

«ҚазЭУ хабаршысы» – «Вестник КазЭУ»

Журнал Қазақстан Республикасының
Ақпарат министрлігінде
тіркелген



№6 (107) 2015
1996 жылдан бастап
шыға бастады

Тіркелу куәлігі
№7700-Ж
25.09.2006 ж. берілген
«Т. Рысқұлов атындағы
Қазақ экономикалық
университеті» АҚ

ISSN 2224 – 5561

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«ҚазЭУ хабаршысы» – «Вестник КазЭУ»

Журнал зарегистрирован
в Министерстве информации
Республики Казахстан



№6 (107) 2015

Издаётся
с 1996 года

Регистрационный
№7700-Ж
Выдан 25.09.2006 г.

ISSN 2224 – 5561

АО «Казахский
экономический
университет им. Т. Рыскулова»

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«KazEU khabarshysy» – «Vestnik KazEU»

The journal is registered
in the Ministry of Information
of the Republic of Kazakhstan



№6 (107) 2015
The journal has been published since 1996

Registration number
7700-Zh
issued September 25, 2006

ISSN 2224–5561

JSC "T. Ryskulov
Kazakh Economic
University"

SCIENTIFIC-PUBLIC JOURNAL
JSC «T. RYSKULOV KAZAKH
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A. B. Azamatova,

Candidate of economy sciences, professor,
T. Ryskulov New Economic University,
Almaty, The Republic of Kazakhstan

Asemgul B. Bektukhametova,

Candidate of economy sciences, professor,
Al-Farabi Kazakh National University,
Almaty, The Republic of Kazakhstan

THE MAIN FACTORS IN DEVELOPMENT OF ENERGY AND RESOURCE SAVING

Abstract

Purpose – The work provides the analysis of the problems of rational use of resources. The article also discusses the development of the methods of resource saving management. On the base of the analysis of energy efficiency reserves of processes of the company the authors form a mechanism for resource saving management, thus ensuring efficient use of the resource potential for Kazakhstan.

Methodology – As the methodology, the authors study the foreign experience of energy and resource saving and use regulatory and technical documents for mandatory application of modern energy and resource saving decisions in the construction of buildings, and installation of engineering networks.

Originality/value – The work's focus is on ensuring an ecology-oriented use of resources which requires the transition to a sustainable use and saving of resources, support for resource policies and compliance requirements for protection of the environment, and reducing the consumption of resources by identifying potential reserves energy efficiency enterprises. Thus, the reduction in costs and improvement of the competitiveness of products would be achieved.

Findings – During the research it has been established that currently it is necessary to combine the logistical approaches to the organization of production based on the minimization of usage of the resources with energy saving policy. Therefore, logistics must be considered as an effective approach to managing the resource and energy flows in order to reduce economic losses and ensure efficient innovation development of production as a whole.

Key words – development, natural energy products, resource saving, material costs.

Today Kazakhstan, due to its geographical position, has got certain features and benefits of logistics. Logistics is a part of the economic science, the subject of which is to organize the rational process of promoting products and services from producers to consumers, the functioning of the circulation of products, goods, services, inventory management, creation of goods movement infrastructure. Overall logistics raises important issues for the economic development that now affect the competitiveness of the state by the companies. Later, of course, its role will increase.

On November 11, 2014, President of Kazakhstan Nursultan Abishevich Nazarbaev appealed to the people of Kazakhstan with a message "Nurly zhol - the way to the future" where he outlined the development of the transport - logistics infrastructure as a one of main directions of the New Economic Policy until 2050. Therefore, this article focuses on energy and resource saving in the Republic of Kazakhstan with the experience of foreign countries.

The message outlined the following main directions of the New Economic Policy until 2050:

1. Development of the transport - logistics infrastructure;

2. Development of the industrial infrastructure;
3. Development of the energy infrastructure.

President of Kazakhstan Nursultan Nazarbayev in his Message 2014 "Kazakhstan's way-2050: The common goal, common interests, common future" defined the main directions of development of the Kazakh energy sector:

"We will develop the energy in its traditional forms. It is necessary to support the search and discovery of a cleaning thermal power plant emission, widespread energy savings based on the latest technologies in the workplace and at home. Recently, the top ten largest companies in the European Union publicly opposed the energy strategy of EU, adopted under the well-known concept of green economy. In the four years of its implementation EU lost 5 gigawatts of power capacities. Working on the program of green economy, we must take into account these errors. "Based on the analysis of errors of EU in energy strategies an international team of scientists from Kazakhstan, Russia, USA, Canada, China and other countries drafted the "National Strategy for Sustainable Energy in Future Kazakhstan up to 2050".

The Government of Kazakhstan in setting goals to increase energy efficiency and energy conservation puts quantitative targets is based on the energy intensity. So, in the program "Energy 2020" set goals to reduce the energy intensity of GDP by 30% by 2015 and by at least 40% by 2020 from 2008 levels.

With the adoption of Kazakhstan "Strategy" Kazakhstan 2050 "and the Concept of transition to a" green "economy, the country has been chosen a fundamentally new way of development of society. According to the Concept, will play a key role thrust of government policy to reduce environmental impact, resource conservation and the achievement of a high level of quality of life.

One of the key moments in the gradual transition to a green economy is energy efficiency. Currently, in terms of energy intensity of GDP Kazakhstan is among the countries with the highest values. According to experts of the Charter, Kazakhstan has considerable opportunities to improve energy efficiency in industry, energy, utilities and transport.

Since 2012, Kazakhstan has adopted a number of laws that define the basic requirements in the field of energy efficiency as a primary instrument currently serves the law "On energy saving and energy efficiency." Government of the Republic of Kazakhstan has also set a goal to reduce the GDP energy intensity by at least 40% by 2020 from 2008 levels.

Given the conditions of availability of cheap fuel and maintain low tariffs for electricity and heat in Kazakhstan, energy conservation measures require substantial investments and have relatively long payback periods. The main task of the state to achieve their goals to reduce energy intensity of GDP is the formation of an effectively functioning legal framework in order to promote energy efficiency in energy-intensive sectors of the economy.

In the energy sector accounts for about 47% of the total consumption of primary energy resources [1]. In the field of energy there is a high proportion of wear and electric generating equipment, which results in low efficiency of power generation and a relatively high value loss in electric networks.

The role of natural resources in the human development has always been significant, but more fully the impact of their use became being realized by the society in the end of the XX century. As a result of profound destabilization of ecosystems due to intensive development of productive forces, the active growth of the population and the stress on the environment there is an objective need to rationalize the use of natural resources for sustainable human development [2].

Significant volumes of various natural substances are used for the production and transmission of energy. Natural energy products generated as a result of natural processes are used for the purposes of energy supply of companies. Ensuring the rational use of natural resources and the application of resource saving methods of management needs to reduce the impact on the environment to ecologically safe levels. An important indicator, which describes the level of socio-economic development of society, is the efficiency of use of material and energy resources per unit of the gross domestic product.

Today, as part of efforts to achieve the goals of sustainable energy development is central. Audit of natural mineral resources and the impact of humanity on the environment, held regularly in recent decades, leads humanity to the conclusion that in order to ensure ecology oriented use of resources requires the transition

to a sustainable use and saving of resources, support for resource policies and compliance requirements for protection the environment, reducing the consumption of resources by identifying potential reserves energy efficiency enterprises.

The main consumers of energy resources are industrial enterprises. Therefore, in order to rationalize the use of natural resources, the greatest importance is the efficiency of power management in the enterprise. The level of energy consumption of Russian production greatly exceeds the world average one. High resource intensive of products of domestic enterprises, increased for 20 years in 2 times, and a tendency to further increase lead to the conclusion that despite increased attention to issues of resources and some work carried out in this area, the available solutions to power management problems in the enterprise ensured achievement significant progress in the ecology oriented use of resources [3]. In the area of resource saving there is a lack of methods and tools for power management, ensuring control the energy efficiency of processes at the enterprises.

An analysis of the definitions of "Resource saving" led to the conclusion that the Resource saving can be understood in a broad sense, taking into account all types of resources (financial, labor, etc.), and a narrower - towards material-raw, natural resources and natural energy products. The term resource saving can be taken literally, as the economy, conservation of resources. But actually resource saving is inseparably associates with the direct use of various types of resources in the manufacturing process. Resource saving refers to the process of realization of complex of organizational, economic, environmental and technical measures aimed at getting the economy and rational use of different kinds of resources. In addition, there is the concept of intensive resource saving, which implies the identification and implementation of the complete reserve of resource saving of enterprises, which requires a systematic approach to the diagnosis of the efficiency of facilities and the use ultimately the whole revealed technical, technological and organizational measures of resource saving.

The state policy in the field of resource saving and environmental security, implemented in the developed countries, is fixed in the legislation, national plans for more efficient use of resource potential, where specific measures, standards and requirements are presented for certain categories of economic agents; combining mandatory requirements and voluntary economic incentives in the area of resource saving and environmental security-allowed for a relatively short period of time to reduce significantly the rate of resource intensity performance of these economies. Wherein, the saving the active position of the state in this area, as well as the continuous development of innovative technological solutions will keep benchmark on reducing resource intensity of the economy in the long term [4].

As one of the most important issues in most countries, the problem of resource saving is becoming a priority for Kazakhstan. Earlier resource saving was understood only as economy of resources, which was often carried out by reducing the quality of products or the existence of double standards. The real work for the optimization of consumption material-raw resources in economic activity of enterprises was not carried out. With the transition to a market economy, enterprises are interested in reducing the consumption of various resources - in order to reduce costs and improve the competitiveness of products. The analysis of various sources concluded that many issues of resource saving are under development or are not studied properly.

The problem of rational use of resources encompasses a variety of technical, socio-economic, environmental and organizational tasks. Therefore, resource saving management at the company, which is a type of management in the enterprise, it is proposed to consider in the context of operational management approaches. To this end, the economic activity of the enterprise is considered as a set of business processes. Also used in operations management algorithms of improvement the processes of the company are an effective tool for solving problems of increasing the efficiency of use of resource potential of the company. A key advantage of these algorithms is a regular work to ensure continuous improvement. Therefore it is proposed in order to increase the efficiency of use of resource potential of the company to use a regular system of operational improvements in the field of resource saving, which will allow the company to receive a number of benefits in the field of rational use of resources and reduction the environmental impact. Thus, a new system is introduced in the management of resource saving enterprise, that allows to provide a new positive effect, a precisely to determine the effective mechanism of the organization of resource processes by which it is possible to identify the resource potential and resource reserves.

Any enterprise in the normal course of business must be aware what refers to the number of subjects whose decisions directly affect the level of environmental safety and rational use of natural resources. Wherein this statement includes the issues of choice of technology (resource-intensive or environmentally friendly), the use of raw materials or the approval of internal rules of ethics and staff behavior (education responsibility for the welfare of present and future generations or environmental indifference), and certain forms of logistics (choice of transfer of finished products over long distances or focus on local raw materials and markets), and making decision about the production process (safe for human health and the environment or harmful and dangerous).

The issues of resource saving and environmental safety permeate all aspects of the modern enterprises, affecting the majority of decision-making. Consecutive businesses turn towards environmental issues and resource saving is carried out under the pressure of a number of factors and circumstances. There are environmental degradation, the tightening of legislation and standards of environmental responsibility, the growing interest to the problems of ecological safety on the part of buyers and the pressure of competition, including international.

Consequently, resource saving of companies should be considered not only as a saving of material-raw resources, conducted, for example, by reducing the volume of production, – as well as a factor of economic growth, improving living standards, ensure appropriate environmental conditions. Thus, resource saving should be a priority direction of ecology-economic policies of any enterprise.

Resource saving and environmental safety blend perfectly with the number of functional areas in the structure of the company, a strategic decisions should equally take into account the interests of the production, marketing and finance, and resource saving and environmental safety.

The basic principles of the resource saving that should be taken into account in the development of strategy in the enterprise - are improving the structure of consumed resources towards the most efficient and environmentally friendly; increasing the share of resource-saving technologies; account and control of material-raw resources for all stages of the production cycle; optimization and energy and resources use [5].

Therefore, it is necessary to develop the methods of resource saving management, allowing on the base of the analysis of energy efficiency reserves of processes of the company to form a mechanism for resource saving management, ensuring efficient use of the resource potential. Nowadays industrial and residential sector of our country is five times more by the energy consumption than the rate of the countries in the European Union. A large proportion of public institutions (schools, hospitals, etc.), and residential buildings are equipped with inefficient energy systems and require updating.

This analysis shows that, in spite of the impressive technological advances, renewable energy is uncompetitive with a few exceptions in comparison with traditional sources of energy. The reason for the rapid development of renewable energy sources (RES) in the European Union was, first of all, a large-scale government support. During the economic crisis, these subsidies have become a heavy burden for public budgets and people in the EU.

With this in mind, "National Strategy for Sustainable Energy Future Kazakhstan up to 2050" provides for the integrated development of energy resources in Kazakhstan.

There as requested by the Head of State, outlined the development of traditional energy sources-coal, oil, natural gas and uranium in the "Concept of development of fuel and energy complex of the Republic of Kazakhstan till 2030". However, the country has large reserves and non-traditional energy sources in our country, such as oil shale, heavy oil, natural bitumen, coal bed methane, brown coal and hydrothermal water.

Today and in the near term, given the country's large reserves of coal, oil, natural gas and uranium, their inclusion in the Energy powerful complex of the country is not relevant and cost-effective.

However, reserves of coal, gas, oil and uranium are limited and calculations made in the "National Strategy for Future Energy of Kazakhstan up to 2050" shows that in the long term there is a need to include non-traditional energy sources in the turnover-oil shale, high-viscosity oil, natural bitumen, coal bed methane, brown coal and hydrothermal water. And this is obvious, because cost of exploration and development of oil, natural gas and uranium is increasing every year since easily recoverable reserves run out quickly.

It is necessary to develop regulatory and technical documents for mandatory application of modern energy and resource saving decisions in the construction of buildings, installation of engineering networks.

It is necessary to implement measures to stimulate industrial enterprises on the introduction of modern energy-saving technologies in the production process. It is necessary to introduce automated system for managing outdoor lighting at all the cities of our country.

World experience shows that the introduction into using of unconventional sources of energy should be done on a scientific basis. In particular, the experience of the European Union on the development of renewable energy sources, confirms this. The cost of a kilowatt increases every year. For example, in Germany the cost of electricity produced by CHP is already equal to the cost of the wind one [6].

These results will be achieved by the introduction of innovative technologies and advanced equipment, the decommissioning of old inefficient capacity, equipment and facilities, solving the problem of rational use of productive resources and the transition to a resource-saving methods of production and operation of equipment. Therefore it is necessary the introduction of automated systems of technological processes management at the systems of water supply, drainage, gas, heat and electricity, to solve the problems of:

- improving the reliability of drainage, water, heat, gas and electricity systems;
- increasing the service life of the equipment;
- reduction of maintenance costs;
- reduction of energy consumption;
- monitoring utility consumption of resources and costs of the payment by consumers in real time;
- preventing unauthorized connection to the network of water supply, sewerage and heating systems;
- monitoring the status of engineering networks and identifying leaks in real time.

The transport sector accounts for 17% of total consumption of primary energy resources of the country, with the technical state of the vehicle fleet and the quality of fuel used, have a significant effect on the specific fuel consumption and emissions. [7] The transition to the new fuel quality standards, introduction of modern navigation and information systems will improve the efficiency of the transport sector and increase the capacity of the transport system.

Now it is necessary to combine the logistical approaches to the organization of production based on the minimization of resource use with energy saving policy. Therefore, logistics must be considered as an effective approach to managing the resource and energy flows in order to reduce economic losses and ensure efficient innovation development of production as a whole.

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Түйін

Бұл мақала шет елдердің тәжірибесін ала отырып Қазақстан Республикасының энерго- және ресурстық үнемдеу мәселелеріне арналған. Мәселелердің ауқымдылығынан экономиканы өзгерту саласындағы әр шешімнің ресурстық әлуаттігін пайдалануына әсер етуі қарастырылады.

Summary

This article focuses on energy and resource saving in the Republic of Kazakhstan with the experience of foreign countries. Due to the scale of the problem every decision to reform the economy should be assessed in terms of its impact on the level of use of the resource potential.

*Материал поступил
в редакцию 12.05.2015*

JEL classification: L1

M. T. Davletova,

Candidate of Economy Sciences, Associate Professor,
Almaty Management University,
Almaty, The Republic of Kazakhstan

G. G. Sadykov,

Candidate of Economy Sciences,
T. Ryskulov New Economic University,
Almaty, The Republic of Kazakhstan

THE STRATEGY OF IMPLEMENTING A NEW PRODUCT OF TOURIST ORGANIZATION INTO THE MARKET

Abstract

Purpose – The research study marketing activities, particularly, analyses the product portfolio of tourism firm, purposes a new relevant tour for attracting more customers, to assess its economic effectiveness, as well as design marketing strategy to implement a new tourism product on the market, including the promotion program.

Methodology – During the research were used systematic, integrated approaches, studied literature from foreign and local sources, analysed companies reporting data, used analytical methods, method of ABC-analyze, used the tourism firm's data from market research and survey, calculated economic effectiveness for implementing a new product.

Originality/value – Based on research results, the study of marketing strategies reflects in a number of foreign and local studies. However, the theory and practice of the strategy of development and implementation of a new product to the market, is not sufficiently studied and disclosed, especially in the sphere of tourism. Therefore, the article is relevant, is not only for theoretical interests, but also for practical significance. The value of work is that the proposed recommendations can be incorporated into the practical activities of researched

ANNOTATIONS OF THE ARTICLES OF THE ISSUE

N.V. UVAROVA

Other methodological aspects of optimisation of public finance management

The article describes the methodological aspects of optimizing the management of public finances, the essence of the financial functions of the state and the mechanism of its implementation, organizational and functional structure of management in the financial system, as well as the qualitative renewal of financial law.

A. SAULEMBEKOVA

Analysis of the development of small and medium enterprises in the Republic of Kazakhstan

The article analyzes the development of small and medium enterprises in the Republic of Kazakhstan, devoted to the problems of development, including the issues of funding and support for SMEs in Kazakhstan in comparison with foreign experience.

L.P. KRIVOSHCHEKOVA

The system of public management in the sphere of public-private partnership

In the article the methodological basis of research in the sphere of functioning of public administration and public-private partnerships, the mechanism for the use of public-private partnership as a modern lever of interaction of public authorities and business sectors in the country.

A.B. AZAMATOVA, A.B. BEKMUKHAMETOVA

The main factors in development of energy and resource saving

This article focuses on energy and resource saving in the Republic of Kazakhstan with the experience of foreign countries. Due to the scale of the problem every decision to reform the economy should be assessed in terms of its impact on the level of use of the resource potential.

M.T. DAVLETOVA, G.G. SADYKOV

The strategy of implementing a new product of tourist organization into the market

The article is devoted to developing a marketing strategy for the implementation of a new tourist product on the market to attract more customers, which includes the evaluation of the effectiveness of the proposed tour program and its promotion. When writing this article, the authors have used scientific methods of research, such as the analytical method, the method of ABC analysis of market research, data and consumer survey of tourist firms (under study sample consisted of 100 respondents).

A. T. TALAIBEKOVA, K. M. ALMAKUCHUKOV

Structure of the market of educational services

In the research were determined the characteristics of the education market. Based on research results were identified that in modern conditions is becoming particularly urgent to achieve a balance between labour market and education market.

G.S. SEITKASIMOV, R.A. ISMAILOVA, N.D. YESMAGULOVA

Improvement of tax stimulus of innovation activity in the Republic of Kazakhstan

The article summarizes tax incentives aimed to fostering innovative activities of enterprises. Analysis of the existing legislative framework showed a need for further improvement. Therefore application for young start-up companies tax holidays and investment tax credit is proposed.

E. UPUSHEV, A.K. ZHUSSAMBAEVA

Industrial and innovation development: the way to transition to green economy in XXI century

For maintenance of industrial and innovative development is developed the programs the Road map of business 2020 and new economic policy of "NurlyZhol" - "A way to the future"; to create preferential terms

ҚазЭУ хабаршысы – Вестник КазЭУ №6 (107) 2015 ж.
Жазылатын индекс / – 74002

Редакторлары / Редакторы – **Қ.Ө. Өмірғалиева, Л.Ф. Бондарцова.**
Компьютерде беттеген: – **М.С. Нүсібәлиева.**

Басуға / Подписано к печати 2015.
Пішімі / Формат 70×100¹/₈.
Көлемі 22,7 б.т. / Шартты 21,1 б.т. Есептік 17,2 б.т.
Таралымы / Тираж 300 дана /экз. Тапсырыс / Заказ № .

«Экономика» баспасы» ЖШС / ТОО «Издательство «Экономика»
050063, Алматы қаласы, Сайын көшесі, 81-үй / 050063, г. Алматы, ул. Саина, 81
Тел: +7(727)377 19 89, 377 19 37, факс: +7(727) 276 02 75
economika_kniga@mail.ru, ekonomika01@mail.ru
www.izdatelstvo-economika.kz, www.economika.biz

