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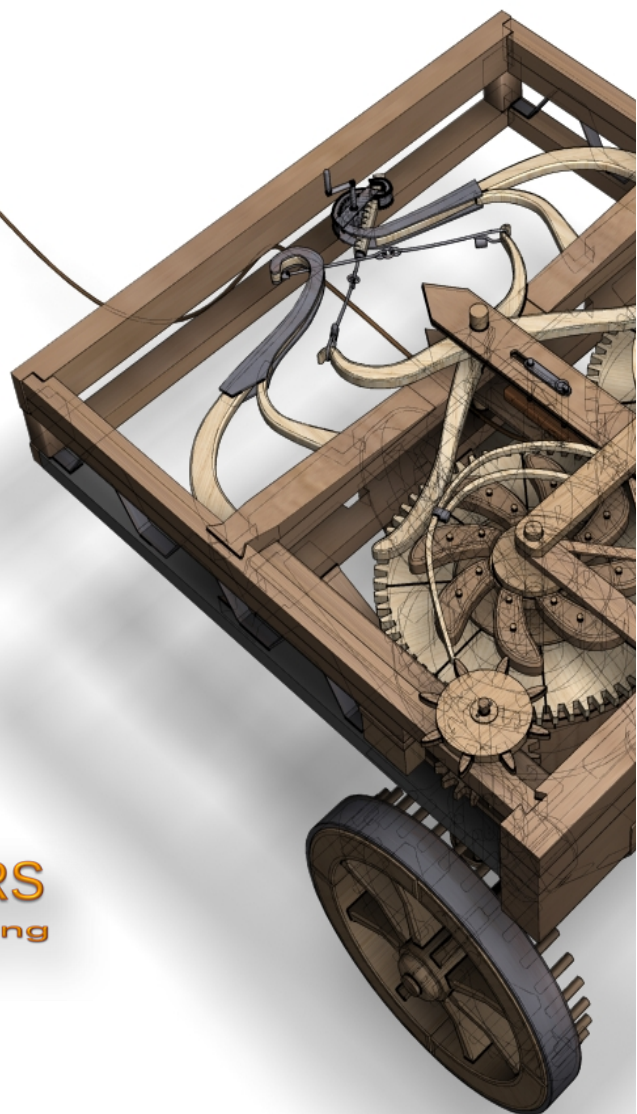
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Analysis of the Development of Modern Agritourism Types in West Kazakhstan Oblast

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Abstract:

West Kazakhstan Oblast has a decent resource potential and prospects of development of agri-tourism. Agritourism will help to solve such problems in the rural areas of West Kazakhstan like employment, increase income and cultural level of people, markets and infrastructure development of the area. Shaping the opportunities for development and territorial organization of the species agritourism belong to the plant-growing and livestock. In this connection, the authors of this article assesses the opportunities for development and territorial organization of kinds of modern agritourism in the area of plant-growing and livestock production in the context of the administrative districts of West Kazakhstan Oblast. In addition, the identified levels of opportunity for development and territorial organization of agritourism in the West Kazakhstan and levels of capability based on local resource base. Also, the concept of agritourism and its relationship with agriculture, the role of the economy in rural areas in territorial aspect are considered.

Keywords: agritourism; rural tourism; rural areas; West Kazakhstan Oblast; agriculture; plant-growing; livestock

JEL Classification: Z3; Z32; R11

Introduction

Agri-tourism one of the rapidly developing direction in modern tourism. It received public recognition in most European countries in the second half of the last century. Unfortunately, in Kazakhstan such type of tourism is still at its novel developing stages, however there is still an opportunity to promote it. Kazakhstan has all of necessary

resources, rational using of which is will allow to diversify the tourist product and create additional source of income to the budget of the Republic.

Su (2011), Village *et al.* (2006), and Yang (2012) highlighted that for some depressed rural regions agri-tourism has become a tool, which develop and restore region. Moreover, agri-tourism contributes in the development of small and medium enterprises (SME); the further construction of roads, houses clubs; to reduce unemployment in rural areas; additional growth of rural incomes; the development of such types of tourism like adventure, pilgrimage, ethnographic; the development of new innovative technologies for producing and processing agricultural raw materials; the establishment of specialized agrituristica villages; the further development and use of natural, historical resources in rural areas; the dissemination of information among villagers about the types of tourism, business, technology; rational use of natural and socio-economic resources, *etc.*

Agri-tourism joints together a wide range of tourism types, which are based on natural, historical and other resources in rural areas. According to the World Tourism Organization (UNWTO) every year from 12 to 30% of travellers of the world are choosing agri-tourism. If these numbers are indicative the current trend of international tourism, in some countries the number of internal travelers is much more. Over the last 25 years in Western Europe and the United States agri-tourism has become an independent and highly profitable sector of the local economy. UNWTO defines agri-tourism as one of five key strategic directions to 2020 year. (Bakanova 2005, The World Tourism Organisation, n.d.)

1. Research data and methodology

Research data. Theoretical and practical achievements of domestic and foreign scientists in sphere of agritourism, materials of scientific and periodical publishers, internet resources, statistical data, normative database, were taken be as theoretical and methodological foundation of researches. Special attention should be put on next sources of the data: works of research project "Conceptual model of activation rural territories of the Republic of Kazakhstan through the agritourism development" (supervised by Erdavletov), statistical data of the West Kazakhstan Statistic Department and Ministry of Economy of the Republic of Kazakhstan, data of the regional rural economy management of the West Kazakhstan.

Research methods. The researches are based on the general scientific and special methods, which describe the features of issues. There are plethora definitions and explanations of the agritourism and its types, as well as models of its development in numerous of countries. From a general method, such methods as system analysis and synthesis, method of deconstruction, comparative, structural-logistic analysis, content-analysis of literature review, mathematical method, empirical method, analytic and cartographic methods were used.

Study area

Agritourism involves temporal staying of tourist in rural area with purpose of recreation. The critical precondition for agritourism is that tourist should be accommodated in rural area, where there are no multi-stored buildings and no industrial object. In this regard, to determine the potential of the agritourism development in West Kazakhstan Oblast, based on the statistical research data the current state on rural economy and administrative-territorial development of the region were analysed.

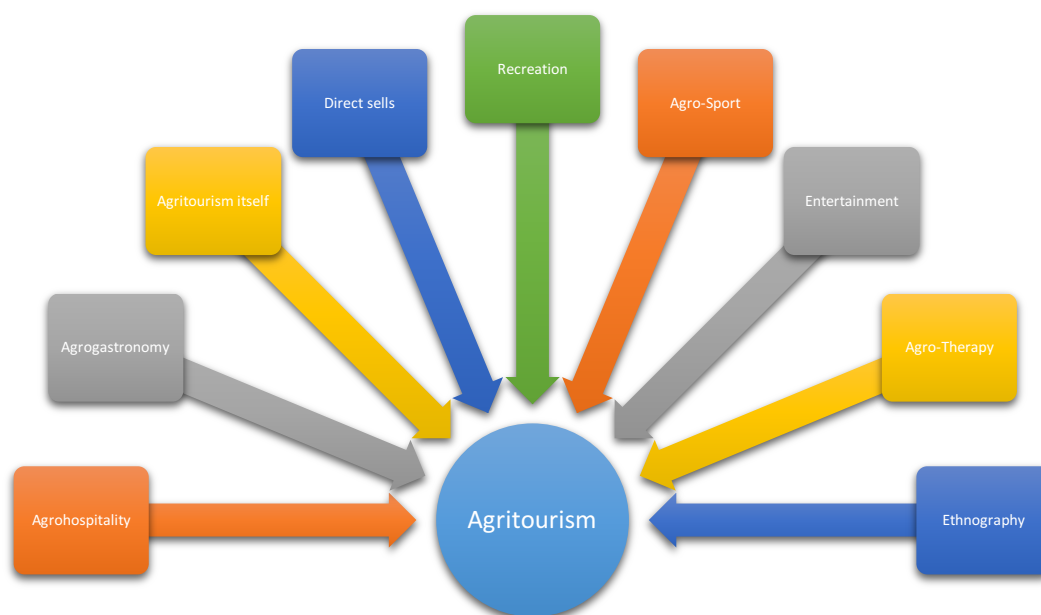
According the data of the West Kazakhstan Statistical Department on the beginning of the 2016 year the population amount is 636,875 residents. 317,203 people (49,8%) are leaving in urban area, and 319,672 people (50,2%) in rural area. The total territory area is 151,339 km². 12 administrative districts, 156 rural regions, 3 settlement area, 1 city of regional importance (Ural), 1 city of district importance (Aksai) and 475 settlements are included in administrative devision of the region.

The GDP of the rural economy is 91,827.4 mln Kazakhstanian tenge (KZT) (according data of the January-December 2015). Among it 33,607.8 mln KZT crop production, 57,857.3 mln KZT livestock. The index of physical volume of gross output for corresponding period of the last year amounted to 96,1%, 85.3% of the crop production and 103.6% for the livestock. In Table 1 the structure of rural economy is presented (Statistics Department of West Kazakhstan Oblast of the Committee on statistics of Ministry of National Economy of Republic of Kazakhstan 2016).

Table 1. Gross output of rural economy for 2015 year ³

Administrative regions	GDP			
	In total	Among it		Position of internal rate of production
		Crop production	Livestock	
West Kazakhstan Oblast	91 827,4	33 607,8	57 857,3	
Akzhaik	11 081,8	3 733,3	7 337,2	2
Bokeiorda	6 289,9	2 392,7	3 875,2	6
Burly	5 116,3	2 057,7	3 050,4	8
Jangaly	7 055,8	2 573,9	4 444,0	5
Janibek	4 149,4	1 034,4	3 107,3	11
Zelenov	16 388,0	8 369,5	7 984,7	1
Kaztalov	9 871,8	2 491,0	7 372,0	3
Karatobe	3 735,1	863,0	2 862,3	12
Syrym	6 110,5	2 187,2	3 907,5	7
Taskala	4 977,5	1 372,3	3 600,1	9
Terekti	8 206,4	2 910,1	5 238,9	4
Chingiralyk	4 660,3	1 321,4	3 331,7	10

The current types of agritourism could be presented as follow:

Figure 1. Types of agritourism⁴

Agritourism is based on using resources of the rural area by tourists, the products of which are crop production and livestock. Tourists live in rural houses, acquaint local culture and customs, participate in growing plants or caring for animals, etc. Therefore, it is necessary to consider separately possibilities of development and territorial organization of the types of agritourism in West Kazakhstan Oblast in the areas of crop and livestock production.

³ Statistics Department of West Kazakhstan Oblast of the Committee on statistics of Ministry of National Economy of Republic of Kazakhstan, 2016

⁴ Conceptual model of activation of rural territories of the Republic of Kazakhstan through the development of agritourism, 2016

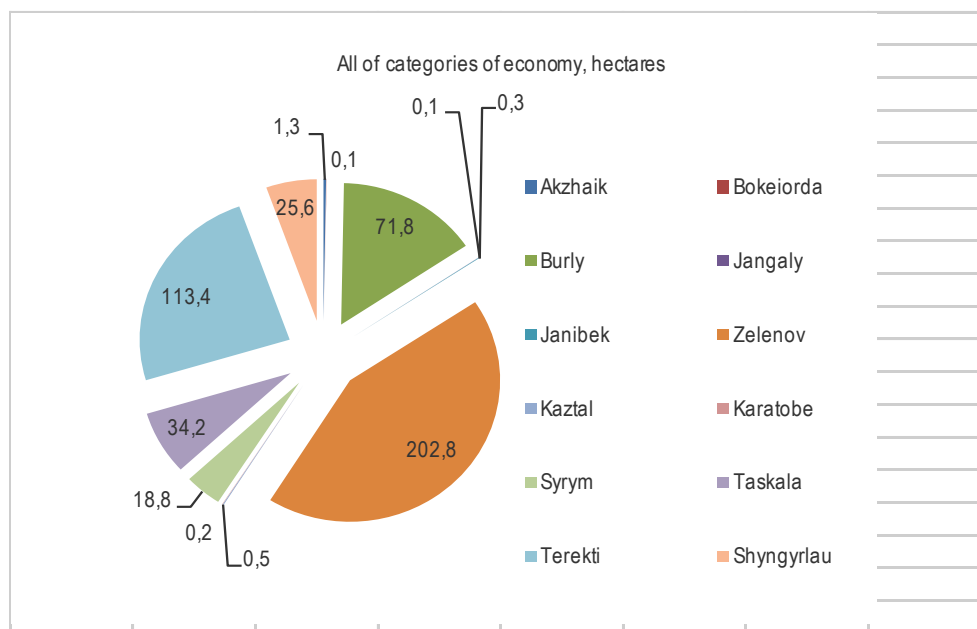
Opportunities of development and territorial organization of agritourism types in a sphere of crop production.

Great importance in forming favorable conditions opportunities for the development and territorial organization of the types of agritourism belongs to crop production, crop production in a region is represented by cultivation of cereals, oilseeds, fodder crops, potatoes, vegetable and melon crops.

The area for crops occupies only a small area of the study area, it is the possible to increase in the share of the acreage. According the operational reports of the region and city of Uralsk in 2015, 488.2 thousand hectares of crops is takes the territory of region, which is 3.23% of the territory of the region. In general, the West Kazakhstan region ranks 11th position in terms of refined sown area of agricultural crops among the regions of Kazakhstan. Water saving technology was implemented on 249 hectares of the region area, it is 96.4% of the cultivated area of all crops. The drip irrigation system is applied on 335 hectares of the area ("Information about the state APC over the 2014, 2015 and 2016, 2016; Statistics Department of West Kazakhstan Oblast of the Committee on statistics of Ministry of National Economy of Republic of Kazakhstan 2016)

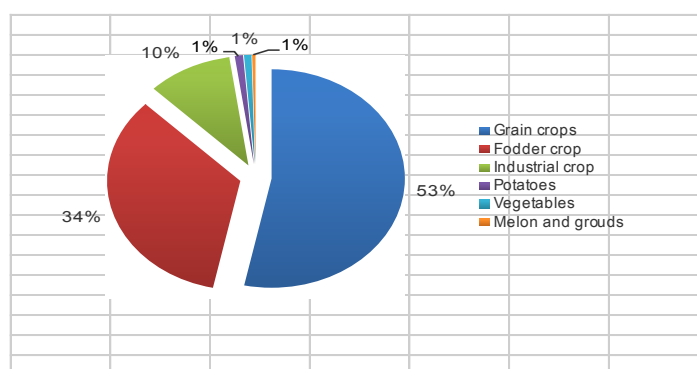
The noted above data can be represented in a diagram (Figure 2), where the proportion of the acreage of the region in the context of districts is demonstrated.

Figure 2. Sown area of crops in all categories of farms in terms of West Kazakhstan Oblast's districts⁵



In West Kazakhstan Oblast in rural economy in spite the fact that the livestock's share is higher than crop production, nevertheless, the area is quite successfully growing certain types of crop cultivation, which will attract domestic and foreign agritourists. As shown in the following Figure 3, from crops grain crops prevail, which occupy 53.3% of all species of crops in the area.

⁵ Monitoring of the rural area development. Quarterly statistical publication of the West Kazakhstan Oblast, 2016

Figure 3. Proportion of the crop production in the West Kazakhstan Oblast, %⁶

Crop production is more sensitive to soil fertility, it requires a lot of labor cost, as well as sufficient quantity of agricultural machinery. Within the shortage of the listed above conditions, agro-ecological situation in the region deteriorated, the plants have become more oppressed with weeds, damaged by diseases and pests, which in turn negatively affects on development of agritourism in the field of crop production. Consequently, crop production in region needs large amounts of protective measures. Despite the relatively rigid climatic conditions of the region, the farmers of the region based on the development of research institutions and own experience succeeded in crop production. The current condition of the crop production in region should be developed based on resource saving and technology and technologies of land using which are based on principals of effective and careful using the natural resources (Nasiev 2006, *Program of the West Kazakhstan Oblast development over the period of 2016-2020*, 2015).

A full range of agritouristica services (hospitality, gastronomy, agritourism itself, direct sale, leisure, sport, therapy, ethnography) is based on the integral potential of the territory. In Table 2 the data on opportunity of development and territorial organization of agritourism types which are based on crop production is presented.

Table 2. Assessment for opportunity of development and territorial organization of agritourism types which are based on crop production

Administrative district	Hopsitality	Gastronomy	Agritourism itself	Direct sale	Leisure	Sport	Enter-tainment	Therapy	Ethno-graphy
Akzhaik	○	●	▲	○	●	▲	▲	▲	▲
Bokeiorda	■	▲	□	○	▲	▲	□	■	■
Burly	▲	▲	□	○	■	■	□	□	□
Jangaly	▲	●	▲	○	■	■	○	□	▲
Janibek	□	■	□	○	□	■	□	□	□
Zelenov	●	●	●	○	○	●	●	●	○
Kaztal	○	○	■	○	■	■	■	■	■
Karatobe	□	■	□	○	□	□	□	□	□
Syrym	○	○	□	○	■	■	▲	□	□
Taskala	■	▲	□	○	□	□	□	■	□
Terekti	○	●	○	○	○	▲	▲	□	■
Shyngyrlau	■	■	□	○	□	■	□	□	□

Note: ● – very high level of opportunity ; ○ – high level of opportunity; ▲ – average high level of opportunity; ■ – low high level of opportunity; □ – very low high level of opportunity

Integral level of opportunity of development and territorial organization of agritourism types which are based on crop production is as follow: high is in Zelenov, Akzhaik, Terekti, Jangaly districts, average level is in Kaztalov, Bokeiorda, Syrym, Burly, low level is in Taskala, Shyngyrlau, Janibek and Karatoba districts.

⁶ Brief statistical Handbook, 2016

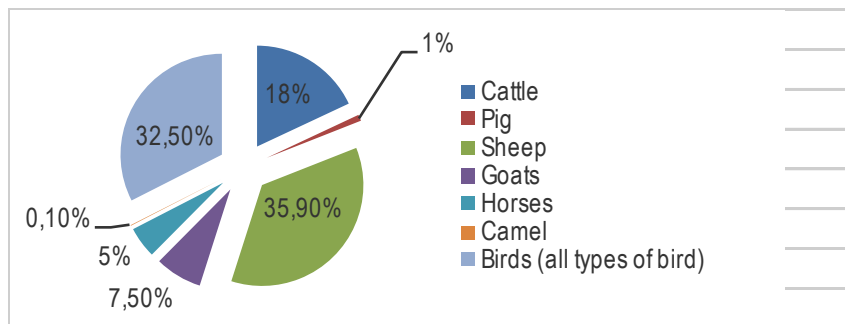
Opportunities of development and territorial organization of agritourism types in a sphere of livestock.

Livestock directly or indirectly involved in the creation of favorable possibilities for development and territorial organization of the types of agritourism. Comparing with crop production livestock takes the leading position. Particular such direction of livestock as fine-wool and Karakul sheep breeding, horse breeding, camel breeding are well developed. The study area is one of the largest regions in republic by breeding livestock, which has the most valuable gene pool of beef cattle of Kazakh white and Hereford breeds, edilbay breed, akjaiyk meat-wool breed of sheep, kushum breed of horses and unique livestock breeds of Kazakh Bactrian camels.

According the data of West Kazakhstan regional statistical department on 01.01.2016 year there were next amount of cattle - 469,001, sheep – 932,562, goats – 193,677, horses – 131,109 camels – 2,808, pigs – 25,839 birds – 845,150. The total number of animals and birds is 2,600,146 heads (Statistics Department of West Kazakhstan Oblast of Committee on statistics of Ministry of National Economy of Republic of Kazakhstan 2016).

All of noted data is presented in Figure 4, where It can be clearly seen the percentage (share) of types of livestock and birds to total population in the study area.

Figure 4. The share of cattle and birds to total population ⁷



Natural and climate conditions are favorable and the critical factor for development livestock. The program "Agribusiness 2020" which is supported by government takes the crucial role (*The program for development of agribusiness complex in the Republic of Kazakhstan for 2013-2020 "Agribusiness-2020,"* 2013). By all of farming categories in January-August 2016 next amount of livestock and poultry were slaughtered and sold (in live weight) 48.0 thousand tons (103,2% compared to the same period of 2015), the milk produced from the cow 171,2 thousand tons (104,1%) produced eggs 102.8 million pieces (100,1%). (*Program of the West Kazakhstan Oblast development over the period of 2016-2020,* 2015)

In the Table 3, the data on opportunity of development and territorial organization of agritourism types which are based on livestock is presented.

Table 3. Assessment for opportunity of development and territorial organization of agritourism types which are based on livestock

Administrative district	Hopsitality	Gastro-nomy	Agritourism itself	Direct sale	Leisure	Sport	Entertain-ment	Therapy	Ethnogra-phy
Akzhaik	●	●	○	○	▲	○	▲	○	▲
Bokey	■	○	▲	○	○	▲	□	□	○
Borili	■	▲	□	○	■	■	□	□	■
Zhanakala	○	●	○	○	□	▲	▲	■	▲
Zhanibek	▲	▲	■	○	■	■	□	□	□
Zelenov	●	●	●	○	○	○	▲	○	▲
Kaztal	●	●	○	○	●	○	○	▲	■
Karatobe	□	■	▲	○	□	■	□	□	□

⁷ Statistics Department of West Kazakhstan Oblast of the Committee on statistics of Ministry of National Economy of Republic of Kazakhstan, 2016

Administrative district	Hospitality	Gastronomy	Agritourism itself	Direct sale	Leisure	Sport	Entertainment	Therapy	Ethnography
Syrym	■	▲	▲	○	▲	○	○	□	▲
Taskala	▲	○	□	○	○	○	□	■	□
Terekti	●	●	▲	○	▲	○	■	▲	■
Shyngyrlau	▲	▲	■	○	■	■	□	▲	□

Note: ● – very high level of opportunity; ○ – high level of opportunity; ▲ – average high level of opportunity; ■ – low high level of opportunity; □ – very low high level of opportunity.

Integral level of opportunity of development and territorial organization of agritourism types which are based on crop production is as follow: high is in Zelenov, Akzhaik, Terekti, Zhanakala districts, average is in Kaztal, Bokei Orda, Syrym, Borili, low level is in Taskala, Shyngyrlau, Zhanibek, and Karatobe districts.

Results

Currently spheres of economy and business in West Kazakhstan Oblast are not ready to develop agritourism, however region has multi functional features, including infrastructural elements of not farming business. Mostly the activities of the economically active population is concentrated in processing of agricultural products, harvesting of non-timber forest products, construction and services for agricultural enterprises, as well as ensuring the production process in agriculture and fisheries. Figure 5 illustrates the results of the assessment of opportunities for development and territorial organization of agritourism in the West Kazakhstan Oblast on the basis of crop and livestock production according to the three-point scale: high, medium, low.

Figure 5. Level of opportunities for development and territorial organization of agritourism types in West Kazakhstan Oblast

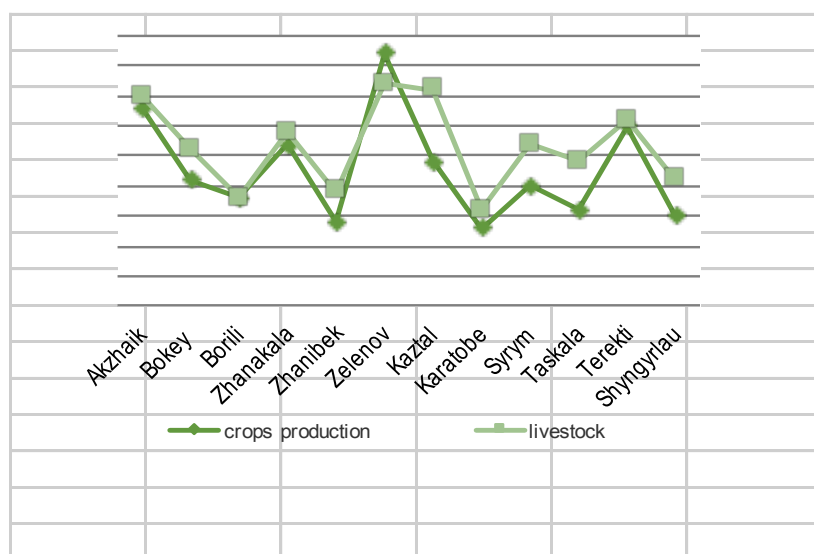
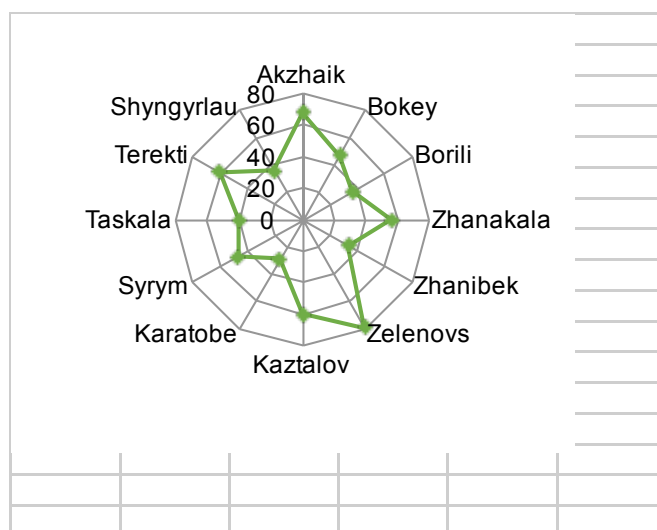


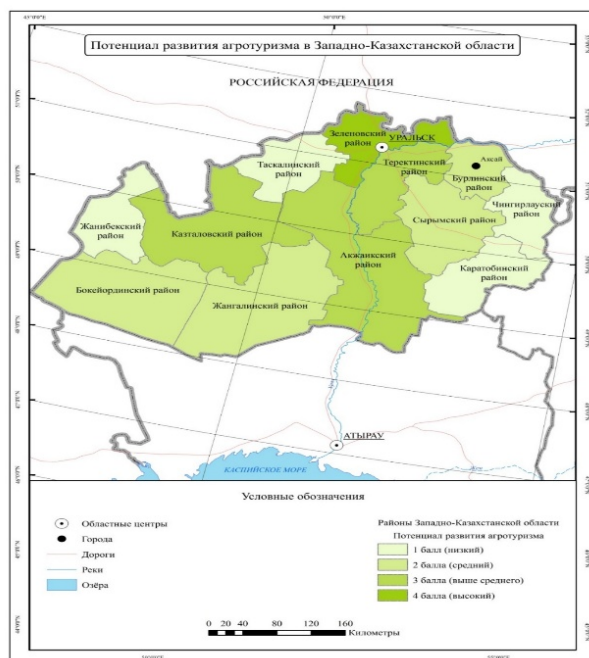
Figure 6 shows the results of the evaluation according to the criterion of when opportunities for the development of agritourism with the local resource base in the context of administrative districts of West Kazakhstan Oblast. In general, the assessment requires additional researches based on methods of questioning or interviewing people in rural areas of West Kazakhstan Oblast.

Figure 6. Level of agritourism development based on local resource base



Based on researches the map which reflects potential for agritourism development in study area was created. Assessment was conducted according the 4 level appraisal system: low – 1 point, average – 2 points, above average 3 points, high – 4 points. According to Figure 7 highest development potential of agritourism has Zelenov district, which in comparison with other districts is leading in almost all of types of agritourism, in particular in the field of crop and livestock production. Development potential above average have 3 district: Akzhaiik, Terektinsky and Kaztalov area. The average level in four areas: Burlinskiy, Syrym, Zhangalinsky and Bokeiorda area. The lowest level in 4 areas: Taskala, Shyngyrlau, Zhanibek and Karatobe districts.

Figure 7. Map of West Kazakhstan agritourism potential



The development of agriculture in West Kazakhstan Oblast has its own characteristics and features, which are inherent only to the agriculture of this region. These features are competitive advantages over other countries

and regions in the development of agritourism. Tourists are attracted by everything new and unknown because they want to try the tourist product that are distinctive from which they have consumed.

Conclusions

West Kazakhstan Oblast has rich natural, cultural and historical, ethnography potential. The region has possibilities for development rural tourism. Activation of such type of tourism makes it possible to form complex tourist product, which will have impact on sustainable development of rural areas through increasing of income, developing work places, support traditions, art and craft. In this regard, agritourism is one of the suitable tools to return to a life decaying rural areas of West Kazakhstan Oblast, to ensure their self-sufficient future by maintaining creating new jobs, expanding the types of works and services to support farming, cultural security, maintaining the landscape and nature, as well as rural arts and crafts with the goal to attract tourists.

In this work, the authors made the following:

- analysis of statistical data, research results in agritourism sphere and rural farming;
- assessment of possibilities of development and territorial organisation of agritourism types;
- determining the level of agritourism development based on local resource base;
- creating the “Map of West Kazakhstan agritourism potential”.

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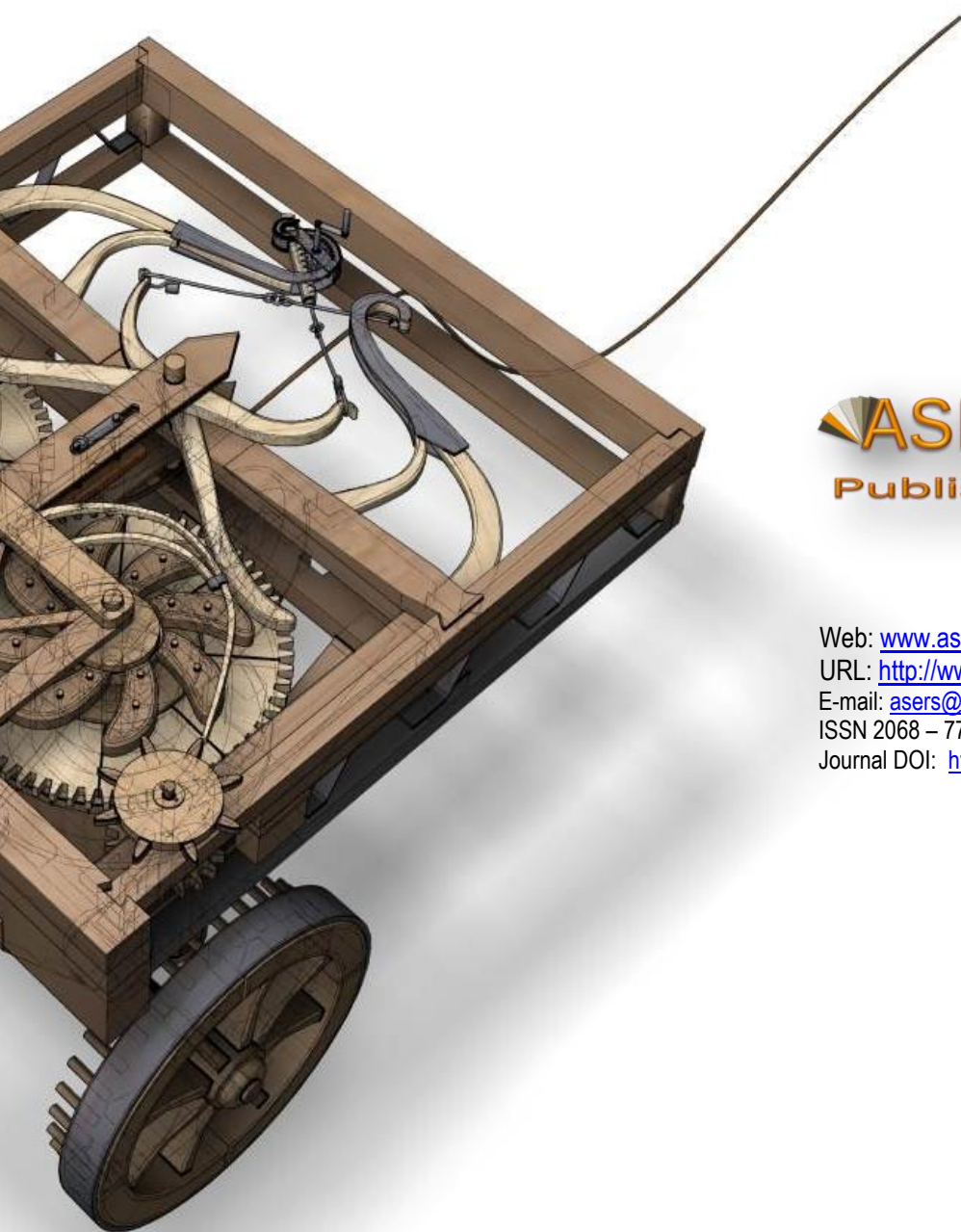
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