

**REPORTS OF THE NATIONAL ACADEMY OF SCIENCES  
OF THE REPUBLIC OF KAZAKHSTAN**

ISSN 2224-5227

<https://doi.org/10.32014/2019.2518-1483.22>

Volume 1, Number 323 (2019), 138 – 142

UDC 658.64

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**FEATURES OF INNOVATIVE ACTIVITY  
IN THE SPHERE OF TOURISM**

**Abstract.** The authors of the article present the features of innovation activity in the field of tourism. The main reason for requiring the introduction of new technologies in the tourism sector is globalization processes that spawn the processes of standardization and unification of national cultures, increase the demand not only for the tourist product, but also the peculiarities of different countries and regions, visiting which partly compensates for the lack of new impressions in the standardized modern the world. An important process that accompanies globalization is the merger and concentration of tourism firms, the formation of large transnational conglomerates in the field of tourism. There is a need to bring disparate tourism into a single system to create a powerful industry that is able to accumulate cash to allocate significant revenues to the state budget and further intensive development of national tourism.

**Keywords:** innovation, tourism services, industry, features, infrastructure, cluster.

**INTRODUCTION**

Today, Kazakhstan is undergoing radical transformations of its mixed economy in order to increase the competitiveness of the country, where technological transformations are of primary importance - overcoming technological degradation and mastering the techniques of the modern fifth and future sixth technological orders. According to the President of the Republic of Kazakhstan, five positive trends in the innovative development of the economy of Kazakhstan are of particular importance: Energy efficiency, which is provided only by new technologies [1].

1. Growth in the non-primary sector. Mechanical engineering should become the core of the innovation development process of the country, which includes the automotive industry with new technologies and car building.

2. Agro-industrial complex. Today, the state is making considerable efforts for the development of vegetable and livestock production.

3. Projects implemented in small and medium businesses.

4. Labor productivity, which should steadily grow, which automatically entail an increase in incomes and qualitative changes in the social development of society [2].

**MAIN PART**

In the official legal documents of Kazakhstan, the concept of “innovation” has been used in the last 10-15 years, it was consolidated in the Law of the Republic of Kazakhstan “On Innovation Activity” and is defined as the result of innovation activity, which has been implemented as new or improved products (work, services), new or improved technological process, as well as organizational, technical, financial, economic and other solutions in various spheres of public relations, rendering constituents progressive effect on the various areas of production and management obschestvom.I sphere. Schumpeter interprets innovation as a new scientific and organizational combination of production factors, motivated by an entrepreneurial spirit [3].

Kazakhstan faces the challenge of dynamically modernizing the entire system of socio-economic and socio-political relations. The main focus is on the markets of Russia, China, Central Asia, the Caspian and Black Sea regions. This implies government support for the expansion of Kazakhstani capital, goods and services to foreign markets [4].

The most widespread in modern practice of tourism are such types of innovation (according to the criterion of the carrier of the innovation process):

### 1. Product Innovation Group:

The development of new, previously unknown on the market tours. At one time, rural (green) tourism, ecological, congress, adventure (adventure), underwater, cruise ornithological and other types of tourism appeared in their capacity. In the innovations of 2007–2008 The following proposals were noted: expeditionary tourism (the French company Poseidon Arctic Voyages Ltd is the world's largest tour operator for expeditions to the North Pole and the Russian Arctic); Prison tourism (Johor Baru, Malaysia; Helsinki, Finland); summer tourism (special programs for older tourists from Japan, including potato digging at summer cottages in the Khabarovsk region of Russia); flour fights (Greece).

Attraction to the tourist process of new types of resources or the creation of resources with predetermined properties and a new target function. In tourist visits, the proportion of a special class of natural-man-made objects is growing (reservoirs, ponds, forest parks, etc.); the prospects of technogenic are seriously evaluated, incl. mining (mines, mines, quarries) and factory tourism [5]. The choice of objects in route and stationary tourism is increasingly subject to the requirement of exoticism (marriage on the ice of Baikal; accommodation of hotels in trees (Germany), lighthouses (Friesland, Netherlands), in wine barrels (Rüdsheim, Germany), under water (Key Largo, state of Florida USA);

Holding business conferences in an inflatable conference hall ("Sphere") (Moscow region); visiting both rolled up and operating military facilities (Balaklava, Crimea), etc.

- development of new segments of the tourist market, including the involvement of new natural environments (space), territories of extreme type (desert, Antarctica, equatorial forests, etc.) in the tourist movement. The development of the tourist market can be carried out by expanding the period of the tourist seasons, covering the new target clientele ("third age" tourism, tourism by professional groups, etc.).

- The creation of new tourist and recreational areas. Initially, the role of such territories was performed by national natural parks, combining environmental and recreational functions; currently, the theme park unites a variety of entertainment facilities with a crosscutting educational theme (Disneyland parks in California and Florida, USA, France, Japan, Fantazialend in Germany serve the flow of tourists from 7 to 13 million people per year).

There were examples of oases of tourism in the Sahara, specializing in extreme, ethnographic, adventure and recreational tourism (for example, scenery left after the filming of Star Wars, Tunisia) [6].

### 1. Group of technological innovations:

development of new types of logistics for tourist services that improve the quality of services (for example, equipping hotels with sound mail, satellite reception, closed video network, electronic information on television (account control, automatic calculation), computers with modem, modern smoke detectors, silent air conditioners etc.). In Cordoba (Spain), in 2006, sightseeing routes were introduced on "talking" cars using GPS (sightseeing text, reproduction of display objects on a computer screen).

Introduction of computer (information) technologies in the booking and reservation of hotels, air tickets (GDS - Global Distribution Systems - Saber, Amadeus, Galileo, Worldspan) [7].

Ecologization of tourist services technologies was a forced result of the increase in the scale of recreational use of natural resources and the increasing negative impact of tourism on the quality of natural complexes and their ability to recover. Thus, according to estimates of the United Nations Environment Program (UNEP), one average tourist creates about 1 kg of solid waste per day [8].

The know-how in the system of transport service for tourists is aimed at reducing the time of delivery of clients to the resort area, increasing comfort and cheaper transport tariffs. The introduction of low-cost charter flights into the system of domestic and international tourism in the mid-1980s was of revolutionary importance in the growth of tourist travel.

Being one of the most dynamically developing global industries, the tourist market of Kazakhstan demonstrates low rates of development. The limited material resources of citizens, the underdeveloped tourist infrastructure, the inconsistency of the interests of the state and the private sector are constraining factors for the development of the tourism industry of Kazakhstan.

As can be seen from table 1, the number of served visitors in the Republic of Kazakhstan for 2017 in outbound tourism has remained the leader for many years 10,260.8 people, thanks to the EXPO-2017 the influx of tourists 7,701.2 people, domestic tourism remains at the smallest position 5 572.8 people.

Consider where tourists prefer to relax, in which areas and which resort areas of the Republic of Kazakhstan for 2017.

Table 1 - Number of served visitors by type of tourism in the Republic of Kazakhstan for 2017, thousand people [9]

	Exit	Entry	Inside
Total	10 260,8	7 701,2	5 572,8
of them			
placements	-	891,9	4 387,5
spa resorts	-	2,4	295,7
organizations	-	372,3	889,6

Table 2 - Number of served visitors by regions and resort areas of the Republic of Kazakhstan for 2017, people [9]

	Number of entry and internal visitors	including			Number of “self-organized” entrance and internal visitors (estimate)
		stayed in placements	having a rest in the sanatorium organizations	visiting specially protected natural areas	
The Republic of Kazakhstan	6 839 433	5 279 406	298 085	1 261 942	3 947 962
Akmola	1 122 835	341 399	36 581	744 855	560 720
Of them					
Shchuchinsko-Borovaya resort area	860 479	150 481	36 491	673 507	207 585
Zerenda resort area	95 503	48 085	-	47 418	105 806
Aktobe	105 249	100 450	4 546	253	251 067
Almaty	911 581	703 663	10 516	197 402	257 567
Of them					
Almaty resort area	614 624	426 342	854	187 428	32 285
Atyrau	211 553	184 353	4 798	22 402	111 251
Western Kazakhstan	120 537	112 321	8 216	-	103 322
Zhambylskaya	116 523	103 912	12 611	-	233 117
Karaganda	345 363	292 509	19 649	33 205	231 437
Of them					
Karkaraly resort area	82 140	49 628	-	32 512	14 751
The coastal zone of Lake Balkhash	39 945	37 238	2 707	-	86 202
Kostanay	212 690	192 174	19 992	524	160 406
Of them					
Kostanay resort area	17 668	6 369	11 299	-	2 896
Kyzylorda	82 180	59 192	22 988	-	148 383
Mangystau	207 378	205 904	1 364	110	101 929
Of them					
Resort area Kenderli	19 205	19 095	-	110	21
South Kazakhstan	375 548	269 974	79 887	25 687	441 321
Of them					
Saryagash resort area	53 911	7 447	46 464	-	33 146
Pavlodar	307 208	147 485	12 196	147 527	105 766
Of them					
Bayanaul resort area	176 430	30 753	-	145 677	4 387
North Kazakhstan	124 067	120 847	3 220		64 414
Eastern Kazakhstan	590 913	486 157	14 779	89 977	287 515
Of them					
Altai resort area	51 762	44 703	7 059	-	4 634
Alakol resort area	135 698	79 192	570	55 936	953
Bukhtarna resort area	64 208	63 376	-	832	6 135
Ulanskaya resort area	12 894	12 894	-	-	1 292
Katon-Karagay resort area	34 041	842	687	32 512	525
Astana city	989 205	989 205			519 941
Almaty city	1 016 603	969 861	46 742	-	369 806

Unfortunately, there are a very small number of holidaymakers in sanatorium-resort organizations - 298,085 people, the number of “self-organized” entrance and internal visitors is 3,947,962 of the total number of holidaymakers, 6,839,433 people. The largest number of tourists in the regions of Kazakhstan amounted to slightly more than a million people in the Akmola region - 1 122 835 people, then Almaty almost a million people 1 016 603 and Astana on the 3rd place nearly nearly 989 205 people. In general,

the development of tourism in Kazakhstan requires the introduction of innovation, since the availability of tourist and recreational resources provides all the prerequisites for the development of almost all types of tourism.

The absence or ineffective participation of stakeholders is one of the main obstacles to the realization of concepts for the sustainable development of tourism (ST) and uncertainty about how best to solve this problem [2].

The development of national tourism is impossible on the basis of only market mechanisms, since tourism is not only an economic phenomenon, but also deeply social, spiritual and cultural. Therefore, we need a state policy of tourism development in Kazakhstan. Important is the need to create mechanisms to promote the construction of new and reconstruction of existing facilities of tourist and resort infrastructure. It is necessary to form a system of tourist information centers - an element of the tourist industry, the creation of tourist offices abroad. A significant role in the implementation of these tasks can play a cluster approach.

For the economy of Kazakhstan, the following advantages are expected of applying the cluster approach in the tourism sector [7]:

- overcoming the uneven development of the tourism sector, the formation of new developed tourist areas in the regions.
- overcoming stagnation in a number of indicators of the tourism industry due to the intensification of infrastructure development in the regions.
- Concentration of administrative and financial efforts with the use of scientific research for the development of promising areas with unique tourist recreational resources.
- To increase the inflow of investments in the tourism industry and ensure its intensive development by the state.

The experience of foreign countries shows that competitiveness in the global tourism market is possible due to the development of new forms of economic integration between the state, the tourism business and the country's population [3]. Therefore, the formation and creation of favorable conditions for the effective functioning of tourist clusters is one of the priorities of the state tourism policy of Kazakhstan.

Despite the fact that Kazakhstan has a vast territory, in which potentially attractive tourist areas are located, the country's tourism industry is characterized by an insufficient level of development. Its share in the gross domestic product is about 1.6%.

Many areas of the region have great potential for the development of domestic tourism. There is a well-developed network of holiday homes, sanatoriums, tourist centers, dispensaries, boarding houses, etc.

Shchuchinsko-Borovskaya resort area is a resort with excellent natural and climatic conditions, rich therapeutic and recreational resources and historical and cultural foundation, favorable geographical location in the center of the Republic, proximity to the capital of the Republic of Kazakhstan, Astana. In the future, it promises to become a large modern tourist center of Eurasia. It is planned to build facilities for business, social, cultural, scientific, educational, and also entertainment purposes [6].

## CONCLUSION

Thus, the innovative development of the tourism sector involves the formation of infrastructure that meets modern international requirements. Introduction of additional flights of high-speed trains on the route Astana-Burabay and search for opportunities to open the high-speed route Omsk-Burabai. The introduction of national standards for roadside service facilities, taking into account all types of services, including fast-food outlets, overnight stays, the availability of a service station for vehicles, standard bathrooms with cold and hot water supply.

As well as proper roads, equipped and safe with a minimum of service (toilets, electricity, communication with the city, places of recreation and entertainment, places of food and overnight), parking lots, campgrounds, motels, parking. And of course, the provision of tourism development processes with professional staff. What is necessary is the revision of the curricula of universities, training specialists for tourism (compulsory study of foreign languages) and the direction of students from leading training centers for training specialists in tourism.

УДК 658.64

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### ТУРИЗМ САЛАСЫНДАҒЫ ИННОВАЦИЯЛЫҚ ҚЫЗМЕТІНІҢ ЕРЕКШЕЛІКТЕРІ

**Аннотация.** Мақаланың авторлары туризм саласында инновациялық қызметтің ерекшеліктерін ұсынады. Туризм саласына жаңа технологияларды енгізудің негізгі себебі - бұл стандартталған қазіргі заманғы жаңа әсерлердің жетіспеушілігін ішінара өтейтін, әртүрлі елдер мен өңірлердің ерекшеліктерін ескере отырып, ұлттық мәдениеттерді біріздендіру мен стандарттау процестерін көтеретін, туристік өнімге деген сұранысты арттыратын жаһандану үдерістері. Әлем. Жаһандану жолымен жүретін маңызды процесс туристік фирмалардың біріктіруі және шоғырлануы, ірі трансұлттық конгломераттардың туризм саласында қалыптасуы болып табылады. Мемлекеттік бюджетке айтарлықтай кірістер бөлу және ұлттық туризмді одан әрі қарқынды дамыту үшін қаражат жинай алатын қуатты индустрияны құру үшін тең туризмді бірыңғай жүйеге енгізу қажеттілігі туындайды.

**Түйін сөздер:** инновация, туристік қызметтер, өнеркәсіп, ерекшеліктер, инфрақұрылым, кластер.

УДК 658.64

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### ОСОБЕННОСТИ ИННОВАЦИОННОЙ ДЕЯТЕЛЬНОСТИ В СФЕРЕ ТУРИЗМА

**Аннотация.** Авторами статьи представлены особенности инновационной деятельности в сфере туризма. Основной причиной, требующей внедрения новых технологий в туристскую сферу, являются процессы глобализации, которые порождают процессы стандартизации и унификации национальных культур, повышают спрос не только на туристский продукт, но и особенности разных стран и регионов, посещение которых отчасти компенсирует нехватку новых впечатлений в стандартизированном современном мире. Важным процессом, который сопровождает глобализацию, является слияние и концентрация туристских фирм, образование крупных транснациональных конгломератов в сфере туризма. Возникает необходимость приведения разрозненного туризма в единую систему для создания мощной индустрии, способной аккумулировать денежные средства для отчисления значительных доходов в бюджет государства и дальнейшего интенсивного развития национального туризма.

**Ключевые слова:** инновации, туристские услуги, индустрия, особенности, инфраструктура, кластер.

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