

HUMAN CAPITAL AS THE BASIS OF MODERNIZATION OF THE ECONOMY OF KAZAKHSTAN

Human capital – a combination of knowledge, skills used to meet the diverse needs of a person.

From the point of view of the modern economic approach to the study of human behavior, human capital – the combination of knowledge, skills used to meet the diverse needs of man and society as a whole – is a complex productive factor that has a key impact on economic development. Therefore, the modern economy is called the economy of effective human resources, which emphasizes the main, determining role of precisely human capital in the development of the modern state and society.

Human capital determines how effectively the state is developing. Competitive human resources are becoming the most significant in comparison with raw materials, the “raw materials economy” is replaced by the “knowledge economy”. Therefore, one of the main trends of the modern world is increased competition for qualified and highly qualified human resources. This rivalry is carried out not only among developed, but also rapidly developing countries, both globally and regionally.

As historical experience shows, any cardinal economic and social changes (for example, the industrial revolution, the scientific and technological revolution, etc.) were carried out on the basis of human capital, which was formed for a particular period of history. The accumulated knowledge, the level of development of education and science, the nature of the scientific, technical and managerial elite existing in the country have always been drivers of fundamental changes in society, leading to a new qualitative level of development.

The quality of human capital in any country can change under the influence of both external (migration processes, integration projects, etc.) and internal factors (identification processes, dynamics of economic development, urbanization, the nature of reforms carried out in the country, etc.). In this regard, for any state, the issue of effective human resource management is paramount and determines the degree of its competitiveness in the modern world. Thus, a person and his capabilities are of key importance in the management of human capital.

Moreover, this process has two interconnected directions. On the one hand, human capital management is directly related to the development of the socio-cultural sector, the creation of stable conditions acceptable for the evolution of language, culture, education, healthcare, national identity. In other words, the state forms an effective living environment and intellectual activity for its citizens, providing conditions for a quality life and effective self-realization.

On the other hand, each person, guided by the priorities of personal growth, is aware of the need to invest in the development of his country, through the self-realization of each, progressive growth of the whole country is carried out. Thus, human capital management is a self-sustaining and self-reproducing system in which the conditions created and investments in human capital lead to the formation of a new quality of a person, which, in turn, contributes to the development of a new quality of life.

Over the years of independence in Kazakhstan, a lot of effort has been done to develop human resources. First of all, systemic reforms in the field of education were carried out. The Republic of Kazakhstan was one of the first in the post-Soviet space to introduce a credit training system (according to the Bologna Convention) and switched to a three-stage training system. Over a twenty-five-year period, new conceptual approaches to education have been formulated and promoted. In modern Kazakhstan, a fundamental change was made in the educational model of higher education, based on the concept of “lifelong education”. This model assumes the possibility and necessity of expanding one’s qualifications, going beyond its framework, gaining new knowledge and skills in other professional fields not related to the first education.

Nevertheless, serious problems remain in the country both in understanding the importance of human capital and in developing and implementing models for its development.

Human capital is the main factor in the formation of the “knowledge economy”. An innovative economy can be created together and in parallel with the development of human capital. The accumulation of quality human capital, along with an effective innovation system and industry capable of producing innovative products, serves as the foundation of the knowledge economy. Unfortunately, de-

spite the correct software installations, it is not necessary to talk about serious changes in the technological level of our economy. This becomes noticeable during today's crisis. One of the main reasons, in my opinion, is the inefficiency of the structural components of human capital, which ultimately affects the decrease in the efficiency of labor, the economy, business and the state.

For the development of human resources it is necessary, I believe:

- the formation of an effective labor market with a quality employment system and a fair social security system, in which everyone could realize their potential;
- improvement of their own advanced education system, covering citizens of all ages and aimed at developing the ability to adapt to constant changes;
- the development of a first-class healthcare system, aimed primarily at ensuring the prevention of diseases, managing public health and creating a healthy nation;
- the development of science, applied research in metallurgy, petrochemicals, agriculture, bio- and IT-technologies, and the effective implementation of new developments in production.

S. Iskakova

Scientific adviser

M. Arystan

*Karaganda Economic University of Kazpotrebsoyuz
Karaganda, Republic of Kazakhstan*

CURRENT STATUS AND PROSPECTS OF TOURISM DEVELOPMENT IN KAZAKHSTAN

Tourism, as a branch of the economy, is only just beginning to take shape, requiring a systematic and integrated approach. Often, referring to the data of the World Tourism Organization, analysts talk about the share of tourism in gross domestic product (GDP) and its multiplier effect – the impact on more than 30 sectors of the economy, the creation of 5–9 jobs in other sectors of the economy per one created workplace in tourism. In the world, this effect is achieved through a systematic and integrated approach by creating conditions for the development of sustainable tourism, which is closely related to the sustainable development of the territory.

International tourism is one of the most dynamically developing sectors of foreign economic activity. Being a highly profitable industry, tourism plays a significant role in the formation of the GDP, the activation of the foreign trade balance, the creation of additional jobs and employment. The steady growth of the influence of tourism in general, as well as in the economy of individual countries and regions, is one of the most important, constant and long-term trends that accompany the formation and development of the world economy.

The Republic of Kazakhstan has all the prerequisites for the development of tourism: a favorable geographical position (relative proximity to the main directing markets – Europe and Asia), a vast territory and diverse landscapes, rich cultural and historical heritage, living traditions, friendly hospitality, excellent gastronomy and relatively low labor costs resources.

Tourism was recognized as one of the most important economic clusters and was included in the list of seven priority non-primary sectors of the economy of Kazakhstan as cluster No. 1 [1; 2].

In 2017, Kazakhstan hosted the Winter Universiade in Almaty and the EXPO-2017 exhibition in Nur-Sultan. These two events gave a significant impetus to the development of the industry, primarily due to the fact that thanks to them foreigners began to learn about Kazakhstan as a tourist destination. Since then, the National Company “Kazakh Tourism” was created, the functions of which include country promotion.

In May, the state program for the development of the tourism industry in Kazakhstan for 2019–2025 was approved. Its goal is to increase the share of tourism in the total GDP of at least 8% by 2025. 1,4 billion tenge is allocated for the implementation of the program, of which about 70% are from extrabudgetary sources.

Currently, work has begun on the map of tourism projects in Kazakhstan with the allocation of 10 and 50 top projects to be developed until 2025.

Main objects of republican significance are available in it:

- The coast of Lake Alakol.
- The mountain cluster of the Almaty region.
- The Shchuchinsko-Borovsk resort zone.