



## ПУТИ СОВЕРШЕНСТВОВАНИЯ ОРГАНИЗАЦИОННО – ЭКОНОМИЧЕСКИХ МЕХАНИЗМОВ РАЗВИТИЯ ГОСТИНИЧНО – ТУРИСТСКОГО БИЗНЕСА

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**Резюме.** В статье рассматривается тот факт, что в современном мире резко возросла потребность в путешествиях, а значит и появилась необходимость развития и улучшения качества гостиничного бизнеса. Подчеркнуто то, что гостиничный бизнес – это один из двигателей экономического роста многих стран, поскольку он выступает каналом перераспределения валового национального продукта между странами. Применительно к региональной экономической системе, авторы утверждают, что конкурентоспособный туристский комплекс вносит значительный вклад в социально-экономическое развитие региона, в том числе за счет привлечения дополнительных инвестиций, налоговых поступлений в бюджет, увеличения числа рабочих мест, сохранения и рационального использования культурного, исторического и природного наследия.

**Ключевые слова:** туризм, экономическое развитие, региональная экономика, интеграция, планирование, экономический рост, международные отношения.

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## GLOBALIZATION AS A FACTOR OF IMPROVING KAZAKHSTAN'S FOREIGN ECONOMIC ACTIVITY

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**Annotation.** Currently, the importance of foreign economic activity for the enterprise cannot be underestimated. Kazakhstani enterprises cannot consider the foreign market only as another sales market, because there are qualitative differences in the development and condition of domestic and foreign markets, characteristic of all developing countries. When the domestic market lags behind in its development (including the level of products) and infrastructure from foreign markets, foreign economic activity can have the greatest impact on the growth and development of the enterprise. For effective foreign economic activity, an enterprise must have high levels of management, knowledge and competencies of personnel, the quality of resources used, etc. Moreover, it becomes possible and necessary to manage the level of these characteristics, and, consequently, the efficiency of foreign economic activity and the efficiency of the enterprise's development through the choice of the host country. Thus, foreign economic activity occupies a special place in the production and economic activity of any enterprise.

**Keywords:** globalization, the fourth industrial revolution, economic growth and development, change management, socio-economic development of the Republic of Kazakhstan, digitalization.



The objective process of the world's development in recent decades is globalization. A new system of socio-economic relations is being formed, in which there is a significant deepening of political, socio-economic and cultural ties of various states. In the economic aspect, globalization refers to the process of forming a single world economy, a single planetary market of goods, capital and services. The globalization of the world economy is studied by scientists of different schools and directions. Of particular interest are the problems of the development of national economies of individual countries in the context of global globalization processes, as well as problems related to the assessment of the contradictory nature of the impact of globalization on the functioning of economic systems. The trends of globalization are intertwined, creating in each country a unique combination of external and internal factors that determine its further development and position in the world economy. The range of these combinations ranges from the complete dependence of peripheral countries to supranational, hyper-competitive economic systems. Thus, the issues of the impact of globalization on economic development are a priority for most States.

#### **Main provisions of the article.**

Theoretical analysis of the impact of globalization on the economy of Kazakhstan, as well as identification of problems and benefits of this cooperation for the national economy.

Define the concepts and essences of globalization.

Identification of the main factors and directions of globalization of the world economy.

Theoretical description of the position of the Republic of Kazakhstan in the world economy.

Designation of prospects for the development of the domestic economy in the process of globalization.

#### **Introduction.**

Globalization is considered as a new stage of integration processes taking place in the world, which have affected all spheres of life: economy, politics, culture, etc. As a result, new organizational formations are emerging, and economic systems are being transformed under the influence of their activities. The assessment of the degree of influence of globalization on the development of various states is ambiguous and causes the greatest controversy [1]. Summing up, it can be noted that globalization manifests itself in the following main forms:

1) human communication capabilities have changed as a result of technological progress, there has been a communication compression of the world, the conditions of existence of many strata and classes in the world are converging;

2) the scale of interaction and the degree of interdependence of modern society have sharply increased, according to M. Castells, a "network society" is emerging;

3) the process of interaction between different cultures is intensifying, people are becoming more and more imbued with the consciousness that they live in a single, pluralistic, multicultural world (although Western mass culture dominates so far);

4) a new system of global social relations of the emerging global society is emerging due to a decrease in the influence of the state on society and international relations (for example, TNCs already control half of the economic capacity of the planet).

Thus, we can say that "Globalization" mostly characterizes objective changes in the world that occur outside of a person. "Globalism" is a change taking place in the subjective sphere. Globalism is a form of social consciousness. In the process of practical development of the globalizing world, society reflects it in its consciousness, forms a complex of ideas and emotions, which are called globalism.



Building a competitive economy of Kazakhstan is closely connected with integration into the world economy. In this regard, Kazakhstan's accession to the World Trade Organization (WTO), which accounts for 95% of all world trade, is the most important achievement of the economic policy of the Republic of Kazakhstan [2].

Also analyzing the world experience, many experts tend to believe that in 10-15 years Kazakhstan will be able to assert itself on the world market as a serious player if it brings oil refining to world standards (96-98%). Accordingly, petrochemical products will be competitive on the world market.

Globalization has strengthened and forced a new understanding of the place and role of the nation-State as a leading player on the world stage, still controlling its territory and natural resources.

Twenty years since the proclamation of Kazakhstan's sovereignty have become a period of intense work on reforming the national economy. All spheres of the socio-economic life of the country have undergone a significant transformation. If we take into account that before gaining sovereignty, our state did not have any experience in the development of market relations in the economy, then the achievements of the republic over the past years are really impressive.

Successful reforms and implementation of the guidelines defined by the Strategy "Kazakhstan-2050" allowed the republic to form its own model of a stable development economy, taking into account global economic trends and the conjuncture of foreign markets. The mechanisms put into operation made it possible in a relatively short time to restore the national economic system in a new form and give it the dynamics of sustainable growth [3].

The GDP growth in the following years is due to the activation of production processes in industry, agriculture, construction, transport and communication services, trade and other spheres. In general, the growth rates in Kazakhstan are ahead of developed and most developing countries, second only to China. But the main source of the country's economic growth is the oil industry. It meets domestic energy needs, accounts for 27% of GDP and 56% of total exports.

**Methodology.** Research methods include methods of economic, theoretical, logical and comparative analysis, synthesis, and graphical method. The theoretical and methodological basis of the research was the development of leading foreign and domestic scientists in the field of management, evaluation of foreign economic activity at enterprises. The regulatory framework consists of laws of Kazakhstan, decrees of the president of the republic of Kazakhstan, resolutions of the government of the republic of Kazakhstan, international standards. The information and empirical base of the study, which ensures the representativeness of the initial data, reliability, reliability and accuracy of conclusions, recommendations and proposals, was the annual and financial statements of enterprises.

### **Results.**

One of the main trends in the development of the modern world is the globalization of economic activity. This is a dynamic process that has its own characteristics at each new stage of development. Globalization is associated with a new wave of scientific and technological achievements of mankind. Breakthroughs in the field of communications, computer science, communications have changed the nature and quality of productive forces. Like any objective process, globalization is a contradictory phenomenon, it has its positive and negative sides [4].

On the one hand, globalization opens up new opportunities for the world economy, in particular, economic interaction at all levels is facilitated, economic growth is stimulated, the exchange of scientific and technological progress in the economic and intellectual spheres is



accelerating and increasing, which contributes to world social progress. On the other hand, the priority of exclusively market incentives and principles leads to a deepening of inequality in the world economy at all levels: interstate, national, personal, the economic and political dictate of transnational corporations is increasing, the instability of the world economy and the scale of migration are growing. In addition, globalization makes countries more vulnerable in cases of crisis processes in the financial and commodity markets of other countries. All this is impossible without an appropriate management system (Fig.1). [5].



**Figure 1. - Strategic management of foreign economic activity**

Note: compiled by the author.

Firstly, in the conditions of globalization, there is no free competition and free market in the leading industries in the central countries. The global markets of telecommunications, pharmaceuticals, oil production and refining, as well as automobiles, aerospace equipment, computers, network and power equipment, aluminum, cell phones, advertising and consulting services were in the hands of several multinational corporations. The competitive advantages of multinational corporations are largely related to their technological monopolism. In the USA, Japan and other countries of the "big seven", the use of extensive mechanisms of state regulation of the economy continues [6].

Secondly, the free market model, which, according to the principle of "double standards", is strenuously imposed as a goal of state policy, is actually used by it to exploit the periphery and buffer zone. The claims that the free market has now turned into its opposite on a global scale are not unfounded. From a sphere where equivalents should be exchanged, it has turned into a sphere where non-equivalent exchange prevails.



Thirdly, the information revolution and globalization objectively reduce the importance of market regulators in economic development, bringing to the fore factors that do not have an unambiguous valuation, and therefore cannot be regulated by price mechanisms alone.

Fourthly, the world-shaking financial crises, the destruction of the natural environment, the mass migration of the population from areas of chronic poverty and hunger, the increase in the number of unemployed, due to low literacy and qualifications, in third world countries - all this and much more testifies to the depravity of market globalism. To absolutize market principles, to rely only on the market, means to discredit the idea of globalization [7].

Thus, a balanced, serious analysis of the globalization process is needed, it is necessary to increase attention to its social aspects and contradictions in order to minimize the negative consequences of globalization.

According to economist a. Sharipov, doctor of economics, "no economic system will be able to develop rapidly in modern conditions without global technological borrowing from developed countries and without active export of its own production products to the markets of post-industrial countries, since they, in particular, have sufficient solvent demand. There is an objective situation in the world that does not allow any of the states to enter the post-industrial community without its consent and without its active support.

The world of post-industrial countries is entering the xxi century, having no worthy competitors. The task of kazakhstan's entry into the circle of post-industrial countries has no solution either in the near or even in the medium term. It should be said that such a socio-social phenomenon as globalization cannot be canceled by any document. It cannot be ignored either on a practical or theoretical level. Now it is necessary to turn to the message of the first president of the republic of kazakhstan n.a. nazarbayev, in which it says: "one of the serious problems 22 is called the increasing globalization of the economy and the entire social life of the modern world. Today, no country, no matter how large, no matter how rich, can develop successfully if it is isolated from the rest of the world. On the contrary, success accompanies those states that consciously, competently and dynamically integrate into the world economy." all this implies a modification of the logic of government by the state, the formation of a socially oriented market economy.

The first step may be an overestimated interest in the preparation and equipment of the cultural and institutional environment of the population of our country, to its high-quality characteristics, to the moral level. Purposeful efforts are required to develop human capital, increase the index of human progress, expand the area of difficult interactions and communications. What can be said about the state of the republic of kazakhstan on the world market for 2020- 2021? Assessing the place and role of our country in the modern world economy and politics, we can say that the republic is once again experiencing one of the most difficult stages of its existence and development [8]. The pandemic, the disrupted opec+ deal, the rapid subsidence of the petrodollar, currency swings, sanctions pressure on russia, the unfavorable outcome of the elections in the states. And of course, such a development of the situation could not but affect macroeconomic indicators and the tenge exchange rate.

**Conclusions.** As a result, it can be concluded that the globalization of the world economy can be qualified as a continuation of the process of internationalization of the world economy, which is characterized by increased interconnections of various processes and spheres, expressed in the gradual transformation of the world economy into a single market of services, goods, money, information, labor and knowledge. It is also worth noting some qualitative characteristics of this stage, such as the reduction of the financial distance between all



states of the world, the emergence of new forms of organization of the world economy, the increasing role of tncs in managing global economic processes, the formation of regional integration associations and the spread of a liberal market model.

Moreover, these processes are influenced and directly shaped by various prerequisites and factors. Analyzing which, we can say that the processes of globalization of the world economy gradually cover all spheres of public life of countries: production (in the form of multinational companies), trade, including stock and investment markets. As for the analysis of the development of globalization in developed and developing countries, based on the analysis of the openness of the economies of these countries and the presence of tncs in them, it can be concluded that developed countries are in many ways superior to developing countries both in terms of the openness of the economy and the presence of transnational corporations in them. This indicates that they are much more involved in international economic relations, which means that their level of globalization is much higher. This, in turn, indicates that there are significant differences in the economies of these countries and that the process of globalization aggravates them, which can lead to ambiguous consequences.

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## ЖАҢАДАНУ ҚАЗАҚСТАННЫҢ СЫРТҚЫ ЭКОНОМИКАЛЫҚ ҚЫЗМЕТІН ЖЕТІЛДІРУ ФАКТОРЫ РЕТІНДЕ

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**Түйін.** Бұл зерттеу жұмысы әлемдік экономиканың жаһандануына, оның факторлары мен бағыттарына, сондай-ақ жаһандану жағдайындағы қазақстандық экономикаға арналған. Бұл құбылыс объективті, ол өзінің субъектілері мен объектілері арасындағы көптеген сызықты емес, корреляциялық байланыстары бар күрделі кешенді құрылымдық жүйе ретінде көрінеді. Соңғы тарихтың жаһандануы бірқатар нақты сипаттамаларға ие: көп полярлы қазіргі әлемнің ауқымын кеңейту; әлемдік, жаһандық ойыншылардың, оның ішінде мемлекеттік емес актерлер есебінен саны мен алуан түрлілігінің өсуі; жергілікті (өңірлік) және жаһандық, әлемдік жүйелердің тікелей өзара байланысы мен өзара тәуелділігін күшейту; жаһандық саяси, әкімшілік процестердің дезинтеграциясы мен кері турбуленттілігін күшейту.

**Түйін сөздер:** жаһандану, төртінші өнеркәсіптік революция, экономикалық өсу және даму, өзгерістерді басқару, Қазақстан Республикасының әлеуметтік-экономикалық дамуы, цифрландыру.



## ГЛОБАЛИЗАЦИЯ КАК ФАКТОР СОВЕРШЕНСТВОВАНИЯ ВНЕШНЕЭКОНОМИЧЕСКОЙ ДЕЯТЕЛЬНОСТИ КАЗАХСТАНА

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**Резюме.** Данная исследовательская работа посвящена глобализации мировой экономики, ее факторам и направлениям, а также казахстанской экономике в условиях глобализации. Актуальность обозначается тем, что глобализация в XXI в. явление объективное, которое проявляет себя как сложная комплексно-структурная система с множеством нелинейных, корреляционных связей между своими субъектами и объектами. Глобализация новейшей истории имеет ряд определенных характеристик: расширение ареала многополярного современного мира; рост количества и разнообразия мировых, глобальных игроков, в том числе за счет негосударственных актеров; усиление прямой взаимосвязи и взаимозависимости локальных (региональных) и глобальной, мировой систем; усиление дезинтеграции и обратной турбулентности глобальных политических, административных процессов.

**Ключевые слова:** глобализация, четвертая промышленная революция, экономический рост и развитие, управление изменениями, социально-экономическое развитие Республики Казахстан, цифровизация.

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## DEVELOPMENT OF THE TELECOMMUNICATIONS SECTOR IN THE ECONOMY OF KAZAKHSTAN AS THE BASIS OF THE NATIONAL MODEL OF THE INFORMATION SOCIETY

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**Annotation.** The completion of the stabilization stage of the republic's economy and its transition to a trajectory of sustainable growth create objective prerequisites for the real use of medium-term and indicative long-term planning tools in the practice of state regulation and management. An important place in the general system of long-term planning is given to the formation on a medium-term basis of a strategy for the development of large industrial complexes, one of which is the telecommunications sector, whose increasing role at the present stage is determined by the trends of globalization and informatization of all aspects of public life on a global scale. Telecommunications are an integral part of the infrastructure, the development of which, in accordance with the provisions of the Development Strategy of Kazakhstan until 2030, is assigned to one of the seven long-term priorities and should contribute to: strengthening national security; political stability; economic growth.