

ASSESSMENT OF COMPETITIVENESS AND ANALYSIS OF THE LEVEL OF DEVELOPMENT OF THE REGION (ON THE EXAMPLE OF THE TURKESTAN REGION)

Guldar Maulenberdieva
Master, Senior lecturer

Shymkent University (Kazakhstan)

History shows that the phenomenon of prosperity of some territories is explained not so much by the fact that they are less affected by negative factors, but by the presence of opposing competitive advantages: highly efficient and unique natural resources, favorable geographical location. It should be emphasized that a territory will be competitive if, based on the institutional conditions, it develops innovative, infrastructural, production and information potentials [1]. To determine the level of competitiveness and the choice of evaluation indicators, it is advisable to conduct monitoring on the example of a specific region, in our case, the Turkestan region is taken.

By the Decree of the Head of State of June 19, 2018, No. 702c, the Turkestan region was created, the administrative center of which became the city of Turkestan. However, it should be noted that the South Kazakhstan region had a high share of the city of Shymkent in terms of economic sectors.

The Turkestan region (TO) is one of the agricultural and tourist regions of the Republic of Kazakhstan. The region specializes in agriculture, uranium mining, mechanical engineering and in the development of all types of tourism.

One of the positive aspects is the development of the transit potential of the region and the strengthening of the role of border areas as the most important zones of international economic cooperation through the development of transport routes, transport and logistics services and infrastructure of border trade centers.

To assess the competitiveness of the territory's economy, it is necessary to carry out a sequence of the following actions [1]:

- selection of indicators for assessing the competitiveness of the territory;
- positioning of this territorial entity among others in terms of its impact on the competitiveness of the country's economy;
- identification of decisive factors and trends in changes in competitive positions in the economy of the territory;
- determination of innovative and investment prospects for the further development of the territory in order to increase its competitiveness.

The region has significant resources that make up the potential of its unique competitive advantages. This is also a large working-age population, which makes up 77.5 % of the total population.

Based on statistical data, the Gross Regional Product of the South Kazakhstan region had the following indicators: in 2014, the volume amounted to 2398.7 billion tenge, and in 2017, the volume of GRP increased to 3111.4 billion tenge. The share of the region's GRP in the country's GDP according to preliminary data in 2018 was 2.8 % (1650.5 billion tenge), the region took the last 17 place (*South Kazakhstan region 2014 – 6 %, 2015 – 6.1 %, 2017 – 6.1 %, the region took the 5th place among the regions of Kazakhstan*) [2].

The lowest level of the ratio of GRP per capita to the average for the Southern macroregion was observed in the Turkestan region, whose share in 2018 was 27.8 %. The low share of GRP per capita in the Turkestan region was due to the high population of the region, the number of the republican level in 2018 was 10.7 % (*2nd place in the republic*). As of July 1, 2019, the population of the Turkestan region was 1999.1 thousand people, or 10.8 % of the total population of the republic, the GRP per capita was 187.5 thousand tenge, the share of the republican level was 27.8 % [2].

In the structure of the GRP of the South Kazakhstan region in 2016, the main share was occupied by industry – 25.2 % (2013 – 25.4 %), agriculture – 9.0 % (2013 – 9.4 %), trade – 11.2 % (2013 – 10.3 %), other services – 38.6 % (2013 – 39.2 %). In the Turkestan region in 2018, the volume of GRP amounted to 1659.9 billion tenge, the main share in industry – 11.9 % and in other services – 37.5 % [2].

The analysis of industrial development for 5 years (2013–2017) in the South Kazakhstan region showed that the largest growth in the production Physical Volume Index (FPI) was observed in the mining industry (30.4 %), water supply (23.0 %), manufacturing (17.6 %), and in the electricity supply there is a decrease (–7.5 %). This, in turn, led to a change in the share of industries in the structure of industrial production [2].

The main priority area of the region is the agro-industrial complex. In recent years, there has been a positive trend in the development of the agricultural sector of the region, in particular, the dynamics of agricultural output has a positive growth trend.

The share of agriculture in the gross regional product at the end of 2017 in the region was 9.6 %, as of 01.09.2019 in the Turkestan region was 19.1 % [2].

The problem issues of the agricultural processing industry remain the low share of processing of the produced raw materials. Low workload or idle time of enterprises is associated with a shortage of working capital, seasonality of production and uneven flow of raw materials to processing enterprises during the year, wear and tear of production equipment of processing enterprises, which in turn affects the final results of production.

Investments in fixed assets in January–December 2017 in the South Kazakhstan region amounted to 82.0 billion tenge, FPI by the corresponding period of 2016 – 120.2 % [2].

According to the results of a survey of international foreign and domestic experts, the Turkestan region among other regions is recognized as profitable and favorable for attracting investment.

In order to attract foreign investors in the region, an International Investment Forum was held annually with the participation of representatives of well-known foreign companies.

Among the regions of the Southern macroregion, South Kazakhstan Region took the seventh place in the production of innovative products. In 2016, the region produced innovative products in the amount of 54.4 or 12.2 % of the total volume of the Republic of Kazakhstan.

Turkestan region is one of the regions of the Republic of Kazakhstan with a high level of self-employed population (*1st place among the regions of the Republic of Kazakhstan*), in 2018 it was 358.9 thousand people (46.0 %), in the 2nd quarter of 2019 – 355.5 thousand people (45.8 %) [2].

Despite the significant growth rates of the region's economy, there are still many problems and threats to the development of the region:

- low level of processing of manufactured raw materials and infrastructure in the field of processing of agricultural products;
- low level of genetic potential of used seeds and livestock; deterioration of agricultural machinery;
- the presence of natural foci of particularly dangerous infections; non-compliance of the level of veterinary and phytosanitary safety with international norms and standards;
- a large number of small-scale producers in agriculture;
- limited supply of financial services to the agricultural sector;
- weak involvement of representatives of small and medium-sized businesses in the decision-making processes to attract investment in the industry context, as well as high requirements for collateral obligations, reduces the availability of credit for most small and medium-sized businesses.

References

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