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FOREIGN EXPERIENCE IN MANAGING INNOVATIVE DEVELOPMENT OF THE TOURISM INDUSTRY

Abstract

In the context of global competition, the introduction of innovations for economic sectors is a priority. This is due to the fact that the innovative direction ensures high intensity of economic development. Managing the innovative development of the tourism industry is characterized by a number of difficulties, in particular, problems of resource provision and organizational and managerial nature, the lack of management tools during the implementation of programs and projects for the development of this industry, etc. Although the tourism industry is not one of the priority areas in terms of innovative development, it is the initiator of the introduction of various innovations. However, there is a low level of coordination between government authorities, tourism business, science and the local community. The problem of managing the innovative development of the tourism industry in Kazakhstan is a relevant, but currently insufficiently studied area. Therefore, this research topic requires deep theoretical research and comprehensive analysis, scientifically based methodological and practical recommendations.

Key words: tourism, recreation, destinations, tourist potential, tourist resources, tourist infrastructure

According to WTO data, the volume of exports of international tourism in 2021 amounted to 1.9 trillion. the share of the tourism industry in the gross domestic product is 6.1%, which covers 21.7% of world exports. In 2021, the indicators of the world tourism industry increased by 4% compared to 2020. However, according to WTO estimates, the total number of international tourist trips increased by 72% compared to the pre-pandemic period, the volume of exports of international tourism amounted to 3.5 trillion. low to the dollar [89-90].

To improve management efficiency and quickly adapt to changes, it is important to use flexible approaches to managing the tourism industry. The study showed that the development of the tourism industry it directly depends on how it is perceived at the state level. Currently, experts distinguish three models of management of the tourism industry in foreign countries [91-92].

The first model involves the existence of a powerful ministry that regulates the entire industry, which requires financial investments in the tourism industry and infrastructure, as well as for the promotion of national tourism products abroad. This management model is typical for countries such as Turkey (Ministry of Culture and tourism), Egypt (Ministry of Tourism and antiquities) and Thailand (Ministry of Tourism and sports).

The second model is characterized by the absence of Central Public Administration, all questions and problems are solved on the basis of self-organization of the market. This pattern is typical for countries with highly developed market economies, such as the United States, where the tourism industry is highly decentralized, that is, in the United States, the National Bureau of travel and tourism is a call center for the federal government.

The third model dominates in European countries. Issues of development of the tourism industry are resolved at the level of interdepartmental ministries, such ministries usually work in two directions: solve issues of state regulation, including legal support and international cooperation in the tourism industry, and conduct marketing activities, that is, participate in exhibitions, manage representative offices abroad.

1.the organization " Turespana " is responsible for international tourism marketing, it has an international network of 33 tourist offices.

2.the organization" Paradores de Turismo " operates a public hotel network located in

historical sites, national parks and protected areas, which includes 97 hotels and more than 4,000 employees.

3. SEGITTUR is responsible for the dissemination and implementation of new technologies in the tourism sector of Spain, that is, it thoroughly studies and manages technologies, knowledge and innovations to improve the competitiveness, quality and sustainability of the tourism industry.

Today, the tourism industry is developing in countries where the state considers it as a priority sector of the economy and adheres to an innovation-oriented tourism policy, as well as constantly improving the organizational and managerial model of Tourism Management. For example, a number of countries, such as Canada, Finland, Iceland, Lithuania, New Zealand, Norway, Spain, Switzerland, are actively working on the development of innovations and the introduction of digital industry management models that contribute to the expansion of the target audience.

Currently, the development of tourist destinations directly depends on the ability to use technologies that provide the ability to predict and track future needs and trends in advance. For example, the transition to the model of the digital platform "Tourism 4.0" involves the automation of all generations, strengthening the potential of R&D&I, the management of all subsystems and generations of the tourism product using the "Internet of things", big data and artificial intelligence, blockchain technology, etc. The use of such approaches in practice has led to the creation and active functioning of tourist innovation centers around the world, which deal with the problems of innovative development of the tourism industry. Today, 3 models of tourist innovation centers are widely distributed around the world [95-117] (Table 7).

1. innovation centers and hubs with a department or department for innovation in the tourism industry, which work in cooperation with WTO, technology companies and national tourism organizations.

2. tourist innovation centers and laboratories operating in universities (cooperate with ministries, airports, airlines, technology companies, associations).

3. Independently operating tourist innovation centers, hubs and laboratories, their founders or partners – world-famous and large companies, organizations, corporations, ministries, universities, national tourism organizations, government, banks, investment and technology companies, airports, airlines, hotel chains, including WTO, EU Erasmus +, VINNOVA, Google, Microsoft, Amadeus, Mastercard, Austria Tourism National Organisation, Visit Britain, the Department for Digital, Culture, Media and Sport, Emirates Group, Dubai Tourism, Accenture, Turismo de Portugal, Singapore Airlines, Changi Airport Singapore, Marina Bay Singapore, There is the Ritz Carlton Millenia Singapore and more.

These innovation centers are the leading sources of financing for development and know-how, cooperate with the WTO and play an important role in opening up new knowledge and best practices, supporting innovations in the tourism industry, and forming an innovation ecosystem. Their activities are focused on Applied Research and development, technology consulting, development of innovative products and services, promotion and dissemination of technological innovations. A number of travel companies, hotels and airlines, government agencies annually resort to the services of such innovation centers in the process of conducting large-scale research.

Today, as a result of the widespread spread of such innovation centers around the world, the WTO has proposed a project to create a network of innovation centers in the tourism industry. This hub aims to unite leading innovation hubs in WTO member states into a single network by bringing together top stakeholders in the industry (government, academia, corporations, SMEs and startups, investors, business angels, venture capital companies) [118]. Table 10 presents a benchmarking analysis of tourist innovation centers.

The results of this study made it possible to identify the driving forces and barriers to innovation in the tourism industry, to lay the foundation for a common innovation policy for the Scandinavian countries that will help develop the tourism industry. To this end, the following measures were taken [120, P. 54].

- development of new sources of knowledge for innovation;
- development of innovative awareness and innovative competence in the tourism industry;
- formation of R&D&I in the tourism industry and implementation of R&D&I results in tourism;
- strengthening venture financing for innovative projects in the tourism industry, improving the venture capital system;
- financial support for SMEs who are interested in innovative activities, especially assistance in high-risk or potentially promising projects;
- fight against seasonality;
- reduction of administrative burden and bureaucracy for innovative enterprises;
- financial support for high-risk or potentially promising projects and innovative activities;
- conducting consulting services on the development of best practice centers, implementation of innovative activities;
- promote cooperation and communication between enterprises on innovation issues;
- development of innovation-oriented entrepreneurial skills and new enterprises, including subsidiaries of universities and public institutions;
- the study of technologies and concepts and the systematic dissemination of information and knowledge, the creation of market analysis systems;
- strengthen the relationship between business and universities to facilitate education;
- formation of human capital and skills at all levels;
- reducing the administrative burden and bureaucracy for innovative enterprises.

At the same time, let us consider in more detail the experience of Spain: the first attempt to move to an innovative path for the development of the tourism industry for Spain was carried out in the "national R & D plan for 2008-2011", in which, among other industries, the tourism industry was also selected as an industry that should contribute to the continuous In addition, the Spanish Tourism plan Horizon 2020 program was adopted, which is aimed exclusively at innovations in the tourism industry. The focus was on overcoming the predicted obstacles to innovation in the tourism industry, such as the predominance of small and medium-sized enterprises, low level of investment, lack of creativity, as well as problems with human capital. Also, despite the fact that there is a significant gap between the tourism industry and the innovation policy sectors, the governing bodies of this industry participated in the Agencia Estatal de Investigación (hereinafter referred to as AEI) pilot project, which aims to stimulate innovation activities, along with about 30 different industries. As a result, the tourism industry was integrated into the National Innovation Project as a whole, "SEGITTUR" was appointed as the organization that manages the fund for innovations in the tourism industry.

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Түйін

Жаһандық бәсекелестік жағдайында экономика секторлары үшін инновацияларды енгізу басым бағыт болып табылады. Бұл инновациялық бағыт экономикалық дамудың жоғары қарқындылығын қамтамасыз ететіндігіне байланысты. Туристік саланың инновациялық дамуын басқару бірқатар қиындықтармен, атап айтқанда, ресурстармен қамтамасыз ету және ұйымдастырушылық-басқарушылық сипаттағы проблемалармен, осы саланы дамыту бойынша бағдарламалар мен жобаларды іске асыру барысында басқару құралдарының болмауымен және т. б. сипатталады. Алайда, билік органдарының, туристік бизнестің, ғылымның және жергілікті қоғамдастықтың өзара әрекеттесуін үйлестірудің төмен деңгейі бар. Қазақстандағы туризм индустриясының инновациялық дамуын басқару мәселесі өзекті, бірақ қазіргі уақытта жеткілікті зерттелмеген сала болып табылады. Сондықтан зерттеудің бұл тақырыбы терең теориялық зерттеулер мен жан-жақты талдауды, ғылыми негізделген әдістемелік және практикалық ұсыныстарды қажет етеді.

Аннотация

В условиях глобальной конкуренции внедрение инноваций для секторов экономики является приоритетным направлением. Это связано с тем, что инновационное направление обеспечивает высокую интенсивность экономического развития. Управление инновационным развитием туристической отрасли характеризуется рядом трудностей, в частности, проблемами ресурсного обеспечения и организационно-управленческого характера, отсутствием инструментов управления в ходе реализации программ и проектов по развитию данной отрасли и т.д. Хотя индустрия туризма не является одним из приоритетных направлений с точки зрения инновационного развития, она является инициатором внедрения различных инноваций. Однако существует низкий уровень координации взаимодействия органов власти, туристического бизнеса, науки и местного сообщества. Проблема управления инновационным развитием индустрии туризма в Казахстане является актуальной, но в настоящее время недостаточно изученной областью. Поэтому данная тема исследования требует глубоких теоретических изысканий и всестороннего анализа, научно обоснованных методических и практических рекомендаций.