

D.N. Kelesbayev<sup>1</sup>  
K.M. Berkimbayev<sup>2</sup>  
G.G. Shinet<sup>3</sup>

<sup>1,2</sup>Khoja Akhmet Yassawi International Kazakh-Turkish University, Turkestan, Kazakhstan  
<sup>3</sup>Miras university, Shymkent, Kazakhstan  
(E-mail: <sup>1</sup>dinmukhamed.kelesbayev@ayu.edu.kz,  
<sup>2</sup>kzkamalbek.berkimbaev@ayu.edu.kz, <sup>3</sup>gshnet@bk.ru)

## Economic contributions of university students in rural areas (on the example of the city of Kentau)

**Abstract.** *Universities have economic, social and cultural effect on cities where they are located. Particularly, expenditures of university students provide significant contribution to the economy of its city. This study focuses on Akhmet Yassawi University students' contribution to Kentau city's economy in special and other fields in general. Overall, 925 university students have been examined through a questionnaire that has 32 questions, in the context of the study. Students' demographic characteristics, income and spending habits have been searched in the survey. The findings suggest that, each student spends 30 thousand tenge a month in average, which contributes 27,750 million tenge a month in total to Kentau city's economy.*

**Keywords:** *City Economy, University, Students' Expenditure, educational institutions, faculty, grant.*

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**Introduction.** Universities are institutions that have an economic, social and cultural impact on the region of their creation [1]. The contribution of universities to the local economy is the main and advantage expected in our country, where the number of universities is growing rapidly. Because universities have a great and important influence on the economic, social and cultural structure of the cities in which they are established. In particular, the funds spent by University students make up a significant funding group that will revitalize the city's economy.

Universities have an impact on the social, economic and cultural life of the regions where they are established. The most important point of this effect is the interaction of University students with the city and its life. In this regard, it is very important to live in a better environment for students and the quality of their relations with the public. The main purpose of this research

work, prepared in this context, is to identify, along with other contributions to the city of Kentau, the international Kazakh-Turkish University named after Khoja Akhmet Yassawi (here in after – Akhmet Yassawi University), especially the economic contribution. In other words, calculate the contribution of students to the economy of the city of Kentau by determining the socio-economic characteristics of University students, their daily lifestyle, attitudes in a particular area and the amount of costs for various items of expenditure. Therefore, the subjects of this research work, developed on the topic of the impact of universities on the city's economy, are students of Ahmed Yasawi University, which is the only University located in the city of Kentau and there.

The city of Kentau is located 30 km from the city of Turkestan in the foothills of Karatau. The green city was created in 1955 under the name

“Crown of Karatau”. Today, the population of the city is 68,635 people [2]. The city of Kentau is one of the centers of mechanical engineering, Metalworking and mining industry in the country. Large enterprises of the city’s economy: JSC “Kentau transformer plant”,

JSC “Excavator”, JSC “Southern tsvetmetall” and Akhmet Yassawi University [3]. Two faculties (faculty of engineering and training) of Akhmet Yassawi University are located in Kentau.

Akhmet Yassawi University, which opened in 1991 by the decree of the first President of the Republic of Kazakhstan N.A.Nazarbayev based on an intergovernmental agreement between Kazakhstan and Turkey, is the first international higher education institution in Kazakhstan that has received an international status among the Turkic-speaking States, uniting the youth of the Turkic world [4]. Akhmet Yassawi has 10 faculties. There are about 10 thousand students, interns, undergraduates, residents and doctoral students in 105 specialties of bachelor’s, master’s and doctoral studies degree on the basis of state educational grants, fee-based students and winners of Turkey scholarships [5].

Universities are the most important economic resources of the cities where they are created in terms of financial resources and employees who provide employment [11]. These established universities ensure the economic development and social development of the city. In other words, these universities contribute to the city where they are located by providing employment to the economy, producing and distributing information, improving production and labor, creating tax investments, and building and increasing brand value.

In a research work conducted by Newlands, universities are divided into two parts in terms of financial means and information effects that use their connections with the cities in which they are established. He recognizing that universities play a key role in the process of urban development, consistently lists its main functions as follows [14]:

- Supports the economy and society of regional education,
- An essential element of economic stability,
- The main force of social life in the region,

- Creates and strengthens the Foundation of cultural resources,
- Promotes international cooperation and openness in the region,
- The main source of innovation and entrepreneurship.

In addition, universities can play an active role in the regional economy through “academic entrepreneurship” [15]. This indicates that universities should focus on the regions where they are established and be sensitive to them. Universities make a significant contribution to the region’s economy by generating demand in various sectors in the regions where their students and administrative staff and faculty establish them, with funds directed. Universities also have a very strong influence on the construction of the city, its development, and distribution by district, changes in localities, housing and land prices. With the creation of universities, compared to the surrounding cities where they are located, the attractiveness increases, it becomes a cultural center and the direction of development of the city changes.

Despite the fact that universities are educational institutions, they make a direct contribution to the economy, participate in the formation of urban areas and contribute to the development of trade, health, art and scientific achievements through the integration of the state and industry [7]. Each University has a positive impact on the economy of the city where it is located, providing direct and indirect employment, costs, and consumption and investment funds. Universities create additional income associated with the city where they are located, an additional need to provide indirect employment and services through the dependent population [9]. In addition, universities provide financial resources for the development of the local economy. These advantages will increase economic stability and the quality of social life. When analyzing these opportunities, their contribution to development is widely reflected. Universities are a social institution of the local economy, and these universities have a different impact on the city’s economy with their students, administrative staff, faculty, and legal entity [15]. In this regard, if universities are required to

promote social harmony and economic growth, quality assessments should be combined and competitive environments created.

**The purpose and objectives of the study.**

Universities are scientific and educational institutions, regardless of organizational, political and economic forces in various forms within public structures. Currently, we see that universities are important structure for training qualified workers who produce education and serve society, which is necessary for a country [12]. These institutions play a key role in local and state development.

Universities have different contributions to the socio-cultural development of the region because of the interaction of employees and students from different cities and cultural centers with the local population [12]. Therefore, universities are considered as the most important dynamics of regional development in recent years and can be focused and considered in several points of economic and socio-cultural contribution to the regions of their location [13]:

- Contribution to improving economic indicators, such as regional income and employment,
- Contribution to improving socio-cultural indicators such as health, communications, transport, transportation and welfare,
- Contribution to improving demographic and educational indicators, such as increasing participation in education and reducing internal migration.

In addition, three main groups can be collected and considered by universities as individual, social and economic benefits [7]:

- Personal benefits: the knowledge obtained at the University contributes to the development of the individual, improve basic knowledge and skills, obtain a good profession and career, take a worthy place in society, and improve the standard of living and a good life.
- Social benefits: universities have various social benefits other than personal benefits that they can provide to people in the cities where they are established. They are:
  - based on the ability of graduates to higher education, spread information and benefit others.;

- social and cultural standards formed by universities develop social infrastructure that ensures the harmonization of society and economy;

- establishes commercial, social and cultural relationships with people and associations from different countries;

- increased participation in public policy;

- provides social mobility in society.

- Economic benefits: the third main benefit of universities is economic benefits. This profit is analyzed in detail on the following topic: the Contribution of universities to the economy.

**History of research.** In many studies on the impact of universities on the economy of cities located, the number of students and the number of employees is mainly analyzed. In our country, there are no studies conducted to determine the contribution of universities to the local economy. At the same time, in the fraternal Turkish country, how the socio-economic contribution that includes universities and how it affects the city's economy has been studied in various ways.

Kashley and Serel, analyzing students Balikesirspor University in his studies in 2008 investigated the economic contribution of the University to the region [6]. Gorkemli researching in 2009, determined the contribution of Selcuk in Konya region's economy [7]. In 2010, a research paper conducted by Akcakanat and its partners discussed the contribution of students from Suleyman Demirel University to the economy of the province of Isparta [8]. In 2011, he published works on Uzturk and its colleagues, on the contribution of universities established in Anadolu to the socio-economic structures of the provinces [9]. In 2012, Selchuk and Bashar identified the funds that students of the Caucasus University invested in the economy of the city of Kars [10].

Valera and van Reinenb conducted an unusual study in 2019. They found that the relationship between GDP and universities is not affected by the direct costs of University employees and students [11].

**Methods of research.** The study-involved students studying at the faculties of engineering and training located in Kentau in 2019. In other words, 925 students studying at the faculties

located in Kentau conducted a survey on demographic characteristics, income level and costs, consisting of 32 questions. In the course of the study, only the costs and expenses incurred by students in Kentau are included in the calculation of the level of income and expenses for expenses, while in other cities costs and funds are not taken into account.

To collect the data used in the study, a survey was conducted of 925 students studying at the faculties of engineering and training located in Kentau. The survey asked 32 questions about the demographic characteristics of students, income, costs and funds. In the city of Kentau University. Akhmet Yassawi has two faculties, the faculties of engineering and training. The total number of students enrolled in these faculties in the 2019-2020 academic year is 925.

**Result of research.** The results of the study on the demographic characteristics of students,

identified during the analysis of data collected in the study, are presented in table 1.

As can be seen from table 1, 57.08% of students who took part in the survey are girls, 42.92% are men, 78.92% are under 20 years of age, 19.13% are aged 20-25 years and 1.95% are over 25 years of age. 56.76% of the surveyed students study at the preparatory faculty, and 43.24% at the faculty of engineering. If we talk about the levels of education, 56.76% are enrolled in preparatory courses, 41.29% in bachelor's degree, 1.73% in master's degree and 0.22% in doctoral studies.

The data identified by the types of trainees who participated in the survey are shown in table 2.

According to Table 2, 182 students are trained under the state grant of the Republic of Kazakhstan, 240 students-under the grant of the Republic of Kazakhstan for the Turkish world. In addition, 411 students are trained under the

Table 1

Demographic structure of students

№	Structure	Peculiarity	Number	Share (%)
1	Gender	Male	397	42,92
		Female	528	57,08
		<b>Total</b>	<b>925</b>	<b>100</b>
2	Age	≤ Up to 20 years	730	78,92
		20-25 years	177	19,13
		25 ≤ ... over	18	1,95
		<b>Total</b>	<b>925</b>	<b>100</b>
3	Faculty	Faculty of training	525	56,76
		Faculty of engineering	400	43,24
		<b>Total</b>	<b>925</b>	<b>100</b>
4	Level	Training	525	56,76
		Bachelor's degree	382	41,29
		Master's degree	16	1,73
		PhD Doctor's degree	2	0,22
		<b>Total</b>	<b>925</b>	<b>100</b>
5	Курсы	Training course	525	56,76
		1st course	111	12,00
		2nd course	112	12,11
		3rd course	84	9,08
		Th course	93	10,05
		<b>Total</b>	<b>925</b>	<b>100</b>

Table 2

## Type of training and amount of scholarship received by students

№	Structure	Peculiarity	Type of study					Total	Share (%)
			Grant RK	Grant RT	Quote	Quote (F)	Financial base		
1	Degree	Training	52	193		271	9	525	56,76
		Bachelor's degree	114	47	21	118	82	382	41,29
		Master's degree	14		1		1	16	1,73
		PhD Doctor's degree	2					2	0,22
		<b>Total</b>	<b>182</b>	<b>240</b>	<b>22</b>	<b>389</b>	<b>92</b>	<b>925</b>	<b>100</b>

Table 3

## Amount of monthly scholarships for students

№	Structure	Peculiarity	Type of study		The amount of scholarship	20%-ecological compensation	Total
			Grant RK	Grant RT			
1	The amount of the scholarship received by a student per month (tenge)	Training	52	193	17 807,0	3 561,0	21 368,0
		Bachelor's degree	114	47	20 949,0	4 190,0	25 139,0
		Master's degree	14		53 530,0	10 706,0	64 236,0
		Ph.D. Doctor's degree	2		81 998,0	16 400,0	98 398,0

Table 4

## The amount of money that students receive from their families on a monthly basis

№	Structure	Peculiarity	Type of study			Number	Share (%)
			Grant	Quote	Financial base		
1	Monthly amount of money from the family (tenge)	... ≤ up to 25 thousand	422			422	45,62
		In the range of 25-30 thousand		411		411	44,43
		more than 30 000			92	92	9,95
		<b>Total</b>	<b>422</b>	<b>411</b>	<b>92</b>	<b>925</b>	<b>100</b>

Turkish quota in the Republic of Turkey, 92 are trained on a paid basis.

Data on the average amount of monthly scholarships for students are shown in table 3.

As shown in Table 3, students studying in the preparatory course on grants for the state and the Turkic world (a total of 245 students) receive a monthly stipend of an average of 21 368.0 tenge,

Table 5

## The amount of money that students spend each month

№	Structure	Peculiarity	Type of study			Number	Share (%)	Average
			Grant	Grant	Grant			
1	Monthly amount of funds (tenge)	... ≤ up to 25 thousand	177			177	19,14	30 000,0
		In the range of 25-30 thousand		411		411	44,43	
		more than 30 000	245		92	337	36,43	
		<b>Total</b>	<b>422</b>	<b>411</b>	<b>92</b>	<b>925</b>	<b>100</b>	

while students studying at the undergraduate level on a state grant (161 students in total) Each of them receives a scholarship in the amount of 25,139.0 tenge. Students studying at the master's level with a state grant (14 students) receive an average monthly stipend of 64,236.0 tenge, while doctoral students receiving a state grant (2 students) receive an average monthly stipend of 98,398.0 tenge. That is.

The data on the amount of money received by students from their families on a monthly basis are shown in Table 4.

Looking at Table 4, it is very clear how much money students receive from their families each month. This is because the total number of students studying on a grant is up to 25 thousand tenge per month, while the number of students studying on a quota is between 25-30 thousand tenge. The amount of funding for paid students is more than 30 thousand tenge. The data on the monthly expenditures of the surveyed students are shown in Table 5.

As shown in Table 5, 19.14% of students spend an average of 25 thousand tenge per month, while 44.43% spend an average of 25 thousand to 30 thousand tenge per month. The remaining 36.43% produce more than 30 thousand a month. In general, the average amount of money spent by all students per month is 30 thousand tenge.

Table 6 shows where and for what purpose students spend their monthly income.

According to Table 6, 49.63% of students surveyed spend between 6 and 9 thousand tenge per month on food, and 44.86% spend more than 9 thousand tenge. If we analyze the

cost of travel, 31.89% of students spend up to 3 thousand tenge per month for travel, and 60.86% spend between 3 and 6 thousand tenge. It is known that 30.27% of students spend up to 3 thousand tenge per month for entertainment in various entertainment centers, and 56.32% spend between 3 and 6 thousand tenge. The share of students who spend between 3 and 6 thousand tenge for tobacco and alcohol products is 51.68%, the share of those who spend up to 3 thousand tenge is 43.68%. The share of students who spend between 3 and 6 thousand tenge for books and stationery is 52.65%, the share of students who spend up to 3 thousand tenge to buy books and stationery is 38.38%. At the same time, it turned out that the share of students who spend between 6 and 9 thousand tenge per month to buy clothes is 60.97%, the share of students who spend more than 9 thousand tenge and buy clothes is 19.24%.

**Conclusion.** In conclusion, it is necessary to note that the interaction of universities with the cities in which they are located consists of economic and socio-cultural relations. It became known that universities perform important missions, such as conducting research, sharing research results with the public, educating people with the qualities and abilities required by the public and private sectors, as well as supporting regional development.

It is also found that students spend most of their monthly income on food and clothing. The next part is travel and entertainment expenses. Here, the amount of scholarships received by students from their families is between 25 thousand and 30 thousand tenge per month: 21



Table 6

## The structure of student spending

№	Structure	Peculiarity	Number	Share (%)	Average
1	Meals	... ≤ up to 3 thousand tenge	19	2,05	10 000,0
		From 3 to 6 thousand tenge	32	3,46	
		In the range of 6-9 thousand tenge	459	49,63	
		More than 9 thousand tenge	415	44,86	
		<b>Total</b>	<b>925</b>	<b>100</b>	
2	Bus fare	... ≤ up to 3 thousand tenge	295	31,89	5 000,0
		From 3 to 6 thousand tenge	563	60,86	
		In the range of 6-9 thousand tenge	45	4,86	
		More than 9 thousand tenge	22	2,39	
		<b>Total</b>	<b>925</b>	<b>100</b>	
3	Entertainment	... ≤ up to 3 thousand tenge	280	30,27	5 000,0
		From 3 to 6 thousand tenge	521	56,32	
		In the range of 6-9 thousand tenge	83	8,97	
		More than 9 thousand tenge	41	4,44	
		<b>Total</b>	<b>925</b>	<b>100</b>	
4	Smoking and alcohol	... ≤ up to 3 thousand tenge	404	43,68	3 000,0
		From 3 to 6 thousand tenge	478	51,68	
		In the range of 6-9 thousand tenge	30	3,24	
		More than 9 thousand tenge	13	1,40	
		<b>Total</b>	<b>925</b>	<b>100</b>	
5	Books and office	... ≤ up to 3 thousand tenge	355	38,38	3 000,0
		From 3 to 6 thousand tenge	487	52,65	
		In the range of 6-9 thousand tenge	50	5,41	
		More than 9 thousand tenge	33	3,56	
		<b>Total</b>	<b>925</b>	<b>100</b>	
6	Clothes	... ≤ up to 3 thousand tenge	49	5,30	10 000,0
		From 3 to 6 thousand tenge	134	14,49	
		In the range of 6-9 thousand tenge	564	60,97	
		More than 9 thousand tenge	178	19,24	
		<b>Total</b>	<b>925</b>	<b>100</b>	

368.0 tenge for undergraduates, 25 139.0 tenge for undergraduates, 64 236.0 tenge for masters and doctoral students. 98 398.0 tenge.

The study, conducted to determine the impact of university students' continuing education on the city's economy, showed that in 2019, one student in Kentau spent an average of 30,000 tenge per month, which is equivalent to 277 tenge per month for all students in Kentau 750 million thousand tenge, and 333 million tenge a year.

However, the situation is completely different. This is due to the fact that applicants apply to the university at the stage of registration; Taking into account the costs of graduation, graduation and visits of parents to the city for various reasons, during the summer session and various social and scientific events at the university, as well as the costs of university staff, the city of the university. It can be said that it makes a significant contribution to the economy.

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**Д.Н. Келесбаев<sup>1</sup>, К.М. Беркімбаев<sup>2</sup>, Г.Ф. Шінет<sup>3</sup>**

<sup>1,2</sup>Қ.А. Ясауи атындағы Халықаралық қазақ-түрік университеті, Түркістан, Қазақстан

<sup>3</sup>«Мирас» университеті, Шымкент, Қазақстан

### **Университет студенттерінің білім алу мекендеріндегі экономикалық үлестері (Кентау қаласы мысалында)**

**Аннотация.** Университеттер орналасқан қалаларының экономикалық, әлеуметтік және мәдени құрылымына өте үлкен әсерін тигізеді, әрі маңызды болып саналады. Әсіресе, университет студенттерінің жұмсайтын қаржылары қала экономикасын жандандыратын маңызды қаржыландыру тобын құрайды. Осы тұрғыда дайындалған бұл зерттеу жұмысы, Ахмет Ясауи университетінің Кентау қаласына қосқан басқа да үлестерімен қатар, әсіресе, экономикалық үлесін анықтау мақсатында жүргізілді. Зерттеу аясында Кентау қаласында орналасқан факультеттерде оқитын 925 студентке 32 сұрақтан тұратын демографиялық ерекшеліктері, табыс деңгейі және жұмсалатын шығындары туралы сұрақтар қойылды. Зерттеу нәтижесінде 2019 жылы бір студенттің орташа есеппен айына 30 мың теңге көлемінде қаржы



жұмсайтындығы және барлық студенттерді есептегенде Кентау қаласының экономикасына орташа есеппен айына 27,750 млн. теңге көлемінде үлес қосатындығы анықталды.

**Түйін сөздер:** қала экономикасы, университет, студенттердің шығындары, білім беру мекемелері, факультет, грант.

Д.Н. Келесбаев<sup>1</sup>, К.М. Беркимбаев<sup>2</sup>, Г.Г. Шинет<sup>3</sup>

<sup>1,2</sup>Международный Казахско-Турецкий Университет им. Ходжи Ахмеда Ясави, Туркестан, Казахстан

<sup>3</sup>Университет Мирас, Шымкент, Казахстан

### Экономический вклад студентов университета в город (на примере города Кентау)

**Аннотация.** Университеты оказывают очень большое экономическое, социальное и культурное влияние на города, в которых они расположены. Финансы, потраченные студентами вуза, составляют важную группу финансирования, которая возрождает экономику города. Эти исследования были проведены с целью определения экономического вклада университета Ахмеда Ясави в развитие города Кентау. В рамках исследования было опрошено 925 студентов, обучающихся на факультетах, расположенных в г. Кентау, им было задано 32 вопроса – о демографических особенностях, уровнях доходов и затрат. В результате исследования было установлено, что в 2019 году, если один студент в среднем потратил 30 тысяч тенге в месяц, то с учетом всех студентов в среднем в экономику города Кентау инвестируется 27,750 миллионов тенге в месяц.

**Ключевые слова:** экономика города, университет, студенческие расходы, образовательные учреждения, факультет, грант.

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#### **Information about the authors:**

*Келесбаев Д.Н.* – **негізгі автор**, PhD, доцент, Қ.А. Ясауи атындағы Халықаралық қазақ-түрік университеті, Түркістан, Қазақстан.

*Беркімбаев К.М.* – доктор, профессор, Қ.А. Ясауи атындағы Халықаралық қазақ-түрік университеті, Түркістан, Қазақстан.

*Шінем Г.Ф.* – PhD, аға оқытушы, «Мирас» университеті, Шымкент, Қазақстан.

*Kelesbayev D.N.* – **the main author**, Ph.D., Associate Professor Khoja Akhmet Yassawi International Kazakh-Turkish University, Turkestan, Kazakhstan.

*Berkimbayev K.M.* – Doctor, Professor, Khoja Akhmet Yassawi International Kazakh-Turkish University, Turkestan.

*Shinet G.G.* – Ph.D., Senior Teacher at Miras University, Shymkent, Kazakhstan.