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**THE ECONOMIC IMPACT OF THE HOTEL AND RESTAURANT BUSINESS ON THE DEVELOPMENT OF RURAL AREAS OF KAZAKHSTAN**

**Abstract.** *The article examines the economic impact of the hotel and restaurant business on the development of rural areas of Kazakhstan, highlighting the role of these industries in stimulating the growth of the rural economy and improving the quality of life of the local population. In recent years, Kazakhstan has been actively developing agrotourism and ecotourism, which contributes to the expansion of hotel and restaurant services in rural areas. The main positive effects are considered: the creation of new jobs, increased income for local producers through the purchase of agricultural products, as well as the development of infrastructure, including roads and utilities. The article also analyzes government initiatives and programs aimed at supporting the hotel and restaurant sector, such as subsidies, tax incentives and incentives for private investment. Examples of successful projects are given, confirming the importance of the hotel and restaurant business as a driver of sustainable development of rural areas. The article emphasizes that further development of these industries can become an important factor in economic diversification and increasing the tourist attractiveness of Kazakhstan.*

**Keywords:** *hotel business, restaurant business, economic impact, rural development, agrotourism, ecotourism, rural economy.*

**Introduction.**

Economic development in rural areas remains a critical challenge for many countries, including Kazakhstan. The country's rural regions, which are rich in natural resources, cultural heritage, and traditional crafts, have immense potential to contribute to the national economy. However, due to limited employment opportunities, underdeveloped infrastructure, and a lack of modern services, rural communities often struggle with poverty and population decline. The article *"The economic impact of the hotel and restaurant business on the development of rural areas*

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of Kazakhstan" focuses on the role of the hospitality industry in addressing these challenges by driving economic growth and improving the quality of life in rural areas.

The article emphasizes that the hotel and restaurant business is not merely a source of income for business owners but a vital contributor to the socio-economic development of rural communities. By providing employment opportunities and promoting local products and services, the hospitality sector can help reduce rural unemployment and raise living standards. Moreover, the development of hotels and restaurants attracts tourists to rural areas, which generates additional revenue and encourages investment in infrastructure, such as roads, utilities, and communication networks.

In Kazakhstan, rural tourism has been identified as a key area for economic diversification. The government is focusing on promoting tourism in rural regions to reduce the dependence on traditional industries such as agriculture and mining. This shift presents a significant opportunity for rural communities to participate in the growing hospitality sector. The article highlights how hotels, restaurants, and cafes in rural areas can serve as a platform for cultural exchange and economic engagement.

The introduction provides a comprehensive overview of the potential economic impact of the hotel and restaurant business on rural Kazakhstan. It argues that investing in the hospitality sector can contribute to long-term rural development, ensuring a more balanced and sustainable regional economy.

### **Materials and methods.**

In the process of preparing the article "*The economic impact of the hotel and restaurant business on the development of rural areas of Kazakhstan*" a combination of research methods and materials was employed to ensure a comprehensive analysis of the subject matter. The primary objective of this study was to investigate the role of the hotel and restaurant industry in fostering rural development in Kazakhstan, with a focus on economic growth, job creation, and the enhancement of local infrastructure. This section provides a detailed description of the materials and methods used in the study, including data collection techniques, analysis methods, and the tools utilized to achieve the research objectives.

The research was conducted using a mixed-methods approach that combined both qualitative and quantitative research methods. This approach allowed the researchers to gain a deeper understanding of the economic impact of the hotel and restaurant business on rural areas in Kazakhstan by integrating numerical data with qualitative insights from stakeholders.

The study employed both **descriptive** and **analytical** research methods. The descriptive method helped in understanding the current state of the hotel and restaurant business in rural Kazakhstan, while the analytical method was used to evaluate the economic effects and trends over time. The study covered various aspects, including revenue generation, employment opportunities, and the improvement of local infrastructure due to the development of hospitality services.

The study relied on several materials to gather the necessary data and insights:

- 1. Government Reports and Statistical Data**

One of the primary sources of data was official reports and statistics from the **Statistics Committee of Kazakhstan**. These reports provided insights into the number of hotels and restaurants operating in rural areas, their revenues, and their contributions to local economies.

**2. Academic Journals and Literature Reviews**

A comprehensive literature review was conducted to understand the existing research on rural development and the hospitality industry. This helped identify gaps in the current knowledge and provided a foundation for the study.

**3. Surveys and Questionnaires**

The researchers conducted **surveys and distributed questionnaires** to hotel and restaurant owners, employees, and customers in rural areas. The surveys were designed to collect information about the businesses' financial performance, employment practices, and community engagement.

**4. Interviews with Local Authorities and Business Owners**

**Semi-structured interviews** were conducted with local government officials, entrepreneurs, and business owners in rural Kazakhstan. These interviews provided qualitative insights into the challenges and opportunities faced by the hospitality industry in rural areas.

**5. Case Studies of Specific Rural Areas**

The study also included **case studies of selected rural areas** in Kazakhstan that have experienced significant economic growth due to the development of hotels and restaurants. These case studies provided concrete examples of how the hospitality sector can drive rural development.

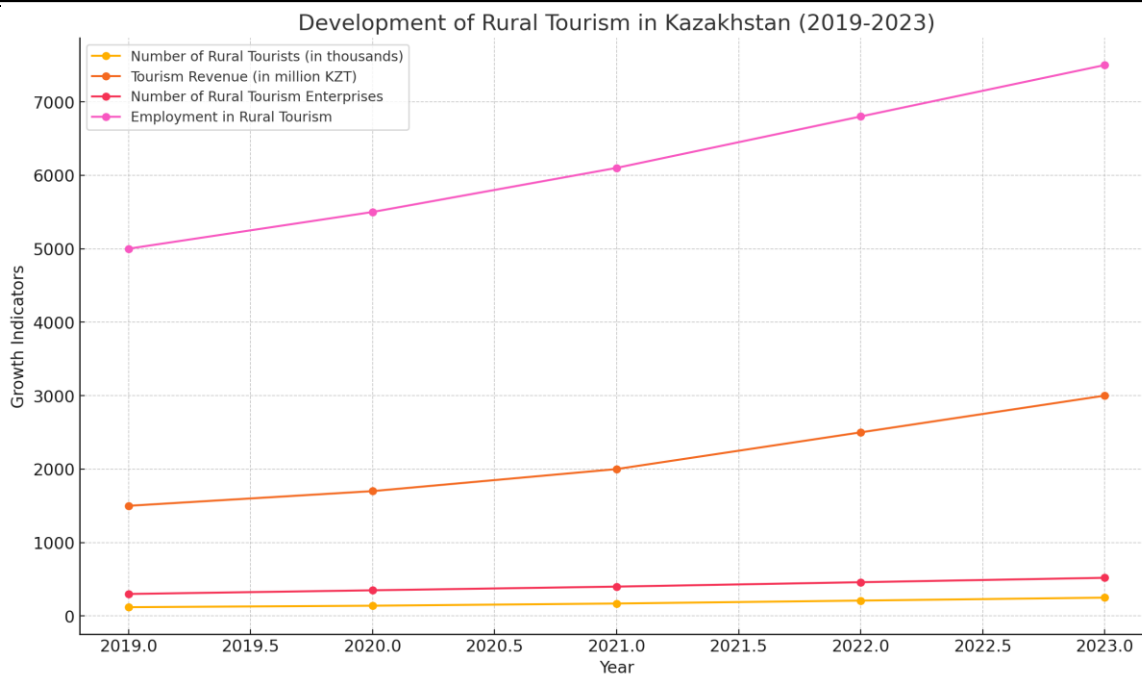
The combination of primary and secondary data collection methods, along with various analysis techniques, provided valuable insights into the role of the hospitality sector in promoting rural economic development. Despite some limitations, the study successfully highlighted the positive impact of hotels and restaurants on job creation, local infrastructure, and the overall economic growth of rural areas in Kazakhstan. The findings of this research can serve as a basis for future studies and policy recommendations to further enhance rural development through the hospitality industry.

**The results and discussion.**

Rural development is an important task for many countries, including Kazakhstan. In this context, the hotel and restaurant business plays an important role as a catalyst for economic growth. It not only helps attract tourists, but also stimulates the development of the local economy, improving the quality of life of the rural population[2].

Rural areas of Kazakhstan have significant potential for the development of the hotel and restaurant business due to their rich natural heritage, unique culture and traditions. This sector plays a key role in stimulating the economic growth of rural regions, creating jobs, increasing incomes and contributing to the improvement of infrastructure. With growing interest in ecotourism and national cuisine, the hotel and restaurant business is becoming an important tool for the sustainable development of rural areas of Kazakhstan[4].

Kazakhstan's rural areas make up a significant portion of the country's landmass and population. As of recent statistics, about 40% of the population resides in rural areas, where agriculture remains the primary economic activity. However, many rural regions face economic stagnation, high unemployment rates, and poor infrastructure. The government has implemented various programs aimed at improving rural livelihoods, but challenges such as geographic remoteness and lack of investment persist.



**Figure 1 – The development of rural tourism in Kazakhstan (2019-2023)**

The development of the hospitality industry, including hotels and restaurants, presents an opportunity to diversify rural economies. Rural tourism is growing in popularity globally, and Kazakhstan's natural landscapes, cultural heritage, and nomadic traditions offer unique tourism experiences. However, to leverage this potential, targeted investments in the hotel and restaurant business are required[10].

Main economic effects:

1. Job creation

The development of the hotel and restaurant business contributes to the creation of many jobs, both for highly qualified specialists and for local residents without professional education. In rural areas, there is often a shortage of stable sources of employment, and the opening of new hotels, cafes and restaurants provides employment opportunities in areas such as service, cooking, cleaning and logistics[2].

2. Increased income of the local population

Hotels and restaurants contribute to the development of local agriculture, since local products are often used to provide guests: vegetables, meat, dairy products and fruits. This allows farmers to increase production volumes and income[1]. In addition, tourists visiting rural areas spend money not only in restaurants, but also on souvenirs, excursions and other services, which stimulates the development of small businesses.

3. Improving infrastructure

The development of the hotel and restaurant business requires the modernization of infrastructure: roads, communications, water supply and electricity systems. Investments in these areas improve the quality of life of local residents[8]. For example, building a hotel can lead to road repairs or improved transportation, which will subsequently have a positive effect on all residents of the area.

4. Stimulating ecotourism

Rural areas attract tourists with their nature, traditions and tranquility. Hotels and restaurants that focus on eco-friendly principles help attract environmentally conscious travelers. This allows

for the conservation of natural resources and at the same time, economic benefits[6].

**Table 1 – Distribution of agrotourism potential of Kazakhstan by economic regions**

<b>Economic Region</b>	<b>Agritourism potential</b>	<b>Main Destinations of Agritourism</b>	<b>Development Forecasts (2021-2024)</b>	<b>Features of the region</b>
<b>South Kazakhstan</b>	High	Ecological tourism, ethnographic routes	Growing interest from domestic and international tourists	Development of agriculture and ethnographic tourism, cultural and natural resources
<b>Almaty region</b>	Average	Wine tourism, farm tours	Increase in the number of agritourists in 2021-2024	Development of infrastructure for agritourism
<b>East Kazakhstan</b>	High	Ecological, ethnographic tourism	Attracting international tourists, increasing the number of visitors	Natural Resources and Cultural Sites
<b>West Kazakhstan</b>	Average	Ecological tours, agritourism on farms	Active development of agritourism infrastructure	Natural and agricultural resources
<b>North Kazakhstan</b>	Average	Ecological trails, farm tours	Attracting Tourism Through Infrastructure Improvement	Development of the village, preservation of traditions and ecological environment

Despite significant potential, the development of the hotel and restaurant business in rural areas of Kazakhstan faces a number of challenges[7]:

- Lack of investment. Many entrepreneurs lack the finances to build modern HoReCa facilities[9].
- Poor infrastructure. Remote regions often lack quality roads, electricity and water supplies.
- Lack of qualified personnel. Many young professionals prefer to move to cities, which complicates the search for workers for rural facilities.

In recent years, agritourism and ecotourism have become important drivers of change in rural areas of many countries: the creation and development of hotels, restaurants and farms aimed at tourists open up new opportunities for employment, improved infrastructure and stimulation of the local economy[6].

In countries such as Italy, New Zealand, Spain and Germany, the development of rural tourism through the hotel and restaurant business has led to significant economic transformations. These businesses not only create new jobs, but also contribute to the development of local industries, improved infrastructure and support for environmental sustainability[5]. The impact of the hotel and restaurant industries on rural areas is becoming increasingly significant, as demonstrated by successful examples of such initiatives as farmhouses and specialty restaurants that attract tourists and stimulate economic activity in these areas.

**Table 2 – Examples of the successful impact of the hotel and restaurant business on rural development in different countries[10]**

<b>Country</b>	<b>Example</b>	<b>Impact on the economy</b>	<b>Key aspects</b>
<b>Italy</b>	Agritourism in Tuscany and Umbria	Stimulating agriculture, increasing demand for local products (wine, olive oil, cheese).	Creation of farm guest houses, development of wine and agrotourism, increasing the income of farmers.
<b>New Zealand</b>	Eco-friendly resorts (e.g. Hapuku Lodge)	Development of ecotourism, support for sustainable agriculture, attracting tourists to remote regions.	Hotels with environmental responsibility, support for local farmers, development of environmental programs.
<b>France</b>	Gastronomic tourism in Provence and Bordeaux	Demand for local products, support for winemaking, job creation in rural restaurants and hotels.	Tastings, resorts at wineries, increasing the popularity of local cuisine and wine regions.
<b>Morocco</b>	Ethno-tourism in rural areas (e.g. in Fez)	Supporting local crafts, creating jobs in hotels and restaurants, and strengthening cultural identity.	Accommodation in traditional kazbahs, gastronomic tours, popularization of local crafts and cultural heritage.
<b>Spain</b>	Tourism in rural Andalusia and Galicia	Development of ecotourism, support for rural tourism and local farmers, creation of new jobs.	Rural tourism, farmers' markets, restaurant cuisine based on traditional products.
<b>Turkey</b>	Tourism on the Aegean and Mediterranean coasts	Development of hotels and restaurants in rural areas, creation of infrastructure and jobs for local residents.	Development of resorts, restaurants with traditional Turkish cuisine, improvement of local infrastructure.

These examples show how the hotel and restaurant business can become engines of economic growth in rural areas, support local agriculture and culture, and improve infrastructure and create new employment opportunities.

Challenges and solutions for rural infrastructure development:

1. **Transportation and Road Infrastructure.** One of the major barriers to rural economic development is inadequate road networks. According to the Ministry of Industry and Infrastructure Development of Kazakhstan (2021), over 30% of rural roads are in poor condition, hindering access to markets, tourism destinations, and essential services.

Solution:

- Implementing large-scale road rehabilitation projects.
  - Encouraging public-private partnerships (PPPs) for infrastructure development.
  - Expanding regional transport networks to integrate rural areas with major cities.
2. **Utility and Communication Networks.** Limited access to electricity, water supply, and high-speed internet significantly hampers business activities in rural areas. The national broadband coverage in rural Kazakhstan is below 70%, creating a digital divide.

Solution:

- Expanding state-funded rural electrification and water supply programs.

- Providing subsidies for internet providers to extend broadband access to remote areas.
  - Implementing smart infrastructure projects that utilize renewable energy sources.
3. Tourism and Hospitality Infrastructure. Rural Kazakhstan has significant potential for agrotourism and ecotourism, but underdeveloped hospitality infrastructure discourages investment in this sector. Solution:
- Offering tax incentives to businesses that invest in rural tourism facilities.
  - Establishing state-supported tourism clusters to promote local attractions.
  - Facilitating grants for the restoration of historical and cultural sites.

While the proposed solutions provide a strategic framework, practical implementation faces several hurdles:

- Funding constraints: Government budgets for rural infrastructure are often limited, necessitating innovative financing models such as impact investing and blended finance.
- Bureaucratic barriers: Lengthy approval processes and regulatory hurdles can delay the execution of projects, highlighting the need for streamlined administrative procedures.
- Community engagement: Ensuring local populations benefit from infrastructure improvements requires participatory planning and stakeholder consultations.

Financial support mechanisms for entrepreneurs:

1. Government subsidies and grants. Kazakhstan's government actively supports rural entrepreneurs through various financial assistance programs. The "Business Roadmap 2025" program offers up to 50% subsidies on interest rates for loans taken by SMEs in rural areas.

Key programs:

- "Agrobusiness 2025" – provides financial aid for agricultural enterprises.
  - "Enbek" Employment Program – offers microloans at a 6% interest rate to rural entrepreneurs.
  - State grants for start-ups in the tourism and service sectors.
2. Tax incentives and preferential loans. To encourage investment in rural areas, the government provides tax relief measures, including:
- Exemption from corporate income tax for businesses operating in rural tourism.
  - Reduced VAT for local agricultural products.
  - Preferential lending programs with interest rates below 5%.
3. Private investment and PPP initiatives. Public-private partnerships (PPPs) have proven effective in developing rural infrastructure by leveraging private sector capital. In 2022, the government launched over 50 PPP projects focusing on rural road construction and water supply systems. Recommendations:
- Establishing investment zones with reduced regulatory barriers for private investors.
  - Offering co-financing opportunities for infrastructure projects.
  - Encouraging venture capital funds to support rural SMEs.
4. Education and workforce development. A lack of skilled labor remains a challenge for rural enterprises. Training programs tailored to the hospitality, agricultural, and service sectors can help bridge this gap. Proposed solutions:
- Expanding vocational training centers in rural areas.
  - Providing financial incentives for businesses offering internships and apprenticeships.

- Developing online courses for rural entrepreneurs to improve financial and business literacy.

To stimulate the development of the hotel and restaurant business in rural areas of Kazakhstan, several key recommendations can be made:

1. State support and subsidies.

One of the important factors is state support in the form of subsidies and tax breaks for investors wishing to develop the hotel and restaurant business in rural areas. This could stimulate the opening of new facilities, improve infrastructure and create jobs. Small and medium-sized business support programs focused on rural tourism could increase the attractiveness of the region for investors and entrepreneurs.

2. Infrastructure development.

Improving the road infrastructure and accessibility of rural areas is an important step for the development of tourism in these regions. Opening new roads, improving the quality of local roads and creating transport links with large cities contributes to higher demand for agrotourism and hotel services.

3. Training and advanced training.

It is important to provide professional training for local residents in the hotel and restaurant business. Courses in hotel services, restaurant business and hospitality will help improve the quality of service and create qualified personnel for work in new businesses.

4. Development of agrotourism and ecotourism.

Rural regions can become popular tourist destinations due to their unique nature, traditions and rural lifestyle. The creation of environmentally friendly routes, farm tours, wine tours and other forms of agrotourism can significantly increase interest in these regions.

5. Promotion of local products.

Including local products in restaurant menus and promoting them to the market can stimulate the development of both agriculture and the restaurant business. The development of regional brands and a focus on traditional cuisine helps to create a unique tourist atmosphere and increase demand for local products.

6. Marketing support.

Developing an effective marketing strategy that will include both domestic and international advertising can attract tourists to rural areas. The use of modern digital platforms, social networks and specialized tour operators will help increase the flow of tourists to the regions.

7. Creating partnerships between public and private companies.

For the successful development of the hotel and restaurant business in rural areas, partnerships between government agencies and private investors are important. Partnership programs can include joint financing of infrastructure projects, creating new jobs and improving educational opportunities for local residents.

The hotel and restaurant business has a significant economic impact on the development of rural areas. It helps create jobs, stimulates the development of small and medium-sized businesses, increases tax revenues and supports agrotourism and ecotourism. In addition, this sector stimulates the improvement of infrastructure and the promotion of sustainable development principles. To achieve maximum effect, it is necessary to develop state programs that support the development of the hotel and restaurant business in rural areas. This will create favorable conditions for attracting investment, preserving cultural and natural heritage and improving the quality of life of the rural population.



## **Conclusion**

The hotel and restaurant business has proven to be a powerful driver of rural economic development, particularly in countries like Kazakhstan, where rural areas hold significant untapped potential. This article, *"The economic impact of the hotel and restaurant business on the development of rural areas of Kazakhstan"* concludes that the hospitality industry plays a critical role in promoting sustainable economic growth, creating employment opportunities, and improving the quality of life for rural communities.

The research highlights several key findings. First, the expansion of hotels and restaurants in rural areas contributes to the diversification of the local economy by reducing the reliance on traditional industries such as agriculture and mining. This diversification not only brings stability to rural regions but also fosters resilience against economic downturns. Second, the hospitality sector encourages infrastructure development, including better transportation, communication, and utilities, which further benefits rural populations. The presence of hotels and restaurants attracts tourists, creating additional revenue streams for local businesses and boosting the overall rural economy.

Another important conclusion drawn from the article is the role of the hotel and restaurant industry in preserving and promoting local culture. Rural tourism encourages the preservation of cultural heritage, traditional crafts, and local cuisine, which enhances the tourist experience while supporting local artisans and farmers. This connection between economic growth and cultural preservation ensures that rural development is both inclusive and sustainable.

However, the article also emphasizes the need for continued support from the government and local authorities. Policies that encourage investment in rural hospitality businesses, improve infrastructure, and provide training for local workers are essential for maximizing the economic impact of the hospitality sector. Addressing challenges such as seasonal tourism, limited financial resources, and lack of skilled labor will further enhance the industry's role in rural development.

In conclusion, the hotel and restaurant business can significantly contribute to the socio-economic transformation of rural areas in Kazakhstan. By supporting the hospitality sector, rural regions can achieve sustainable growth, reduce poverty, and improve the well-being of their communities, ensuring balanced regional development across the country.

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### **ҚАЗАҚСТАННЫҢ АУЫЛ АЙМАҚТАРЫНЫҢ ДАМУЫНА ҚОНАҚ ҮЙ МЕН МЕЙРАМХАНА БИЗНЕСІНІҢ ЭКОНОМИКАЛЫҚ ӘСЕРІ**

**Аңдатпа.** Мақалада қонақүй және мейрамхана бизнесінің Қазақстанның ауылдық аймақтарының дамуына экономикалық әсері қарастырылып, ауыл экономикасының өсуін ынталандырудағы және жергілікті халықтың өмір сүру сапасын жақсартудағы осы салалардың рөлі көрсетілген. Соңғы жылдары Қазақстанда агротуризм мен экотуризм белсенді дамып келеді, бұл ауылдық жерлерде қонақүй және мейрамхана қызметінің кеңеюіне ықпал етеді. Негізгі оң нәтижелер қарастырылады: жаңа жұмыс орындарын құру, ауыл шаруашылығы өнімдерін сатып алу арқылы жергілікті тауар өндірушілердің кірісін арттыру, сондай-ақ инфрақұрылымды, оның ішінде жолдар мен инженерлік коммуникацияларды дамыту. Мақалада сонымен қатар субсидиялар, салықтық жеңілдіктер және жеке инвестицияларды ынталандыру сияқты қонақ үй және мейрамхана секторын қолдауға бағытталған мемлекеттік бастамалар мен бағдарламалар талданады. Қонақ үй және мейрамхана бизнесінің ауылдық аумақтардың тұрақты дамуының драйвері ретіндегі маңыздылығын растайтын табысты жобалардың мысалдары келтірілген. Мақалада аталған салаларды одан әрі дамыту экономиканы әртараптандырудың және Қазақстанның туристік тартымдылығын арттырудың маңызды факторына айналуы мүмкін екендігі атап өтілген.

**Кілт сөздер:** қонақ үй бизнесі, мейрамхана бизнесі, экономикалық әсер, ауылды дамыту, агротуризм, экотуризм, ауыл экономикасы.

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**ЭКОНОМИЧЕСКОЕ ВЛИЯНИЕ ГОСТИНИЧНОГО И РЕСТОРАННОГО  
БИЗНЕСА НА РАЗВИТИЕ СЕЛЬСКОЙ МЕСТНОСТИ КАЗАХСТАНА**

*Аннотация.* В статье рассматривается экономическое влияние гостиничного и ресторанного бизнеса на развитие сельских регионов Казахстана, а также показана роль этих отраслей в стимулировании роста сельской экономики и повышении качества жизни местного населения. В последние годы в Казахстане активно развивается агротуризм и экотуризм, что способствует расширению гостиничного и ресторанного обслуживания в сельской местности. Основными положительными результатами считаются: создание новых рабочих мест, увеличение доходов местных товаропроизводителей за счет закупки сельскохозяйственной продукции, а также развитие инфраструктуры, в том числе дорог и инженерных коммуникаций. В статье также анализируются государственные инициативы и программы, направленные на поддержку гостинично-ресторанного сектора, такие как субсидии, налоговые льготы и стимулирование частных инвестиций. Приведены примеры успешных проектов, подтверждающих значимость гостиничного и ресторанного бизнеса как драйвера устойчивого развития сельских территорий. В статье отмечается, что дальнейшее развитие этих отраслей может стать важным фактором диверсификации экономики и повышения туристической привлекательности Казахстана.

*Ключевые слова:* гостиничный бизнес, ресторанный бизнес, экономический эффект, развитие сельских территорий, агротуризм, экотуризм, сельская экономика.