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ENHANCING THE DEVELOPMENT OF THE TOURISM SECTOR BY IMPROVING ITS COMMUNICATION SUBSYSTEM

Abstract. In the article, it is relevant to study and develop theoretical foundations and tools that increase the effectiveness of the communication subsystem of both an individual enterprise and the tourism sector as a whole, allowing you to make decisions depending on the market situation. The relevance of these issues, their lack of development determined the choice of the topic of the diploma research.

However, currently, economic growth in the tourism sector in Kazakhstan is constrained by lack of information transparency, a focus on the provision of tourism services, which is inconsistent with emerging social and economic communication of innovations, significantly changed the conditions and possibilities of realization of processes of interaction of people and socio-economic systems, the high (relative to developed countries) level of income differentiation of the population, require diversification of the tourism product. Thus, the most significant element determining the effectiveness of management of the tourist complex and individual economic entities operating in this area is the level of development of the communication system.

The solution to the problem of increasing the intensity of communication flows is connected not only with the implementation of innovative means of collecting and processing information, but also with the level of knowledge of the methodology, the ability to creatively apply it depending on a specific market situation. The well-known theoretical tools that could be applied to the process of formation and functioning of the communication system in a tourist organization are insufficient, because it does not provide a theoretically sound methodological basis for implementing this process in the context of constantly changing social, competitive and economic characteristics of the external environment.

Inbound tourism is particularly important in terms of boosting economic development, which increases employment and creates a multiplier effect. This fact is supported by a relative slowdown in the growth rate of the volume of services provided compared to the growth rate of the number of people employed in the tourism sector. The decrease in the growth of indicators of the effectiveness of the use of labor potential, as well as the main funds of the tourism sector may be explained by existing problems in the mechanism for managing its development. In this regard, the paper examines the structure of existing relations between the subjects of the tourism market.

Keywords: tourism, development, efficiency, communication flows, communication technologies, innovations, socio-economic opportunities.

Introduction. Tourism in the modern world is considered as a socio-economic phenomenon that has a direct and indirect impact on the development of all related infrastructure. Tourism is based on a high level of transport, social and service development, which ultimately turns it into a highly profitable economic activity. At the same time, tourism is recognized at the international level as the most promising area of activity, which is of great importance not only in terms of economic growth, foreign exchange earnings and employment, but also for the consolidation of peace and the development of international cooperation.

In many countries, tourism plays a significant role in the formation of the gross domestic product, creating additional jobs and employment, and activating the foreign trade balance. In turn, the

development of tourism is influenced by various factors: demographic, natural and geographical, socio-economic, historical, religious and political and legal. The importance of tourism as a source of foreign exchange earnings, a way to expand international contacts and provide employment for the population is constantly growing.

Methods. The initial theoretical and methodological basis of the research was the scientific and practical developments of Kazakh and foreign researchers in the field of management of territorial socio-economic systems, a comprehensive study of which allowed us to develop a fundamental context of institutional, organizational and instrumental support for the development of tourism through the introduction of communication technologies.

Mainpart. The tourist market as a sphere of manifestation of economic relations between producers and consumers of a tourist product performs numerous functions: informational, intermediary, regulating, price-forming, stimulating, creative-destructive, differentiating. But as the fundamental functions of the tourist market we can distinguish the following:

- realization of the value and consumer value contained in the tourist product;
- organization of the process of bringing the tourist product to the consumer (tourist);
- economic provision of material incentives to work.

Features of the tourism industry as an object of management are as follows:

- first, when planning tourism activities, the needs, needs and desires of end users should be put at the forefront. In this regard, the location of a tourist enterprise (due to its attraction to the direct end user) is determined, on the one hand, by the location of the main contingent of consumers of tourist products, and on the other-by the location of recreational resources, which are practically the main factor (part) of the tourism industry [1];

- secondly, the non-primary nature of the tourist service. Although in the modern world, the importance of tourism as a means of restoring strength and health is huge, the tourist product has not yet become a basic commodity and is unlikely to become one in the near future. In addition, tourist services are affected more than other paid services by changes in the purchasing power of the population. The development of tourism is also strongly influenced by political and environmental phenomena;

- third, marketing is much more important in the tourism industry. This is due to the fact that the seller of a tourist service, not being able to present its sample-standard (as is practiced in the sale of goods), must find arguments in favor of their product – service, and this can only be done with a well-established marketing system. In addition, due to the impermanence of the quality of the service, subjectivism in its assessment, there is a need for its constant monitoring, i.e. this function of management becomes particularly important. In this regard, tourism management should focus on creating a SORI system (a system for collecting, processing and distributing information);

- fourth, the tourist service is unique (it is not possible to repeat it in all aspects) - it is the route of the trip, terms of service, cost, etc. Even two tours on the same route for the same company often go differently (this is the state of the vehicle, events in the host country, etc.).

Thus, these features actualize the study of processes in the communication and information environment, which eliminates the problems of territorial dispersion of individual elements that determine the promotion of travel services to the market [2], and solves the issues of coordination of their interests. On the other hand, communications are an essential element of the tourism management system [3]. Since economic systems cannot develop without the reproduction of all types of intellectual capital, without the renewal of educational, cultural and scientific potential, the communicative factor in the development of economic tourism systems becomes a condition for economic progress and an internal element of sustainable economic growth [4].

The challenges of communication management in the tourism industry require a new combination of technologies and tools that allow meaningful reform of the communication management of the economic system, using an integrated approach.

Communication management is directly related to information technologies: customer relationship management (CRM); supplier chain management (SRM); intelligent decision support; situational management; corporate collaboration technologies [5].

The function of organizing the process of bringing a tourist product to the consumer is carried out through the creation of a network of travel agents and tour operators for its implementation. As follows from the above diagram, the integration of efforts of heterogeneous participants in the tourism market and

interested in its development departments of territorial management systems is observed rather at the level of properties of the communication environment than at higher levels, that is, at the level of performance, but not their motives, causes and methods of implementation.

The synergistic effect of using technologies and tools of communication management is to achieve an effective end result of the functioning of the economic system. This can serve as another argument in favor of integrated communication as the basis of communication management in tourism.

To effectively solve this problem, it is necessary to detail the structure of relations between actors operating in the market and synthesize on this basis a model for managing the development of tourism by modifying the properties of its communicative subsystem.

Various types of companies specializing in operator and Agency activities, or combining these functions in various proportions, operate in the Kazakhstan market of tourist services, thus providing a competitive characteristic of the market. The nature of competitive relationships changes with hierarchical transitions. Taking into account this factor and the communicative nature of the activities of these subjects of the tourist market, it is necessary to form a functional block that provides for increasing the effectiveness of vertical and horizontal communications and reducing negative manifestations of competition.

The most important factor in enhancing the role of communications is the use of various elements against the backdrop of constantly changing social, competitive and economic forces. Consider the following major factors and the impact they have on communication and promotion management practices:

1. The removal of restrictions on the activities of various companies in many industries has led to numerous mergers and, consequently, to a reduction in the number of competitors. These events have affected marketing and, consequently, the promotion of services to the market due to the opportunity to increase advertising costs and the formation of special forms of promotion, such as a program for «regular customers» who often use the company's services, etc [6].

2. The development of institutions in the tourism sector has activated banks and other financial organizations in conducting aggressive advertising and using numerous forms of incentives – special prizes, presentations to attract and retain customers – tourism businesses.

3. The intensification of global competition and increased communication capabilities have also had a strong impact on marketing. Companies changed their marketing programs, including promotion, as tourism markets began to become Intercontinental.

4. Increased interest in personal physical condition and well-being, rapid growth of the health industry. Consumers have changed their interests in food, games during recreation, and their expectations of life, including the content of a tourist product.

5. The role of the time factor when purchasing goods and services increases. Consumers are now more determined than before to ensure that the operating mode of tourism service providers would meet their interests.

Analysis of the role and place of tour operators in the functioning of the tourist market allows us to make several negative points:

- the rules of behavior of this type of entities are sufficiently formalized, which ensures their clarity and accessibility for potential and new market participants;

- the sphere of activity of tour operators is characterized by relatively low unit costs (compared, for example, with industrial production and, especially, agriculture) or the possibility of transferring a significant part of the costs to the consumer of the services provided;

- the range of consumers is limited (travel agents), methods of working with them are well replicated;

- it is possible to create unique products, which allows you to distance yourself from competitors [7];

- as follows from the figure, it is tour operators who are influenced by the degree of infrastructure development (transport, communications, etc.) and use local resources (natural, cultural) in their activities.

These characteristics determine the existence of a significant growth potential of this component of the tourism market, which is possible both through the involvement of new participants in this type of activity, and on the basis of increasing the volume of services offered by existing market entities.

Features of travel agents in accordance with the scheme shown in figure 12 are as follows:

- the need for direct interaction with the end user (tourists), who are a fairly large group;

- the complexity of promoting your product to the market, due to the mass of potential consumers of services, the «blurring» of the boundaries of target market segments. Each resident is a potential tourist-consumer of the services provided by the travel agent, but the share of the population using the services of travel agencies is significantly lower than in other sectors of the service sector (education, health, transport, communications, consumer services);

- sufficiently high concentration of enterprises of the same type or similar profile on the market, the presence of competition;

- opportunities, as well as for tour operators, to transfer their own costs to the end user of services, which reduces barriers to entry to the market for new participants;

Taking into account the above, we can identify the following problems, the solution of which determines the possibility of activating tourism:

1. The weakening of the market positions of travel agents due to the presence of competition between them, which is the main factor that constrains the entry of new participants into the tourist market.

2. Communication problems between travel agents and end users.

All participants in the tourist market operate in an environment that is a superposition of several fields that are distinguished by various characteristics and criteria:

- legal framework that defines the boundaries of possible changes in the behavior of market entities;

- information field that provides opportunities to promote the services produced on the market;

- communication environment that determines the effectiveness of business communications in the tourism sector;

- territorial infrastructure that provides reproduction processes in the tourism industry and includes enterprises that produce services (hotels, resorts, etc.) transport communications, communications, etc.

This decomposition of the environment for the functioning of tourism enterprises allows us to attribute the most significant problems in the development of this sphere to separate fields, in particular, the problems highlighted above belong to the communication and information field [8].

Thus, improving the environment for implementing communication processes can be considered as a tool for activating tourism in a particular region. In accordance with the basic position on the dual nature of the communicative subsystem of the travel services market, its main properties are:

- consideration of the communication system from two main points of view - system-wide (regional, territorial) and local (enterprise level) [9];

- dynamics is taken into account by identifying two stages in the process of implementing a communication system-organization (initial costs for creating an organizational structure, information channels, including elements of the tourism sector [10], for which it is necessary to provide them with market advantages when using this system), and after achieving positive effects of coordination, unity of rules of behavior of market entities, consistency of their management decisions, the transition to the next stage is made – self-sufficiency and replacement of the region's functions (management subsystems, territories) with self-regulation that ensures movement to the target targets.

Results and discussion. Modern information technologies should play an important role in improving the mechanisms of information and communication interactions between regional tourism market entities. With the growing maturity of the information technology (IT) market, there are processes for optimizing it and improving interaction with companies. One of the main aspects of optimization is the assessment of the scale of information technology costs and their impact, as well as the organizational aspect.

One of the options for optimizing IT within regional structures, where IT is possible to expect the maximum effect from this process, is the organization of an administrative unit in the communication and information field of the region, which will oversee the field of information technology to perform the tasks of tourist enterprises in the region.

Information technology is the basis for the success of modern companies and one of the most important resources at their disposal. Recently, the role of this resource has significantly increased. The efficient operation of the IT system and [11], as a result, the construction of a managed it infrastructure have become the basis for the successful operation of the business. However, when organizing an IT infrastructure, you should consider the problem of opacity of it expenses and excessive complexity of the IT structure. In addition, the presence of extensive regional information networks creates difficulties in coordinating them and eliminating duplicative functions.

The problems that regional IT companies are created to solve can be different and depend directly on the specifics of the region. However, a number of common tasks can be identified:

- integration of all subjects of the regional tourism market into a single information space based on common technical and software solutions (standards);
- improved coordination of implementation and maintenance of information systems and software complexes (ERP, EAM, CRM, SCM, PLM, etc.), communication systems, automated control systems of the upper and lower levels.
- technical protection of objects and information security;
- creating a single technical support service for all interested parties;
- ensuring the technological development of the region in the field of IT through a unified policy and strategy;
- solving personnel problems (for example, optimizing the IT of a city-forming enterprise helps to improve the service of employees and thereby save staff).

The practice of regional IT companies allows us to highlight their main advantages and disadvantages.

The analysis of information technologies currently used in the tourism industry allows us to conclude that there is a unified approach to the organization of a system for promoting services to the market. The existing system assumes selecting a ready-made tour from a certain database based on a set of parameters. This approach can be called «passive», in which the client is offered a choice of what is formed in advance. In contrast, this paper suggests using an "active" approach – creating tours directly based on the requests of potential clients.

Obviously, the application itself must be formalized to some extent, allowing for generalization and systematization. The paper suggests one of the possible «active» approaches to formalization, based on the use of a single system of parameters that reflect different areas and stages of promotion of travel services to the market, which eliminates the duplication of IT efforts of travel agencies.

An important component of an industry-specific regional information system should be a database as a structured set of information that allows you to get the information necessary for decision-making due to effective organization and compliance with the following requirements:

- no data duplication;
- mobility of the database structure;
- ability to expand the database;
- independence of processing programs from the data format;
- can be used by different users with different needs;
- ease of use.

Thus, its application provides an opportunity to improve the indicators of the information and communication environment for almost the entire range of properties.

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КОММУНИКАТИВТІК КІШІ ЖҮЙЕНІ ЖЕТІЛДІРУ НЕГІЗІНДЕ ТУРИЗМ САЛАСЫН ДАМУ ТУРАЛЫҚ ЖАҢА ДАМУ

Аннотация. Мақалада нарықтағы жағдайға байланысты шешім қабылдауға мүмкіндік беретін жеке кәсіпорынның, сондай-ақ жалпы туризм саласының коммуникативтік кіші жүйесінің тиімділігін арттыратын теориялық негіздер мен құралдарды зерттеу және дамыту өзекті болып саналады. Көрсетілген мәселелердің өзектілігі, олардың жеткіліксіз әзірленуі аталған зерттеу тақырыбын таңдауға себеп болды.

Сонымен қатар, қазіргі уақытта Қазақстандағы туризм саласындағы экономикалық өсу ақпараттық ашықтықтың, типтік тұрғызылған ұсынуға бағдардың жеткіліксіздігі тежелуде, бұл адамдар мен әлеуметтік-экономикалық жүйе элементтерінің өзара іс-қимыл үдерістерін іске асыру шарттары мен мүмкіндіктерін айтарлықтай өзгерткен әлеуметтік-экономикалық коммуникациялық инновациялардың пайда болған мүмкіндіктеріне, туристік өнімді әртараптандыруды талап ететін халық табысын саралаудың жоғары

(салыстырмалы дамыған елдерге) децгейіне қайшы келеді. Осылайша, туристік кешенді және осы салада өз қызметін жүзеге асыратын жекелеген шаруашылық жүргізуші субъектілерді басқарудың тиімділігін айқындайтын негүрлым маңызды элемент коммуникациялар жүйесінің даму децгейі болып саналады.

Коммуникациялық ағындардың қарқындылығын арттыру мәселесін шешу ақпаратты жинау мен қайта өңдеудің жаңашыл құралдарын іске асырумен қатар, әдіснаманы мецгеру децгейімен де, оны нақты нарықтық жағдайға байланысты шығармашылықпен қолдану қабілеттілігіне де байланысты. Туристік ұйымда коммуникация жүйесін қалыптастыру және қызмет ету үдерісіне қосуга болатын белгілі теориялық құралдар жеткіліксіз, өйткені сыртқы ортаның тұрақты өзгеріп отыратын әлеуметтік, бәсекелестік және экономикалық сипаттамалары жағдайында көрсетілген өзгерісті іске асыру үшін теориялық негізделген әдістемелік базаны ұсынбайды.

Экономикалық дамуды жандандыру тұрғысынан жұмыспен қамтуды арттыруды және мультиплика- тивтік әсердің туындауын қамтамасыз ететін кіру туризмі ерекше маңызға ие. Бұл фактінің пайдасына туризм саласында жұмыспен қамтылғандар санының өсу қарқынымен салыстырғанда көрсетілген қызмет көлемінің өсу қарқынының салыстырмалы түрдегі баяулау қарқыны арқылы дәлелденеді. Ецбек әлеуетін пайдалану тиімділігі көрсеткіштерінің, сондай-ақ туризм саласының негізгі қорларының өсу көрсеткішін төмендету оның даму жағдайын басқару тетігіндегі қазіргі мәселелер арқылы түсіндірілуі мүмкін. Осыған байланысты жұмыста туризм нарығының субъектілері арасындағы қазіргі қатынастардың құрылымы зерттеледі.

Түйін сөздер: туризм, даму, тиімділік, коммуникативтік ағын, коммуникативтік технология, инновация, әлеуметтік-экономикалық мүмкіндік.

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АКТИВИЗАЦИЯ СФЕРЫ ТУРИЗМА НА ОСНОВЕ СОВЕРШЕНСТВОВАНИЯ ЕЕ КОММУНИКАТИВНОЙ ПОДСИСТЕМЫ

Аннотация. В статье представляется актуальным изучение и развитие теоретических основ и инстру- ментария, повышающего эффективность коммуникативной подсистемы как отдельного предприятия, так и в целом сферы туризма, позволяющего принимать решения в зависимости от ситуации на рынке. Актуаль- ность указанных вопросов, их недостаточная разработанность определили выбор темы дипломного исследования.

Вместе с тем, в настоящее время экономический рост в сфере туризма в Казахстане сдерживается недостаточной информационной прозрачностью, ориентацией на предоставление типовых туруслуг, что вступает в противоречие с появившимися возможностями социально-экономических коммуникационных инноваций, значительно изменивших условия и возможности реализации процессов взаимодействия людей и элементов социально-экономических систем, высоким (относительно развитых стран) уровнем дифферен- циации доходов населения, требующим диверсификации туристского продукта. Таким образом, наиболее существенным элементом, определяющим эффективность управления туристским комплексом и отдельными хозяйствующими субъектами, осуществляющими свою деятельность в данной сфере, является уровень развития системы коммуникаций.

Решение проблемы повышения интенсивности коммуникационных потоков связано не только с реализацией новационных средств сбора и переработки информации, но и с уровнем владения методологией, способностью творчески применять ее в зависимости от конкретной рыночной ситуации. Известный теоретический инструментарий, который можно было бы приложить к процессу формирования и функционирования системы коммуникаций в туристской организации, недостаточен, т.к. не предоставляет теоретически обоснованной методической базы для реализации указанного процесса в условиях постоянно меняющихся социальных, конкурентных и экономических характеристик внешней среды.

Особую важность с точки зрения активизации экономического развития имеет въездной туризм, обеспечивающий повышение занятости и возникновение мультипликативного эффекта. В пользу этого факта свидетельствует относительное замедление темпа роста объема оказанных услуг по сравнению с темпами роста числа, занятых в сфере туризма. Снижение роста показателей эффективности использования трудового потенциала, а также основных фондов сферы туризма может объясняться существующими проблемами в механизме управления ее развитием. В связи с этим в работе исследуется структура существующих отношений между субъектами рынка туризма.

Ключевые слова: туризм, развитие, эффективность, коммуникативные потоки, коммуникативные технологии, инновации, социально-экономические возможности.

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