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AGROTOURISM AS AN ALTERNATIVE TO THE SOCIO-ECONOMIC DEVELOPMENT OF RURAL TERRITORIES

Abstract. The main problems highlighted are those related to the development of the labor market and non-agricultural employment. The authors proposed directions for the development of alternative employment for rural residents, including through the comprehensive socio-economic development of the village, the formation of a favorable living environment. The popularity of rural tourism is largely due to the desire of urban residents to relax in a relaxed atmosphere in isolation from the bustle of the city and in an environment characterized by more favorable climatic and environmental conditions. The relevance of the topic of this article is due to the fact that at present, the problems of rural development associated with the degradation of agriculture, the lack of optimal working conditions in this area and the depreciation of rural labor are becoming increasingly acute.

Keywords: rural development problems, rural labor market, alternative employment of rural residents, agritourism.

INTRODUCTION

If we add hidden forms to the forms of open unemployment, expressed in a decrease in wages, then the problem of labor redundancy in rural areas remains one of the most acute [2]. Currently, many large farms are forced to keep redundant workers, workers with low qualifications or without any qualifications at all, for a number of interrelated reasons:

- 1) underdeveloped labor market, lack of new jobs, alternative employment;
- 2) agricultural production and agricultural employment remain the main sources of household income;
- 3) any dismissal, therefore, affects the financial situation of families and the social situation in the countryside.

It should be added that the labor market in rural areas is generally in its infancy; there is simply no civilized market adequate to modern conditions. If you try very briefly to group the features and simultaneously the problems of the labor market in rural areas, the analysis will look as follows:

- 1) excess supply in connection with the intensification of production, the use of new technologies and increased labor productivity with a simultaneous shortage of qualified and highly skilled workers;
- 2) restrictions on labor migration, in particular low density of the rural population and remoteness from cities, which makes labor migration difficult. Moreover, one must be aware of the following fact. Labor migration also has objective limitations associated with the rural way of life and a special habitat. Labor migration to the cities of low-skilled workers can also lead to tensions in the labor markets of nearby cities;
- 3) in the countryside - one of the lowest wages.
- 4) a high proportion of employed pensioners. I must say that today employed pensioners play a kind of shock absorber in connection with the reduction in the number of able-bodied people.

5) the lowest proportion of workers with higher education.

6) the labor market and rural areas remain not attractive for employment and living.

Firstly, technological differentiation and uneven renewal of fixed assets in agriculture. That is, today at the same time

in agriculture, advanced technologies and the presence of patriarchal production are observed.

Secondly, the imbalances in the development of food markets (agriculture itself, processing, wholesale and retail trade) and the redistribution of profit in favor of processors, which generally affects the long-term competitiveness of the food markets of the Republic of Kazakhstan. Persistent disparity in prices in agriculture. In particular, the existing disparity in prices is one of the main reasons for the decrease in the profitability of agricultural enterprises, their insolvency, loss making.

Thirdly, the weak pace of development of cooperation (sales, procurement, production), small commodity production and deep processing, focused on local markets. Today in the industry one of the lowest rates of development of integration and cooperation ties is observed.

Fourth, the lack of a civilized agricultural insurance market and three-level responsibility (state, insurance company, agricultural producer); the need to diversify risks in agriculture and their insurance sources, including through the formation of insurance reserves at the level of regions and the farms themselves.

Fifth, undeveloped infrastructure of food markets, backward logistics.

In recent years, some areas of non-agricultural activity have begun to develop in our country. One of them is rural tourism. Its essence lies in the fact that a tourist, for example, via the Internet or upon arrival at the place, orders himself a hotel house or stops in a rural hotel, where all the necessary conditions for a good rest are created. Various recreational activities can be organized for tourists, such as sightseeing walks to get acquainted with the culture and traditions of the region, horseback riding, fishing, hunting and much more. Throughout the stay, vacationers will eat organic food. Another type of rural tourism may be the rental of housing for temporary use for the summer period as a summer residence where urban residents can spend their vacations. All this is necessary for the modern urban resident, "mired in the routine of office life." These rural hotels will be serviced by staff consisting of local residents.

The world tourism industry has significantly globalized and with its rapid development dynamics has become a contender for a leading global industry. Already, distances have ceased to matter, as well as the dividing lines of geographical borders between countries, and the development of the transport sector has made it reachable for tourists anywhere in the world in less than a day. With the beginning of the process of intensification of tourism and the emergence of its new species, often positioning themselves as completely independent types of leisure activities, agrotourism occupies a special place.

Currently, agrarian tourism, as a representative of an innovative diversified type of tourism, is able to solve many issues of sustainable development of the country in terms of its environmental friendliness and sociality. Agritourism as a relatively new phenomenon, existing for about 40 years and only in the last decade has received rapid development abroad and has become recognizable in Kazakhstan, has many definitions and is classified in different ways, depending on the adopted model. Initially, the classical model of agritourism suggested that the organization of tourism in the village is exclusively carried out by farmers or members of their families, extracting additional income from this, but not changing their production profile. However, as this type of entrepreneurship develops, the existing interpretation has fundamentally changed, refined and supplemented by many researchers and scientists, some of which are presented in table 1.

In this regard, the authors proposed their own definition of this concept. Agrotourism is a sector of the tourism industry, focused on providing physical and / or psychological relaxation, knowledge of historical sights and ethnic culture, including rural tourism (based on developed agricultural production, infrastructure and entrepreneurial activity of the rural population) and nature tourism (focused on unique natural , geological objects and countryside with pristine ecology).

In the practice of developing the tourism industry in many countries, ecotourism and agrotourism are complementary and interrelated concepts. Agritourism is a wide and developing area in the tourism industry. It is not always equally understood in different countries, its forms are dynamic, it penetrates the areas of tourism activity, which were previously far from the ecological orientation, and it is hardly reasonable to limit it to too strict frameworks and a single correct definition. Modernity requires investing

in the concept of agritourism a different, broader meaning, not limited to the goals of environmental education.

Table 1 - Definitions of the concept of "agritourism"

Author	Definition
Dubnicheva L.V., Sovetov P.M.	type of tourism activity on the use of natural, cultural, historical and other resources of the countryside to create a comprehensive product, when the host takes over the accommodation of tourists [2].
Dugina E.L., Petushinova V.Ts.	a type of tourist-cognitive, active activity in which a tourist takes a direct part in the household life of the host country and minimally has an anthropogenic impact, within the framework of sustainable development [3].
Elagin V.I.	type of tourism, which involves the temporary stay of tourists in rural areas for the purpose of recreation and / or participation in agricultural activities [4].
Korsunova T.M., Imenskenova E.G.	the form of rest is oriented towards acquaintance with rural life, the specifics of local agricultural nature management, the peculiarities of local cuisine, and the traditions of ethnic groups [5].

* Note - compiled by the authors.

Focusing on ecological upbringing and education creates the temptation to attribute all trips with nature conservation goals to agritourism. For this reason, visiting nature museums is almost always equated with the form of ecological tourism. The development of agro-ecotourism is possible with the creation of special agrotourism (landscape) parks in localities adjacent to nature conservation areas, where the activities of local residents in the sale of reception services and household products to tourists would have benefits and incentives. This would be more consistent with the goals and objectives of national parks.

At the same time, the services of national parks are entrusted with the functions of maintaining the road-path network in proper condition, organizing public events, and monitoring the recreational load on natural complexes.

In other words, of fundamental importance for rural agritourism is: a) either the presence in the countryside of free or conditionally free households (estates, cottages, grounds on the estate for camping, in some countries - historical buildings of rural palaces, monasteries, etc.), which were not originally created as hotels, but suitable for their conversion into tourist accommodation facilities; b) either the construction of special agritourism facilities - tourist accommodation facilities ("national villages", "hunter / fisherman houses", "cultural centers", campsites, etc.) that serve as rural hotels. For tourists, such a vacation is a cardinal change of scenery, allowing you to relieve the stress that has accumulated over a year of work in tense urban conditions, to get your portion of health and psychological stress. Such a kind of agro-tourism in Kazakhstan is unlikely to reach such proportions in the foreseeable future as in Europe and the USA, however, according to some experts, it is quite suitable for the role of fashionable entertainment for citizens, and with the proper approach, an effective national project can be obtained.

Excursions with accommodation in farms for tourists (cows, pigs, horses, turkeys, chickens, goats, sheep, gardens, nurseries of agricultural and garden plants and much more) - this is farm agritourism. To expand this direction, you can also include excursions to farms for agricultural specialists - for enterprises, organizations and individuals seeking to expand their ties in the field of professional communication (visiting specialized enterprises, organizing meetings and negotiations with heads of agribusiness enterprises, holding conferences, round tables, seminars, retreats, trips to international and specialized agricultural exhibitions, etc.). This perfectly matches the new values that are affirmed in the psychology of modern man - unity with nature, life-giving air, organic food, a change of scenery, lack of crowding, a different image, routine and culture of life, the opportunity to participate in agricultural work and, of course, importantly, cheapness. The development of rural tourism is not only an additional income for the local population, but also a factor stimulating the development of the village and the countryside as a whole. The regions plan such investments, hoping that in the conditions of the crisis this type of tourism will turn out to be more flexible and, in addition, will help to survive agriculture, will increase the number

of rural residents engaged in non-agricultural activities, increase the level of employment in villages and create additional jobs.

In connection with farm tourism, special attention is paid to the social aspect of agricultural tourism. The philosophy of socially responsible tourism is to exchange cultural traditions, to consolidate on the basis of national identity, getting acquainted with the life of local residents, their customs and customs. It is important here that tourists behave as guests who were kindly allowed to live in the house, and not as owners, whom everyone around should serve. At the same time, local residents should not treat tourists as annoying intruders, whose presence must be endured. They should understand that newcomers contribute to improving the economic and social situation in their homeland.

Thus, in the light of studies on the formulation of a methodological concept that systematizes the collection of concepts defining the scientific definition of agritourism, we state the following theses:

- Agritourism today is a new tourism product that can satisfy the ever-growing tourist demand;
- agritourism is a global social process, which over time will involve all countries of the world where there is agriculture;
- a common element connecting the semantic sphere of the concepts of agritourism should be considered that modern agritourism is considered in a complex of three areas: ecological, farming and rural, in connection with which the sustainability of tourism, its socialization and development of rural territories are equally taken into account.

The globalization process opens up new development opportunities associated with the worldwide dissemination of the latest technology and forms of organization of production, at the same time ensures a high material status of the employee, requires scientific knowledge from him and mobilizes his creative initiative and intellectual abilities. In these conditions, as a pattern, state participation in the creation of high technologies should increase. This can be achieved on the basis of continuous development and diversification of state scientific policy, ensuring the implementation of the most significant results of basic research.

In Kazakhstan, the agritourism market is under development, the demand of Kazakhstanis is poorly understood. Foreign leaders of the tourism industry have no special policy to promote their agro-tourism product in Kazakhstan yet. In addition, there is not enough experience in terms of forming an agro-tourism product from the existing tourism potential, competently conducting marketing, entering a wide, minimum regional market with its offer and providing it with the necessary advertising, as well as guarantees of quality standards for tourism services, and hence the competitiveness of the sector agritourism in general.

However, international experience shows that in Kazakhstan the development of agrarian tourism can be just as effective, both from a social and economic point of view. At the same time, the maximum effect can be achieved if agrotourism develops not spontaneously, but within the framework of state and regional programs.

CONCLUSION

The creation of alternative employment in rural areas is one of the most important tasks, the solution of which is also necessary to increase the efficiency of agricultural production. Currently, there is an urgent need for the formation of strong rural households and a new social structure in the countryside. Along with new land owners, farms, large agricultural producers, it is necessary to stimulate the development of small commodity production oriented to the local market, stimulate primary processing (meat, milk), and the development of cooperatives (sales, procurement, production). “Strong rural households and families will and are already experiencing the need for kindergartens and schools, domestic and commercial services, medical and cultural services, and developed infrastructure. The emergence in the countryside of the middle class and new social groups forming an alternative self-organization from below can prove to be a powerful catalyst for all social processes in rural areas.” Rural tourism is multiplicatively able to have a positive impact on the development of rural areas, the rational use of their limited resource potential. The development of rural tourism also stimulates the activities of private farms, expands the demand for natural and environmentally friendly food products, contributes to the development of rural areas, rural construction, the development of traditional crafts, and the preservation of rural identity and culture. In other words, rural tourism contributes to the resolution of

acute socio-economic problems of the village, and especially the problems of employment of the rural population.

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АГРОТУРИЗМ АУЫЛДЫҚ АУМАҚТАРДЫҢ ӘЛЕУМЕТТІК-ЭКОНОМИКАЛЫҚ ДАМУЫНЫҢ БАЛАМАСЫ РЕТІНДЕ

Аннотация. Аталған негізгі проблемалар еңбек нарығының және ауылшаруашылық емес жұмыспен қамтудың дамуымен байланысты. Авторлар ауыл тұрғындарын балама жұмыспен қамтуды дамыту бағыттарын, соның ішінде ауылдың жан-жақты әлеуметтік-экономикалық дамуы, қолайлы өмір сүру ортасын қалыптастыру жолдарын ұсынды. Ауылдық туризмнің танымалдылығы көбінесе қала тұрғындарының қаланың шулы ортасынан және жайлы климаттық және экологиялық жағдаймен ерекшеленетін ортада жайлы жерде демалғысы келетіндігіне байланысты. Осы мақаланың тақырыбының өзектілігі қазіргі уақытта ауыл шаруашылығының деградациясымен байланысты ауылды дамыту проблемалары, осы салада оңтайлы еңбек жағдайларының болмауы және ауылдық жерлердегі жұмыс күшінің төмендеуімен байланысты.

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АГРОТУРИЗМ КАК АЛЬТЕРНАТИВА СОЦИАЛЬНО-ЭКОНОМИЧЕСКОГО РАЗВИТИЯ СЕЛЬСКИХ ТЕРРИТОРИЙ

Аннотация. В качестве основных выделены проблемы, связанные с развитием рынка труда и несельскохозяйственной занятости. Авторами предложены направления развития альтернативной занятости сельских жителей, в том числе и через комплексное социально-экономическое развитие села, формирование благоприятной среды обитания. Популярность сельского туризма во многом обусловлена тягой городских жителей к отдыху в спокойной обстановке в отрыве от городской суеты и в среде, отличающейся более благоприятными природно-климатическими и экологическими условиями. Актуальность темы настоящей статьи обуславливается тем, что в настоящее время все в большей степени обостряются проблемы развития сельских территорий, связанные с деградацией сельского хозяйства, отсутствием оптимальных условий труда в этой сфере и обесцениванием сельского труда.

Ключевые слова: проблемы развития сельских территорий, рынок труда сельских территорий, альтернативная занятость сельских жителей, агротуризм.

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