

Институциональная эффективность характерна для условий переходной экономики, в которой большое значение приобретают институциональные аспекты деятельности, отражающие цели институциональных агентств, связанных с предприятием государственного сектора. Институциональная эффективность расширяет горизонт оценки интегральной эффективности до границ периода завершения основных институциональных преобразований в отраслевом, рыночном и региональном окружении предприятия госсектора.

Социальная эффективность появилась как результат деятельности государственного сектора в области решения социальных проблем в обществе. Она выражается в таких показателях, как уровень и качество жизни населения, в том числе, уровень образования, здравоохранения, социального обеспечения, развития науки и культуры, выравнивания уровней дохода разных слоев населения и других.

Мировая практика показывает, что государственный сектор может быть эффективным, так как имеет по сравнению с частным сектором определенные преимущества, обусловленные его функциями: способностью осуществлять макрорегулирование, формировать стратегию экономического развития общества в целом, оптимизировать структуру национальной экономики по критерию достижения наивысшей эффективности, ориентированной, в конечном счете, на удовлетворение общественных потребностей.

Как показывает практика, в Казахстане принципиальных различий между результатами функционирования предприятий частного и государственного секторов в сфере производства нет. До настоящего времени, к сожалению, эти сектора работали не в полную силу в связи с такими известными экономическими факторами, как инфляция, нестабильность экономического развития, бессистемность регулирования экономики, низкого уровня конкурентоспособности предприятий как государственного, так и частного секторов и др.

Эффективность функционирования государственного сектора экономики на различных уровнях экономических субъектов зависит от управления, под которой мы понимаем оптимизацию системы и структуры республиканской и региональной собственности для обеспечения устойчивого и эффективного воспроизводства государственного сектора экономики, направленного на рост благосостояния населения. Важно также совершенствовать структуру государственной собственности с точки зрения полномочий между республиканскими и региональными уровнями. Все это должно сопровождаться встроенностью государственного сектора в рыночные условия.

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Blyalova A.B., academician Y.A.Buketov Karaganda State University, economics faculty, Tur-21 group, student

(Scientific director – master of economical sciences, Toleuly A.)

CARAVANNING AS ONE WAY OF DEVELOPMENT OF TOURISM IN THE REPUBLIC OF KAZAKHSTAN

Caravanning is kind of auto tourism, travelling which includes living in caravans and motorhomes.

Caravanning is one of the most popular kinds of auto tourism for citizens of Europe and USA where camping system is well developed[1].

Caravanning has a long and noble history. The word derives from the Persian word 'Karwan' meaning 'van' and derived from 'caravane', the French translation of it, and was used to describe people travelling across the desert.

The origins of the Romany caravans go all the way back to antiquity where itinerant Romans travelled the empire. These people became known as gypsies, a traditional lifestyle that has lasted throughout the centuries and continues to this day, carrying all their belongings with them in brightly painted horse drawn covered wagons, working and moving on.

Other traditions saw entertainers travel from town to town, staying briefly to perform for the inhabitants and moving on.

In 1885, a Dr W Gordon-Stables ordered the Bristol Carriage Company to build a caravan, which he christened 'The Wanderer' for entirely recreational purposes. This was the first example of a trailer used to go on holiday, and the idea caught on among people who could afford such a luxury and for whom the temporary exposure to the gypsy life appealed.

Popularity grew, and the British tradition of organising things properly, The Caravan Club founded in 1907 by Mr Harris Stone.

The First World War meant a pause as horses and caravans were required for use in France. However, after the war, when the car became more widely available, the writing was on the wall for horse-drawn caravanning when the Riley family built the first Eccles motor-home on the chassis of a car in 1919, and later built a caravan trailer which could be pulled by a car.

The 1920's saw further progress as caravans were developed as portable office space, more companies appeared to manufacture new models and the horse drawn variants largely vanished. Some hardy pioneers began taking their caravans across the channel.

Caravanning was still restricted to those who had the funds to own one, and the means to pull it in the 1930s. However, this began to include the middle classes which boosted the manufacturers who developed the first gas supply for use in cooking and lighting, and the first steel bodied models were made.

After World War Two, Eccles produced the Enterprise which was small, affordable and mass produced making caravanning affordable for more people than ever, and the 1950's saw more manufacturers enter the market.

The distance that caravans could be towed increased and into the 1960s economic prosperity plus reductions in the prices and the increase and availability of ownership of cars and caravans mean that more people were able to join the caravanning set in vast numbers. New ideas meant that ways of increasing comfort and space were found, as were facilities at sites which began offering better washing and toilet amenities, and the appeal of getting home from work on Friday and taking off became ever more attractive.

Popularity grew in the 1970s, but rises in fuel prices and economic malaise affected caravanning.

The 1980s saw changes including plastic windows and other material changes which made caravans lighter and stronger. A TV advertising campaign brought new and former caravanners into the fold, and new manufacturers brought innovative and better, more luxurious products.

Awnings became must have accessories in the 2000s and caravanning again grew in popularity, and through the decade and the 2010s new layouts, larger, longer caravans became the vogue and satellite TV became a fixture[3].

First of all, auto tourism is multipurpose because it allows planning trip anytime and stopping wherever you want. And caravanning is particular kind of auto tourism that permits staying in usual conditions.

Caravanning is unique type of tourism. Journey on a camper can combine ecological and active tourism with educational and excursion tourism. Also it can mix cycling and hiking. Thus, caravanning is combined type of travelling which unites various kinds of tourism. In comparison with usual auto tourism caravanning has more possibilities. That's why caravanning offers autonomous form of driving and living and especially it is very useful for wide scale and far distances. No doubt, caravanning is active type of tourism, otherwise it can be applied. For instance,

using caravanning in transportation of touristic equipment, providing passage and accommodation for tourists.

You can call it as you want – spontaneity, freedom, independence. Most important, however, is that at any time you can take the motorhome, or hook the caravan up to the car and go wherever you want. You can change your plans and nothing would happen. You are not dependent on hotel reservations, the rigid tour programs, etc.

Caravanning is the perfect option for independent people, for restless spirits, who value freedom over comfort. Though let's not exaggerate - the modern camping vehicles allow you to combine the hotel's or house's convenience with an extraordinary mobility

Here are some benefits of caravanning:

Less Expense

Renting a caravan is significantly less expensive than a hotel. Hotels are quite expensive, which is why some families won't go on holidays often. Renting a caravan will mean that you will not have to pay for exorbitant hotel fees, saving your money for the activities that you want to do while on holiday instead. Plus, it feels like a home away from home!

Freedom and Flexibility

Your holiday won't be limited as caravanning can offer you freedom by being on your own during your holiday. You won't have to worry about your tour by your itinerary because your schedule is flexible. You don't have to worry about accommodations or your meals too. Built-in with kitchen, you may make your own meals, or take a rest at any time of the day.

Storage and Space

Going on vacation means that you will have to limit your luggage. Caravans provide extra storage space, so you can pack more items such as games and activities to keep your family occupied during the drive.

Home Away From Home

One of the disadvantages of going to the hotel or camping in a tent is the lack of a homey kind of comfort. A caravan is an extension of your house, with living space and sleeping accommodations that will allow you to relax as you would in your own home.

Economic Advantages for Rural Areas

Caravanning holidaymakers help support rural economies. The increased tourism in the countryside boosts tourism and contributes financially to the local economy[4].

The majority of caravans have a single axle and are between 3 and 6.5 metres long inside. Depending on the interior layout, they can sleep between two and six people. They normally have a washroom, usually with a toilet, basin and shower, and a kitchen area equipped with a sink, hob, work surfaces and other necessities.

Here are some different kinds of caravans.

The twin axle caravan: Larger and heavier caravans may be fitted with twin axles. This makes them more stable and easier to tow on the road, but more difficult to manoeuvre when you're pitching on site or returning them to storage.

Tiny teardrop trailers: These tiny stylish trailers are popular with people who want to tow with a small vehicle. Classic cars, sports cars and even trikes will usually tow them with no trouble. Accommodation is normally basic with a double bed covering the entire floor. Some have simple cooking facilities and room to carry kit and equipment.

Pop top caravans: Much less popular than they once were, pop tops use a lifting roof to give standing headroom in an otherwise small caravan. This means the caravan has less frontal area when towing meaning less drag and a better fuel consumption in your towcar. They can be stored undercover in a conventional height garage at home.

Folding caravans: You will be amazed the first time you see a small folding caravan arrive on site, as its owners unfold their low trailer into a full height, fully equipped caravan. Folding caravans are easier to store and tow, but they need to be erected on site every time you camp, which can be a little time-consuming and a bit more inconvenient than a conventional caravan. Only you can decide whether the advantages outweigh the disadvantages for you.

The American Airstream: Airstream manufactures these famous silver bullets so beloved by American film stars and they're now available with a European specification in sizes more suitable for British roads. These stylish trans-Atlantic caravans offer all the creature comforts in an elegant - if somewhat expensive - package. You'll also attract a lot of attention wherever you park up in this iconic bit of luxury.

Fifth wheelers: These distinctive caravans originated in the USA but are now made in Britain as well. US and continental imports are also available. Rather than having a normal caravan hitch, they can only be towed by a pickup truck with a proper articulated towing connection on the bed. Some offer a huge amount of living space and some even have slide-out sections to give even more room.

Motorhomes - also sometimes called motorcaravans - come in all shapes and sizes. Here are some of the many different types.

Micro motorhomes: These tiny motorhomes are often based on small van versions of popular cars or even small people carriers. Most offer sleeping for two but many, like the Romahome R10 Solo pictured here, have just a single berth. You will also usually find simple cooking facilities and a cupboard to store the smallest portable toilet. Most have a lifting roof of some sort but some have a high-top - making them less multi-storey car-park friendly.

Campervans: Volkswagen campers have been popular for more than half a century. There are thousands on the road and they are still being built today by Volkswagen and a handful of specialist converters. They offer comfortable accommodation for two or more in a vehicle small enough to be used as the only family car. High top and raising roofs are both available and other basic vans, especially Toyota, are also used for these kind of campervan conversions. Many of these campers have devoted followings with fan clubs, festivals and magazines dedicated to them.

The conventional coachbuilt motorhome with an over-cab bed: Everything we have said about the low-profile coachbuilt motorhome applies to its slightly bigger brother – the low-profile coachbuilt motorhome with over-cab storage. Traditionally known as a “Luton” – after the town in which the Bedford commercial vehicle plant built vans with this type of over-cab storage – motorhomes often use the extra space for an over-cab bed. Others simply have a large storage area here.

A' class motorhomes: These large motorhomes can be recognised by having no separate cab. The body, including the driving compartment, is entirely coachbuilt by the motorhome company using a bare chassis unit from one of the large commercial vehicle manufacturers. Inside there is room for all the luxuries of home. Most 'A' class motorhomes are imported from Europe or further afield[5].

In order to improve degree of domestic tourism I suppose developing caravanning is very suitable. As it was told before caravanning is universal, very cheap, comfortable and combined kind of tourism. Caravanning does not need expensive hotel buildings. дополнить

Also it's very appropriate to develop caravanning in Kazakhstan because there are long distances between attractions so it's impossible to drive roundall of them in one day.

To conclude one can say that development of tourism in the republic of Kazakhstan needs systematic approach. Caravanning being unique and cheap kind of tourism has good opportunities. Of course, it needs own conditions such as appropriate motorways, camping where tourists can stop, and what is more significant there must be built special place where caravans and motorhomes can be rented. Certainly, we should lean on international experience where caravanning is well developed that is USA, UK, Australia and other countries of Europe.

As it was told by President of Republic of Kazakhstan Nursultan Abishevich Nazarbayev: “Our goods should be qualitative, comfortable and cheap”, caravanning approaches his requirements. Thus, caravanning is that kind of tourism which will be developed in the future and raise our economy.

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Галинский И.А., Карагандинский Экономический Университет Казпотребсоюза, магистрант, гр. О-11НП.
(*Научный руководитель - к.э.н. доцент Мажитова С.К.*)

ЭКОНОМИЧЕСКОЕ СОДЕРЖАНИЕ ДОХОДНОГО ПОДХОДА ПРИ ОЦЕНКЕ ОБЪЕКТОВ НЕДВИЖИМОСТИ

В рыночных условиях особое значение приобретают вопросы оценки недвижимого имущества, включая заводы и оборудование, жилые и производственные здания, земельные участки. Недвижимые вещи как товары включают в себя одновременно и благо, необходимое потребителям, и затраты, или инвестиции, без которых владение и пользование ими практически невозможно. Эти качества недвижимости проявляются в виде их полезности, редкости, ограниченности и капиталоемкости. Общую потребительскую ценность недвижимости составляет ее полезность.

В теории оценки приносящей доход недвижимости известно три основных подхода к оценке, на базе которых строятся конкретные методы оценки недвижимости: затратный подход, доходный подход, сравнительный подход.

Затратный – подход, основанный на предположении, что затраты на строительство объекта (за минусом износа) в совокупности с рыночной стоимостью земельного участка, на котором этот объект находится, является приемлемым ориентиром для определения рыночной стоимости всего объекта недвижимости.

Доходный – подход к оценке, базирующийся на предположении, что между стоимостью объекта недвижимости и доходом, который этот объект может приносить, существует определенное соотношение.

Сравнительный – подход, основанный на анализе фактических сделок купли-продажи аналогичных объектов недвижимости и сравнении их с оцениваемым объектом и внесении соответствующих поправок на различия, которые имеются между сопоставимыми объектами и оцениваемым объектом.

Правильный выбор подхода к оценке конкретного объекта недвижимости является залогом адекватной оценки. При развитом рынке и информационной инфраструктуре все три подхода теоретически должны давать одинаковую оценку стоимости недвижимости [1].

Рациональное хозяйствование в сфере недвижимости предполагает, прежде всего, обеспечение максимально продуктивного использования объекта недвижимости как экономического ресурса и поиска путей повышения такого использования. При этом учитывается, что критерии эффективности для доходных объектов должны основываться на параметрах доходности объекта.

В данной работе мы рассмотрим методы доходного подхода к оценке недвижимости. Доходный подход основан на том, что стоимость недвижимости, в которую вложен капитал, должна соответствовать текущей оценке качества и количества дохода, который эта недвижимость способна принести. Доходный подход к оценке стоимости объектов недвижимости – совокупность методов оценки стоимости объекта оценки, основанных на определении ожидаемых доходов от объекта оценки

Доходный подход используется только для оценки доходной недвижимости, то есть такой недвижимости, единственной целью которой является получение дохода. Основной предпосылкой расчета стоимости таким подходом является сдача в аренду объекта недвижимости [2]. Для преобразования будущих доходов от недвижимости в текущую стоимость осуществляется капитализация дохода