

УДК:338.486:711.2

ТЛЕУБАЕВА АЙТОЛКЫН ТЛЕУБАЙКЫЗЫ

докторант 3-го года обучения кафедры «Туризм» экономического факультета ЕНУ им.Л. Н. Гумилева, г.Нур-Султан, Казахстан,
e-mail: aitolkyn.t@mail.ru

СЕКЕН АДАЙ

к.э.н., профессор, кафедры "Туризм" ЕНУ
(Евразийский национальный университет) им.Л.Н.Гумилева,
e-mail: adai_seken@mail.ru

ЕШЕНКУЛОВА ГАУХАР ИЛЬЯСОВНА

к.э.н., профессор, кафедры "Туризм" ЕНУ
(Евразийский национальный университет) им.Л.Н.Гумилева,
e-mail: yeshenkulova.gaukhar@gmail.com

РАЗВИТИЕ ПРЕДПРИНИМАТЕЛЬСТВА И УСПЕШНАЯ БИЗНЕС-МОДЕЛЬ В СЕЛЬСКОМ ТУРИЗМЕ КАЗАХСТАНА (НА ПРИМЕРЕ ECO-VILLAGE «ТОКСУМАК»)

Аннотация. *Цель работы.* В статье исследуется деятельность фермы-отеля «Токсумак». *Метод.* Проведен анализ туристической деятельности фермы-отеля на конкретном примере. Рассматриваются многие виды туризма, сочетающиеся с сельским туризмом фермы-отеля «Токсумак». *Результаты.* Все иностранные туристы приезжают на ферму «Токсумак», в целях ознакомления с бытом и обычаями казахского народа через трудовой сельский туризм. Все эти агротуристы – честные, трудолюбивые, совестливые, сознательные, аккуратные в своих делах. В связи с этим одним из преимуществ туризма является то, что люди из разных стран могут стать хорошим примером друг для друга и обмениваться хорошими качествами и опытом. В то же время казахская реальная жизнь может быть показана благодаря сельскому образу жизни. Таким образом, глава фермы-отеля «Токсумак» Олжас Омаров является одним из особенных граждан нашей страны, принимающим активное участие в признании нашей страны за рубежом, формировании определенного имиджа, развитии туризма и бизнеса. Он вносит особый вклад в экономическое, социальное и экологическое развитие Республики Казахстан. *Область применения результатов.* Результаты анализа могут быть использованы при анализе туристической деятельности для написания диссертационных работ и научных статей. *Выводы.* Уникальная модель сельского туризма экодеревня «Токсумак» может быть реализована и в других регионах Казахстана. Так как используя потенциальные возможности, которые существуют во многих регионах страны, мы сможем совершенствовать все виды туризма, которые можно развивать в сочетании с сельским туризмом. Это требует максимальной поддержки со стороны государства и местных органов властей. **Ключевые слова:** туризм, сельский туризм, ферма-отель, агротурист.

TLEUBAYEVA AITOLKIN TLEUBAYKYZY

doctoral student of the 3rd year of study of the Department "Tourism" of economic faculty of ENU.L. N. gumilyova, Nursultan, Kazakhstan,
e-mail: aitolkyn.t@mail.ru

SEKEN ADAI

Ph. D., Professor, Department "Tourism" ENU (Eurasian national University).L. N. Gumilev,
e-mail: adai_seken@mail.ru

ESHENKULOVA GAUKHAR ILYASOVNA

*Ph. D., Professor, Department "Tourism" ENU
(Eurasian national University), L. N. Gumilev,
e-mail: yeshenkulova.gaukhar@gmail.com*

THE DEVELOPMENT OF ENTREPRENEURSHIP AND SUCCESSFUL BUSINESS MODEL IN RURAL TOURISM OF KAZAKHSTAN (ON THE EXAMPLE OF THE ECO-VILLAGE "TOKSUMAK")¹

Abstract. Objective. The article examines the activities of Eco-Village "Toksumak". **Method.** The analysis of the tourist activity of the farm-hotel on a specific example. We consider many types of tourism, combined with rural tourism Eco-Village "Toksumak". **Results.** All foreign tourists came to the farm "Toksumak" to get acquainted with the life, customs and life of Kazakh people, thanks to labor and rural tourism. All of these agrotourists – honest, hardworking, conscience, conscious, careful in their affairs. In this regard, one of the advantages of tourism is that there is an exchange of experience and people from different countries can become a good example for each other, sharing good qualities. At the same time, Kazakh real life can be shown thanks to rural lifestyle. Thus, the head of the farm-hotel, Eco-Village "Toksumak" Olzhas Omarov is one of the unique citizens of our country, taking an active part in recognizing us overseas tourists and countries, the formation of a certain image, development of tourism and business. He makes a special contribution to the economic, social and environmental development of the Republic Kazakhstan. **Application results.** The results of the analysis can be used in the analysis of tourism activities, for writing dissertations and scientific articles. **Conclusions.** Thus, the unique model of rural tourism Eco-Village "Toksumak" can be developed in other regions of Kazakhstan. Since using the potential opportunities that exist in many regions of the country, we will be able to improve all types of tourism that can be developed in combination with rural tourism. This requires maximum support from both the state and local authorities.

Keywords: tourism, rural tourism, farm-hotel, agrotourist.

Introduction. Increase in urbanization, agricultural modernization, and changes in environmental views have played an important role in popularizing rural areas. Rural tourism, which draws attention in these areas, called as rural area, as an alternative tourism type developing according to the economic, sociopolitical, cultural, historical, geographical and human structure of the area and also is promoted to develop [1]. Rural tourism is one of the unique types of tourism, with the proper promotion of which there is a systematic development of many spheres of life not only a specific rural area, but the region as a whole. Additionally, rural tourism is an easily integrating type of tourism with other tourism types by comprising cultural, natural environment and agricultural activities [2]. That is, rural tourism can be developed in different formats, for example in the agricultural, ethno-cultural, gastronomic, recreational, sports, fishing, natural, etc. areas. At the same time, this universal type of tourism can be successfully systematically developed in all types of tourism. Moreover, in our country it is possible to implement all types of tourism separately and in combination with rural tourism. It is possible to introduce and experiment various models and projects related to the development of both agriculture and rural tourism. In our opinion, the promotion of tourism is closely related to the prosperity of agricultural production of the country.

Thus, in developed countries there are many effective ways and methods of improving agriculture and effective development of entrepreneurship in this area. For example, in Europe, many models, programs and projects have been developed for the rational use of agricultural production and the effective development of entrepreneurship in rural areas. One such project is the RUBIZMO project. RUBIZMO is a new European initiative working to discover the vital ingredients for developing entrepreneurship and successful business models in high potential sectors such as food and agriculture, new bio-based value chains and ecosystem services. This new approach to business, entrepreneurship and cooperation, developed and disseminated through the RUBIZMO initiative, can help to revitalize

¹ Bring gratitude to the Director of the Eco-Village "Toksumak" Olzhas Omarov, for providing information about its activities. Additionally can be found on the Facebook page Toksumak Toksumak.

not only rural areas, but also to unlock their potential by creating new jobs, improving services and strengthening social cohesion in the regions. Thus, strengthening the relationship between urban and rural areas. These new prospects will pave the way for more balanced and sustainable territorial development in the country [3].

The project RUBIZMO identify a viable business model, which include resistance each step-stability in market approach and sustainability in the use of natural, social or economic resources [4].

There are all opportunities for the implementation of such projects in our country. Because our country belongs to the agricultural and industrial direction. Moreover, according to the Agency for land management of Kazakhstan, 80% of the country is characteriz as agricultural land, which is 200 million hectares. However, only 40% of these territories or 96 million hectares are used in agricultural turnover.

As well as, Kazakhstan occupies a huge territory in the center the Eurasian continent has an area of 272.5 million hectares. The Republic is among the ten largest countries in the world and ranks 9th in the world, behind Russia, China, USA, Argentina, Brazil, Canada, India and Australia. Among the CIS countries in the territory ranks second, second only to Russian Federation. And among the countries of Asia, we occupy the fourth position, after China, India and Russia. Agricultural land is 102.6 million hectares (39.3%), which gives another reason for the development of rural tourism in the country. It is also important to take into account that in many regions there is a water infrastructure that represented by a variety of rivers and lakes, which is one of the advantages for the development of this type of tourism [5]. Also, by geographical location Kazakhstan is a unique region of the CIS. Located in the center of the Eurasian continent, it is a special natural complex, which has absorbed the brightest samples of the landscape of both parts of the continent. To verify the validity of this statement is enough to make a road trip from North to South of the country. After a distance of 1800 km, you will cross four landscape zones – forest-steppe, steppe, semi-desert and desert. Such a variety of natural areas indicates the richness of flora and fauna of the Republic. According to zoologists, today more than six thousand species of plants grow in Kazakhstan; about 500 species of bird's nest in the country, 107 species of fish live in rivers and lakes. Historical prerequisites of tourism in Kazakhstan are the formation and development of the Great Silk Road, the beginning of the formation, which refers to the third Millennium BC [6].

Thus, our country has all the prerequisites and opportunities for the development of any type of tourism. Since our state is not only rich in natural environment and earthly riches, but also our Kazakh people are rich in history, culture, folk customs and traditions, national crafts and many other values.

Methods of research. In our work, we want to give an example of Kazakhstan, namely the model of development of rural tourism in the synthesis of promotion with agriculture, which works according to international standards of tourism.

So, in the course of the study, we see that in practice the activities of the farm “Toksumak”, located in the village of Ozernoje, Osakarovsky district, Karaganda region, on the shore of lake Toksumak. He is engaged in animal husbandry, agriculture and gardening. In addition, it includes the activities of the tourist recreation center Eco-Village “Toksumak”. Headed “Toksumak” domestic entrepreneur Olzhas Omarov. Here are all kinds of services that are found in the field of modern rural tourism (Fig.1).

There are fully equipped rooms, a sauna, a karaoke bar and a cafe, mini-farms, barbecues, places for cooking with special cast-iron cauldrons, a lake for swimming and much more. Since the farm itself is private, it is equipped with all agricultural material and technical equipment, starting with such large machines as a tractor, harvester. One of the amenities is that the tourist site is located in the center of the cities of Nur-Sultan and Karaganda. The farm-hotel “Toksumak” is from the city of Nur-Sultan through the village of Osakarovka (paved road) is 93 km, while through the village Eraly (grader road) 80 km.

Today it is the only example of rural tourism in Kazakhstan, which accommodates and combines rural tourism, agro-tourism, ecotourism, beach tourism, fishing tourism, sports tourism, labor tourism, educational tourism, equestrian tourism and other types of tourism.

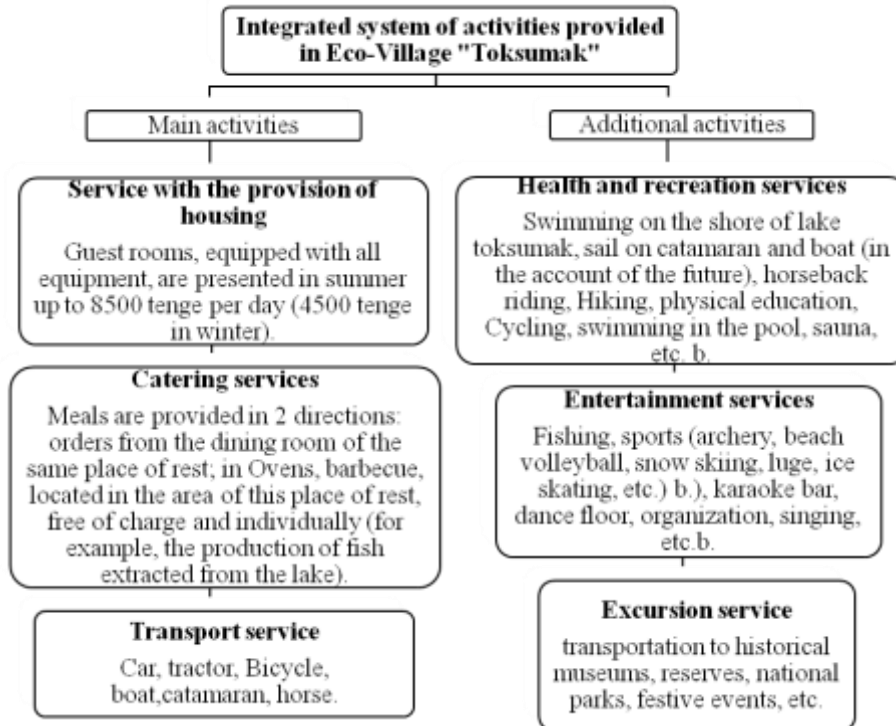


Fig. 1. System of services provided in Eco-Village “Toksumak”

Note: compiled by the authors according to the materials of the interview of the head of the Eco-village Toksumak O. Omarov and under source [7].

The main part of the guests of this recreation center are foreigners. Foreign tourists from more than 30 countries, including Canada, USA, Germany, Holland, Switzerland, Poland, Austria, Australia, Czech Republic, great Britain, France, Italy, Spain, Denmark, New Zealand, Slovenia, Malta, South Korea, Singapore, Turkey, Russia, Ukraine and other countries have been arriving in this tourist base Eco-Village "Toksumak" more than three years. According to Omarov, the increase in the number of visitors from other countries was caused by the fact that firstly, rural tourism is the cheapest type of tourism in the world, and secondly, a free visa for a month for foreign tourists, organized in honor of EXPO-2017. In the summer of 2019, a number of foreign tourists from Switzerland, France, Germany, Japan, Ukraine, Canada, Australia, great Britain and other countries are expected to arrive. It is worth noting that in this farm hotel came a Canadian lady Denis. Despite her 63 years, she has visited 123 countries and holds the title of “Honorary tourist” of 120 countries, she is a female tourist who travels the world by hitchhiking. In this regard, a 20-year-old girl from Malta named Lola, who came to Kazakhstan on the basis of rural tourism. She entered the Nazarbayev University, that is now studying and working as a copywriter, in the city of Nur-Sultan, in the capital of our country. Here we can say that the work of O. Omarov is huge. For example, the head of the farm-hotel “Toksumak” shows a person who came from another place and country, the hospitality and space of the Kazakh people, especially the national cuisine, the beauty of the local nature, and thus leaves a good impression about Kazakhstan, not only the Maltese girl, but also to all foreign tourists. As Olzhas Omarov noted, the French travel the most, because most of the foreigners who came to the farm were French.

All foreign tourists come to this tourist object to get acquainted with the nature, sights, life of the Kazakh people, its culture, traditions, customs and national dishes, combining rural work in the fresh air and learning a lot of new and unusual. This suggests that agricultural, labor and cognitive-educational tourism is well developed here. The farm also hosts master classes in archery, fishing, cooking Kazakh national dishes. For example, an American guy came to the farm-hotel “Toksumak” for a week and fell in love with the land and environment, asked for another second week and got to the holiday “Kurban Ait”, in connection with which he learned to cut sheep (with a knife) about making a donation (about the sacrifice), and also with pleasure learned the fishing and other interesting

activities of the farm. Also here is another example on this occasion, a guy Emre by nationality of the Turks, who was born and raised in Belgium, but lives in Germany, visited this farm in the winter. Here he learned to clear of snow from the courtyard farm-hotel. This is a person who has not seen such a large amount of snow, got a chance to learn the basic things of rural life. Therefore, many agrotourists come to our country to see and learn something unknown. Emre liked it here in “Toksumak”, and promised to arrive again to the courses “Nomads” (training to the way of life of nomads), where the opening is planned in 2019–2020 years.

According to international practice, as an example educational tourism, in Asian countries (in India and Thailand), widespread yoga and meditation, massages of different types, Ayurvedic and Oriental medicine, the national dance and music, culinary art, preparation of impurities and healing potions, astrology, martial arts, etc [8].

So, by type of tourism cognitive-educational (teaching), here are taught fishing, archery, milking cows, cooking Kazakh national dishes, gardening, horse riding, grazing, life of nomads (in the plans) and much more. Nowadays educational tourism mainly takes place within the framework of cultural exchange. This type of tourism has a positive impact on people. It restores a person's ability to work, helps to get an education in a friendly atmosphere, helps to rationally use free time, creates new jobs, improves the standard of living of the local population, promotes international communication, etc. [9].

According to international experience, for those who arrived to work in the farm “Toksumak”, will be organized free accommodation, meals, sauna and excursions for tourists. Types of work for Agritourists consists of the following waiter service, assistance in dining room, cooking, all the cleaning work, all repair work, agricultural work (caring for livestock, planting, haying, harvesting) and many other works. In addition, one Korean woman from South Korea does not know how to work, in addition to drawing, she drew several colorful pictures that were hung on the wall of a karaoke cafe. Thus, labor tourism in rural areas, which is manifested here, is one of the types of rural tourism. And this direction of tourism (labor tourism) is carried out only in Kazakhstan, namely at the farm-hotel “Toksumak”. During the study of the activities of this farm “Toksumak” we noticed that in the direction of labor tourism only foreign tourists come here. They also know how to enjoy working in this village, relaxing in the fresh air, swimming in the lake in summer, skiing, fishing in winter, the use of natural foods and products, excursions, get acquainted with the ethnic culture and national dishes of the Kazakh people. And our local Kazakh tourists mostly come here only for recreation. Since in our country has not yet formed such a consciousness and mentality as abroad. After all, foreign tourists who arrived and work in many countries of the world in this way, not only can be provided with free food and accommodation, but they also expand their horizons. Also, true realities of any nation, we can meet and learn in the countryside.

In addition, the experience of exchanging recipes of national dishes for all foreign tourists is effectively implemented. Kazakh national dishes are prepared and demonstrated in the kitchen, as well as national dishes of these foreign tourists are prepared in exchange for tasting. That is, gastronomic tourism is visible here. The menu of dishes in the dining room “Toksumak” consists of natural products. For example, an American tourist named Milan, cooked meat on a barbecue according to an American recipe, showing his master class for all visitors and foreign tourists (this barbecue was bought two years ago, and no one's ever cooked on it before). Tourist Rohan from the UK by nationality Indian, cooked Indian dish “roti”, all were very happy with this dish. Polish citizen Justina taught to make cheese “Halloumi” and then she cooked a wonderful Breakfast with cheese. French agrotourist Elsa has prepared a French dish of potatoes called “Gratin”. Also Austrian girl Theresa learned to cook “Chuck-Chuck” (Tatar national sweet dessert dish). Of course, there are many such examples. In addition, many foreign tourists who visit rural tourism are vegetarians. And most of the menu of the Kazakh people consists of meat and animal products. Therefore, many foreigners found it difficult to resist Kazakh dishes. But some vegans forgot about their rules, which they adhered to and could not refuse such natural products as fresh sour cream, cottage cheese, butter, cheese etc. Because during the conversation of tourists with the farmer-entrepreneur O. Omarov it turned out that as foreigners note the taste and caloric content of food in our country is higher than their food.

In addition, the head of the tourist area Olzhas Omarov organizes a tour for all interested foreign tourists. For example, he conducted a tour of the Karaganda and Akmola region, namely the histori-

cal Museum "Karlak" (located in the village of Dolinka), the market "Altyn Arba" (located almost in the center of the city Karaganda), sights and monuments, local cafes, various museums of Karaganda and Nur Sultan, and also led to "Nurbay Asy" (a holiday dedicated to the memory of tribe of The Nurbay Batyr, which is accompanied by folk and pop Kazakh songs, dances, playing instruments, holding national sports games, etc.), which took place on the territory of Zhanaarka district of Karaganda region. As we have noticed, here we see excursion tourism.

As for sports tourism, it is possible to hold sports games in the tourist area "Toksumak". For example, children and teenagers can play volleyball, beach volleyball, badminton, archery, sumo and much more. Guests can also enjoy Cycling, horse riding, skiing, tobogganing and skating (in winter). Thus, they will be able to actively spend their holidays.

One of the advantages of rural tourism is an active exciting family holiday with children. In "Toksumak" children can spend time with their parents. Therefore, it begs and children's tourism. It is necessary to develop the idea of children about the life of the village and work in it. Since today's children grow up in an urban environment, they are used to everything ready. For example, during the summer holidays children O. Omarov come to the farm "Toksumak" to work in the village, to fish, to swim in the lake, chat with tourists, i.e. to combine work with leisure. Thus, children spend their holidays usefully.

Also, there is also a well-developed fishing tourism. For example, Canadian agrotourist Ewen, not having time to come on the farm, went directly to fishing. Moreover, here can go fishing all year round. And children and adolescents have to learn to fishing. Because fishing educates people to patience.

Beach tourism, that is the most popular type of tourism in the world can be seen at this tourist base "Toksumak". As mentioned above, this farm is located on the shore of the lake "Toksumak", what is convenient to swim in the water. Additionally, on the left Bank will run a boat trip, boat, catamaran and other types of water transport (after the construction of the estuary).

There is also a place for cultural tourism. Because the farm "Toksumak" there is a scene, equipped with a half wall of the Yurt, designed for concerts and holidays. During the holidays in the courtyard of the hotels will be organized and arranged concerts. In the future, it is planned to invite famous singers, i.e. concerts will be held at a higher level. This is one of the important ideas of the chapter "Toksumak". Thus, cultural tourism has long had an important economic dimension, especially since the revenues generated from tourism are said to help support the preservation of cultural heritage [10].

Lake "Toksumak" also has its historical past. So, one of the important facts is that during the Holodomor 30-s of XX century, many people survived thanks to fishing from this "blessed" lake. Such historical moments of the give rise to the "historical" type of tourism.

In the course of the analysis, another notable thing that is manifests out here is this is getting the experience and advice of other people (useful opinions of guests and tourists). For example, a tourist from New Zealand named John (Builder by profession), arriving to the village, started to repair, that is took part in the construction work and expressed some advice on it. English students, future engineers Alex, Oscar and Andrew built a special designated place for barbecue, for evening rest with the ignition to light a fire.

In addition, the tourist base "Toksumak" stay is known in Kazakhstan, famous people as Tokhtar Aubakirov (first cosmonaut of Kazakhstan), officials, MPs, representatives of the community, of arts and other citizens who come to relax in the lap of quiet nature, that is, against the backdrop of ecotourism.

This farm-hotel is located in one end of the village and is convenient for rural youth, as a karaoke bar and a cafe for them there is and a disco. This entrepreneur O. Omarov also contributes to the development in rural development. As due to the fact that the rural population was provided with work reduces the unemployment rate. So far, 4-5 people are employed, but in the future at expansion the number of employees will be even greater. Also, he contributes to the development of agriculture in the region, as noted earlier, has separate acreage arables. After all originally, the work farm "Toksumak", began only from the agricultural direction. Besides to crops and gardens, special attention is paid to the livestock. Today, if the farm has about 40 sheep and 3-4 cows, they have a desire to increase the number of livestock and gradually increase the number of horses (from 2019).

In addition, O. Omarov openly expresses his views and opinions to all who applied for advice. So, 5 domestic tourists arriving in the village of Ozerny just relax, on the advice of this entrepreneur, plan to create too tourist places. In addition, tourists coming to stay in Eco-Village "Toksumak", clean the beach from debris, spilled on the shore of lake Toksumak.

At the same time, a number of excellent initiatives of Olzhas Omarov increases every day. Because the projects that are developed and planned are implemented in Kazakhstan for the first time. For example, since 2018, this tourist recreation area "Toksumak" is implementing the project "Hobby Garden", which provides for rent to persons wishing to 100 or 200 square meters of land for gardening in accordance with the world model of rural tourism. The tenant of the land is given a room with a discount of 30%, which itself sows the garden, watering, pulling weeds, self grows and pays 15 thousand tenge per month for rent lands. The peculiarity of this project is that water and electricity for irrigation are provided free of charge, and if the owner of the garden can not come to the watering, farm workers "Toksumak" can water the garden. In addition, the farm "Toksumak" provides services for the protection, p and conservation of land grown in the same garden. This trend around the world is called "agrotourism" or "garden" tourism.

Except, a social commercial project "Hobby Farm" based on the farm "Toksumak" in two versions was launched for the residents of the city. According to the first option: pay 750 thousand tenge for rent of one cow for a period of 5 years and during this period from the farm "Toksumak" 21 liters of milk or sour cream, cheese, butter from milk are delivered every Friday (for 10 months, as 2 months cows do not give milk). After five years, you can return the cow itself or as meat in commodity form, then you get a cow not for 750 thousand tenge, but for 250 thousand tenge, because to receive weekly dairy products below market prices with well as free delivery of dairy products cow, care and vaccination, a bonus for sheep, 50% rest in Eco-Village "Toksumak". And in case of death of cows, compensated by for the farm. According to the second option: if you have your own cow, rent for 3 years or more, but it is necessary to have a certificate that the cow is healthy and should give 16 liters of milk per day. In addition, during each week it is planned to supply dairy products, feeding and vaccination of cows, rest in Eco-Village "Toksumak", with 25% discount for accommodation. Also reimburses from the farm in case of death of cows. At the end of the lease period, the cow itself is returned. Such profitable projects in Kazakhstan only farm "Toksumak" launches.

Thus, the head of the farm-hotel "Toksumak" O. Omarov takes part in the annual Republican contest "national and hunting dogs" on the lake Toksumak Osakarovsky district of Karaganda region and annually acts as one of its organizers. Such major events attract tourists from abroad. In world practice, this event can be attributed to a special type of event tourism – "festival". Thus, event tourism is an exceptional opportunity to become one of the witnesses of an unforgettable event of sports, culture and art. Such events remain in the memory as one of the brightest moments in life [11]. "Republican review of national dogs and hunting breeds" is held near the farm "Toksumak" and some foreign tourists may be invited to the country on the eve of such events. After all not everyone knows that Kazakhstan is the birthplace of Kazakh hunting dogs, which are indispensable for hunting and grazing. This "Review" this year will be held on June 29–30, 2019.

Further it is planned to open a "School tobet" (Dog school), that is, to prepare guard dogs for grazing livestock and provide them to farmers. This project will be implemented for the first time in our country. Also among the positive plans of the entrepreneur O. Omarov include is the organization and holding of cultural events for agricultural purposes. These activities will be carried out in the autumn during the harvest and preparation for winter. The directions of this project consist of: tribute to work and rewarding achievements of agricultural workers; announcement of a competition for a new invention of agricultural and rural workers; celebration of "Sabantoy"; agricultural fairs; holding of national games "Kökpar", "Bäige", "Kazaksha küres"; popularization of creativity of the Kazakh people (singing songs, reading poems, folk dances, playing national instruments); exhibition and sale of Handicrafts.

Beyond that, national holidays, festivals of different Nations, have become world-class festivals. Such as "Oktoberfest" (beer festival), held in Germany; "Carnival" in Italy and Brazil; "Spanish bull-fighting" in Spain, France and Portugal; "Beaujolais" in France (wine festival); "Flower festival" in the Netherlands; "Edinburgh festival" in England (festival, where Opera, theater and focal groups gather); International film festivals held in Cannes (France) and Venice (Italy). On such holidays and

festivals, which are held annually in developed countries, tourists come from all over the world, visit and invest in the Treasury of this country. In addition, foreign tourists book plane tickets in advance, places in hotels to participate in this event. This phenomenon is particularly evident in relation to the Brazilian carnival [12]. With the XX century, becoming a popular international festivals. It is with the development of international festivals that we can talk about the birth of festival tourism [13].

In the same way, and in our country, such holidays as "Nawrız", "Qimızmurındıq", "Sabantoy", "Soğimbasy", you can gradually show the whole world with the help of rural tourism, encouraging arrival foreign tourists [14]. In addition to this, Muslim holidays such as "Oraza Ait", "Kurban Ait" and "Maulit", which have become partly national holidays, can also be celebrated in places where rural tourism is developed, attracting foreign tourists. Thanks to these mass events foreign tourist, can see and enjoy Kazakh hospitality, traditions, culture, national dishes, national games. As noted above, Kazakhstan has all the potential for the development of tourism, including rural tourism. He needs all the support he can get. Everyone knows that rural tourism can significantly improve the welfare of rural areas and the region. Since the villagers will be provided with work, there will be an additional source of income, improves the infrastructure of the area, there will be and other positive effects.

So then, farm-hotel "Toksumak" many of the issues being resolved in the near future. And among the primary implementation of the planned tasks are the following: cross-country skiing; sledding and cymbals on snow (on a hill); skating and ice-skating (using the lake Toksumak); snowmobile tour; walking on the lake by boat, catamaran, boat, etc. (after the installation of the estuary). In General, the entrepreneur O. Omarov has done a lot of work and in the future set a lot of tasks. It for its own account on the lake Toksumak, located on the outskirts of the village, built estuary (harbor, port), which does not withstand severe winter frosts and collapsed. Now in the near future it is planned to build an even more powerful "estuary". Also, one of the plans for the near future is to conduct courses "nomads" (from 2019).

Results. Thus, during the analysis of Eco-Village "Toksumak" a certain picture was developed and on this basis we created its model (Fig. 2).

All foreign tourists came to the farm "Toksumak" to get acquainted with Kazakhstan through the countryside. All of these agrotourists – honest, hardworking, conscience, conscious, responsible in their affairs. In this regard, one of the advantages of tourism is that there is an exchange of not only experience, but also good qualities. At the same time, Kazakh real life can be shown thanks to rural lifestyle.

It should be noted that the updated concept provides for the development of promising types of tourism for Kazakhstan – cultural, educational and ethnographic tourism, event (festival -tourism), children and youth, medical, camping, autotourism and caravanning, hunting, trophy and sports tourism [15].

Therefore, the development of rural tourism, based on ecotourism, ethno-cultural tourism, health tourism saumaland kumys (with Mare's milk), equestrian tourism, gastronomic tourism, fishing tourism, hunting tourism, sports tourism, beach tourism, etc. our country has sufficient potential and opportunities for the development all of types of tourism. As one of the important sectors of the economy, to promote the tourism industry in Kazakhstan, requires support from both the state and local authorities, as well as from associations of tourism development and business development. In addition, agriculture occupies a special place in agricultural tourism, including a number of other authorities (for example, the Ministry of agriculture, the entrepreneurship development Fund "Damu", the national chamber of entrepreneurs of Kazakhstan "Atameken", JSC national managing holding "KazAgro", etc.) have to show their support.

Thus, the head of the farm-hotel, Eco-Village "Toksumak" Olzhas Omarov is one of the unique citizens of our country, taking an active part in recognizing us overseas tourists and countries, the formation of a certain image, development of tourism and business. He makes a special contribution to the economic, social and environmental development of the Republic Kazakhstan by his selfless work Separately. Let us focus on the achievements of O. Omarov, implemented in the framework of the development of rural tourism:

- a huge contribution to the prosperity of the tourism sector of our country profit;
- efforts to ensure employment in rural areas;

- diligence to promote entrepreneurship in rural areas;
- monitor the cleanliness of the village and the lake;
- installation of estuary (port, harbor) on the lake;
- promote the development of agriculture (through the cultivated fields);
- assisting in the development of the village as a whole;
- holding of agricultural fairs outside the village (at the regional level);
- co-organization of the annual Republican contest “National and Hunting dogs”;
- Opening of the “School tobet” (Dog school);
- Opening of the “Nomads course”;
- Develop projects “Hobby Farm” and “Hobby Garden”.

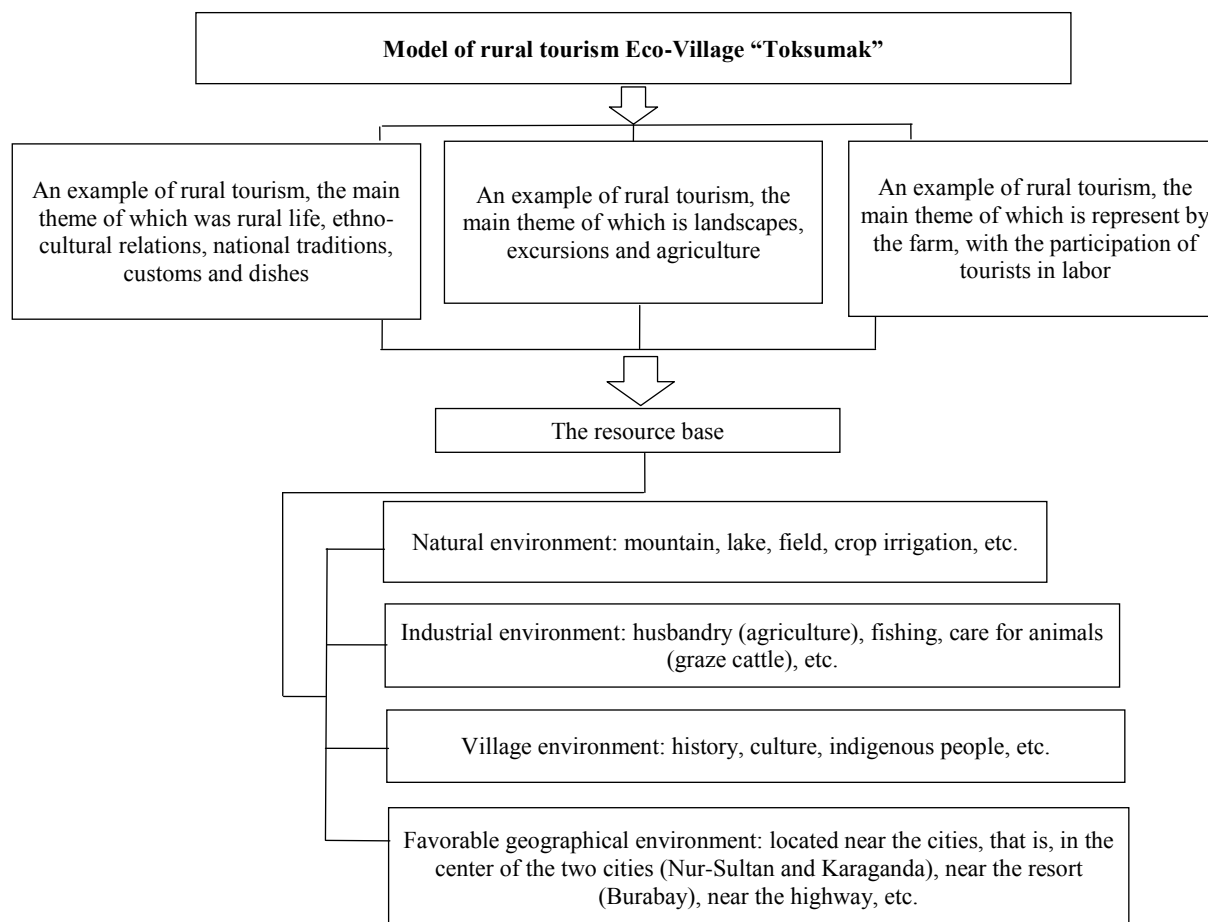


Fig. 2. Model of rural tourism Eco-Village «Toksumak»

Note: compiled by the authors.

In addition, the entrepreneur O. Omarov has a desire to receive at least a small amount of state aid (as a subsidy). For example, a “small wish” that allows farm to get a roomy minivan, to be able to go on a tour with tourists.

In the village of Ozerny, where the farm “Toksumak” live Kazakhs, resettled from Mongolia. All these Kazakhs have a large number of things that are the legacy of our ancestors, and also they retained the technology of their manufacture (yurt, felt, tekemet, syrmak, products of wood and animal skin, equestrian equipment, etc.). In this regard, we think that in rural settlements with the help of rural tourism it is necessary to develop handicraft art, thanks to the skilled hands of our relatives (soul mates) who moved to the Homeland of their ancestors from Mongolia, China, Iran, Turkey, Afghanistan and other countries, who were able to bring to our days memorabilia (relics) our grandfathers and great-grandfathers. For example, in India, handicraft industry is a major source of income for rural communities employing over six million artisans including a large number of women and

people relating to the weaker sections of the society [16]. It is also possible to reduce unemployment in rural areas through the development of crafts and attract young people to this. For this reason, it is also necessary to create reliable and stable markets for rural Handicrafts and to increase access to rural tourism products produced by rural residents [17].

Recommendations from our side farm-hotel Eco-village "Toksumak" include:

- provide an opportunity for the residents of the village and neighboring villages located near the village of "Ozerny" to sell their products made with their own hands, i.e. create additional conditions for them to receive additional income;
- creation of opportunities for the development of national crafts in rural areas;
- introduction of measures for the treatment of saumal (mare's milk) and kumys;
- to show the increasing importance of the culture and traditions of the Kazakh people (regularly hold cultural events);
- development and popularization of ethno-cultural tourism of the Kazakh people;
- opening of the course to demonstrate planting and growing plants for children and those who wish (scientific and educational tourism);
- creation of a pleasant place of the village, i.e. creation of landscape design;
- in specially designated places of planting of the village to organize the collection of berries, fruits and vegetables (for a certain collection of money for a certain time).

Conclusions. Thus, the unique model of rural tourism Eco-Village "Toksumak" can be developed in other regions of Kazakhstan. Since using the potential opportunities that exist in many regions of the country, we will be able to improve all types of tourism that can be developed in combination with rural tourism. This requires maximum support from both the state and local authorities. For example, the concept of "agrotourism", "agrotourist", "rural tourism" and "labor tourism" has not yet been formed, as we have the concept of work and relax in the fresh air is perceived from another side. And our modern generation has moved away from the understanding that the "labor process" in the village, combined with clean air of the village and nutrition with natural products – is the unique values of today. That is, as they say in the conventional expression: "To unite elegance and utility, and blend the useful with the agreeable, has ever been considered a difficult, but honourable task". Therefore, we need to increase the number of our domestic tourists, along with foreign agrotourists. Many of our countrymen often choose to vacation abroad. One of its reasons is that the service they have is much higher and corresponds to the price of services provided.

Almost all recreation areas in the country except Eco-Village "Toksumak" are intended mainly only for people's recreation and entertainment. We should develop rural tourism of this kind in other regions of our country. After all, the entrepreneur O. Omarov began his good deed with a simple farming. Thus, in all villages there are farms engaged in agriculture, animal husbandry, cultivation of fruits and vegetables, and private farms. And now on the basis of these small farms it is possible to form and promote rural tourism. Thus, through the development of rural tourism can solve many problems of the village. For example, according to studies by Romanian scientists, rural localities with more intense tourist activity have significantly higher scores for all the demographic indicators, which shows that they attract significantly more new residents compared to the localities with fewer or no tourist arrivals during the study time frame [18]. Because the better the condition of rural areas, the greater the number of new villagers. Due to the fact that on the basis of tourism development, the number of jobs and the possibility of additional income will increase. Thus, in the most developed rural areas, in addition to the positive impact of demography, there is an improvement in the overall socio-economic situation. Therefore, the government should encourage private enterprises to promote tourism in rural areas. On one hand, for developing the rural tourism we need to understand the rural environment, social, and economic background of that place [19]. From other side, rural tourism is suggested as an "alternative" solution for peripheral development, because it contributes to the decrease of sub unemployments in the rural sector, the increase of the family income and consequently to the socio-economic support and reformation of the local rural communities [20].

References:

-
1. Kuşat, N. *the Role of Rural Tourism in Rural Development: The Case Of Turkey // Journal of Economics and Administrative Sciences. 2016. Vol. XVII. Issue. 2. P. 11–21. DOI NO: 10.5578/jeas.27728.*
 2. Kulekçi, E. A., Sezen, I. and Bulut, Y. *the role of women in rural tourism, the sample of Gaziler Village*

- (Bardiz) // *Erzurum. Journal of Food, Agriculture & Environment*. 2012. Vol. 10 (2). P. 1314–1319. – URL : www.world-food.net.
3. *The Rubizmo Project* // rubizmo.eu/project. 2018. – URL : <https://rubizmo.eu/project>.
4. Norby, T. *What are the secrets of business success in modern rural areas? / How is the EU Changing Its Rural Areas*. 2018. Issue 1. – URL : <http://cap.europe.bg/sites/default/files/2018>.
5. Pleubayeva, A. *Rural Tourism as One of the Priority Factors for Sustainable Development of Rural Territories in Kazakhstan* // *Journal of Environmental Management and Tourism*. 2018. Vol. IX. Issue 6(30). P. 1312–1326. DOI:10.14505/jemt.v9.6(30).21.
6. По географическому положению Казахстан является уникальным регионом // *el kz*. 2013. – URL : <https://el.kz/news/archive/content-16768>.
7. Полякова, И. Л., Григорьева, М. П. *Сельский туризм : классификации и особенности организации // Сервис в России и за рубежом*. 2017. № 5 (75). – URL : <https://cyberleninka.ru/article/n/selskiy-turizm-klassifikatsii-i-osobennosti-organizatsii> (дата обращения: 27.05.2019).
8. *Обучающий туризм. Образовательные туры*. 2013. – URL : <http://www.samolet.info/travel/news/detail.php?ID=3476>.
9. Селиванова, С. И. *Образовательный туризм* // *Вестник ГГУ*. 2014. № 11. – URL : <https://cyberleninka.ru/article/n/obrazovatelnyy-turizm> (дата обращения: 20.06.2019).
10. Richards, G. *Cultural Tourism : A review of recent research and trends* // *Journal of Hospitality and Tourism Management* VL. 2018. No. 36. P. 12–21. DO - 10.1016/j.jhtm.2018.03.005.
11. Нарута, Я. С., Гарина, Т. А. *Событийный туризм : понятие, виды, классификация* // *Международный журнал прикладных и фундаментальных исследований*. 2016. № 11-6. С. 1158–1162. – URL : <https://www.applied-research.ru/ru/article/view?id=10744> (дата обращения: 20.06.2019).
12. *Unusual types of tourism: festival tourism* / *zaran.info*. – URL : <https://zaran.info/otdyx/neobychnye-vidy-turizma-festivalnyj-turizm>.
13. *Необычные виды туризма : фестивальный туризм* / *zaran.info*. – URL : <https://zaran.info/otdyx/neobychnye-vidy-turizma-festivalnyj-turizm>.
14. Voronina, A. B. *Festival tourism as a significant component of event tourism* // *Scientific notes of Taurida national University. V. I. Vernadsky. Series: Geography*. 2011. Vol. 24 (63). No. 1. P. 161–172.
15. *Халық мерекелері: Күнтізбелік циклдарға негізделген дәстүрлі халық мерекелері туралы* / *el kz*. – URL : <https://el.kz/kz/news/archive/halyq-merekeler>.
16. Mukhamediuly, A. *What will be the focus in the development of tourism in Kazakhstan? / total.kz. IA Total Kazakhstan*. 04 July 2018. – URL : https://total.kz/ru/news/gossektor/na_chno_budut_delat_upor_v_razvitiy_turizma_v_kazahstane.
17. Dash, P. K. *Tourism and community development – A Study on Handicraft Artisans of Odisha* // *International Journal for Innovation Education and Research*. 2015. Vol. 3-3. P. 61–72; *International Educative Research Foundation and Publisher/ www.ijer.net*.
18. Dowlati, N., Hemati, H. *Assessing rural tourism and role in the development of rural handicrafts in Kurdistan* // *International Research Journal of Applied and Basic Sciences*. 2012. Vol. 3 (4). P. 688–697. – URL : <http://www.irjabs.com>.
19. Ibănescu, B.-C., Stoleriu, O. M., Munteanu, A. and Iat, C. *the Impact of Tourism on Sustainable Development of Rural Areas : Evidence from Romania* // *Sustainability*. 2018. Vol.10. P. 3529. DOI:10.3390/su10103529. www.mdpi.com/journal/sustainability.
20. Kaurav, R. P. S., Kaur, J., & Singh, K. *Rural tourism : Impact study – An integrated way of development of tourism for India ; R. K. Miryala (Ed.) // Changing Paradigms of Rural Management*. 2013. P. 313–320. – Hyderabad : Zenon Academic Publishing.
21. Gabor, M. *A content analysis of rural tourism research* // *Journal of Tourism, Heritage & Services Marketing*. 2017. Vol. 1. Issue 1. – URL : <https://creativecommons.org/licenses/by-nc-nd/4.0>.