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Rural Tourism as One of the Priority Factors for Sustainable Development of Rural Territories in Kazakhstan

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Abstract:

The article analyzes the state of agriculture in the Republic of Kazakhstan, the author analyzes tourism facilities in the Akmola region to clarify the characteristics and extent of rural tourism promotion in Kazakhstan, including in Astana, suggested ways to develop rural tourism.

Keywords: rural tourism; sustainable tourism; tourism; rural territories; agriculture; sustainable development of rural tourism; sustainable development of rural territories.

JEL Classification: Z33; Z32; Z38.

Introduction

It is known that tourism has a positive effect on the socio-economic development of rural areas, therefore the promotion of rural tourism is a priority economic task not only for local authorities, but also for the entire country. The development of rural tourism for the Republic of Kazakhstan is one of the very topical issues, since the tourism industry in Kazakhstan today is recognized as one of the important areas of the country's economy at the state level. But before we begin to interpret the advantages of rural tourism, let us dwell on the definitions of this type of tourism and explain what it is, what the essence and purpose of it is.

It should be noted that many scientists in this field perceive the term rural tourism as synonymous with agro-tourism, but, in our opinion, there is a difference between these definitions. Let us now consider the definitions of a number of researchers who gave their interpretation only in relation to the category of rural tourism.

According to D. Matei, rural tourism is a set of activities and services that are offered by local farmers and peasants to attract tourists to their locality, as well as to generate additional income from this type of activity. Rural tourism allows every tourist not only to relax in the lap of nature, but also to experience the traditions and customs of the local population (European Commission 1995).

The European organization Euroter offers the following definition: rural tourism as tourism that supports the development of agrarian regions, the preservation of the cultural heritage and ecology of the village, the revival of local traditions and products. This type of tourism is characterized by regional identification and meets the needs of tourists in accommodation, food, leisure activities, and other services that contribute to the sustainable development of the social sphere of the village (Bartmann 1998).

S.M. Trofimova gives the following definition: rural tourism is a special complex type of tourism that combines forms of organized and unorganized recreation of tourists in rural areas in order to familiarize with the rural nature, get acquainted with the rural way of life, familiarize with the specifics of local agricultural use (at professional and non-professional levels) (Trofimova 2005).

From the point of view of O.A. Nikitina and E.P. Kushnarenko, rural tourism is a type of activity related to the organization of purposeful trips to rural areas, involving the formation and provision of a complex tourist product to the tourists (accommodation, meals, excursion services, leisure activities), reflecting and preserving the natural and national identity of the regions and providing economic benefits for host communities through job creation and income generation for the local us entails revealing a new territorial and economic nature of the agro-tourism segment in the region, which is expressed by specific properties and characteristics (regional authenticity, self-organization, multiplicativeness, economic benefits for local communities, a tool for sustainable rural development) and allows you to form a theoretical basis for developing and developing methodology of improving socio-economic mechanisms, forms and techno The logic of rural tourism in providing employment in rural areas under market conditions (Nikitina and Kushnarenko 2010).

S. Erdavletov and U. Koshkimbayeva define rural tourism as a set of relationships and phenomena that occur during the journey and stay of people in rural areas, associated with agriculture or forestry, agriculture or animal husbandry, using natural and cultural attractions or trumps of the daily life of villagers and organized by entities not necessarily associated with this locality in an economic or social way (Erdavletov and Koshkimbayeva 2011).

According to U.T. Koshkimbayeva and Zh.K. Toymbayeva, rural tourism is a group of human actions that, together with the production and processing of crop and livestock products, in combination with rural life, includes an understanding of its culture, religion and ethnography (Koshkimbayeva and Toymbayeva 2015).

A.V. Trukhachev, characterizes rural tourism as a type of tourism, implemented in the administrative-territorial boundaries of the countryside / territory (i.e., the classification of types of tourist activity by place of its implementation) (Trukhachev 2016).

Some authors, considering the "rural tourism", give a more complete definition, revealing the essence of this category, others interpret it quite simply, without specifying the full essence and purpose of the studied type of tourism. From the point of view of scientists S. Erdavletova, U. Koshkimbayeva and A.V. Trukhachev, the concept of "agro-tourism" is a special case of rural tourism, i.e. its subspecies. We also support their judgments and believe that rural tourism is a broader concept that includes agro-tourism taken together. To a greater extent, we share the definition of the category "rural tourism" of the European organization Euroter, S.M. Trofimova, O.A. Nikitina and E.P. Kushnarenko. In our opinion, they gave a rather deep definition of the concept of "rural tourism", showing the whole nature of this type of tourism.

Based on the foregoing, we offer the author's interpretation of the definition of the category in question. Thus, rural tourism is a type of tourism activity that combines various types of tourism, which is organized in rural areas in order to improve the socio-economic situation of the village by promoting business and creating new jobs, as well as the possibility of obtaining additional income by local residents, where in rural areas are provided to tourists and visitors a complex of services for accommodation, food, recreation, excursions in the knowledge and training of rural life, ethnic cuisine, local customs, folk traditions, in addition, holding and taking part in the national and sporting events (Tleubayeva and Uruzbayeva 2018).

4. Background Information and Methodology

Kazakhstan may interest tourists and foreign guests with a rich history of the Kazakh people, originality of traditions and culture, unusual life, exquisite national dishes, peaceful attitude of various religins, the youngest capital of Astana, built in a short period of time, unique, rich natural environment, historical and architectural monuments and sights and etc. It is worth noting that among the CIS countries and other foreign countries there are no countries that have built a new capital in a short period. In addition, in recent years there have been large-scale infrastructural changes not only in the capital, but also in other cities of the republic. In addition, international events such as the Winter Universiade 2017, EXPO 2017, were held in the Republic of Kazakhstan. The XI Astana Economic Forum 2018 was also held in 2018 in the Global Challenges Summit format, the 6th Congress of World Leaders and traditional religions, and in the same year Astana celebrated its 20th anniversary of the formation of the new northern capital and much more. Since the establishment of Astana, many international events have been held, where foreign guests could familiarize themselves with a country like Kazakhstan and its people. All these positive aspects demonstrate the originality of both the capital and other cities of our country, thus providing great opportunities for the tourism sector of the republic. However, along with this pressing issue is the development of tourist facilities outside the city, for example, as a rural tourism. This would give our state a new impulse both in the field of tourism and in general for the economy of our country. Thanks to rural tourism, the tourists who arrived in Kazakhstan could familiarize themselves with the life of the Kazakh people, with all that it connects and

distinguishes from other nations of the world.

It has been noted more times that Kazakhstan is an agro-industrial country in which agriculture is the sphere of vital activity of the main part of the population. So, by the end of 2015, just over 18% of the total economically active population is employed in agriculture, forestry and fisheries. This is the largest industry in which most of the employed population is involved. Wholesale and retail trade (15% of the economically active population) and industry (13%) are inferior to agriculture (Shinkeeva 2016). Forty-three percent of the population lives in rural areas, and the standard of living not only of those who work here, but also of those who are to some extent related to this sphere depends on the degree of development of agricultural production. The well-being of the majority of Kazakhstanis is closely related to the level of development of agricultural production (Iskakov 2010).

Over the centuries-long history of Kazakhstan, agricultural areas contributed not only to economic growth, but also served to form a tangible and unique ethnographic bridge of traditions and customs expressing the material and spiritual uniqueness of the Kazakh people. Rural areas are part of the country's national heritage. They are able to become an inseparable element of a unique tourist image. As the international experience of developed countries, such as Italy, France, Spain, etc., has shown, rural tourism is one of the most effective types of tourist activity. It helps to show the national color and variety of tourist opportunities in Kazakhstan. Also, rural tourism can provide an impressive socio-economic contribution to solving the problems of preserving and developing the many rural areas of the country.

Agriculture is a sphere with a high probability of activity results. The results of the economic activities of agricultural enterprises are largely dependent on the climatic conditions (Savitskaya 1994). Therefore, the development of rural tourism will help farmers to balance income and diversify their production, as well as promote the expansion of their activities and improve the quality of work and service.

The impact of rural tourism on the economy of the territory has a multifactorial character; its development contributes to the preservation of small settlements, the cultural and historical heritage of the territories, rural life, raising incomes, improving the living conditions of the rural population, streamlining the use of natural objects (Khafizov and Khismatullin 2012). Thus, the formation and promotion of rural tourism in the country will lead not only to the improvement of the state of the village, but also the region and the country as a whole.

According to estimates of the World Tourism Organization, rural tourism (agro-tourism), being one of the directions of ecological tourism, unites a wide range of various types of recreation and is developing rapidly in foreign countries, and is also among the top five strategic directions of tourism development in the world until 2020. In developed European countries, rural tourism is the second most popular tourism after beach. Currently, rural tourism in Europe brings about 20-30% of the total income of the tourism industry (Belousova 2010). Kazakhstan is exactly the country in which it is possible to successfully promote rural tourism. After all, the Kazakh people since ancient times are famous for their hospitality, as well as has a special national flavor, unique to the Kazakhs. Kazakh land is rich in the history of ancestors and grandfathers, you can visit historical and architectural places and sights. It is distinguished by the diversity of cultures and traditions. Each region can provide services specific to it, in any region of the republic you can see and admire interesting, beautiful natural resources.

The prospect of rural tourism is confirmed by successful foreign examples of the development of this tourist destination. For more than 30 years of experience in organizing tourism in the countryside, countries such as France, which owns 35 000 agro-tourist farms, have become leaders of the European market; England, which has farms with mini-hotels with a total number of rooms in 120 thousand places; Italy, which has at least 10 thousand farms with hotels. During the years of the development of rural tourism, the agro-tourism flow to the countries of Western Europe reached 40 million tourists. In general, the annual growth of the European model of agro-tourism is at least 10% (Vashurov and Khismatullin 2014).

The substantial need for the formation and development of rural tourism is justified by the low standard of living of the population in rural areas, which is manifested in their depopulation. Such processes occur mainly due to the low profitability of the agricultural sector, unprofitable development and the low level of competitiveness of peasant farms, the lack of radical reform and reconstruction in the countryside. All these shortcomings lead to the fact that it is necessary to introduce and develop rural tourism as one of the important methods and methods for effectively overcoming crisis situations both in the countryside, in the region, and in the country as a whole. In our opinion, it is the development of the rural tourism sector that can contribute to the sustainable development of the rural areas of the country.

Thus, as already noted, the crisis in the agricultural sector is also one of the reasons for the active development of rural tourism. This type of tourism can be considered as an opportunity to diversify the incomes of rural residents. In many regions in Europe, agriculture has ceased to be the most important form of land use. Thus, the share of communities working only in the agricultural sector in Greece is 30% of their total number, in Portugal

- 24%, in Spain and Ireland - 17%, in Italy - 12%, in Belgium, Denmark, the Netherlands and Great Britain - from 2% to 7%. Statistical studies show that 35% of citizens in the EU prefer to leave in rural areas. In the Netherlands, their share is especially high - 49% (Semagina and Egorova 2012).

In the Republic of Kazakhstan, as in other former Soviet republics during the years of reform, in the 1990s, all sectors of the national economy experienced a deep economic crisis. Including the agrarian sector, being an important sector of the economy, was strongly in a crisis situation than other spheres. Thus, the gross agricultural output for the period 1990-1999 decreased by 45%, including the crop industry by 32%, livestock by 55% (Tleubayeva 2003). The collapse of this sphere led to a crisis in allied and agriculture-dependent industries. Some facilities of the food and processing industry reduced turnover, and many even closed, which led to a reduction in domestic production and an increase in food imports from other countries. These years, the problems of the country's food security have increased.

In the 2000s, a gradual and insignificant increase in some indicators of agriculture began, but they did not reach the level of the 1990s. So, in these years, the number of livestock animals declined several hundred times (Table 1). As can be seen from table 1, in 1999 compared with 1990, the reduction of livestock, sheep, goats and birds was 3.5 times, cattle - 2.5 times, horses and a camel - 1.5 times (Tleubayeva and Uruzbayeva 2017).

Table 1 - Livestock and poultry (at the end of the year)

Years	Cattle	Sheep and goats	Horses	Camels	thousand heads
					Bird, million heads
1990	9 757,2	35 660,5	1 626,3	143,0	59,9
1999	3 998,2	9 656,7	969,6	96,1	18,0
2000	4 106,6	9 981,1	976,0	98,2	19,7
2009	6 095,2	17 369,7	1 438,7	155,5	32,7
2010	6 175,3	17 988,1	1 528,3	169,6	32,8
2011	5 702,4	18 091,9	1 607,4	173,2	32,9
2012	5 690,0	17 633,3	1 686,2	164,8	33,5
2013	5 851,2	17 560,6	1 784,5	160,9	34,2
2014	6 032,7	17 914,6	1 937,9	165,9	35,0
2015	6 183,9	18 015,5	2 070,3	170,5	35,6
2016	6 413,2	18 184,2	2 259,2	180,1	36,9

Source: Committee of statistics of Republic of Kazakhstan - stat.gov.kz.

The long and deep economic crisis led to the fact that in rural areas, due to the mass privatization of state and collective farms in Kazakhstan after the collapse of the USSR, many villagers were left without jobs and went to the cities to earn money. In this regard, the number of rural populations began to decline. As throughout the country as a whole, the socio-economic decline in all spheres of life activity of the population began in all rural territories of the Republic. All public, cultural and educational organizations were closed, and the people of the village gradually began to disassemble and distribute the empty buildings. Thus, in Kazakhstan, many villages began to become empty in the 1990s of the twentieth century. Villages (auyls) of Kazakhstan have lost their former strength, where once some state farms were famous for breeding thoroughbred horses, cattle, poultry, etc., and others for growing vegetables, fruits, and grain crops. In addition, it is worth noting that the share of agriculture in the structure of GDP is steadily decreasing every year. According to statistics, if in 1990 the share of agriculture in the GDP structure was 34%, in 2016 it was only 4.5%.

By the beginning of the new millennium, since 2000, a new stage of development has begun in the Republic of Kazakhstan, both in the economy and throughout the country as a whole. However, all socio-economic changes in the republic did not improve the state of rural areas. Until today, due to low wages in the villages, there is a resettlement of the young population in the cities. Therefore, to motivate the interests of the rural population, including the youth of the village, it is necessary to stimulate and promote the development of rural tourism in all regions of the country, for which special programs and state-level projects are needed for the development of rural tourism, which would lead to the improvement all other branches of the agro-industrial complex, and, as a result, the economy of the republic as a whole. It should be noted that the creation and formation of rural tourism cannot be considered alone without the development of agriculture. The development of agriculture contributes to the promotion of rural tourism, and the development of rural tourism will lead to the improvement of not only agriculture,

but also the food and processing industries and, accordingly, all this may lead to the modernization of the economy as a whole.

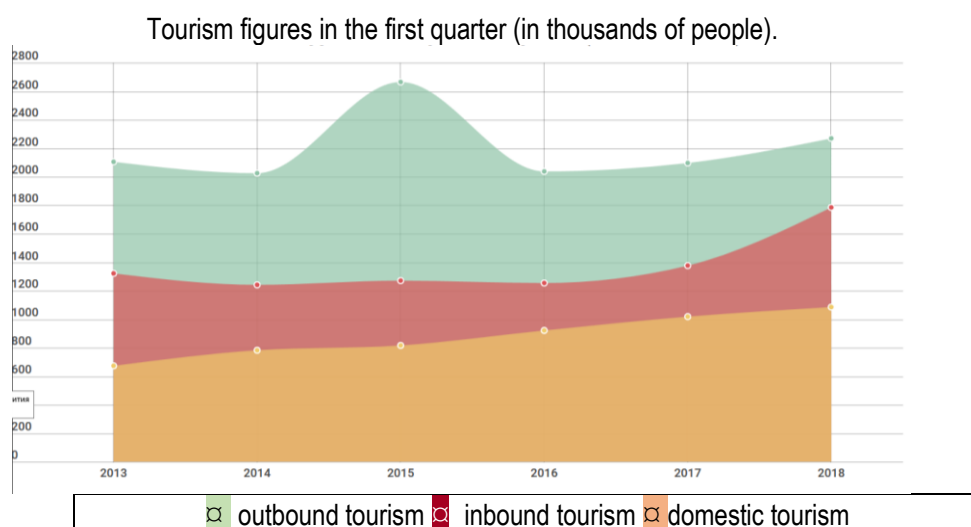
It has long been known that agriculture is an important sector of the economy of Kazakhstan. In the production of grain, the Republic of Kazakhstan ranks third in the CIS after Russia and Ukraine. There is a further development of vegetable, melon, cotton, poultry and livestock. Kazakhstan exports raw materials produced by the mining, fuel, metallurgical, chemical industry and agriculture. In the structure of Kazakhstan's exports, oil and petroleum products make up - 35%, non-ferrous metals - 17%, ferrous metals - 16%, ores - 12%, grain crops - 9% and others (livestock, cotton, vegetables, their processing) and agricultural, food and processing industries in the total industrial output of the republic is 5%, manufacturing - 16.5%. In this industry there are more than 2 thousand enterprises with more than 50 thousand people. And they produce food for 1 trillion. tenge The largest food production is made by the grain processing industry (23.5%), then dairy (16.3%), bread and bakery (15.3%), meat processing (13.4%), fruit and vegetable (8.1%), oil and fat (7.8%) and other industries 15.6% - confectionery, fish, salty, etc. An interesting fact is that the increase in the volume of foodstuffs continues and it has grown to 56%, including confectionery - 18.2%, dairy products - 13.5%, sugar - 8.1%, poultry meat - 6.2%, canned fruits and vegetables - 5.3%, tea - 0.9%, vegetable oil - 0.6%, sausages - 0.4%. From the above economic indicators for the further development of rural tourism, it is necessary to keep in mind that in Kazakhstan it is necessary to solve a more accelerated development of fisheries, forestry, and light industry (Kurmangaliyev 2016). All these data indicate that we have all the potential for the formation and development of rural tourism. We agree with the scientist S.G. Kurmangaliyev, that rural tourism can be a source of stable income and benefit for our country.

According to analysts, the climatic conditions in the republic are favorable for crop production, as in the north of the country spring wheat, oats, barley and other grain crops are grown. The natural environment of the country also makes it possible to develop vegetable growing and melon growing, to cultivate such industrial crops as sunflower, flax, tobacco, etc. In the south of the country, cotton, sugar beet, yellow tobacco, rice, orchards and vineyards produce high yields (Shinkeeva 2016).

In addition, it is worth noting that agriculture in Kazakhstan, being one of the top-priority industries, not only ensures the country's food security, but also exports large-scale agricultural products abroad. Our wheat export is at one of the leading positions, and our country fully equips itself with bread even in the most lean periods of the year. In addition, it is known that Kazakhstan in the world takes the 2nd place after Canada in durum wheat after Canada, and Kazakhstan ranks third in the CIS in the production of grain in the CIS after Russia and Ukraine.

All the above-mentioned advantages of the agrarian industry and the natural-weather atmosphere once again show that in our republic there are all kinds of resources and potential for the full-fledged formation and promotion of the subspecies of tourism - rural tourism. Despite the climatic conditions, the country's agriculture is a generally profitable industry, which allows stably developing the above-mentioned type of tourism.

Figure 1. Graphic indicator of tourism development in Kazakhstan within the period 2013-2018



Source: Nikonorov A. (2018)

The rapid development of rural tourism in our republic can stimulate an increase in the flow of tourists into the country. After all, we have the balance of outbound tourism always exceeds the balance of inbound tourism. So, for example, domestic tourism of Kazakhstan in 2011 amounted to 25% (68% - outbound, 7% - entry). In 2015, outbound tourism was 63.7%, and inbound tourism, 36.3% (Medetbekova 2016). According to the Statistics Committee, in the 1st quarter of 2018 Kazakhstan was visited by 1 million 784 thousand inbound tourists - by 405.6 thousand people more than in 2017. Domestic tourism also grew - 1 million 86.6 thousand people against 1 million 17.3 thousand in January-March 2018. Both figures are a record. However, analysts say that Kazakhstanis prefer to rest abroad, and not in Kazakhstan. So, in the 1st quarter of 2018, outbound tourism indicators amounted to 2 million 270.6 thousand people (+175.1 thousand compared to the same period of 2017), which is the maximum figure for the last 3 years (Nikonorov 2018).

Thus, with proper management in the field of tourism in general, with improved services and infrastructure, with effective promotion and advertising, with a systematic pricing of goods and services, it is possible, along with rural tourism, to promote the development of all types of tourism and, accordingly, successfully increase the flow of inbound tourism in the country.

It is worth noting that in the ranking of countries in terms of the competitiveness of the travel and tourism sector, Kazakhstan ranked 88 out of 140 possible places. International consulting and research companies rather critically assessed Kazakhstan's tourism prospects. They are concerned about the reduction in the number of non-resident entry tourists by 16.2%. This is mainly due to high prices, poor quality of service and infrastructure, and a weak PR campaign of Kazakhstan abroad. According to the Accounts Committee, over 720 million tenge was allocated for image formation, including informational promotion of Kazakhstan's tourism abroad (Shimanskaya 2013). In recent years, the flow of foreign tourists, caravaners, who come to Kazakhstan to visit beautiful places and get acquainted with the nature, culture, traditions and way of life of the Kazakh people, has increased. Unfortunately, we have no designated places for caravans, which makes it difficult for tourists from abroad to stay and travel through our republic. The same tourists and guests from other countries could get acquainted with the peculiarities of our country with the help of rural tourism, visiting rural areas.

Here it is necessary to dwell on the historical woeful data that has touched the hearts of many nations. This sad fact occurred during the reign of the Soviet government. Thus, under the authoritarian regime of the Soviet Union, camps of political, military, and interned prisoners were opened on the territory of the Kazakh land in the 1930s (Karlag and on its basis Spasslag, Steplag and Alzhir). Many innocent people of different nations died here and were buried. After the collapse of the Soviet Union, the existence of the camp became known outside of Kazakhstan. Then a memorial cemetery was installed here with 14 memorial signs from several countries. Also in the village of Kengir, where the Steplag was located near the city of Zhezkazgan, a Memorial from Ukraine, Russia and Lithuania was installed. In addition, the memorial signs were organized and placed in the village of Akmol, Akmola region, by the embassies of foreign countries in order to perpetuate the memory of women of 62 nationalities who were prisoners of "ALZHIR" necessarily. The purpose of creating these memorials and memorials is to pay tribute to the victims of the camps during the reign of the brutal power of the Soviet Union.

This is our history of the twentieth century, one cannot escape it, from which so many innocent nations suffered, where the totalitarian regime of the former Soviet Union is to blame for everything. Although in a mournful way, a lot of tourists come to Kazakhstan on the historical and political type of tourism. And these foreign people can visit not only the historical places of their imprisoned ancestors, their graves, museums, memorials, etc., but they may be interested in nature, culture, traditions and way of life of the Kazakh people.

Thus, it is important to recall another page of our very sad history during the reign of the former USSR. Thus, in the 1930s, the forced deportation of various peoples to Kazakhstan began. According to historical statistics, in 1937-1944 alone, more than 1,109 thousand different nations were deported, and together with the evacuees, about 1,640 thousand people were deported. According to the recollections of innocently imprisoned and forcibly deported peoples to Kazakhstan from other countries during the reign of the authoritarian regime of the Soviet government in the years 1920-1950, only good reviews can be heard. The Kazakhs hospitably accepted and sheltered so many families in difficult times and shared the last piece of bread. This indicates that the Kazakhs are not only hospitable, but also very compassionate people.

As is evident from history, the descendants of so many deported different nations in the first half of the twentieth century also come to the graves of their ancestors in Kazakhstan to honor the memory of their grandfathers, great-grandfathers, etc. And these people from different countries, who came to our homeland for political and religious reasons, may also be interested in the mentality of the Kazakhs and its land. And rural tourism, in turn, is one of the great opportunities to show all other nations of the world what the Kazakh people are.

Indeed, through rural tourism it is possible to develop the patriotic education of young people, the future generation of Kazakhstan. It is necessary to provide rural tourism to people in such a light so as to awaken in them a love for their nation, traditions, culture, language and life. And this, in turn, is possible through the right agitation, government projects and programs, all kinds of training, dedicated and stimulating the development of rural tourism. With this type of tourism, it is possible to revive and develop forgotten national crafts and local handicrafts, as well as restore the long-standing profession of grandfathers and great-grandfathers. Thanks to rural tourism, exploring, one can gain knowledge about traditions, culture, customs and life, about the natural environment, the wealth of the land and about Kazakhstan in general. That is, as noted above, along with rural tourism, educational and educational, historical, ethno-cultural, religious tourism and other types of tourism are also developing. Under the influence of various factors in many regions of our country many customs and rites of the Kazakh people are forgotten. Deep research and study can contribute to the revival of forgotten traditions and ethnographic culture during the promotion of rural tourism.

In addition, rural tourism can help protect the environment and preserve the natural wealth and resources of a country by promoting the development of eco-tourism. Indeed, in many developed countries, rural tourism has successfully received its development, coupled with ecological tourism. As the researchers note, in the 50-60s. of the last century, the "world" individual consciousness did not recognize the socio-economic problems of society as relevant. And as world experience shows, in the 70s-80s. most of the population, especially in developed countries, considered environmental values as priority values, which were in turn associated with the preservation of natural equilibrium. Even in the "Concept of Sustainable Development", it is noted that sustainable tourism should: firstly, ensure the optimal use of natural resources, which are the main element of tourism development, supporting significant ecological processes and helping to preserve natural resources and biodiversity; secondly, to respect the socio-cultural characteristics of host communities, preserve their cultural heritage and traditional values, and promote intercultural understanding and tolerance; thirdly, to guarantee viable, long-term economic operations, providing and equitably distributing socio-economic benefits for all participants - sustainable employment and income-generating opportunities, social security in host communities, thereby contributing to poverty reduction (Novikov 2007).

As follows from the above, by developing rural tourism, it is possible to ensure the development in the country of all three mentioned areas, namely, ecological, social and economic. According to the "Concept of Sustainable Development", the full development and improvement of rural tourism in Kazakhstan in all three areas of sustainable development can improve the situation in rural areas, and this in turn will lead in general to the economic development of the country.

Thus, in the area of "sustainable social development", it is possible to ensure in rural areas the equality of people, social justice, well-being, development of culture, discipline, honesty, etc. It will also create conditions for gender equality, will maintain demographic stability and gradually reduce poverty in the villages. In the field of "economically sustainable development", the maintenance of human-created material and human capital, including information and cultural capital, as well as natural capital. In the direction of environmentally sustainable development, the prosperous state of people is ensured by the preservation of sources of raw materials and the environment as a place of pollution flow. (Goodland 1994). In addition, the priority areas in the field of tourism, taking into account the principle of sustainable development, should be the preservation and restoration of the environment: minimizing waste; attracting staff, customers and the public to environmental issues. Consideration of economic, social, cultural criteria and environmental protection should be an integral part of all management decisions, including the inclusion of new elements in existing programs (Besedin 2018).

So, through the promotion of rural tourism, it is possible to achieve a trinity in the economic, social and environmental direction of development both in tourism and in the economy as a whole.

It should be noted that the main requirements of sustainable tourism are the development of workers, the creation of new promising vacancies and career growth opportunities, along with an increase in labor productivity and a change in stereotypes about working in tourism; computerization, technological innovation, accelerated development of information support; educating tourists, enriching them with information about the culture of their places of residence during their travels, spreading ideas about caring for natural and other attractions (Kavrus 2016). As mentioned here, the promotion of rural tourism can also help to solve many of the problems of society, such as providing jobs for rural residents, training and improving their skills, introducing new technological innovations, improving the quality of work and service, promoting ideas of caring for nature and the environment. and much more.

The priority objectives of sustainable tourism development for the UNWTO are the following, each of which can be successfully achieved thanks to the development of rural tourism in our country:

1. Economic viability - to ensure the viability and competitiveness of tourist destinations and businesses so that they are able to continue their prosperity and ensure their long-term benefits.
2. Local prosperity - to maximize the contribution of tourism to the prosperity of destinations, including maintaining the proportions of the tourist load on the region.
3. Quality of employment - to increase the quantity and quality of local jobs created and maintained by tourism, including the level of remuneration, conditions of service and accessibility to all without discrimination on the basis of sex, race, disability or other reasons.
4. Social justice - to promote the wide dissemination of the principle of the distribution of economic and social benefits from tourism throughout the host community, including improving opportunities, income and services available to the poor.
5. Accessible tourism - to provide safe and comfortable tourism for all visitors, regardless of gender, race, physical abilities, etc.
6. Local control - to involve local communities in planning and authorize them to make decisions about the management and future development of tourism in the region (after consulting with other interested parties).
7. The well-being of society - to maintain and improve the quality of life in local communities, including social structures and access to resources, amenities and life support systems, avoiding any form of social degradation or exploitation.
8. Cultural wealth - respect and multiply the historical heritage, true culture, traditions and peculiarities of the host communities.
9. Physical integrity - to preserve and improve both urban and natural landscapes, to prevent their visual or physical destruction.
10. Biological diversity - support the conservation of natural areas, habitats and wildlife and minimize the damage caused by them.
11. Resource efficiency - to minimize the use of insufficient and non-renewable resources in the development of tourism and tourism activities.
12. Ecological cleanliness - minimize waste generation and pollution of air, water and land by tourist enterprises and visitors (WTO, 2005).

All of these 12 above-mentioned goals are essential for supporting the creation and promotion of rural tourism. These goals are evidence that the most important task of sustainable tourism is achieving a balanced relationship between the host country, the tourist, and the environment. And the establishment of a balance in order to protect and save resources, taking into account the needs of all interested parties, is a systemic task.

However, there is often some confusion in terminology: sustainable tourism is considered as one of the types of tourism, identifying it with ecological, soft, nature-oriented, green or other type of tourism. It is necessary to clarify that sustainable tourism is a general concept. This is the direction in which all types of tourism should develop. Tourism should be developed in such a way as to strengthen the local economy, to use natural resources rationally and carefully, to benefit the local population by providing stable employment, to promote the development of local crafts and handicrafts, to develop infrastructure and services for tourists so as to benefit the local residents. The system of sustainable development of tourism will allow to solve important tasks of the social sphere - to raise the standard of living of people, to maximize the employment of local residents, to preserve cultural and natural heritage. Fulfillment of these tasks will have a positive effect on the expansion of cross-cultural relations, changing the social structure of society, will allow stopping the processes of growth of social tension and destabilization of the social system, will create favorable conditions for implementing the strategy of upward mobility (Ponomareva and Malafiy 2010). Rural tourism is just the kind of tourism that implements all the above tasks and contributes to the improvement not only of the economy of the region, but also of the country as a whole. And thus can lead to sustainable development of rural areas.

Each region of Kazakhstan is unique and distinguished by its natural resources, vast resources and potential for the development of rural tourism. In any area there are all opportunities and prerequisites for the creation and prosperity of not only rural tourism, but also other types of tourism that contribute to its development and are combined with it. For example, these are such types of tourism as ecological, ethno-cultural, historical-architectural, gastronomic, educational and educational, adventure-event, active, sports, horse riding, skiing, cycling, pedestrian, mountain, beach, fishing, hunting and others. These types of tourism, coupled with rural tourism, may well affect the promotion of tourism in the country as a whole.

In addition, each region of the republic is distinguished by socio-cultural, historical and architectural features in the development of territories. In our Republic there are many different natural monuments, state reserves,

national parks, historical and architectural monuments and structures in different areas. So for example, in the Akmola region you can go to the Korgalzhinsky State Nature Reserve, located 130 km. from the city of Astana. This reserve is included in the UNESCO World Heritage List and is home to flamingos, curly pelicans, Savka and many other rare birds that are listed in the Red Book of the Republic of Kazakhstan. You can also visit the Memorial Museum Complex to commemorate victims of political repression and totalitarianism "ALZHIR" in the village of Akmol, located 36 km. away from the capital Astana and honor the memory of the departed.

It should be noted that according to information and analytical data in our country as a whole there are 10 state nature reserves, 14 state national parks, 50 state reserves and other specially protected objects with a total area of 23.7 million hectares (8.7% of the territory). In addition, Kazakhstan occupies a vast territory in the center of the Eurasian continent with an area of 272.5 million hectares. In terms of land area, the Republic is among the ten largest countries in the world and ranks 9th in the world, behind Russia, China, the USA, Argentina, Brazil, Canada, India and Australia. Among the CIS countries in the territory belongs to the second place, second only to the Russian Federation. And among the countries of Asia, we occupy the fourth position, after China, India and Russia. Agricultural land is 102.6 million hectares (39.3%), which gives another reason for the development of rural tourism in the country. It is also important to take into account that many regions have water infrastructure, which is represented by the diversity of rivers and lakes, which is one of the advantages for promoting this type of tourism.

5. Results

Despite the fact that rural tourism in our country is at the initial stages of its development, here in some regions of the republic projects are being implemented in the form of an ethno-auyl (ethno-village) in Almaty and Astana, in the form of Russian villages in North Kazakhstan and East Kazakhstan regions.

Table 2 - A brief description of the analyzed tourist sites in the Akmola region of the Republic of Kazakhstan

Name	Location and distance from Astana	The list of services offered for recreation and entertainment	Features of tourist facilities
Wellness center by horse milk "Baktybay auyl"	10 km. from Astana	Horse riding. Riding sledding with horse (in winter time). National cuisine.	Breeding horses, sheep and turkeys. Sale of mare's milk, saumal and kumys. Sale of meat and turkey eggs.
Family Vacation Center "Kulager"	10 km from Astana, International village, Zhagazhay st., 84.	Yurts, gazebos, trestle beds, tents, guest houses, a restaurant and a cafe with WI-FI, billiards, a shooting gallery, a swimming pool, baths and saunas, a mini zoo, table tennis, a playground and a trampoline, sports games and inventories, horse and pony riding, summer and winter entertainment, photo session, fishing, the possibility of celebrations and corporate events.	Breeding horses. Specially equipped with a stage, dance floor and a sports ground. Swimming pool, playground and trampoline are free for guests and visitors of the establishment. They have 4 cottages, 4 student houses, 5 yurts, about 13 pavilions, cot and tents. You can go fishing outside the recreation area.
Rest zone «BalQaragai»	20 km. from Astana, near the village Malaia Timofeevka	Ethno-aul (a Kazakh village from a yurt), gazebos, trestle beds, wooden houses, a hotel, guest houses, cafes, restaurants with European and Oriental cuisine, baths and saunas, a pool, karaoke; zoo, horse riding and pony rides, sports games and equipment, summer and winter activities, forest walks, the possibility of celebrations and corporate events.	Universal tourist complex operates year-round. It has a stable with an open arena and an indoor winter playpen. Nearby there are mountains for winter entertainment (tubing track). On special occasions invited craftsmen. Specially equipped sports fields for football (volleyball, tennis court). Heated swimming pool. Forest walking.

Source: Developed by Author

Residents of cities tired of everyday fuss are ready to offer hunting and fishing, horseback riding, outdoor recreation, sports games, winter entertainment, national cuisine (using horse meat, lamb, beef), as well as national and medicinal drinks of Kazakhs kumys, saumal, shubat, kymran, etc. The formation of rural tourism in the country enables the development of entrepreneurial activity in rural areas, stimulates the production of locally produced high-quality and environmentally friendly agricultural products, creates new jobs, earns additional income and markets own products for the villagers, accelerates new business projects, etc.

To clarify the characteristics and extent of the promotion of rural tourism in Kazakhstan, including in Astana (in the Akmola region), we examined the activities of several recreation areas located in the vicinity of the city (Table 2). The information source was information obtained during the visit and acquaintance with the activities of these objects, surveys of residents, as well as Internet resources. During a visit to the analyzed sites, interviews and interviews were conducted with representatives of households and businesses. Accordingly, the data and materials provided the source for the SWOT analysis. This method makes it possible to track and see the development of rural tourism (Table 3).

Table 3 - SWOT - analysis of rural tourism facilities in the Republic of Kazakhstan

	Strengths	Weaknesses
	The absence of all kinds of competition in the emerging rural tourism market; The growing interest in rural tourism from urban residents; In the future, there is an opportunity to participate in national and regional agricultural support programs; The diversity of national culture, traditions and customs of the Kazakh people; Creation and organization of business on the basis of existing peasant farms and personal subsidiary farms; There is a chance to eliminate the factors of seasonality with the right approach to the creation of a tourist product; Great potential to use various ways and methods of developing business projects.	Low level of service; The high cost of services; Unsustainable marketing approach; Low degree of clarity in the concept of business development; Lack of entrepreneurial competence in the field of rural tourism business; Shortage of qualified specialists in this kind of tourism and business; Unorganized system of interconnection with domestic tourism operators; There is no cooperation and association between representatives of agriculture, which reduces their competitiveness; Significant distance of tourist facilities from each other.
Factors of the internal environment	Opportunities	Threats
	Annually increasing tourist flow to the country; Increasing attention to the prospects for the development of rural tourism on the part of representatives and researchers of the science of "Tourism" Active state policy on the development of domestic tourism; In general, there is infrastructure progress in the country; Holding international scale events, including sports, as one of the attractive factors for the development of rural tourism, and tourism in general.	Promotion of outbound tourism trends; Development of various other domestic types of tourism; Common problems in rural areas: underdeveloped infrastructure, shortage of skilled labor among the local population, poor medical care; The absence of a state program to support the development of rural tourism; Very weak business support from the state and local authorities.
Factors of the external environment		

Source: Developed by Author

It is the so-called objects of rural and agrarian tourism, located in the nearest rural areas from Astana, are absent. They are presented as houses and recreation areas near the capital. The results of the analysis show that, in our opinion, in the Kulager and BalQaragai tourist facilities it is necessary to average the prices of the services offered, since the middle strata of the population and students do not have the opportunity to rest due to the high prices of recreation areas. Wellness center (horse milk) "Baktybay auyly" opened recently, and they intend to expand in the future and increase the list of services. This center is mainly focused on the sale of mare's milk and saumal (type of horse milk). And at first, they have good results in their activities, so one woman, a resident of Astana, who became ill with cancer in the initial stages thanks to mare's milk and said "Baktybai auyly", greatly improved her health, and after a month's daily use of this healing the drink had good analysis results. In the Kulager Family Recreation Centre and the BalQaragai Recreation Area, the kumys is purchased and imported, although these tourist sites have great opportunities to breed horses for milking and sell to guests, tourists and visitors at a reasonable price. In Kazakhstan, since ancient times, horse meat has been used for food everywhere and consumed kumys, which is considered the national drink of the Kazakh people. Similarly, all recreation areas of the Republic offer horsemeat dish as the Kazakh national dish "Kazaksha et" or "Asylgan et" and as a drink "Kumys".

Conclusions

It is necessary to dwell on the beneficial properties of some of the greatest national dishes of the Kazakhs. Even the ancient tribes who lived on the territory of Kazakhstan, appreciated the tasty and healthy properties of meat horse meat. So, since ancient times meat of horse meat is one of the basic foodstuffs of the Kazakhs. And for all Kazakhs, the most favourable dish during the celebration is "Asylgan et" as cooking horse meat according to special recipes of the Kazakh people. Everyone knows that horse meat is a dietary meat, as it is very easily absorbed by the body and contains almost no allergenic amino acids. Therefore, it can also be eaten by dieters and people suffering from allergies. Researchers in the field of nutrition note that the useful properties of horse meat are explained by the fact that its composition contains a high level of protein in the range of 20-25%, water of about 70-75% and only 2-4% of fat, which indicates a low-calorie product. Horsemeat meat is rich in groups of vitamins A, B, E, and PP, as well as such trace elements as magnesium, iron, sodium, phosphorus, copper, potassium, and more. other, besides contains Omega-3 polyunsaturated fatty acids.

It should be noted that due to the development of rural tourism in Kazakhstan, foreign tourists have opportunities to taste very useful for the body national dishes and drinks. Through the national cuisine, it is possible to determine not only its taste, but also its character. After all, most of the national dishes of the Kazakhs are prepared in particular from animal meat, including horse meat, lamb, beef and camel meat (mainly from the western part of Kazakhstan). In addition, from cow's, goat's and camel's milk, many dishes are prepared, for example "kurt", which is prepared from cottage cheese with salt. He is known to many nations for the stories from the memories of Gertrude Platais.

It is worth telling about one more useful dish of the Kazakh people "kumys", which is prepared from mare's milk. Many "kumys" are called a vivifying and very nutritious drink that can not only quench thirst, bring coolness and vigor, but also give strength and fill the human body with all the necessary beneficial properties. Kumys is rich in antibiotic substances and lots of vitamins, thereby strengthening the immune system, helps fight viruses, and cures many diseases. Due to the content of beneficial bacteria in kumys, it positively affects the intestinal micro flora. In addition, kumys, increasing the digestibility of food, improves the pancreas, which helps the metabolism in the human body. Scholar Sharmanov T.Sh. in an interview he noted that horse meat cures about 40 diseases, and kumys about 70 diseases.

Here it is important to dwell on the fact that in Germany, at the beginning of the 70s, the first courses of treatment of horse's milk began to be carried out on a farm in Mühlbene. The history of this farm began during the war in 1941-1945, when the German soldier Rudolf Storch was captured by the Soviet Union. He was sent to Kazakhstan, where he worked in a prisoner of war camp for 15 years. One day a German was dying of tuberculosis. He was helped to survive by a local Kazakh, who sheltered him. He regretted the dying man and spent the whole year drinking it off with kumys. Standing on his feet, Rudolf Storch became very interested in the wonderful drink of the Kazakh people "kumys", which brought him back from the dead. Returning to his homeland in 1959, the former prisoner of war received compensation from the government of his country. He invested all this money in the opening of a small horse farm in the town of Waldbrunn in Baden-Württemberg. His own education of the veterinarian and the knowledge of kumys, obtained by him in Kazakhstan from local residents, helped to set up the business. The farm was small, with a modest livestock, calculated on the needs of Rudolf, who drank kumys for the prevention of various diseases. The farm was able to become a full-fledged company thanks to the enthusiasm of Hans Zollmann, son-in-law of Rudolf Storch. He studied kumys, quickly understood his perspectives and invested all his energy in the development of the farm. So, Hans Zollmann maintains a farm for 400 mares in Germany, specializing in the production of dry mare milk. In addition to kumys itself, Hans developed and patented a method for obtaining dry powder from mare's milk. Thanks to the Germans, today interest in kumys has grown throughout Western Europe. Only in Germany, about 40 enterprises produce mare's milk, powder from it, as well as cosmetics and pharmaceuticals based on it. They are united in the State Union of German producers of mare's milk. The farm of Hans Zollmann "Kurgestüt Hoher Odenwald" is included in its structure and is the largest in Western Europe. Every year, the Hoffest kumys festival of the famous Oktoberfest beer festival takes place on the Zollmann farm. Conferences and symposia about the benefits of mare's milk and kumys are also held here. Representatives of the Kazakh diaspora in Germany, as well as employees of the diplomatic mission become its participants (Forbes Kazakhstan 2015).

As you can see, the ancient, Kazakh drink "kumys" was widely known in Europe. Indeed, according to archaeological and historical research, the earliest of the obvious evidence of horse domestication belongs to the Botai culture (the territory of modern Kazakhstan). That is, since ancient times the Kazakh people, having studied the whole essence of the "horse", could use it as a transport, in everyday life, and in food, etc. In ancient times,

the life of the Kazakhs could not be imagined without livestock, including horses. In the everyday life of the Kazakhs among the four varieties of domestic animals, the horse has since time been valued above the others and occupied its unique place. To this day, the "horse" in the Kazakh tradition is always in a particularly honorable place. Kazakhs respectfully called the horse "wise" animal. The names of the famous horses of our Kazakh khans and batyrs have been preserved in history. There are legends, poems, short stories, songs, proverbs and sayings about "winged horses", "warhorses", "tulpars" and "argymaks". Praising and singing famous horses, the Kazakhs showed their love, affection and respect for this "extraordinary" animal. "The lion is the king of animals, the horse is the king of livestock," "The wings of the batyr are the horse," "The unlucky horseman is rescued by a successful horse," so say Kazakh folk sayings. In addition, our people are very well-developed sports games associated with the horse, such as "At zharys" (horse racing), "Kokpar", "Tenge ilu", "Audaryspak", "Zhorqa zharys", "Zhamby atu", "Top baige" and others. And thanks to rural tourism these traditional Kazakh games can be presented to many guests and tourists from abroad. Not one Kazakh event and holidays can be imagined without horses. The horse is a symbol of the traditions of the Kazakh people. From time immemorial, even the wealth of the Kazakhs was measured, and the young females for extradition were determined by the number of horse numbers. In our opinion, all this power of the culture and traditions of the people can be shown as a result of the development of rural tourism. This type of tourism is one of the ways to revive national cultural traditions.

About the unique qualities of horses can be told a lot, we'll dwell on some of them. For example, they are very clean (therefore it is allowed to drink fresh mare's milk), they have a great intuition (they can feel danger), a strong feeling at home (they can return home from a far-off place), besides hearing and smell, the horse has a strong sense of touch (her lips and hoofs sensitive to her), can self-heal (bruised or wounded places, she periodically rubs various objects, massages her lips, teeth, feet, or hooves), is very compassionate towards her cubs (horses carefully guard, protect wrestling foals and do not move away with their illnesses), overly guarding his herd, and a special natural property of horses is the preservation of consanguinity. (Amirbaiuly 2016).

It is also necessary to emphasize here and the benefits of horse riding. Everyone knows that riding a horse is very useful for people and helps to cure many diseases such as cerebral palsy, autism, some forms of schizophrenia, mental retardation, Down syndrome, as well as multiple sclerosis, various depressions, neuroses, dementia, alcoholism, drug addiction, for facilitate social adaptation, is also useful in many chronic gynaecological diseases by improving the blood supply to the pelvic organs and strengthening the muscles of the abdomen and perineum, it is beneficial in many male diseases, positive but affects even with diabetes, etc. From riding a person, a person gets triple benefits, i.e. walk in the fresh air, improve your health and improve your mood. In addition, a person becomes closer to nature and remains alone with it, thereby returning to the pristine sources of nature and stick (touch) to its historical roots.

Researchers in this area note the enormous influence of horses on people. That is, it has a positive emotional impact on the human psyche when communicating with a large, beautiful and loyal animal. One of the enthusiasts of therapeutic riding in France, Professor Y. Lalleri said: "Horse ridding gives a feeling of independence, allows you to adapt alone to the circumstances, revealing that you can live with pleasure, and not only in tension and suffering." In addition, horse riding, taking place outdoors in the bosom of nature, contribute to the natural hardening of the body. According to experts and doctors in this area, thanks to riding therapies (from the English ride - horseback riding), people can get rid of many ailments, the rider's posture improves, the back muscles strengthen, the spinal column is straightened, which means many types of spinal curvature are corrected (scoliosis).

According to the above, it is possible to testify that Kazakhstan has all the possibilities for opening "horses" museums for rural tourism in rural areas. After all, the historical background and cultural traditions of the Kazakh people are predisposed to this. And concrete facts show that not only the domestication of horses occurred on Kazakh land, but also all the equipment of horses came from Kazakhs. Therefore, it is quite possible to open and develop the Museum of Horses in our country.

Thus, the current youth development of rural tourism in the country provides great benefits both in terms of outdoor recreation and recovery in all senses, and getting new impressions, thoughts and knowledge of their culture, traditions and way of life. After all, the current generation today has the same entertainment, the same night and disco clubs, theatres and cinemas and much more. And just the same, rural tourism provides great opportunities for young people not only to rest and have a good time successfully, but also to gain new knowledge about the historical past of their people. It is also worth noting that in the recreation areas various sports games are offered in the open air. In summertime, summer fun, in wintertime, winter fun, and from this people, if used properly, receive only benefits.

It is worth noting that when people change their location, although for a while they get new sensations, they can change their attitude to nature, new good ideas may appear, the world view will improve, they can change for the better, they will get a comparative characteristic between the city and village and more. Solitude with nature, a quiet atmosphere can have a beneficial effect on people who work in troubled and anxious work, and thus can help to improve their health, i.e. bring the body out of stress.

The results of the studies showed that, in general, Kazakhstan, including the Akmola region, has all the opportunities for the formation and development of rural tourism. The rich heritage of traditions, culture, life and in general the history of the Kazakh people and the diversity of the natural potential of each region of the country makes it possible to develop this type of tourist activity. As one of the most effective types of tourism, rural tourism can show the national colour and diversity of the country's tourism opportunities, as well as contribute to the preservation and sustainable development of many rural areas of the country. The lack of support for the promotion of this type of business by the state, in addition, lack of experience in the organization of rural tourism business activities of local farmers and businessmen are among the factors that hinder the development of rural tourism. The development of rural tourism is one of the methods and ways of getting out of the crisis situation of the rural economy. Therefore, one of the important tools of state policy to improve the socio-economic situation of the village should be the sustainable development of rural areas through the sustainable development of rural tourism. Promotion of this type of tourism may well contribute to improving the demographic situation of rural areas in terms of increasing the number of young people and keeping them in villages, because, as noted above, the outflow of young people from villages continues to increase every year. And many of them are improving their lives in the cities in the hope of earning more due to the lack of jobs, low wages, and much more. It is necessary to give people the opportunity to earn enough money in their small homeland, also to understand and show them that it is possible to achieve greater success in the village, in their small homeland, than in cities. In this regard, even the State program "With a diploma in the village" was launched. This project was created at the initiative of the President of the Republic of Kazakhstan N.A. Nazarbayev to support rural areas with qualified young people. According to this program, the state creates the conditions for graduates of higher educational institutions who prefer the village to live comfortably and work effectively. "I urge young people, university graduates — teachers, doctors — to go to the village, to help their people!" - this is the address of President N.A. Nazarbayev to youth is a powerful incentive for the influx of graduates to the countryside. Due to this, they quickly get a job in villages according to their job profiles, and preferential conditions are being realized for obtaining loans for the purchase of housing (lifting housing) of young people. Many university graduates and graduates today in cities cannot soon find a job in their specialty, and the program "With a diploma to aul (village)" in turn is one of the ways to become a young generation a professional in their field, realizing themselves in practice, and a great opportunity for self-affirmation.

One way to promote rural tourism in our opinion is a cluster approach. With proper organization, this approach can contribute not only to the sustainable development of rural tourism, but also to agriculture, the agro-industrial complex, rural territories, regions and the national economy as a whole. In Kazakhstan there are all opportunities for its development. For example, Akmola oblast is focused on the agrarian sector, which allows improving agriculture, shaping and promoting rural tourism, and improving the state of rural areas. In this area, well-developed and animal husbandry and crop production, which allows for rural tourism cluster.

The formation of a cluster will lead to the creation of new jobs, to the improvement of the infrastructure as a whole, to an increase in the competitiveness of all those involved in the cluster. For example, in the framework of the Nation Plan "100 concrete steps to implement the Five Institutional Reforms", the tasks of which are implemented in accordance with the Concept of development of the tourism industry in Kazakhstan until 2020, it was said about creating tourism clusters. Basically, these tasks were aimed at the formation of special tourist zones and clusters. In accordance with this Concept, Kazakhstan plans to form and develop five tourist clusters: Astana, Almaty, East Kazakhstan, South Kazakhstan, and Western Kazakhstan. Astana is defined as the centre of business, Almaty - business and international ski, East Kazakhstan - ecological, South Kazakhstan - cultural, Western Kazakhstan - beach tourism. As can be seen from this, this project did not include the promotion of rural tourism. This indicates that at the state level there are no projects or programs, namely for the development of rural tourism. Therefore, we propose at the Government level to create Strategic level programs for the sustainable development of rural tourism, aimed at the development of agriculture and contributing to the maintenance of rural areas. In addition, the creation and appropriate implementation of specially oriented Projects and Programs for the creation of a rural tourism cluster, focused on the prosperity of rural areas, coupled with agriculture and rural tourism, are necessary. After all, it's not without reason that the Kazakhs say: "The aul (village) is a golden cradle".

Thus, rural tourism is one of the important and necessary factors for the sustainable development of rural areas. After all, the real Kazakh life can be seen only in the villages of Kazakhstan. And for the knowledge and getting the first ideas about Kazakhstan, rural tourism will help. Thanks to a well-developed rural tourism, guests can demonstrate not only the tradition, culture and life of the Kazakhs, but also the historical genetic predisposition and essence of life, as well as the interests and preferences of our people.

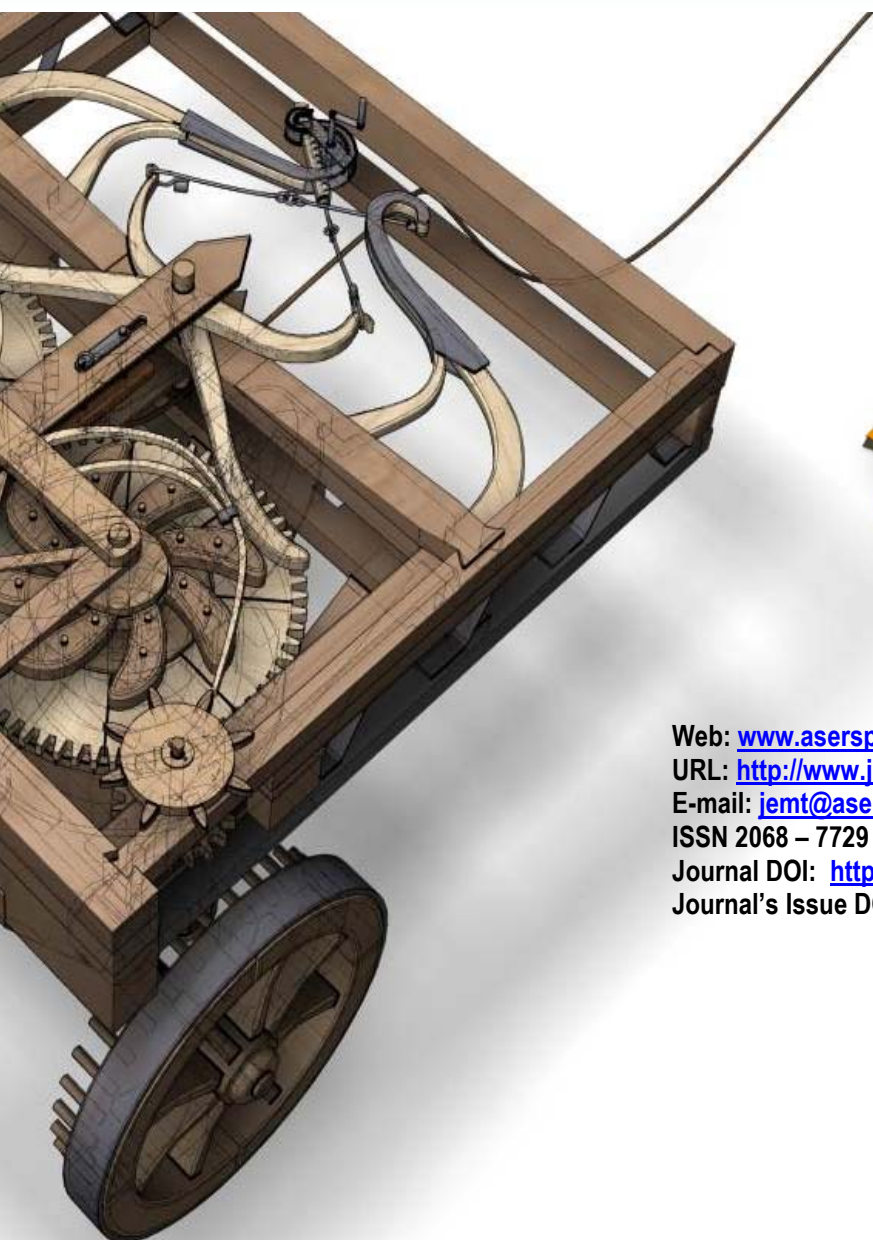
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