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^{1,5}Kazakh Agrotechnical University. S.Seifullin^{2,3,4}Karaganda Economic University Kazpotrebsoyuzzamira250172@mail.ru, botagozmatayeva@mail.ru, juspekova50@mail.ru,gulmira_6969@mail.ru, zhynysova@mail.ru**GREEN ECONOMY IN RURAL TOURISM**

Abstract. Kazakhstan possessing unique natural resources and a distinctive culture has huge potential for the development of agricultural tourism. Necessary conditions are reviews of the regional location of potential agrotourism facilities, consideration of recreational systems at the oblast level, the state of the socio-economic sphere of oblasts, a study of the state of rural infrastructure, a description of the development of industry in the regions, and a study of cultural and historical significance. The task of agritourism is to give an impetus to the development of individual rural settlements, increase the income level of their residents, suppress the migration flow from village to city by creating additional jobs, reducing social tension in the village by organizing a new specific sector of the local economy.

Keywords: green economy, agriculture, tourism, sustainable development, welfare of the nation, rational use, natural resources.

INTRODUCTION

Currently, the transition to a green economy is one of the priorities of the world community on the path to sustainable development. Tourism is an important sector where change is necessary and possible.

A green economy is a system of economic activities related to the production, distribution and consumption of goods and services that lead to increased human well-being in the long run, while not exposing future generations to significant environmental risks or environmental deficits.

Rural tourism is one of the directions for the development of domestic and inbound tourism; it is a relatively new and promising direction [7]. The development of tourism in rural areas is a socially significant type of entrepreneurial activity that contributes to the sustainable development of rural areas: development of infrastructure, improving the quality of life, increasing the incomes of the local population, creating jobs, supporting and maintaining traditions and culture, and preserving the environment.

MAIN PART

According to statistics, 35% of residents of cities in the European Union prefer vacation in rural areas. A third go there because of the intense rhythm of city life, 20% - combine leisure with active independent travels, the same amount - they just want to spend time in nature.

France is seriously competing in the agro-tourism services market of Western Europe with Spain, where the number of foreign tourists using these services (about 1.2 million people annually) exceeds domestic agro-tourism flows. Spain has over 5,000 holiday options in the countryside. At the same time, almost 27,000 agro-tourists can accommodate in the country. The approximate cost of living in the agrotourism sector is US \$ 25–120 per person per night.

The United Nations Environment Program (UNEP) identified ten key sectors for the transition to a green economy: agriculture, housing and utilities, energy, fisheries, forestry, industry, tourism, transportation, waste management and water management. UNEP and the World Tourism Organization (UNWTO) believe that tourism in the context of the green economy means tourism activities that fully take into account current and future economic, social and environmental impacts, as well as meeting the needs of consumers of services (tourists), industry and local communities.

This is not a separate form of tourism - all types of tourism should become “green” and sustainable, namely:

1) make optimal use of environmental resources, which are a key element for the development of tourism, support key environmental processes and promote the conservation of natural resources and biodiversity;

2) to respect the socio-cultural identification of local communities, to help preserve their cultural heritage and traditional values;

3) ensure viable long-term economic activity that provides social and economic equitable benefits for all parties involved, including tourist satisfaction, stable employment, and opportunities for receiving incomes and social services for host communities.

The development of green tourism requires the informed participation of all relevant stakeholders, as well as strong political leadership to ensure wide public participation in decision-making and consensus-building.

Challenges for the development of tourism

The tourism industry is facing many serious challenges related to greening and sustainable development. Specific tasks to be solved are related to the following areas:

Energy and greenhouse gas emissions

Tourism is an important source of greenhouse gas emissions globally. Tourism development is associated with an increase in energy consumption (mainly based on renewable energy sources) during travel, including transport, in places of residence and during the provision of tourism services. All this contributes to the exacerbation of climate change.

According to various estimates, tourism currently contributes approximately 5.2–12.5% of all greenhouse gas emissions. All this, in turn, negatively affects, including the prospects for the development of tourism, increasing the uncertainty and risks for its development.

Water consumption

A large amount of water is consumed in the tourism industry - and in terms of one person, these travel figures are greater than when staying in the country of permanent residence. Thus, according to UNEP, in Europe, on average, 300 liters of fresh water are consumed per tourist per day, and up to 880 liters in expensive hotels. For comparison: the average per capita water consumption for every European is estimated at 241 liters per day. Water in tourism is used both directly for drinking people and hygiene, and for landscaping, in the hotel industry, catering facilities, laundries, swimming pools, spas, health centers, etc.

Waste and Wastewater

According to UNEP estimates, every international tourist in Europe in the mid-2000s. generated at least 1 kg of solid waste per day, and in the USA up to 2 kg. Globally, through domestic and international tourism, 35 million tons of solid waste are generated annually in the world.

Tourism can also directly affect water quality, for example by discharging untreated wastewater. This often happens in developing countries, but it happens in relatively rich developed countries. For example, according to the WWF, in the mid-2000s. The discharge of wastewater from hotels directly into the sea was a common practice in the Mediterranean region and only 30% of them were treated before.

Biodiversity loss

There are many examples where large-scale tourism negatively affects biodiversity, including coral reefs, coastal wetlands, forests, and arid and semi-arid mountain ecosystems.

Coral ecosystems have been hit hard by the use of corals for building materials for hotels; fish populations are reduced due to over-fishing for tourists; the habitats of many species are disturbed due to improper placement of tourist buildings, parking lots, golf courses. Flora and fauna also suffer from the creation of beaches.

The conservation of biological diversity is recognized by the world community as the most important task on which the survival and development of mankind depends. In addition to the destruction of the global and local natural environment, problems in this area narrow the possibilities for the development of the local economy and give rise to conflicts with the local population. Moreover, the situation in biodiversity largely depends on how tourism develops, especially in developing countries. In this regard, much work is being done in the world to integrate the principles of sustainable development into the tourism planning process. For example, UNWTO and the Convention on Biological Diversity (CBD) have developed CBD Guidelines on Biodiversity and Tourism.

Cultural heritage

The interest of tourists in unique cultures can lead to negative consequences and serious destruction of local communities. There are a growing number of negative examples of the deterioration of the situation in unique places due to the large number of visitors, the commercialization of traditions and the threat to the cultural survival of communities due to unplanned and uncontrolled tourism. Travel destinations are often created by outsiders (usually with government approval) in areas that indigenous or traditional community's regard as their own and where tourism development would be, in their view, undesirable. This creates conflict situations that make collaboration and mutual benefit very difficult. Recently, awareness of the problem of the impact of tourism on the cultural heritage of government, international and non-governmental organizations, as well as the tourism industry, has begun to grow.

Opportunities in the context of a green economy.

There is an urgent need not only to answer the challenges described above and reduce the negative consequences of tourism, but also to maximize the potential of "green" tourism for the sustainable development of mankind, which is undoubtedly very large.

Tourism Can Promote Economic Growth.

In the mid 2000s the tourism economy accounted for 5% of global GDP and accounted for about 8% of total employment. This industry ranked fourth in world exports (after the fuel, chemical and automotive industries). Tourism has been growing steadily over the past 60 years, and over the past 20 years, an average of 4% per year. Moreover, in the developing world, tourism is increasing more rapidly than in developed countries. The tourism industry is expanding at a faster pace in countries with economies in transition: since 2000, it has grown by more than 60%. It is predicted that these trends will continue in the future. Tourism development provides an incentive for the development of other sectors of the economy (agriculture, food and processing industries, transport and infrastructure, construction, services, etc.)

Change in consumption patterns

Studies show that the choice of tourists is increasingly influenced by environmental considerations - more and more people take into account the health of the environment when planning trips and prefer to stay in an environmentally friendly hotel. Such consumer preferences give additional impetus to green tourism initiatives.

Poverty reduction, stimulation of social and local development.

The tourism's ability to create jobs, stimulate economic growth, accumulate foreign exchange, improve infrastructure and help protect the environment makes this industry an attractive tool to combat poverty and accelerate local development. As an example, Cape Verde: the country managed to move from the category of least developed countries to the five African countries with the most effective governance systems thanks to tourism, which has become a key driver of development. A similar experience has developed in Rwanda, Kenya and Jamaica. Therefore, tourism development can make an important contribution to the implementation of the Sustainable Development Goals.

With proper management, tourism development will benefit not only the country as a whole, but also individual regions and local communities.

In the tourism planning process, it is necessary to take into account employment opportunities and decent working conditions for the local population, as well as such important factors for local communities as improving infrastructure, access to water supply, sanitation, health care and education. Tourism development provides women, youth and disadvantaged groups with disabilities a significant opportunity to become producers of tourism services.

Rural green tourism is a multifaceted phenomenon. One of its aspects, in view of the current state of socio-economic development of the country, is social. Therefore, rural green tourism should be considered

as one of the means of diversifying the sources of income of the rural population, as a component of the integrated development of rural areas and rural infrastructure, and also as one of the factors of the strategy for overcoming poverty in rural areas. That is why, in countries that are developing, rural green tourism is strongly supported and encouraged by the state, access to activities in this area is maximally simplified, and entities that provide services in this area receive all kinds of preferences, including tax ones.

Problems and some ways of developing rural green tourism:

1. Creation of regional green agro tourism networks through the development of small, family and individual businesses based on existing rural tourism resources: accommodation facilities (small family hotel facilities) and infrastructure (including various objects and types of business related to agro tourism). The organization of an efficiently operating network of private agro tourism farms in the region implies the creation of a state support system at the center level or, at least, at the regional level.

2. Recreating the socio-cultural environment of a historical settlement.

3. Creation of large and medium-sized specialized agro tourism facilities focused on the reception of tourists and the organization of their good rest, for example, cultural and historical complexes.

4. Creation of state and private agricultural parks as large multifunctional tourist, exhibition, advertising, cultural, propaganda, research and production and similar complexes with facilities and appropriate infrastructure.

CONCLUSION

Thus, the main conditions for the development of green agrarian tourism for Kazakhstan are: detailed reviews of the regional location of potential agro-tourism facilities, consideration of recreational innovation systems at the oblast level, the state of the socio-economic sphere of oblasts, a study of the state of rural infrastructure, an outline of the development of industry in the regions, a cultural study - historical significance. A large role is given to green agro-tourism objects in solving the economic and social problems of rural areas in Kazakhstan. Their active work ensures sustainable employment growth and stable and substantial incomes of the population, the development of agricultural production and rural infrastructure, the revival and preservation of cultural and historical sites, natural monuments, rural traditions, crafts, etc. Therefore, agrotourism is positioned as one of the varieties of tourism, its new direction.

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АУЫЛ ТУРИЗМІНДЕГІ ЖАСЫЛ ЭКОНОМИКА

Аннотация. Қазақстан бірегей табиғи ресурстар мен өзіндік мәдениетке ие бола отырып, аграрлық туризмді дамыту үшін зор әлеуетке ие. Әлеуетті агротуристтік объектілердің өңірлік орналасуын шолу, рекреациялық жүйелерді облыстар деңгейінде қарау, облыстардың әлеуметтік-экономикалық саласының жай-күйі, ауылдық жерлер инфрақұрылымының жай-күйін зерделеу, өңірлерде индустрияның дамуын баяндау, мәдени-тарихи маңыздылығын зерттеу қажетті шарттар болып табылады. Агротуризмнің міндеті жекелеген ауылдық қоныстарды дамытуға, олардың тұрғындарының кіріс деңгейін арттыруға, қосымша жұмыс орындарын құру есебінен ауылдан қалаға көші-қон ағынының жолын кесуге, жергілікті экономиканың жаңа ерекше секторын ұйымдастыру жолымен ауылда әлеуметтік шиеленісті азайтуға серпін беру.

Түйін сөздер: "Жасыл" экономика, ауыл шаруашылығы, туризм, тұрақты даму, ұлттың әл-ауқаты, ұтымды пайдалану, табиғи ресурстар

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ЗЕЛЕНАЯ ЭКОНОМИКА В СЕЛЬСКОМ ТУРИЗМЕ

Аннотация. Казахстан обладая уникальными природными ресурсами и самобытной культурой, имеет огромный потенциал для развития аграрного туризма. Необходимыми условиями являются обзоры регионального расположения потенциальных агротуристских объектов, рассмотрение рекреационных систем на уровне областей, состояние социально-экономической сферы областей, изучение состояния инфраструктуры сельской местности, изложения развития индустрии в регионах, исследование культурно-исторической значимости. Задача агротуризма дать импульс развитию отдельных сельских поселений, повышению уровня доходов их жителей, пресечению миграционного потока из села в город за счет создания дополнительных рабочих мест, снижения социальной напряженности на селе путем организации нового специфического сектора местной экономики.

Ключевые слова: «зеленая» экономика, сельское хозяйство, туризм, устойчивое развитие, благосостояние нации, рациональное использование, природные ресурсы

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