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В данном сборнике рассматриваются актуальные в современных рыночных условиях и социальные, рыночно значимые вопросы на основе системной модели, позволяющей проводить отчетность, аудит и анализ методов оценки бизнеса и эффективные управленческие аспекты бизнеса.

Экономист-мамандарға, АӨК ұйымдарының басшыларына, оқытушылар мен студенттердің кен ауқымына арнаған.

АЛҒЫ СӨЗ

Қымбатты конференцияның қонақтары мен қатысушылары!

Сіздерді профессор-оқытушылар мен жас ғалымдардың «Бизнесті бағалау: заманауи тәсілдер» атты халықаралық ғылыми-тәжірибелік конференция аясында Қазақ Ұлттық аграрлық Зерттеу университетінің қабырғасында көруге қуаныштымыз!

Қазақ Ұлттық аграрлық Зерттеу университеті – еліміздің бәсекелестік қабілеттілігінің дамуына әсер ететін аграрлық индустриалдық дамудың инновациялық орталығы. Яғни Орталық Азияда отандық және шетелдік ғалымдарды тарту және ғылыми әлеуетін тұрақты жетілдіру арқылы ауылшаруашылық саласында бәсекеге қабілетті мамандар дайындауда көшбасшы.

Конференция экономикалық ғылымның халықаралық кеңістікке ықпалдасуы үшін әмбебап платформа болмақ, профессорлар мен жас ғалымдардың ғылыми ой-өрісінің кеңеюіне, білімге және түрлі ғылыми бағыттар арасындағы байланыстарды қолдауға ықпалын тигізеді.

Оқытушы профессор құрамы мен жас ғалымдар үшін конференция – әріптестерімен, беделді профессорлармен, жұмысберушілермен, қонақтармен тәжірибе алмасудың айрықша мүмкіндігі, ал біздің университет өз кезегінде қызу пікір-талас өткізуге өзінің қабырғасын ұсынуға әрқашан дайын.

Университет басшылығы конференцияға танытқан қызығушылықтарыңызға алғыс білдіреді.

Барлық қатысушыларға уақытты жақсы өткізуге және көптүрлі тақырыптар арасында өзіңіз үшін бірегейін табуыңызға тілектеспіз. Біздің конференция сіздерді жоғары асуларды бағындыруға шабыттандырсын және сіздердің жүректеріңізде тек жағымды естеліктер қалдырсын! Ізгі ниетпен және алдағы ынтымақтастыққа деген үмітпен Басқарма Төрағасының - Ректордың менеджментті дамыту, ҒЗЖ коммерциализациялау және жастар саясаты жөніндегі орынбасары, ветеринария ғылымдарының докторы, профессор Ибрагимов Прімқұл Шолпанқұлұлы

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THE ROLE OF INTERNATIONAL BUSINESS IN THE DEVELOPMENT OF YOUTH TOURISM AND TRAVEL

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Young people don't have so much money, but enough time. It means that they can stay in touristic destinations longer than a usual traveller. The researches of WYSE Travel Confederation indicate that youth travellers spent an average total of USD 2,160 on main trips, while an average of USD 1,097 per trip for global tourists in 2013. Obviously, taking longer trips compared to other tourists, young travellers spend by two thirds more on average. Furthermore, they often try to plan their trip on their own without the intermediates, which means that they directly spend a high

amount of their money with local establishments. It will obviously bring the improvement for the economy of local businesses.

According to British Council estimates, the number of international students in the UK is forecast to rise by 21 million between 2011 and 2020 from 178 million to 199 million (HM Government 2013). £27 billion were contribution generated by youth and student travellers in 2017, increasing by 5% than 2016. For the USA, 1,094,79 international students and their travels generate both direct and indirect 455,622 jobs and account for USD 39 billion to the economy of the country during the 2017-2018 academic year.

Youth tourism has become one of the fastest developing sectors of the international tourism in the world, by representing over 23% of more than one billion international tourists (Global Report on The Power of Youth Travel, UNWTO 2016). Evidently, we can see its impacts not only on economic, but also political and societal perspectives. In order to develop Youth tourism and travel, initially, its system this should be improved in a large scale. With this aim, it is expedient to explore some youth tourism organizations and their models which can be essential to establish a new one in Uzbekistan. In this regard, we will divide organizations into two groups: national bodies and international bodies.

Let us review some of them so as to deeply comprehend organizations' system, firstly, consider Student & Youth Travel Association (SYTA) in the USA. SYTA is the non-profit, professional trade association that promotes student & youth travel and seeks to foster integrity and professionalism among student and youth travel service providers. SYTA is "The Voice of Student and Youth Travel". Its mission statement is the premier association of businesses dedicated to providing life enhancing travel experiences to students and young people. SYTA instills confidence in its travellers by establishing quality and safety standards for travel providers, and it empowers its members through advocacy, education, training and networking opportunities.

World Youth Student & Educational Travel Confederation (WYSE-TC Confederation) is the only global

not-for-profit membership organisation representing the entire youth, student and educational travel industry in the world. It prioritizes the importance of economic and social power of youth, student and educational travel. It promotes the youth travel industry and provides business development tools for its members. WYSE Travel Confederation has a community of over 600 members from more than 450 organisations representing in excess of 120 countries across the globe.

Table 1. National and international youth travel organizations.

National bodies	International bodies
USA: Student & Youth Travel Association (SYTA)	World Youth Student & Educational Travel Confederation WYSE-TC
Canada: Auberges de Jeunesse de Saint Laurent Inc. HI Canada – Région St. Laurent; Hostelling International Canada; Travel Cuts	Federation of International Youth Travel Organizations (F.I.Y.T.O.)
Mexico: Instituto Mexicano de la Juventud; Servicio Educativo de Turismo de los Estudiantes y la Juventud de México AC (SETEJ)	International Student Surface Travel Association (I.S.S.A.)
Belgium: AEP- Centre National de Services de Vacances; Centrum Voor Jeugdtoerisme (CJT); Les Auberges de Jeunesse; Vlaamse Jeugdherbergcentrale (VJH)	International Student Identity Card Association (I.S.I.C.)
Poland: Polish Chamber of Youth Tourism	International Association for Students Insurance Services (I.A.S.I.S.)
France: Ethic Étapes; Fédération Unie des Auberges de Jeunesse (FUAJ); Jeunesse au Plein Air (JPA); Vacances Ouvertes	Student Air Travel Association (S.A.T.A.)
Germany: Bundesforum Kinder und Jugendreisen E.V.	International Association for Educational Work Exchanges Programmes (I.A.E.W.E.P.)

Italy: Avec Tour Operator; Centro Turistico Giovanile (CTG)	International Association of Student Camps and others.
Tunisia: Société Tunisienne des Auberges et Tourisme de jeunes (ATATJ) and others.	

Source: Drawn by the author

Collectively its members cover all aspects of youth, student and educational travel – from accommodation, work and travel, volunteering, study abroad, educational exchange, language learning, to au pair and beyond. WYSE Travel Confederation’s annual Programme of Work revolves around its four pillars of providing members and the industry at large with valuable industry research, new trading opportunities, educational tools and to advocate on behalf of the industry and its members. Its work can be obviously reflected on its 4 pillars. WYSE provides commercial opportunities for buyers and sellers of international youth travel products and services through its portfolio of events. In the events, you can meet new business partners, exchange knowledge as well as network with tourism leaders.

For research pillar, it provides up-to-date market and industry intelligence, analysis and statistics to help the industry make informed decisions. A research program constitutes the backbone of the mission and its breadth is unrivalled in the sector. In education pillar, it provides continual knowledge and professional development opportunities with over 120 speakers per year across seminars, workshops and webinars. WYSE advocates on behalf of its members and the industry as a whole on issues such as visas, market development and tourism policy. Addressing these issues, WYSE provides industry leadership through ‘one voice’ advocacy and representation.

Another international organization is International Student Travel Confederation (I.S.T.C.) which was founded in 1949. The I.S.T.C. network covers more than 5.000 offices in 110 countries. The point of this organization is to make and foster collaboration between student travel offices and other bodies and to empower the establishing of offices in countries where they do not exist, giving

different advantages and advancing the travel industry among youth. Over 60 organizations worldwide are members of this confederation.

Next, International Association of Student Camps is an international organization founded in 1957, whose purpose is to establish connections between students and intends to support national associations. It promotes various meetings, offers guidance and help to students. Its members are national associations from all over the world.

One of the most popular international organizations helping student travellers is Federation of International Youth Travel Organizations (F.I.Y.T.O.). It was founded in 1950 in France by reuniting nine European organizations from Denmark, Italy, Germany and France. Currently, the federation includes about 450 organizations from 70 countries around the world and from Europe. The initial mission of the federation to promote peace and understanding in the travels of young people is still valid today. Taking into account that the business of youth travel developed ceaselessly, the federation added to its original mission other objectives, such as: to promote youth mobility at European and global levels; to protect the identity of youth travel; to promote cultural, educational and global tourism; to encourage cooperation between members; to provide advice in the development of organizations specific for youth travel in countries where they do not exist or are poorly addressed.

Youth travel holds a significant spot in worldwide the travel industry and, as an outcome, knowing some of its models of organization in different nations is exceptionally significant. Since not every one of the nations with tradition can be examined, we will attempt to give an outline of the organizational structure of youth travel on the case of the principle European markets for youth travel, such as France, Germany and Italy.

Different kinds of exchange programs, such as Erasmus+, Erasmus Mundus joint program, DAAD, Work and Travel and others are considered to be one of the most popular programs among the young. The travels and the exchange programs among youth people can significantly contribute to improve and

strengthen the relations between the host and visitor countries in terms of political issues.

Some countries are therefore taking steps to ease visa problems for young people, for example by extending visa waivers or lowering visa fees. Japan gives visa waivers or visa fee exemptions for young people from a range of ASEAN countries. Hungary gives a 50 per cent discount on visa fees for young people visiting the country, and Bhutan offers a 25 percent reduction. A number of other countries indicated that they were currently reviewing visa policy to ease application procedures.

In conclusion, student and youth tourism is a growing market which is becoming increasingly important for many countries. However, there is still relatively little information available on the development of student and youth tourism worldwide and the respective roles and relationships between public, private and not-for-profit organizations active in this field. Anyway most of the development are hands of the government's policy.

There are many areas in which governments can directly or indirectly influence student and youth tourism. Governments can facilitate travel by young people not only through tourism policy, but also as part of educational or cultural policy. They also have a role in providing youth tourism infrastructure and facilities, most notably through regulation in the area of accommodation. Finally, governments can raise or lower barriers to travel through their policies on visas.

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INCLUSIVE TOURISM AS A SOCIAL DIRECTION OF TOURISM BUSINESS DEVELOPMENT

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A review of market data on barrier-free tourism clearly demonstrates the continued need for attention to inclusive tourism. However, it is difficult to estimate the exact number or percentage of people in the world who are disabled. In particular, in some European countries, most of the available information on this issue is based and calculated on the number of people with disabilities who have a disability document, which is issued only to people with a disability of 50% or more. Thus, the number of disabled people with less than 50% disability is not indicated anywhere. In addition, most types of disability are caused by accident or disease or simply by life and aging and only about 4% are congenital. Market dynamics empower people with limited mobility. The demand for affordable tourism is constantly growing.

Tourism plays an important role in the rehabilitation and improvement of the health of people with physical disabilities, such as the blind, deaf or people with mobility impairments. Participation in tourist trips has a very positive effect on the well-being and mental state of this group of people, which is an important element of social integration.

Over the past decades, campaigns to find ways to develop the tourism sector have been conducted in almost every country in the world. There is an assumption that such growth is a positive

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