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Ziyadin Sayabek Tattibekovich

Doctor of Economics, KazNU. al-Farabi, Almaty

e-mail: sayabekz@gmail.com

Tlemissov Ulan Bagdatovich

PhD doctorate, Semey Shakarim State University, Semey

e-mail: ulangov@mail.ru

Tlemissova Zhansaya Muratovna

Senior Lecturer, Kazakh Humanitarian-Law Innovative University, Semey

e-mail: jansaya.86@mail.ru

DIVERSIFICATION OF HUNTING TOURISM AS A METHOD OF DEVELOPING THE ECONOMY IN RURAL AREAS

Ұлттық экономиканың тұрақты дамуы көбінесе ауылдық жерлерді дамытуға байланысты. Автор қазіргі заманғы жағдайларда ауыл шаруашылық өндірісін дамытуды ғана емес, сонымен қатар орман, су шаруашылықтарын, туризмді, әлеуметтік инфрақұрылымды, қосалқы өндіріс пен қолөнерді, сондай-ақ басқа да балама іс-шараларды қамтитын ауылдық жерлерді дамытуды жетілдіру қажеттігін атап көрсетеді.

Мақалада аң аулау туризмінің дамуына баса назар аударылып, материалдық-техникалық базаны жаңғырту, озық инновациялық технологияларды қолдану және қазіргі қазақстандық және шетелдік тұтынушылардың талаптарына сәйкес туристік өнімді бейімдеу қажеттілігі негізделді. Осыған байланысты, аң аулау туризмін, соның ішінде жаңа эксклюзивті ұсыныстар мен туристік өнімдерді дамытуды әртараптандыру ұсынылады. Аңшылық туризмін жаңғыртудың инновациялық сипаты. Инновациялық агротуризмді аң аулау кешендерін ұйымдастыру арқылы аңшылық туризмін дамыту мүмкіндіктері көрсетілді, бұл пайдаланылмаған аумақты шаруашылық айналымға кеңінен тартуға және бірнеше салалардың (ауыл шаруашылығы, орманышылық, балық аулау және аңшылық) бір уақытта үйлесімді қызметін қамтамасыз етуге мүмкіндік береді.

Қорытындылай келе, бұл ұсыныс ауылдық жерлерді тұрақты дамыту өлшемдеріне толығымен сәйкес келеді, олардың табысты әлеуметтік-экономикалық және экологиялық негізделген дамуын қамтамасыз етеді.

Түйін сөздер: диверсификациялау, аң аулау туризмі, ауылдық аумақтарды орнықты дамыту, инновациялық агротуристік аңшылық кешендер

Стабильное развитие народного хозяйства во многом зависит от развития сельских территорий. Автор отмечает, что в современных условиях необходимо совершенствовать пути развития сельских территорий, которые будут охватывать не только аграрное производство, но и лес, водные фермы, туризм, социальную инфраструктуру, подсобные производства и ремесла, а также другие альтернативные виды деятельности.

В статье сделан акцент на развитие охотничьего туризма и обоснована необходимость модернизации материально-технической базы, использования передовых инновационных технологий и адаптации туристского продукта в соответствии с запросами современного казахстанского и зарубежного потребителя. В связи с этим предлагается диверсификация охотничьего туристического бизнеса, в том числе разработка новых эксклюзивных предложений и туристических продуктов. Предложен инновационный характер модернизации охотничьего туризма. Показана возможность развития охотничьего туризма путем организации инновационных агротуристических охотничьих комплексов, что дает возможность вовлечь в хозяйственный оборот обширные неиспользуемые территории, обеспечив слаженную деятельность нескольких отраслей (сельского, лесного, рыбного и охотничьего хозяйства) одновременно.

В заключении отмечается, что данное предложение полностью отвечает критериям устойчивого развития сельских территорий, обеспечивая их успешное социально-экономическое и экологически ориентированное развитие.

Ключевые слова: диверсификация, охотничий туризм, устойчивое развитие сельских территорий, инновационные агротуристические охотничьи комплексы

The stable development of the national economy depends largely on the development of rural areas. The author notes that in modern conditions it is necessary to improve the development of rural areas, which will cover not only agricultural production, but also forest, aquatic farms, tourism, social infrastructure, auxiliary production and crafts, as well as other alternative activities.

The article focuses on the development of hunting tourism and substantiates the need to modernize the material and technical base, use advanced innovative technologies and adapt the tourist product in accordance with the demands of modern Kazakhstan and foreign consumers. In this regard, it is proposed to diversify the hunting tourism business, including the development of new exclusive offers and tourism products. An innovative nature of the modernization of hunting tourism. The possibility of the development of hunting tourism through the organization of innovative agrotourism hunting complexes is shown, which makes it possible to involve extensive unused territories into economic circulation, ensuring the harmonious activities of several industries (agriculture, forestry, fishing and hunting) at the same time.

In conclusion, it is noted that this proposal fully meets the criteria for sustainable development of rural areas, ensuring their successful socio-economic and environmentally oriented development.

Keywords: diversification, hunting tourism, sustainable development of rural territories, innovative agrotourist hunting complexes

Introduction

Stable development of the country's economy depends largely on the development of rural areas. In recent years, scientists have begun to purposefully address issues of sustainable development of rural areas. The development of rural areas is devoted to the work of many Kazakh and foreign scientists.

Among foreign authors, first of all, H. Magel, C. Muller, H. Hoppe, G. Schade and others should be mentioned. Among the Kazakh: N.K. Kabiev, A. Kenebaeva, Z. Borbasova and others who paid attention to the problems of rural development.

The opinion of most scientists agree that the sustainable development of rural areas is possible only when economic goals are achieved while simultaneously solving social and environmental problems [2].

In modern conditions, it is necessary to improve the development of rural areas, which will cover not only agricultural production, but also forestry, water management, tourism, social infrastructure, subsidiary production and crafts, as well as other alternative activities, without which the improvement of the efficiency of the rural economy is unrealizable and improving rural living conditions. The transition to sustainable development of rural areas will allow to solve the main problems of rural areas within a single concept, in the center of which there will be a rural resident.

Diversified rural areas are attractive for both permanent residents and visiting tourists. New activities arising in the process of diversification make it possible to organize additional workplaces, revive traditional types of natural resources use, the production of environmentally friendly and safe products - raw materials of non-traditional types of slaughter animals, crafts, intensify rural crafts (hunting, fishing, etc.), ecological (rural) tourism. Tourism has become an essential need of a modern person, which an experienced traveler cannot refuse even as a result of the influence of economic or political threats [1].

Tourism is considered as a source of financial incomes of the budgets of the budget system of the Republic of Kazakhstan, a means of increasing employment and the quality of life of the population, a way to maintain the health of citizens, a basis for developing a sociocultural environment and raising patriotism, as well as a powerful tool for educating and building a moral platform for the development of civil society [3].

Today a lot of work is being done in the field of

tourism development. International industry exhibitions, forums on various types of tourism that are promising for Kazakhstan are regularly organized, professional educational standards have been created, and work is underway to create a positive image of the country in the field of tourism. Currently, the task is to preserve the achieved results, improve the quality of the organization of tourist programs and create conditions to maximize the positive social effect of the development of tourism in the country [2].

This dictates the need to modernize the material and technical base, the use of advanced innovative technologies in the field of tourism and the adaptation of the tourist product in accordance with the demands of modern Kazakhstani and foreign consumers. Diversification of the tourist business, including the development of new exclusive offers and tourist products under the world's recognized brands, can only give a positive impetus to the development of tourism.

Materials and methods

Hunting tourism - is one of the most popular types of tourism in the modern world. This term refers to the provision of services to the client in organizing and conducting hunting.

Hunting tourism itself is very costly for the client - given the high cost of both professional hunting equipment and the price of the hunting tour itself, which includes paying for a license to shoot and the services of hunting organizers. That is why hunting tourism throughout the world is considered an elite type of recreation.

But, it should pay attention to the fact that modern hunting is not only one of the ways to get the material resources necessary for a person - valuable and nutritious meat, healing fat, warm and beautiful fur, durable leather, indispensable raw materials for the manufacture of high-quality perfumery, drugs etc. Gradually, hunting has become one of the most popular types of satisfying the moral and aesthetic needs of people through their direct contact with nature. Today, in the world there is a transformation of the model of rest, more and more tourists prefer solitude and rapprochement with nature. If earlier the rest model was kept on three "S" - sun, sea, sand, then now the three model "L" - landscape, lore, leisure is becoming increasingly popular.

Wildlife is becoming an important part of the tourism industry. This category of tourism is focused on observing wildlife and is widespread on different continents. Wild animals are the most important object of visualization. So, they are

associated with the main income in the United States, where there are 35,246 thousand amateur fishermen, 13,975 thousand amateur hunters and 62868 thousand observers of wild animals in natural habitats [4].

Diversification of hunting tourism should be considered as an important factor in the sustainable development of rural areas, allowing efficient use of available biological resources and influencing the level of socio-economic development.

Over the past ten years, the hunting industry of Kazakhstan has been actively formed as a commercial services market. One of the newest trends is hunting farms, etc. Meanwhile, this direction, despite the seeming novelty, has its roots in Kazakh history.

Modern hunting tourism should not be limited to the provision of services for the organization and conduct of hunting. Innovative agrotourism hunting complexes should become a leading platform not only for hunting tourism, but also for sightseeing, educational, event, ecological, gastronomic, sports, rural agrotourism. The implementation of such projects makes it possible to involve vast unused territories into economic circulation, ensuring coordinated activities of several sectors at once (agriculture, forestry, fishing and hunting) based on the integrated use of biological resources, which will solve many socio-economic and environmental problems in rural areas.

The organization of activities on unused territory and the revival of dying or extinct rural settlements other than economic ones also has a very large social effect. These resources can be a promising platform for the development of small businesses in rural areas.

The development of the agro-industrial complex in rural areas should go primarily through rational land use. Earth is a multifunctional resource. Each territory has agricultural land (arable land, hayfields, pastures, perennial plantations, fallow), forestry and land settlements. The multifunctionality of land resources suggests the possibility of using it not only as a factor of production, but also as a habitat. It is impossible to separate forest lands from rural areas. Harmonious land use is an important task for the socio-economic development of the territory.

Land resources in agriculture are of prime importance. Land is an object and means of production in agriculture, as well as a resource that allows you to receive material benefits due to its specific features. The land needs cultivation and, with rational and efficient land use, it allows to

obtain high yields, grow various crops and animals, and serve as a habitat for them.

Unlike many countries, in Kazakhstan there are enormous opportunities for the organization of agrotourism hunting complexes - millions of hectares of arable land are abandoned and almost never used. Alternative hunting industry - will allow to "reanimate" arable land, use shrubs, fires, cutting down, revive abandoned villages, which will attract not only the rural population, but also urban residents. Tens of thousands of villagers could be employed permanently in this industry [3].

The innovative nature of the modernization of hunting tourism lies in the fact that the activity in the field of traditional hunting is shifting to the modern conditions of diversification of the tourist business. Modernization will consist in a qualitative change in the approach to the management of hunting tourism. Most of kazakh society is accustomed to using the classical concept of hunting, which has primitive views and discussions about their humanity. It is proposed to radically change the classical idea of the organization of hunting [8]. The specifics and distinctive features of the modernized hunting industries lie in the fact that there is a change of reference points when the process of participation in the fishery itself, and not the commercial output of the fishery, begins to enjoy increased demand and generate revenues in excess of the cost of commercial products. Modern agrotourism hunting complexes are distinguished by the possibility of providing a whole range of non-standard assortment of goods and services focused on modern consumer preferences.

Results and discussion

A feature of the proposed modern agrotourism hunting complexes is that among their clients are not only hunters, but also eco and agrotourists. Analysis of the work of existing farms hunting farms shows that the farm is stable when the income from hunting animals does not exceed 30-40% of total income. The rest is earned by other means, including concomitant production, processing of farm products, making souvenirs, providing excursion and tourist services, etc. [6].

The range of services that hunting tourism can provide in integration with agro-and ecotourism is constantly increasing. The program for the development of ecological and rural tourism (agritourism) within the framework of the organization of agrotourist hunting complexes includes the following components:

- providing all-season agritourism, ecotourism and recreation;

- attraction of small business to the tourist and recreational infrastructure (hotel, eco-hotel, eco-food, hut crafts, recreation areas, rental equipment, souvenirs, crafts, etc.);

- cultural programs focused on various preferences and income levels of clients (master classes, fairs, folk holidays, etc.);

- excursions for educational purposes, etc.

Such promising areas as servicing environmental tourists, observers in the wild, organizing comprehensive hunting tours can undoubtedly become the hallmark of the regions, increase the inflow of investments in regional and municipal budgets, materially and spiritually support and improve the socio-economic condition of a rural settlement. In addition, eco-tourism is based and grows on the basis of an eco-farm, as an important element is environmentally friendly food for tourists [4].

The market for agrotourism hunting complexes will consist of 4 main segments. The primary segment is regular customers - hunters. The secondary segment is regular consumers of products of this economy (for example, meat processing enterprises, restaurants and cafes, consumers of gourmet products), which, unlike the primary segment (where there is a greater demand for services) have the nature of demand mainly for hunting products. Wild meat is widely used for gastronomic purposes. The tendency to the increasing use of game is associated with deterioration in the quality of industrial meat due to the intensification of production. The third segment is consumers who are not interested in either the hunt or its products, who will visit the park for educational and educational purposes. This segment includes: environmental tourists; pupils, students, teachers; representatives of other hunting farms; lovers of bench shooting; wildlife lovers; businessmen wishing to meet without ties; families with children who are not indifferent to the silence and beauty of East Kazakhstan nature. The fourth segment for the hunting park are consumers with a one-time consumption pattern. It is to this market segment that the head of the hunting complex should pay as much attention as possible, transferring one-time consumers to the category of permanent, increasing the demand for services and products, and thereby sales. It is important to track in time and professionally the peculiarities of customer consumption and to create an image of a household that cares about customer needs and clearly responds to new types of preferences and the demand for them [6].

It is necessary to emphasize that rural, ecological, agrotourism within the framework of the activity of hunting complexes, having a high recreational potential, will not only bring tangible incomes to the villagers, but will also contribute to the widespread propaganda of folk crafts and cultural traditions, and the increase in employment. Standard natural resources of recreation (recreational landscapes, bioclimate, hydro-mineral, etc.) and non-standard exotic tourism will be able to complement each other and meet the needs of a significant part of consumers. Agrotourist hunting complexes will be able to attract both Kazakh and foreign consumers.

New activities arising in the process of diversification of hunting tourism, allow adding diversity to the rural economy, organizing additional jobs, creating demand for local goods and services, reviving traditional types of environmental management, manufacturing environmentally friendly and safe products - raw materials of non-traditional types of slaughter animals, crafts, intensify rural crafts (hunting, fishing, etc.), ecological (rural) tourism. In this connection, additional sources of income are being formed for the regions, the situation of rural entrepreneurs and people in rural areas is changing dramatically: they are at the same time producers and suppliers of tourist services that are in demand among consumers.

The effective functioning of such facilities allows for a more rational use of the labor of workers, to mitigate the seasonality of agricultural labor, to occupy part of the working-age population in rural areas, and to rationally use the natural resource potential. In addition, hunting complexes will be able to produce a fairly significant amount of products, saturating the market with goods of their own production. Of great importance for the population is the use of available biological resources and local raw materials.

The peculiarity of the positioning of such objects is that they can function as an alternative industry (structural element) of dual-purpose Agricultural complex - not only production, but also recreational.

In the system of measures of an integrated approach, agrotourism hunting complexes contribute to solving the problem of rural employment. This is extremely important, since the processes of recovery, modernization and sectoral transformation of rural employment in the regions are far uneven. As a result of negative crisis manifestations, an extensive zone of depressed rural

regions has emerged, in which there is an extremely insufficient supply of jobs; it is a preventive measure that will break the vicious circle of established rural poverty by creating alternative employment [7].

Such objects: are one of the main sources of income for the rural population. In conditions of total mass poverty, when more than 40% of disposable resources are located behind its threshold, and more than half of the rural population are in terms of cash income, they can be a way of survival of the rural population; they are a factor that hinders the process of depopulation and the depopulation of rural areas; promote the production of products from unconventional raw materials, which can be carried out in the framework of small business; A market niche could potentially transform into new markets for mass production.

Developed proposals for the organization of innovative agrotourism hunting complexes will be promising to be implemented throughout the country. As a methodological material, a model project developed by the author for a business plan for the Katon-Karagai hunting park.

The innovative nature of the developed business project consists in the simultaneous management of several activities at once: the maintenance of the farm and the management of the hunting economy; the provision of hunting services; production of meat and other animal raw materials of non-traditional types of slaughter animals; activities in the field of social and cultural services and tourism.

The services and products offered as part of the project have properties that distinguish them favorably from those existing in a similar market of services. The activity of opening a hunting complex is very specific. The main feature is that it is proposed to sell the hunting process itself (as a commercial service), which includes much more than just animal prey. Hunting Park implies appropriate infrastructure, in addition to the most professionally organized hunting, offers ecological tourism services, excellent outdoor recreation, comfortable accommodation, equipment rental, shooting range, exquisite exotic cuisine, organizing a wide excursion program and paid demonstrations of animals like an open zoo and much another. So, the hunting park (complex) can be considered not only as a territory for hunting, but also as a recreational center.

Kazakhstan has unlimited possibilities for the development of hunting tourism. The organization of innovative agrotourist hunting complexes is

successfully combined with the development of agriculture, animal husbandry, forestry and other branches of the agro-industrial complex. The use of the territory for conducting hunting economy in combination with other branches of the economy contributes to the increase of its productivity. For example, a forest that serves as a source of obtaining not only wood. In addition, forest cuttings, while the forest is growing, are valuable mainly as hunting grounds.

In the early nineties, in connection with the transition to market relations, the economy and the entire content of life changed radically in our country. There are new opportunities for business, including in the field of hunting and hunting. Moreover, the experience of countries in which efficient business has been well developed for a long time shows that the hunting industry is more profitable in comparison with traditional agriculture. Thus, a well-developed service sector turns every hunt into an unforgettable holiday. Hunting farms are engaged in growing wild animals in the same way that peasant breeders do. Thus, the "hunting farm" has a history of many thousands of years, and humanity is very much obliged to the hunter-farmer. And this direction needs to be developed.

Professor A.A. Danilkin convinced that the breeding and use of animals in hunting farms and parks is the same business as breeding pets [5]. In addition, captive breeding of wild ungulates is several times more profitable than keeping them in the same area of livestock. Wild ungulates require less care, they do not need to build capital farms, they are less susceptible to diseases. Their meat is of higher quality, it lacks hormones and antibiotics that farm livestock receives. Aviary breeding allows you to engage in the economic circulation of wild animals. This direction may become the most important element of agriculture (alternative to traditional animal husbandry) in Kazakhstan [9].

This multipurpose direction should be fully developed and maintained at the state level, considering it as: small business; a branch of animal husbandry, which allows partially replacing traditional agricultural species with non-traditional types of slaughter animals, increasing the range of livestock products; the form of conservation of the gene pool of hunting animals; guaranteeing the hunter a successful hunt; provision of maximum types of services during the fishery; a real way of ensuring the country's food security, reducing rural unemployment and developing ecological tourism.

Findings

The creation of innovative agrotourist hunting complexes will give an impetus to the development of regions. It is important to note that this proposal, in addition to economic, also pursues environmental, social and cultural goals, and fully meets the criteria for sustainable rural development and is consistent with the goal and objectives of the Strategy for the Development of Tourism in the Kazakhstan [3].

The social effect is manifested in the preservation of existing and the creation of new jobs, increasing the income of the local rural population; the activity of the modernized crafts will be directed not only at the mass sports enthusiasm, but also to be an important source of livelihoods of the population of nearby villages; An important role is played by the multiplier effect, which is based on the propagation mechanism: creating jobs for reproducing and extracting

biological resources, jobs are automatically created in the trading system, its processing and along the chain in other, if necessary, contiguous industries.

The economic effect is to make a profit from the provision of services, commercial products, competitive gourmet raw materials; increasing sales of regional products, which will also lead to increased economic efficiency of local enterprises.

The environmental effect is expressed in a more rational use of the natural resources of the territory, etc.

Tourism today should become a locomotive of regional development, a link between the commercial interests of various business areas, the priorities of state policy and the cultural needs of society. In this regard, it is extremely important that the tourist product meets all the requirements of a modern traveler.

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Зиядин Саябек Таттібекұлы

Лауазымы: экономика ғылымдарының докторы, профессор, Әл-Фараби атын. ҚазҰУ Экономикалық зерттеулер орталығының директоры.

Пошталық мекен-жайы: 050038, Қазақстан Республикасы, Алматы қ., Әл-Фараби даңғылы, 71, әл-Фараби атындағы ҚазҰУ

Ұялы. тел: +7 701 812 38 89

Тлемисов Ұлан Бағдатұлы

Лауазымы: PhD докторант, Семей қ. Шәкәрім атындағы мемлекеттік университеті, Педагогикалық институт директоры

Пошталық мекен-жайы: 071400, Қазақстан Республикасы, Семей қ., Широкая, 21А

Ұялы. тел: +7 747 177 47 01

Тлемисова Жансая Мұратқызы

Лауазымы: экономика және менеджмент кафедрасының аға оқытушы, Қазақ гуманитарлық-заң инновациялық университеті

Пошталық мекен-жайы: 071400, Қазақстан Республикасы, Семей қ., Набережная, 10-15,

Ұялы. тел: +7 747 177 47 02

Аңшылық туризмді диверсификациялау ауылдық жерлердің экономикасын дамытудың тетігі ретінде

Зиядин Саябек Таттибекович

Должность: доктор экономических наук, ассоциированный профессор, директор центра экономических исследований КазНУ им. аль-Фараби.

Почтовый адрес: 050038, Республика Казахстан, г. Алматы, пр. аль-Фараби, 71, КазНУ им. аль-Фараби

Сот. тел: +7 701 812 38 89

Тлемисов Улан Багдатович

Должность: PhD докторант, Семей Государственный университет им. Шакарима, директор педагогического института

Почтовый адрес: 071400, Республика Казахстан, Семей, Широкая, 21А

Сот. тел: +7 747 177 47 01

Тлемисова Жансая Муратовна

Должность: старший преподаватель, кафедра экономики и управления, Казахский гуманитарно-юридический инновационный университет

Почтовый адрес: 071400, Республика Казахстан, г. Семей, Набережная, 10-15

Сот. тел: +7 747 177 47 01

Диверсификация охотничьего туризма как способ развития экономики в сельской местности

Ziyadin Sayabek Tattibekovich

Position: Doctor of Economics, Associate Professor, Director of the Center for Economic Research, KazNU. al-Farabi.

Mailing address: 050038, Republic of Kazakhstan, Almaty, Al-Farabi Ave., 71, KazNU. al-Farabi,

Mob.phone: +7 701 812 38 89

Tlemisov Ulan Bagdatovich

Position: PhD doctorate, Semey Shakarim State University, Director of Pedagogical Institute

Postal address: 071400, Republic of Kazakhstan, Semey, Shirokaya, 21A

Mob. tel: +7 747 177 47 01

Tlemissova Zhansaya Muratovna

Position: Senior Lecturer, Department of Economics and Management, Kazakh Humanitarian-Law Innovative University

Postal address: 071400, Republic of Kazakhstan, Semey, Naberezhnaya, 10-15

Mob. tel: +7 747 177 47 02

Diversification of hunting tourism as a method of developing the economy in rural areas