



Студенттер мен жас ғалымдардың  
**«ҒЫЛЫМ ЖӘНЕ БІЛІМ - 2018»**  
XIII Халықаралық ғылыми конференциясы

**СБОРНИК МАТЕРИАЛОВ**

XIII Международная научная конференция  
студентов и молодых ученых  
**«НАУКА И ОБРАЗОВАНИЕ - 2018»**

The XIII International Scientific Conference  
for Students and Young Scientists  
**«SCIENCE AND EDUCATION - 2018»**



12<sup>th</sup> April 2018, Astana

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Л.Н. ГУМИЛЕВ АТЫНДАҒЫ ЕУРАЗИЯ ҰЛТТЫҚ УНИВЕРСИТЕТІ**

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The proceedings are the papers of students, undergraduates, doctoral students and young researchers on topical issues of natural and technical sciences and humanities.

В сборник вошли доклады студентов, магистрантов, докторантов и молодых ученых по актуальным вопросам естественно-технических и гуманитарных наук.

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**Подсекция 7.4 Национальные приоритеты развития индустрии туризма в Казахстане в условиях цифровизации экономики и модернизации общественного сознания**

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**NATIONAL PRIORITIES FOR THE TOURISM INDUSTRY DEVELOPMENT IN KAZAKHSTAN IN CONDITIONS OF ECONOMY DIGITALIZATION AND MODERNIZATION OF PUBLIC CONSCIOUSNESS**

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In the modern world, digital technologies has a big and important role in the development world and for economies of countries. Even today, more than 40% of the world's population of the world has access to the Internet, and almost every 7 out of 10 households has a mobile phone. Digital technologies have given a number of advantages- simplifying the access of the population and business to public services, accelerating the exchange of information, the emergence of new business opportunities, the creation of new digital products, etc.

Today, the Internet economy is growing at a rate of up to 25% per year in developing countries, and no sector of the economy can even come close to such rates. 90% of all global data were created in just the last two years. Already 35 billion devices are connected to the Internet and exchange data - this figure is five times higher than the total world population. But, at the same time, governments and corporations spend almost half a trillion dollars annually on countering a new, widely spread phenomenon - cyber attacks.

Digitalization efforts lead to the creation of a new society where human capital is actively developing - knowledge and skills of the future are brought up from the earliest years, efficiency and speed of business are increasing due to automation and other new technologies, and the dialogue of citizens with their states becomes simple and open. The digital revolution is taking place before our eyes.

These changes are caused by the introduction in recent years of a number of technological innovations applied in different industries. Cardinaly changing the ways of production and obtaining added value, there are new requirements for education and labor skills of people.

The industrial Internet of things shapes the future of the manufacturing industries, using the opportunities of flexible and intelligent production, provides a revolutionary growth in productivity. Artificial intelligence is introduced, including in conservative industries, such as financial services and medicine. The technology of 3D printing already today contributes to the transformation of such industries as aviation, logistics, biomedicine and the automotive industry. Blockade has all the prerequisites for a global transformation of the monetary system. Large data and ubiquitous accessibility of communication are among the factors on the basis of which the "economy of joint consumption" is being built, spreading globally at an accelerated pace. Leading companies of the "joint consumption in the absence of physical assets" segment in terms of capitalization exceed the cost of traditional companies with multi-billion physical assets on the balance sheet.

These changes are radical and occur in a matter of years and even months, not decades, as before. But this is only the beginning, and the world has yet to survive the bulk of the changes. The pace of change is mounting, but it is not too late to be a part of these changes.

The process of digitalization today affects virtually all countries in the world. At the same time, each country itself determines the priorities of digital development. More than 15 countries of the world are currently implementing national digitalization programs.

And also, our country has also developed a state program "Digital Kazakhstan". This program is to be developed in many sectors as well as in Tourism.

In Kazakhstan, tourism products should be formed on the basis of two directions - ecotourism and ethnotourism, Yerlan Kozhagapanov, vice minister of culture and sport, believes.

"Ecotourism and ethnotourism should become the basis of the tourist product of Kazakhstan with its unique nature and original culture," Kozhagapanov said at the conference "Kazakhstan tourist product: issues of formation and promotion" on Thursday, December 7, 2017.

In his opinion, the basis of this product should be the development of handicraft and production of souvenirs, the creation of guest houses and recreation centers in rural areas and natural areas.

"It is also necessary to hold important festivals, entertainment events, adventure tours and other elements with an ethnic component on an annual basis," the vice-minister added.

A great emphasis in the development of the tourism industry should be made on its digitalization. The creation of a single electronic system that solves the problems of providing access to information, the possibilities of online transactions, providing feedback, monitoring the quality of tourism services, promoting tourism products, and obtaining up-to-date statistics is a key project in this part of the national company.

"The proposed e-tourism portal, as well as a mobile application, will help attract tourists to Kazakhstan to visit sights, including sacred places," Kuzembaev said.

Also, within the framework of the information and analytical activities of the national companies, studies of promising markets and analysis of global trends will be conducted on a regular basis in order to provide the players of the tourist sphere with methodological support.

Every Kazakh should master computer literacy, know foreign languages, be "culturally open" and continuously receive new knowledge. This will make the nation competitive.

Elbasy paid attention to the cult of knowledge. Nursultan Nazarbayev says that the desire for education has always been characteristic of our people. Every Kazakhstani should understand that education is the most fundamental factor of success in the future. In the system of youth priorities, education should be the first number. In addition, the article lists several concrete projects that can be deployed in the coming years: the transition to the Latin alphabet, the 100 best textbooks, the Tuñan zher program, the 100 new faces project.

Key indicators of innovation activity of enterprises and organizations on technological innovation for 2012

Regions	Number
Republic of Kazakhstan	21452
Akmola	1180 2
Aktobe	1023 1
Almaty	1221 2
Atyrau	599 1
West Kazakhstan	553 1
Zhambyl	657 1
Karaganda	2046 3
Kostanai	1342 2
Kyzylorda	532 1
Mangistau	1021 1
South Kazakhstan	2081 3
Pavlodar	1085 1
North Kazakhstan	947 1
East Kazakhstan	1730 2
Astana city	1796 3
Almaty city	3639 5

Xmin = 532

Xmax = 3639

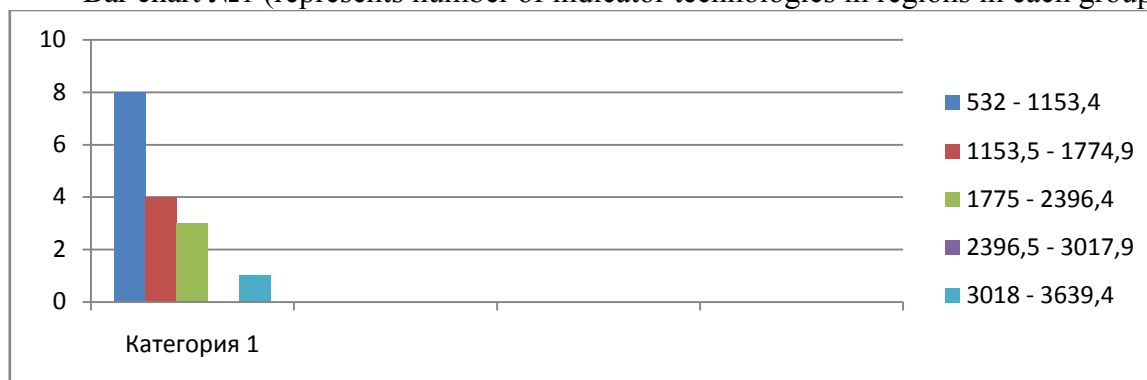
N = 16

$k=1+\log_2*16=1+4=5$

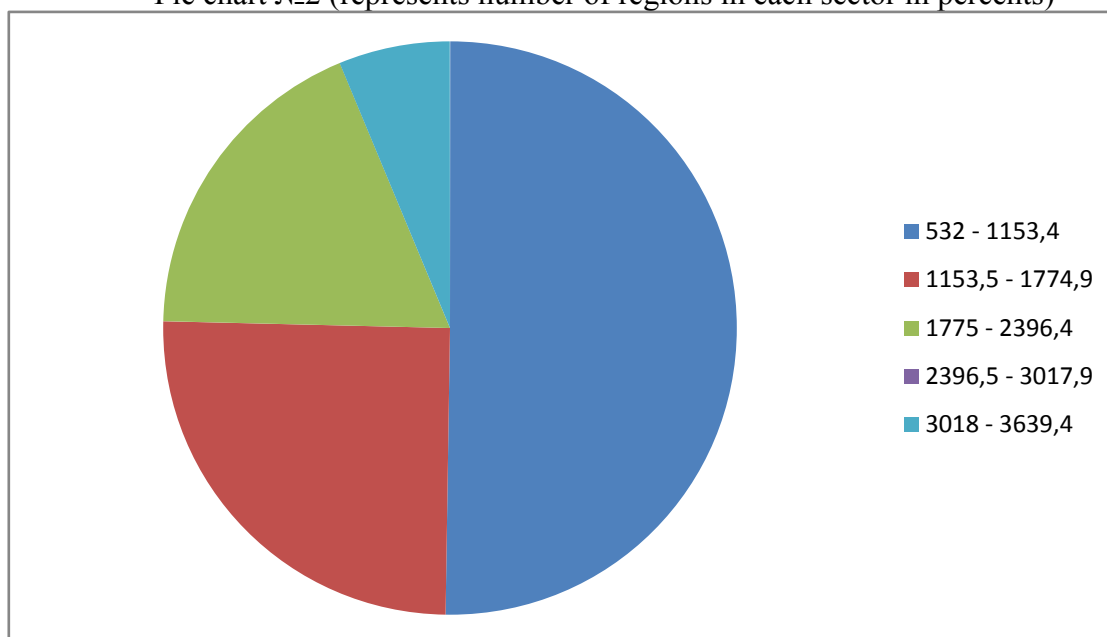
$h = (3639 - 532)/5 = 621.4$

Group	Number of regions (fi)	Mid point(v)	Frequency coefficient(wi)	Wi%
532 - 1153,4	8	842,7	0,5	50
1153,5 - 1774,9	4	1464,2	0,25	25
1775 - 2396,4	3	2085,7	0,1875	18,75
2396,5 - 3017,9	0	2707,2	0	0
3018 - 3639,4	1	3328,7	0,0625	6,25

Bar chart №1 (represents number of indicator technologies in regions in each group)



Pie chart №2 (represents number of regions in each sector in percents)



**Conclusion:**

Based on taken statistics and grouping, 50% regions had the lowest number of technological innovations (532 - 1153.4). Also 25% had low number of technological innovations (1153.5 - 1774.9). Then 18.75% had medium number of technological innovations (1775 - 2396.4), 0% have more than average number of technological innovations (2396.5 - 3017.9). 6.25% consists of the highest amount of technological innovations (3018 - 3639.4).

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### CURRENT INTERNATIONAL TOURISM: TRENDS AND PROSPECTS

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One of the very actively developing areas of the world trade in services in our time is international tourism. World Tourism Organization (UNWTO) was recorded 847 million arrivals of tourists and income from tourism amounted to 733 billion dollars. Worldwide tourism has become in the 60-70 years of the XX century. As a result of this formed world tourism market, which today takes part in almost every country.

At the same time, each country has its own level of socio-economic development that primarily affects the changes in international tourist flows.

The relevance of this topic is quite large, as in the modern world the most common form of recreation is tourism. The aim of this work is to study the situation of international tourism in the world market. Also in this article the following objectives are to analyze statistical data on the subject, consideration of the key environmental factors influencing tourism trends international tourism and its prospects through the study of the literature.

Nowadays, in our world is very common prevalence in the number of tourists travelling to countries in nearby regions on the number of tourists who prefer traveling long distances. Some researchers believe that this is due to the terrorist attacks in the world, while others associate it with the considerable growth of tourist travel in year. The main conditions that affect tourism development are competition, information technology, air transportation, tour operator services and socio-political conditions of development of the country.

In recent years, the tourism industry worldwide are often faced with ever-increasing competition between tourism organizations within the region and beyond. First, it proves hostile ways advertising influence when attempting to promote your company on the world market of tourist services. In addition, tourist demand and supply depend on a number of different factors, such as political influence, the financial position of the country, as well as social change.