

**2017 6th EEM International Conference on Education Science  
and Social Science (EEM-ESSS 2017)**

**November 25-26, 2017, Singapore, Singapore**

*Edited by*

Garry Lee

Co-sponsored by Information Engineering Research Institute, USA and  
Singapore Management and Sports Science Institute, Singapore

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## **EEM-ESSS 2017 Preface**

2017 6th EEM International Conference on Education Science and Social Science (EEM-ESSS 2017) will be held on November 25-26, 2017, Singapore. EEM-ESSS 2017 is co-sponsored by Information Engineering Research Institute, USA and Singapore Management and Sports Science Institute, Singapore. EEM-ESSS 2017 is also technically co-sponsored by City University of Hong Kong, Hong Kong

2016 5th EEM International Conference on Education Science and Social Science (EEM-ESSS 2016) has been held on December 24-25, 2016, Sydney, Australia very successfully. And EEM-ESSS 2016 conference proceedings has been indexed by Web of Science Conference Proceedings Citation Index-Social Sciences and Humanities (CPCI-SSH).

EEM-ESSS 2017 is a platform for domestic or abroad experts, professors, scholars and engineers in related fields to demonstrate their research results and helps them establish connection in career or research and find global partners in the future in a friendly, supportive and relaxed atmosphere. With the success of EEM-ESSS 2016, we believe that EEM-ESSS 2017 will be more attractive.

All submissions of EEM-ESSS 2017 were peer reviewed to ensure consistency in quality and academic depth. To begin with, 290 submissions were peer reviewed and evaluated based on originality, relevance to conference, contributions, and presentation. Then, a PC e-meeting would be held to validate the accepted papers for conference papers according to reviewing reports. Reviewers were selected for their expertise and experience. Finally, 94 papers were selected as regular papers with an acceptance rate of 32.4 %.

The EEM-ESSS 2017 conference proceedings will be published in the book series Advances in Education Research (ISSN: 2160-1070) by Information Engineering Research Institute, USA. EEM-ESSS 2017 conference proceedings focused on the following topics: (1) Business, Finance and Management; (2) Linguistics, Literature and Cultural Studies; (3) Law, International Relations, Political Science; (4) Art, Music, Dance and Radio; (5) Education and Educational Research; (6) Economics and Folklore; (7) Literary Reviews; (8) Communication, Information Science and Social Science.

We thank the participants, the organizing committees, and the sponsors for holding an exciting conference. We are also very grateful to international technology committees for their generosity, willingness to serve, and high-quality reviewing work.

Sincerely

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## Activation of Rural Territories of the Republic of Kazakhstan through the Development of Agritourism

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**Keywords:** Agritourism; Rural tourism; Activation of rural territories; Agricultural restructuring.

**Abstract.** The political and economic changes taking place in Kazakhstan dictate the need for restructuring of agriculture, which without any doubts should change the conditions of work and life in the countryside. Factors contributing to the implementation of this goal in rural areas are: low land price, cheap labor, relatively good environmental conditions, low crime rates, natural premises for the realization of certain forms of economic activity. Agritourism can be one of the types of such restructuring that promote the activation of the rural population and provide it with additional income. Thus, in this article, conditions and factors of activating rural territories are considered through the development and organization of agritourism in the Republic of Kazakhstan (RK).

### 1. Introduction

At this point in time, Kazakhstan has made great strides in the development of the country's economy. At the same time, there is a need to take new decisions in the conditions of market relations and the world crisis on the problems of socio-economic development of rural areas of Kazakhstan. Today, the conditions of economic activity in rural areas have changed as a result of socio-economic transformations, which have significantly aggravated the problem of employment and incomes of the rural population. The wages of agricultural workers are still rather low among other branches of the economy. Also, rural poverty and an increased level of unemployment are alarming, a negative trend in the social sphere of rural areas – from year to year the demographic situation worsens (outflow of population to the city) and the network of social infrastructure institutions in rural territories decreases. The socio-economic stability of rural territories is not only a basic condition for food security of the republic and the basis for the competitiveness of the agricultural complex, but also forms the basis for the reproduction of labor resources [1].

The article was prepared within the framework of the implementation of the research and development project on the line of the Ministry of Education and Science of the Republic of Kazakhstan *"Conceptual model of activation of rural territories of the Republic of Kazakhstan through the development of agritourism"*.



## 2. Organization of the text

### 2.1 Opportunities for agritourism development in rural territories of Kazakhstan

With a view to sustainable development of rural territories, Kazakhstan badly needs a strong rural development policy as part of the country's agricultural policy, which includes an initial mechanism for supporting alternative employment in the village. This does not imply the artificial maintenance of non-agricultural jobs in the village. It should include the possibility of removing surplus labor from agriculture, increasing the efficiency of agricultural production and the corresponding increase in wages in the sector. The increased income of agricultural workers will lead to increased demand for rural services and the natural process of forming a normal labor market in rural areas.

In Kazakhstan, until recently, a narrow approach to determining the role and significance of rural development has dominated public opinion, public policy and science. In general, the concepts of "*development of rural territories*" and "*development of agriculture*" were considered as identical, respectively, the role and importance of rural areas for the country were reduced only to the provision of food and agricultural raw materials. Skilful use of the potential of rural territories under appropriate socio-economic conditions has created a policy of *multifunctional (multilateral) development* of the localities, which can also be called a small industrialization of the village, based on the support and development of non-agricultural initiatives. Multifunctional development of rural territories is the idea of activating rural territories and diversifying economic activity, according to which the rural population is associated not only with traditional management of the economy, but also with other species, both in production activities and in the service sector. The strategy of multilateral development of rural territories should consist in a greater differentiation of farms in these areas and thereby in refusal from monofunctionality, concentrated mainly on the production of agricultural raw materials [2].

In conditions of growing international and domestic tourism, agricultural production becomes an element of attracting tourists who want to eat organic products. On a combination of agricultural work with active rest in rural conditions such rapidly developing in the world variety of tourist business, as agritourism is based. Agritourism is an example of non-agricultural development and activation of rural areas. It includes a sufficiently wide field of knowledge in the field of economics, organization of entrepreneurship, marketing and management [3]. For farms that have traditionally been driven only by agricultural production, this is a real chance to improve the situation and prevent migration to the cities, that is, to get a job in their own place of residence.

*Agritourism* is a new kind of tourism for Kazakhstan, the development of which should change the conditions of work and life in the countryside. This type of tourism has long been developed in the West, but in Kazakhstan only the question of the need for its development is raised. It is a resource and a business from which everyone benefits, both consumers and producers. There are a large number of countries in which this type of tourism is developed quite widely and takes a certain step. In some countries it appeared long ago, in others it was only recently. In Kazakhstan, this type of tourism is not yet available, but there are potential opportunities to develop it, because Kazakhstan has rich resources, rational use of which will diversify the tourist product and create an additional income item for the tourist region of the republic [3].

Agritourism presupposes the temporary residence of tourists in rural areas with a view to recreation. A prerequisite for tourists is that they must be located in a rural area in which there are no multistorey buildings and there is no industry. Relations with this, to determine the territorial boundaries of the study (rural territories), we will consider the administrative-territorial structure of the republic, relying on statistical data.

According to the Committee on Statistics of the Ministry of National Economy of the RK as of July 1, 2017, the population was 18 034 363 people (Fig. 1). In cities 10 369 999 people (57.5%) live, in rural areas – 7 664 364 people (42.5%) [4].



Practical application of the proposed model of agritourism development in the regions of Kazakhstan will create a real sector of agritourism that will promote and shape the image of Kazakhstan as a tourist region in conditions of sustainable development. Thus, the effectiveness of this model assumes the achievement of conditions for the activation and sustainable development of rural territories of the country on the basis of the development of agritourism, which in turn will provide access to the path of sustainable development of the Republic of Kazakhstan.

### 3. Summary

Thus, it can be concluded that the development of agritourism in Kazakhstan will make it possible to attract socially unprotected categories of citizens of the region to income, create prerequisites for the elimination of unemployment and the creation of additional jobs in rural outbacks. At the same time, there will be a need not only for employees performing low-skilled work, but also for managers and other personnel with the appropriate level of education and vocational training, which will greatly benefit the development of the rural economy and the economy of the state as a whole. In addition, the development of agritourism will contribute to the formation of an innovative tourist product using agricultural production, national color and the uniqueness of the territory, to provide economic and social benefits for the local population and, in general, the activation of rural territories.

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