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## MODERN ASPECTS OF RURAL EMPLOYMENT IN KAZAKHSTAN

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**Abstract.** *The article studies the social employment of the village population, since this problem significantly affects the professionalism and potential development of any villager. The worker creates the main wealth of society, leads to progressive, innovative ideas, turning them into a sought-after product, and also contributes to social life. The opposite side of employment can be attributed to unemployment, which leads to degradation, increases the number of beggars, and reduces the quality of life of society. Preventing unemployment and increasing the employed population is one of the central, strategic objectives of state policy.*

*As part of the study carried out by the authors, a quantitative assessment of the structure of rural labor markets was carried out based on a sources combination of official statistical information. The results of the study will help to identify the negative consequences of rural unemployment for the economic activity of the regions, the dynamics of development, and the tension in the labor market in the countryside.*

*The study results contributed to the identification of the rural unemployment negative effects on the regional economic activity, the dynamics of development, and the tension in the labor market in the village. Significant impact of small business development on the number of employed populations has been revealed. The importance of households in studying the rural employment problem and state support measures for this category of households is assessed.*

*When analyzing the directions of development in the field of employment of the rural population, the following research methods were used: abstract-logical - in identifying modern aspects of employment; economic and statistical in the analysis of the state, changes in the structure of the rural population; as well as a monographic one - in determining the priority directions of increasing employment of the rural population and the mechanism of its regulation.*

**Key words:** *regions, employment in rural population, problems of increasing employment, definition of working conditions, implementation of the program, human standard of living.*

**Introduction.** Employment issues in rural areas are now a fundamental problem in developing the agro-industrial complex of Kazakhstan. The employment level of the population is the leading indicator of the economic condition, the basis of the population's well-being, and the condition of social stability. Kazakhstan is one of the few countries with economies in transition where market reforms in the agrarian sector have led to a sharp drop in production, a decrease in living standards, and a sharp increase in unemployment. Therefore, we will explain the scientific and public interest in this topic.

The motivation of citizens in Kazakhstan to work and employment should be carried out due to the expansion of production, the creation of new sought-after industries, and increasing opportunities for the development of entrepreneurship. To this end, various Concepts State targeted programs are being developed on a long-term, medium-term basis with a specific budget of financing and the inclusion of the population in employment and development of individual regions and the economy as a whole [1, 2].

Important indicators of the transformation of employment are changes in the labor force's age composition under the influence of shifts in categories in the labor market. Despite inevitable fluctuations over the years, there was a clear trend towards an increase in the number of young people employed from 16 to 24 years of age (42 percent), which demonstrated the process of their rejuvenation in production [3].

**Research Methods.** The following methods of research were used in the process of work: methods of systemic, logical and comparative analysis, statistical methods. The study's information and empirical basis were the data of the Committee on Statistics of the Ministry of National Economic of the Republic of Kazakhstan, as well as reference and normative materials, scientific and methodological recommendations, economic periodicals, and the information potential of the Internet.

**Results and Discussion.** Recently the agro-industrial complex is gradually adapting to management's market method, but rural workers' demand is declining. However, other industries are increasing, the reason for this may not be a decrease in the production of labor costs of villagers during the agricultural production, and a decrease in the crops area and livestock of individual farms and cooperatives, with a continuing decline in production as a result of a decrease in the area of crops and livestock.



Table 1

Employed population in Kazakhstan, including in the agricultural sector (thousand people)

Indicators	Actual values					Deviations 2019/2015	
	2015	2016	2017	2018	2019	+,-	%
Employed population - total:	7631,1	7647,9	7704,6	8114,2	8301,6	+670,5	8,8
Agriculture, hunting, and fisheries	2349,2	2221,7	2175,2	2294,9	2196,1	-153,1	-6,52
Share of the rural employed population of the Republic of Kazakhstan,	30,78	29,05	28,23	28,28	26,45	-4,33	-14

Note: Compiled by the authors according to the source [4]

An analysis of Table 1 revealed that the working population in the countryside was declining from year to year and decreased by 6.52% over five years. In 2019, it amounted to 2196.1 thousand people, which is equal to about 26.45% of the total employed population. This was due to a decrease in areas, pastures for livestock, as well as the outflow of labor to the city, since in 2015 the share of the working rural population of the total employed population of the republic was 30.78%, then in 2019 this figure decreased by 14%.

Table 2

Formation of the labor force in agricultural production by regions of the Republic of Kazakhstan, in 2019

Region	Employed in agriculture		including			
	In total	specific weight, %	employees		self-employed	
			In total	specific weight, %	In total	specific weight, %
Northern	649,4	28,1	221,1	34,3	428,3	25,7
Western	247,3	10,7	54	8,4	193,3	11,6
Eastern	<b>214,7</b>	<b>9,3</b>	<b>64,9</b>	10,1	150,0	9,0
Central	134,0	5,8	60,7	9,4	73,3	4,4
Southern	1065,4	46,1	324,8	50,4	821,6	49,3
The Republic of Kazakhstan	2311,0	100	644,4	100	1666,6	100

Note: Compiled by the authors according to the source [4]

In agricultural production, the employed population increased in 2019 by 31.8% compared to 2000 and amounted to 2.3 million people, of which 72.2% were self-employed, and 27.8% were employees. Only in the southern region is 46.1% of the republican indicator, the northern - 28.1%; the proportion of self-employed in these regions is high, by 49.3 and 25.7% respectively. It was due to an increase in production volumes by 3.2 times over the next period. At the same time, there was a decrease in the number of employees in large agricultural enterprises, which is associated with the process of demarcation and the formation of peasant farms [5].

The process of unification of peasant farms in the form of a simple partnership is primarily associated with peasants' desire to maintain productive and economic independence and receive state subsidies issued for the production of agricultural products. Close dependence on the established agricultural production specialization of the region; The possibilities of expanding the production and influence of the acquired skills of the rural population in cultivating a particular crop, maintaining various types of animals contributes to the optimization of small peasant farms, which having merged into a cooperative, will be able to maintain their independence and obtain the status of individual entrepreneurs. At the same time, economic functions between peasant farms will be regulated, and this will create the basis for better use of workers and, in the future, will help transform into service cooperatives (agro-service, marketing, procurement, processing) [6]. The study shows in Table 2 the forecast of job creation in agricultural cooperatives of Kazakhstan for 2021.

During the crisis period, the "survival strategy" policy was used to provide promising employment. The basis of this strategy was the Roadmap program, which contains the current measures to preserve jobs, increase the time for the payment of unemployment benefits [7].

The current social situation has identified the following pressing problems of employment of citizens in rural areas:  
- unsatisfactory level of formation of the institutional and legal provision of employment, which leads to incidents of conflicts in the labor market;



Table 3  
Forecast of job creation in agricultural cooperatives of Kazakhstan for 2021

Region	Forecast of new		Allocation of necessary credit resources, million tenge
	agricultural cooperatives	workplaces	
The Republic of Kazakhstan	642	4651	35966
Northern	217	1580	12228
Southern	204	1495	11508
Western	112	792	6116
Eastern	70	512	3956
Central	39	279	2158

Note: Compiled by the authors according to the source [4]

- ineffective employment, which is manifested by a high concentration of labor in low-profit structures, a high level of ineffective use of labor, time, a decrease in the total number of employees in high-tech, as well as science-intensive areas of activity;

- the mechanisms of the use of labor are insufficiently effective, dynamically affecting macroeconomic transformations;

- a decline in the qualifications of the best personnel due to the real connection between wages and the level of professionalism, their movement into informal employment, migration abroad;

- growing gap between demand and supply in professional personnel;

- deterioration of quality characteristics, existing jobs and slow creation of new ones;

- an increase in injuries, as well as occupational diseases due to an increase in the proportion of jobs with unfavorable work criteria;

- an aggravation of the problems of employment of certain socio-demographic groups of the population: youth, disabled people, women, retired military personnel, etc.;

- maintaining a significant scale of hidden unemployment in production, expanding the supply of labor in the "shadow" sphere of employment;

- insufficiently mobile response to changes in demand and supply for a workforce with a vocational education system;

- the presence of spontaneous movement of labor within the state;

- low integration of migrants - oralmans to their historical homeland;

- weak accessibility of the housing market, which prevents flexible movement and the use of the economically active population;

- the lack of the possibility of accelerated retraining of the unemployed in the required specialties;

- the direction of large flows of labor migration from the CIS countries (primarily from Kyrgyzstan and Uzbekistan) to Kazakhstan;

- a significant volume of illegal labor migration and the lack of mechanisms for the return of migrant workers to their places of permanent residence, which are illegally located on the territory of the Republic of Kazakhstan;

- lack of a common automated information base on employment issues.

To overcome the turning points during the crisis, stimulating financial activity and transforming to an industrial-innovative work method today requires the state to form a new employment strategy - "development strategy."

**Conclusion.** The analysis of rural employment has resulted in the following proposals:

1. Historically, the cyclical views of scientists on the problem of state intervention in the process of employment management are traced: from a complete rejection of state intervention (classicism, neoclassicism) to the idea of the need for regulation by the government (neoclassical synthesis, partly Keynesianism). Based on the study of established theories of employment (classical, Marxist, Keynesian, Neoclassical, monetary, institutional), their main provisions and conclusions were systematized, and their impact on solving the above problems was investigated [8-10].

2. In the process of studying the main problems of employment in the regional labor market and studying the issues of forced unemployment of the rural population, we have developed a classification of the main factors affecting the growth of the labor population in agriculture. It allows you to more specifically determine the essence of employment and develop a certain set of measures to regulate it in the labor market. Employment factors are divided into the following groups: economic, organizational, socio-demographic, sectoral, scientific, and technical.

3. The study results contributed to the identification of the negative effects of rural unemployment on the economic activity of the regions, the dynamics of development, and the tension in the labor market in the village.

4. Significant impact of small business development on the number of employed populations has been revealed. In the structure of all registered small businesses of the republic, the largest share falls on individual entrepre-



neurs - 61.1%, small businesses - 20%, peasant farms - 18.9%. Currently, the number of employees in small and medium enterprises has reached 1726.2 thousand people, compared to 318.4 thousand in 2000; it has increased 5.4 times. In regional terms, the largest number of employees in small businesses is in the southern region regions, whose share reached 46.9%. Simultaneously, among enterprises engaged in agricultural activities, the largest share is accounted for by enterprises in the northern region (52.6%), and the smallest - in the western region.

5. Factors affecting the development of peasant farms and the growth of employment have been identified. The reasons for preventing the increase in employment in peasant farms were identified, their classification was given, and features were revealed.

6. The state of self-employed rural residents was coupled [11-12].

7. During sociological research, it was revealed that about 40% of respondents came to business, feeling the abilities for this kind of activity, 19.7% - due to the possibility of realizing their knowledge and skills. Simultaneously, in rural areas, most are engaged in entrepreneurship forcibly - 23% of respondents came to business since they regarded this as the only way to provide for the family, 17% became businessmen due to objective circumstances.

8. The importance of households in studying the problem of rural employment and state support measures for this category of households is assessed. We concluded that households' time should be attributed to working time since many types of agricultural products in the republic are produced there. Thus, the households of the population are socially necessary.

9. Recognition of the social importance of work in households is considered as a practical principle of social equality between the population of the city and the village: those employed in this area, if they do not have paid work or income, should be subject to social insurance and security, for which purpose appropriate legislative acts must be adopted.

10. The state can and should assist households: allocating subsidies for the purchase of breeding cattle, poultry, sowing material, veterinary services for animals, processing of sowing material, plant protection; allocate micro-credit for the construction of livestock premises, the rental of agricultural machinery, the acquisition of fuel and lubricants; Facilitate the co-operation of peasant farms and production cooperatives; Contribute to the rehabilitation of the rural procurement network, as rural development is a strategic objective of sustainable development and ensuring the food security of the state [13-15].

11. Prospects for increasing employment in the agricultural sector and the development of the labor market were determined: the projected dynamics of the number of rural cooperatives, as well as the number of labor resources in agricultural cooperatives and the allocation of the necessary credit resources for the development of rural territories of Kazakhstan, were determined.

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## **ҚАЗАҚСТАНДАҒЫ АУЫЛДЫҚ ЖЕРЛЕРДЕГІ ХАЛЫҚТЫ ЖҰМЫСПЕН ҚАМТУДЫҢ ҚАЗІРГІ АСПЕКТІЛЕРІ**

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**Түйін.** Мақалада ауыл халқының жұмыспен қамтылуын арттыру мәселелері қарастырылған, өйткені әлеуметтік мәселе әрбір адамның кәсіби мүмкіндіктерін қалыптастыру мен дамытуда, оның жеке басын қалыптастыруда және ашуда шеңбері рөл атқарады. Авторлар жүргізген зерттеу шеңберінде ресми статистикалық ақпарат көздерінің тіркесімі негізінде ауылдық еңбек нарықтарының құрылымын сандық бағалау жүргізілді. Зерттеу нәтижелері ауылдағы жұмыссыздықтың аймақтардың экономикалық белсенділігі, даму динамикасы және ауылдағы еңбек нарығындағы шиеленісу үшін жағымсыз салдарын анықтауға көмектеседі.

**Түйінді сөздер:** аймақтар, ауылдық елді мекендегі жұмыспен қамту, жұмыспен қамтуды арттыру мәселелері, еңбек жағдайларын анықтау, бағдарламаны іске асыру, адамның өмір сүру деңгейі, қоғамдағы әлеуметтік күйзелістер, Жұмыспен қамтудың трансформация индикаторлары, жұмыс күші.



## СОВРЕМЕННЫЕ АСПЕКТЫ ЗАНЯТОСТИ НАСЕЛЕНИЯ СЕЛЬСКОЙ МЕСТНОСТИ В КАЗАХСТАНЕ

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**Резюме.** В статье изучена социальная занятость населения села, так как данная проблема влияет значительно на профессионализм и потенциальное развитие любого сельчанина. В рамках исследования, выполненного авторами, проведена количественная оценка структуры сельских рынков труда на основе размещения источников официальной статистической информации. Результаты исследования будут способствовать выявлению негативных последствий сельской безработицы для экономической деятельности регионов, динамичности развития, напряженности рынке рабочей силы в селе.

**Ключевые слова:** регионы, занятость в сельском населении, проблемы повышения занятости, трудовые условия, реализация программы, благосостояние сельчан, факторы, индикаторами трансформации занятости, рабочая сила.

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## МАРКЕТИНГОВОЕ УПРАВЛЕНИЕ КОНКУРЕНТОСПОСОБНОСТЬЮ ГОСТИНИЦ В КАЗАХСТАНЕ

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**Аннотация.** В статье определены основные направления управления конкурентоспособностью отелей. С помощью инструментов маркетинга, ориентируясь на индивидуальность, комплексность и эргономичность гостиничных услуг можно улучшить качество отелей. Важное значение в процессе оценки конкурентоспособности уделяется применяемым интернет-технологиям. При этом отзывы, получаемые через известные системы бронирования, служат барометром для оценки качества деятельности отелей. Исследование зарубежного опыта возможностей повышения конкурентоспособности показало, что основными трендами является индивидуальность или уникальность услуг, применение формата мультидизайнерских гостиниц, также акцент сделан на комплексность решений и дальнейшее развитие интернет-технологий. Оценка конкурентоспособности отеля зависит от его позиционирования, целевой аудитории и специализации. При этом, важно понять, какие качественные характеристики или ценности для гостей более приоритетны при предоставлении сервиса. Для повышения конкурентоспособности отелей целесообразно отслеживать цикл сервиса и контролировать показателя на каждом его этапе.

**Ключевые слова:** гостиницы, конкурентоспособность, эргономика, комплексность, продвижение, услуга, качество.

**Основные положения.** При оценке конкурентоспособности целесообразно учитывать тренды на рынке гостиничных услуг и возможности их применения для улучшения детальности гостиниц.

В связи с тем, что гостиничный бизнес является сферой услуг, то процесс управления конкурентоспособностью должен быть комплексным, с одной стороны целесообразно учитывать показатели сервиса, с другой стороны эргономики и привлекательный интерьер и экстерьер.

В управлении конкурентоспособностью гостиниц системный подход позволяет добиться устойчивых конкурентных преимуществ на длительный период времени.

**Введение.** На современном этапе рынок гостиничных услуг интенсивно развивается, происходит дифференциация типов гостиниц, как по тематическому направлению, так и по классу обслуживания и целевой аудитории. Особую актуальность приобретают бренды, работающие по франшизе, такие как, Риксос, Мариотт, Хаятт, Ритц Карлтон и другие.

Развитие рынка гостиничных услуг имеет свои особенности, которые отражаются в том, что все гостиницы страны можно разделить на две группы. На отечественный рынок активно входят популярные международные гостиничные сети, которые работают по договору франшизы или контракту на управление. Вместе с тем, имеется постсоветские отели, которые представляют собой классический формат. В целом, анализ гостиничного рынка в Казахстане показывает, что вошли на рынок не только высококлассные отели, но и