kW. [5]

The cost of a solar installation with installation is determined by the formula:

$$Сс = Кд \cdot 4 \cdot Nс = 2{,}63 \cdot 4 \cdot 720 = 7574{,}4 \text{ (KZT)}.$$

Here Nc - the power of the solar installation, watts.

The cost of batteries is equal to:

$$Са = ц \cdot n = 2880 \cdot 15 = 43200 \text{ (KZT)}.$$

Here ц - the price of the battery 6CT - 210, KZT; n - number of batteries.

The cost of electrical equipment and its installation is shown in the table.

Capital investments on the projected version are equal to:

$$KN = 1057031 \text{ (KZT)}.$$

Capital investments in the base case (power supply from the mains) are determined by the formula:

$$К_Б = Стп + Слэп + Сву,$$

where Стп, Слэп - the cost of a transformer substation and transmission lines, respectively, per one estate, KZT; Сву - the cost of the input device, including the electricity metr, tenge.

Table 2 – The cost of electrical equipment and its installation

Name	Price, KZT	Quantity	Cost	Installation cost
1. Circuit Breaker A3113	2000,0	1	2000,0	120
2. Circuit Breaker A3114	2000,0	1	2000,0	120
Total:			4000,0	240
Compiled by the author Sayabaev K.M.				

The cost of a transformer substation with installation is determined by the formula:

$$C_{\text{ТП}} = K_M (Ц_T + Ц_{Р.У.}) = 2 \cdot (90090 + 45500) = 271180 \text{ (KZT)}.$$

In no case: Цт, Цр.у. - price of power transformer and switchgear, KZT; Км - installation coefficient.

The cost of transmission lines per one estate can be determined by the formula:

$$Слэп = Км (Цоп \cdot No + Цпр \cdot Lo),$$

where Цоп, Цпр - the price of one support in the collection and one km. wires, KZT; No, Lo - the respective number of cradle assembly and length of wires, which are on one estate.

We accept that one estate has:

- VL-10 kV support - 10 pieces;
- VL-0.4 kV support - 1 piece;

Then one manor has wires:

LO 10 q 10LPR 103 q 10603 q1800 (m);

LO 0.4 q 1LPR 0.44 q 1404 q160 (m).

Here Lo 10, Lo 0.4 - wire length for VL-10 and VL-0,4, respectively, m; Lпр - the length of the span, m.

We accept wires:

- for VL-10 AS-50
- for VL-0,4 AS-35

The price of one support in the collection is equal:

$$Ц_{оп}\ 10 = Цст\ 10 + 3Циз + Цтр = 616{,}045+3*3{,}0+956{,}51 = 4200\ (KZT).$$

$$Цоп\ 0{,}4 = Цст\ 0{,}4 + 4Циз + Цтр = 5150{,}333+4*3{,}0+1158{,}89 = 4300\ (KZT).$$

Capital investments under the basic option are equal to:

$$Кб = 243780 +440375 + 22925 = 684155{,}00\ (KZT).$$

The operating costs of the projected option are equal to the cost of conducting TR by a third-party organization, and can be determined by the formula:

$$Ин = Цтр \cdot Nтр,$$

where Цтр - the price of one conditional TP; Nтр - the number of TP for the estimated service life. The number of repair impacts is determined by the method, based on one repair per year: Nтр = 36 у.е.р. [6].

Operating costs for the projected version are equal to:

$$Ин = 56{,}0 \cdot 36*6 = 12016.$$

Operating costs under the basic version are determined by the cost of electricity and the cost of the current repair of introductory devices:

$$И_б = Цтр*Nтр + Цто*Nто + Э,$$

where Э - electricity costs. For the estimated period (20 years) electricity consumption will be Wэ = 163812 кВт·ч.

The cost of acquiring it will be equal:

$$Э = Цэ \cdot Wэ = 0{,}45 \cdot 163812*6 = 420715\ (KZT).$$

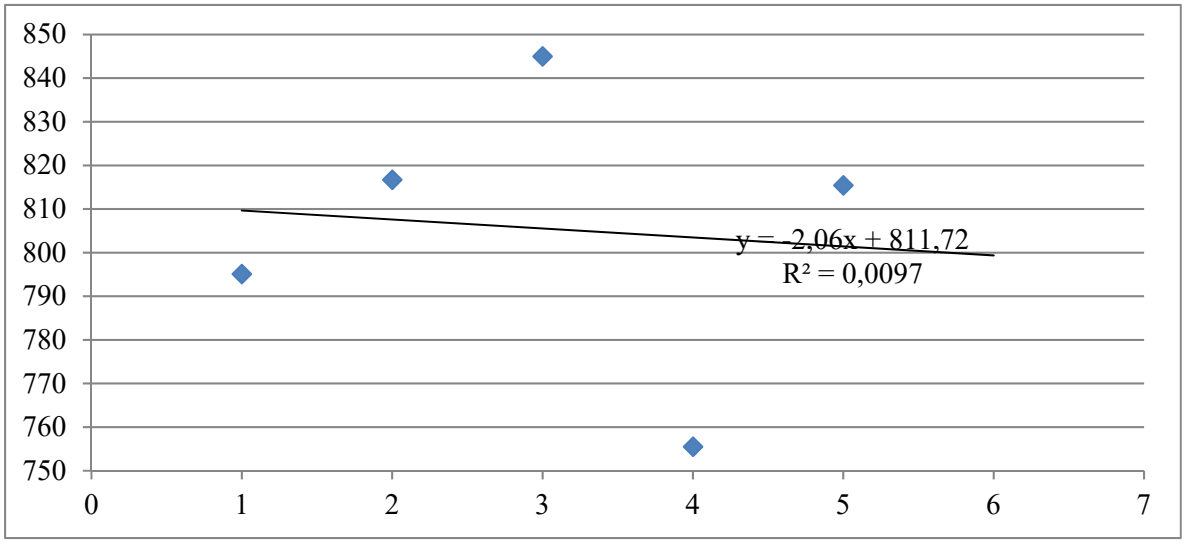
The use of electricity for these purposes is rather an anachronism than an optimal direction.

Shchuchinsko-Borovskaya resort area is a resort with excellent natural and climatic conditions, rich therapeutic and recreational resources and historical and cultural foundation, favorable geographical location in the center of the Republic, close to the capital of the Republic of Kazakhstan, Astana. In the future, it promises to become a major modern tourist center of Eurasia. It is planned to build facilities for business, social, cultural, scientific, educational and entertainment purposes. For attraction of foreign capital to the further development of the resort area, much attention is paid to the development of infrastructure. Activities have been developed for building new roads, establishment of air links, and ensuring stable water and energy supply. These measures will ensure the creation of conditions for investment in the construction of buildings and facilities for accommodation, outdoor activities and communication of tourists.

Also, for creation of a favorable investment climate and attraction of domestic and foreign investments, a special economic zone "Burabai" with the perspective of development of a tourist entertainment center on its territory has been created. Tourist entertainment center - a social project: the transfer of gambling establishments will allow to resuscitate the investment climate of the area, create additional jobs, increase tax revenues, and promote development related infrastructure. The development of Shchuchinsko-Borovskaya resort area will be facilitated by the fact that the location of one of the two designated centers, where the gambling business will develop, will be determined here.

In general, the region has a great potential for attraction of investment in the development of the region's economy, including international tourism business and is ready to consider any offers of cooperation.

Figure 1 shows the graph of the dynamics of the number of tour companies and the corresponding trend equation. A similar simulation is made for the rest of the metrics in figure.



Compiled by the author on the basis of data from the Ministry of National Economy of Kazakhstan Statistics Committee

Figure 1 – Prediction of the number of firms in the Akmola region, pcs.

The dynamics of the indicator "number of travel agencies" is quite reliably characterized by a linear trend, the dynamics of the number of vouchers sold and the cost of vouchers - polynomial trends. Taking into account the sharp decrease in the number of tourists served by travel agencies in the region, it was not possible to find a trend model, which reliably describes the trend of dynamics of this indicator.

That's why, the forecasts are built only for the first three indicators of the tourism sector of the Akmola region. We made predictions based on the trend and fluctuating levels of the dynamic series studied. As you know, the statistical forecast, taking into account the confidence interval, looks like this: "point forecast" ± α, where α is the confidence interval of the forecast. The calculations are based on the formulas given in the educational literature [7]. The forecasting results are presented in table 3.

Table 3 – Forecasting indicators of the development of the tourism sector in Akmola region

Years	2018	2019	Relative change
Number of travel agencies, units	57	76	133,33
The number of vouchers sold to the population, pieces.	13345	17122,2	128,30
Cost of vouchers sold to the population, mln. KZT	795,1	799,36	100,53

y = 3,9x + 52,1, where X – years, a Y -price. The determination rate is 0.91, which is higher than 91%. Thus, a quantitative forecast for the next year is possible. The number of firms will be 76 firms.

Thus, if the trend does not change, with a probability of 95% in the short term, we can count on the growth of such indicators of the tourism sector as the number of travel agencies and the cost of packages sold. The growth of the income of travel agencies can be expected due to the increase in the cost of the package, because the number of vouchers are likely to decrease due to the reduction of potential tourists. As according to the study, tourists are ready to pay a large sum for rural green tourism vouchers in order to get environmentally friendly products. Given that the strategy of long-term development of the Akmola region provides state stimulation of tourism development and recreation in the region, it will be necessary to improve the information and statistical support of this area.

The improvement of statistical accounting and analysis of the tourism sector should follow the path of eliminating the fragmentation of information flows, ensuring the possibility of reflecting regional specifics in republican statistical observations [8].

The first step in accounting for natural capital is to take into account the cost of services provided by natural ecosystems. In developed countries, a study of experts has shown that more than 2,500 eco-friendly hotels in the world and more than 5,000 hotels invest in environmental protection. When choosing a holiday, a third of travelers prefer hotels with installed solar or wind power system, low-cost water and

shower slate sprees, eco-friendly restaurants and local farm produce, where vegetables are grown and animals. However, most hotels and travel companies are not involved in any sustainability effort [9].

For example, interviews with local hospitality and tourism businesses in the west of England provided valuable information about the benefits of rural tourism membership. They were related to environmental impact, financial considerations, marketing opportunities, brand awareness and company image, as well as other issues as public relations, personal moral responsibility and political considerations. Interest to all aspects of health tourism is growing across the world. In Canada, enterprises responded with an aggressive increase in the number and variety of offers.

Conclusion. In order to meet the need of a short-term rest and healthy food for restoring the strength of workers, tourism projects were needed, requiring a large amount of money and potential tourists. The ideal option for meeting up the above-mentioned needs, by taking into account the economic realities of the time, was a holiday in farms.

The development of green tourism in Kazakhstan is certainly based on the international experience of the initial implementation of this area. Accordingly, in the context of the issue, it is advisable to familiarize yourself with the international experience of implementing green tourism in the leading countries of Europe and the United States.

А. М. Мадышева[1], К. М. Саябаев[2], М. Т. Жетесова[3]

[1]Еңбек және әлеуметтік қатынастар академиясы, Мәскеу, Ресей,
[2]С. Сейфуллин ат. Қазақ агротехникалық университеті, Нұр-Сұлтан, Қазақстан,
[3]Қазақ экономика, қаржы және халықаралық сауда университеті

ҚАЗІРГІ ЗАМАНҒЫ АУЫЛДЫҚ ТУРИСТІК ДЕМАЛЫС БАЗАСЫН ҚҰРУДЫҢ ЭКОНОМИКАЛЫҚ НЕГІЗДЕМЕСІ

А. М. Мадышева[1], К. М. Саябаев[2], М. Т. Жетесова[3]

[1]Академия труда и социальных отношений, Москва, Россия,
[2]Казахский агротехнический университет им. С. Сейфуллина, Нур-Султан, Казахстан,
[3]Казахский университет экономики, финансов и международной торговли

ЭКОНОМИЧЕСКОЕ ОБОСНОВАНИЕ СОЗДАНИЯ СОВРЕМЕННОЙ СЕЛЬСКОЙ ТУРИСТИЧЕСКОЙ БАЗЫ ОТДЫХА

Аннотация. С прошлого века в большинстве развитых стран мира зеленый туризм использовался как одно из ведущих направлений развития туристической зоны, успешно реализуя все цели, задачи и принципы финансово-хозяйственной деятельности этой области. В частности, развитие зеленого туризма в последние десятилетия активизировалось, охватывая не только развитые государства, но и те, которые находятся в стадии активного и умеренного развития. Казахстан не стал исключением; Одним из инструментов развития этого направления была инициатива «Зеленый рост», которая путем соответствующей адаптации к конкретным условиям страны может рассматриваться в контексте устойчивого развития.

Ключевые слова: зеленый сельский туризм, сельская местность, зона отдыха, сельская местность, турист, зоны отдыха.

Information about outhors:

Madisheva Asem Maratovna, Senior Lecturer, Department of Social Work and Tourism, Academy of Labor and Social Relations, Moscow, Russia; asem_madysheva@mail.ru; https://doi.org/0000-0003-2193-9570

Sayabaev Kaisar Maksutovich, Doctoral student, Department of Economics, S. Seifullin Kazakh Agro Technical University, Nur-Sultan, Kazakhstan; kaisars@mail.ru; https://orcid.org/0000-0001-8524-0860

Zhetessova Mariyam Turashevna, Candidate of Economic Sciences, Associate Professor, Faculty of Economy, Kazakh University of Economics, Finance and International Trade; marzhet@mail.ru; https://orcid.org/0000-0002-5147-7103

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