

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

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



G•GLOBAL

Х Астана экономикалық форумы аясындағы
**«ӘЛЕУЕТТІ МҮМКІНДІКТЕР НЕГІЗІНДЕ ҚАЗАҚСТАННЫҢ ҰЛТТЫҚ
ЭКОНОМИКАСЫНЫҢ БӘСЕКЕГЕ ҚАБІЛЕТТІЛІГІН АРТТЫРУ ЖӘНЕ
ӘРТАРАПТАНДЫРУЫН ЖЕДЕЛДЕТУ»**

жас ғалымдардың халықаралық ғылыми конференциясының

ЕҢБЕКТЕР ЖИНАҒЫ

I БӨЛІМ

15 маусым 2017ж.

СБОРНИК ТРУДОВ

международной научной конференции молодых ученых

**«УСКОРЕНИЕ ДИВЕРСИФИКАЦИИ И ПОВЫШЕНИЕ
КОНКУРЕНТОСПОСОБНОСТИ НАЦИОНАЛЬНОЙ ЭКОНОМИКИ
КАЗАХСТАНА НА ОСНОВЕ ПОТЕНЦИАЛЬНЫХ ВОЗМОЖНОСТЕЙ»**

под эгидой X Астанинского экономического форума

ЧАСТЬ I

15 июня 2017г.

PROCEEDINGS

of the international scientific conference of young scholars

**«ACCELERATING DIVERSIFICATION AND IMPROVING THE
COMPETITIVENESS OF KAZAKHSTAN'S NATIONAL ECONOMY BASED
ON POTENTIAL OPPORTUNITIES»**

in the framework of the X Astana Economic Forum

PART I

15 June 2017

Астана, Қазақстан
Astana, Kazakhstan

УДК 330.(063)
ББК 65.01
Ә53

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Ә53 Әлеуетті мүмкіндіктер негізінде Қазақстанның ұлттық экономикасының бәсекеге қабілеттілігін арттыру және әртараптандыруын жеделдету: Жас ғалымдардың халық. ғыл. конф. еңбектер жинағы. – Астана: Л.Н. Гумилев атындағы Еуразия ұлттық университеті, 2017.

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ISBN 978-996-31-870-2
ISBN 978-9965-31-869-6

Халықаралық ғылыми конференциясының еңбек жинағында әлеуетті мүмкіндіктер негізінде Қазақстанның ұлттық экономикасының бәсекеге қабілеттілігін жоғарылату және әртараптандыру жеделдетудің және ел экономикасының бәсекеге қабілеттілігін жоғарылату мәселелері қарастырылған.

В сборнике материалов международной научной конференции рассмотрены актуальные вопросы диверсификации национальной экономики Казахстана на основе потенциальных возможностей.

The collection of materials in the international scientific conference considers important issues of Kazakhstan's national economy diversification based on potential opportunities and development of recommendations for improving the competitiveness of the country's economy.

ISBN 978-996-31-870-2
ISBN 978-9965-31-869-6

УДК 330.(063)

Это также затронет и энергетические изобретения, и так называемых «зеленых» товаров, которыми люди будут пользоваться в ближайшем будущем. Понятие о них образовалось еще до появления в 2008 году термина «зелёная экономика». Это товары и услуги, способствующие улучшению окружающей среды, сбережению ресурсов и энергии, переработке отходов, оздоровлению и работоспособности, плодородию земель, очищению организма.

Однако на «Экспо-2017» нужно выставлять не только технические новинки, новые товары и привлекательные открытия, нужно устроить всемирный смотр «теплиц» и «локомотивов» зелёных брендов и инноваций, которыми являются также экологические поселения и экодереvни, города будущего.

Очевидно, что данные инициативы помогут выставке «ЕХРО-2017» открыть новую страницу в развитии человечества и выявить преимущества «зелёной» экономики, основанной на доступной энергии, «зелёных» технологиях, открытых инновациях и экосистемном подходе.

Непременно, изюминку нужно искать в самой тематике выставки, она поможет ускорить процесс развития инноваций. В том числе открытие в сфере физики Николы Теслы - «Зеленая» технология.

Казахстан располагает всеми исследованиями в сфере возобновляемых источников энергии и экологичных новшеств, которые страна может продемонстрировать и улучшить благодаря ЭКСПО, создать новый экспорт. К примеру, экологичное производство дешёвого кремния из каменного угля вместо древесного, изготовление сверхчистых металлов для солнечных панелей, «зелёная» и микроволновая химия, детали для техники из бериллия.

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SUSTAINABLE DEVELOPMENT AND SUSTAINABLE TOURISM MANAGEMENT AS COMPLEX ADAPTIVE SYSTEMS

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The issue of understanding sustainable tourism has been discussed broadly among tourism researchers over the recent decades. At the same time, the theory of adaptive management has been developed and expanded in application to different fields. Perhaps, the most substantial attention has been paid to the managing changes. This combination resulted in the emergence of the concept of understanding sustainable development as well as sustainable tourism as complex, adaptive systems. Although, there are still a great number of disagreements about relationship of tourism and sustainability, significant changes have occurred in understanding of the sustainable tourism development, particularly, the weakening of tourism-centric approaches and movement from `dominant paradigm` of balance towards more flexible interpretation of this notion. [1] Indeed, the idea of sustainability is not straightforward and thus, it needs to be implemented according to the specific features to achieve the aim. The aim, in turn, does not necessarily mean to strive to achieve prosperity in tourism industry. [2] In other words, tourism industry should contribute to the general principles of sustainability. That is the complexity and ambiguity of sustainable tourism. In this essay I will discuss critically the argument that sustainable development and sustainable tourism

management can be understood as adaptive systems. For this purpose, first, I will focus on the adaptability of sustainable tourism in the sectoral and spatial scales. Then, the stakeholders' role in these complex systems and processes' monitoring as key elements of adaptive management will be critiqued.

The theory of sustainability has been evolving along with its principles over the years and more recently has been widely considered to be managed in adaptive approach. However, the role of the tourism in this system has been uncertain due to its complexity. Agreeably, the concept of adaptability interprets sustainable tourism as complicated system with interdisciplinary connection. Miller & Twining-Ward (2005) describe sector-specific approach as self-interested and with limited concern. [3] According to Hunter's (1995) two models of relationship of sustainable tourism development and sustainable tourism, the shift from the limited tourism-centric position to more complex concept makes sustainable tourism development concerns central to the sustainable tourism. [4] His extra-parochial paradigm implies that sustainable tourism development does not contradict with its parent concept of sustainable development and even more may act subserviently to its fundamental principles. Consequently, tourism in case of extra-parochial approach can be totally beneficial in terms of sustainability. Interestingly, it is not clear whether or not this concept recognises sustainable tourism as actually feasible. However, it sounds more idealistic rather than something to be achieved. This, in turn, contradicts with the NRC (1999) view that sustainability is not about balance or optimality. [2] Indeed, it can be proved by taking into account unexpected and dynamic nature of processes, when there is no real optimal stable status of development. Tourism as a complex system is likely to face a number of unpredictable changes because of cross-sectoral interactions. It is true that tourism industry is tightly integrated with the human and environmental systems in many aspects. Furthermore, when considering it in a broader context of sustainable development it becomes even more complex, unpredictable and difficult to understand. To manage this system interdisciplinary cooperation needs to be implemented. Since it needs more systematic approach to manage this complicated model of tourism, further Miller & Twining-Ward (2005) suggest comprehensive method as the basic framework for implementing sustainability. [3]

The complexity of sustainable tourism is also linked proportionally to the spatial scale of the region it is implemented. The greater area of consideration more challenging it will be to apply principles of sustainability. [3] The importance of global decisions has been pointed out by World Commission on Environment and Development. [5] This is illustrated by Farrell & Twining-Ward (2004) in tourism panarchy scheme where lower level, that is regional system, moves faster and is more vulnerable for any type of changes than global system. [6] At this point, the priority of global scale strategies over regional can be questioned. However, at the diagram authors described how the inner systems affect the level above. Taking into consideration the counter cycle from top to bottom, it can be seen that, although global systems are more resistant and subject to changes less frequently, they immediately more or less influence all the levels and core of tourism system. Collins (1996, quoted in Miller & Twining-Ward, 2005:39) argues that 'tourism destinations do not exist in spatial isolation', so that means sustainable tourism is not just about maintaining sustainability in the region but also considering its impact on the outside regions. However, the current narrow focuses on the specific areas of sustainable development causes spreading of unsustainability nearby. [3] Such correlations can be tourism-related or not, thus, it is another example of cross-sectoral nature of sustainability. Rather than level of application the main point here is inter-dependency of those areas. The interconnection of the whole system on regional scale as well as global scale needs a comprehensive approach of sustainability to be implemented. Another issue of spatial division is the adaptability of the same strategies in the different areas. Hunter's (1997) suggested approaches to sustainable tourism within destinations illustrate the possible decision-making strategy. [1] Even though each approach has clear situation of its application they are perhaps still too simplistic. It is not enough to categorise all the cases into four groups since each particular destination has its own characteristics and area-specific conditions. This, so called 'place-based,' approach determines particular actions and policies which cannot be recommended to be applied on the different destinations or other scales. [3] In case of coincidence

of the possible implementation, discussed above proportional growth of the complexity within the scales creates more challenges.

According to the place-based approach it is supposed that decision of how to react to changes is made by representatives of local communities. Farrell & Twining-Ward (2004) emphasise the central role of stakeholders in the system of adaptive management. [6] They contribute to every single stage of the continuous cycle of adapting to the change. Thus, stakeholders play crucial role in implementing adaptive management to sustainable tourism. Even though, the manner of stakeholders' participation has not been determined yet. Different tools of regulation by local participants have been evolved and tested. In most cases common approaches involve collective planning and sharing knowledge. [3] The first technique is supposedly related to participation of all interested members of community and stewardship. The main issue is equity among stakeholders in relation to responsibility and rights. The set of stakeholders is complex and as different groups have different values it is not possible to reach a consensus about aims, perspectives and tools of sustainable tourism even within a small area. It is also difficult to control the power among them. Those with the strong views are likely to dominate while the others' position will be ignored. To exercise responsibility empowerment of powerless and limitation of control is necessary. Similarly, division of responsibility and rights won't be objective. It would lead to conflicts among stakeholders and unsuccessfulness of sustainability development.[3] Another key component of adaptive management is transition of knowledge among community. Miller & Twining-Ward (2005) refer it to the concept of 'social learning' which consists of individual and public knowledge. [3] They argue that applying these techniques will improve the stakeholder contribution to adaptability of sustainable tourism to changes. In fact, as they are integral part of each destination area, public participation play may crucial role in managing complex systems such as sustainable development and sustainable tourism development.

Farrell and Twining-Ward (2004) clarifies that influence of time scale on the sustainable development can be explained by three notions. [6] First, the effect of any action or police requires some time and will be assessed only after it expires. Secondly, our understanding and interpretation of what is sustainability is always changing. Thirdly, the world is not static and everything that has been considered as sustainable someday could become an opposite. All this features of time scale interacts with sustainability. Consequently, there is no need to implement standard interpretation of its principles. As Liburd & Edwards (2010) argue, sustainability can be understood as 'a dynamic process of change' and therefore, doesn't have stable achievable target. [7] The unstable nature of concept implies dynamic goals and unexpected changes in the future. According to pro-active theory, the term of adaptive management in reality means not to control or prevent but be able adapt to change. The change is inevitable and the important thing that people should strive to learn to take an advantage of it. A key principle of this learning is to be resilient. Virtually all changes have the nature of interaction in social-environmental systems. Tourism as one of these systems is subject to various alterations, including political revolutions, financial crisis and environmental 'force majeure' situations which are usually unpredictable. The fact of unexpected consequences makes them uncertain. Hunter (1997) states that it makes knowledge of sustainable development lack of clarity and depth. [1] Therefore, the need to be resilient is more than essential to react properly when the change occurs. Nevertheless, it is possible to define challenges and be prepared for the changes by understanding behaviour of system and learning through tests. The process of learning involves experimentation, social learning and monitoring. The goal is to create monitoring mechanism that can be reliable source of information and data analysis. The experiments results and possible outcomes to learn from previous experience should be collected. [3] However, spatial and temporal scales will question the value of this information, as it has been mentioned before that there is no identical cases and the world is continuously evolving. On the other hand, the use of various indicators as tools for monitoring has a little progress in controlling mass tourism flow which has been one of the important concerns of sustainable tourism.

Tourism as a complex system is the integration of social and natural research sciences. It has features of sectoral and spatial scales that make it more complex and unique. Interdisciplinary or

extra-parochial, global as well as local approach needs to be implemented to understand the system of sustainability. Additionally, there is a notion of temporal scale that implies consistent, unpredictable and inevitable changes over time. Miller & Twining (2005) rightly point out that rather than strive to control it is essential to learn to adapt to this complexity. [3] This is known as proactive approach of sustainable development that implies to be prepared before the change by social learning, experimentation and monitoring. As a result, the adaptive management requires stakeholders' involvement, comprehensive approach and continuous monitoring to effective implementation to sustainable development and sustainable tourism development. Nevertheless, it has some challenges such as inequity of stakeholders, difficulties of changing time and unique spatial scale. To overcome this difficulties and achieve an effective implementation of sustainability concept more integration of these elements within theory and consideration of practical insights are recommended.

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СЕЛЬСКОЕ ХОЗЯЙСТВО КАК ОСНОВА ДЛЯ РАЗВИТИЯ СЕЛЬСКОГО ТУРИЗМА РЕСПУБЛИКИ КАЗАХСТАН

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Сфера туризма, связанная с высоким уровнем современного механизма индустриальной экономики дает новый импульс для экономического развития страны.

В настоящее время сфера туризма является одной из самых прибыльных отраслей в мире. В нашей республике имеются все предпосылки и возможности для развития туризма. В связи с этим, развитие туристической отрасли в стране будет одним из путей улучшения экономической ситуации в целом.

Среди разновидностей туризма широкое распространение получил сельский туризм. В Казахстане сельский туризм является неразвитым видом туризма. Развитие сельского хозяйства объединяясь с туризмом, который направлен на улучшение региональной экономики, занятости населения, является одним из самых важных механизмов в улучшении благосостояния граждан. Поэтому на основе текущих социально-экономических проблем села, в Казахстане путем развития сельского туризма можно улучшить социально-экономическую ситуацию в стране, обеспечивая граждан работой, развивая внутренний