

UDC 338.48.(574)

ECONOMIC ASPECTS OF DEVELOPMENT OF INNOVATIONS AND INFORMATION TECHNOLOGIES IN THE TOURIST INDUSTRY

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Over the past decades, nothing has contributed to the successful development of the economies of countries around the world as various technological innovations. Technological progress makes it possible to create new and improve existing enterprises in various ways. Informatisation is one of the most striking features of the system of social relations in developed countries. Humanity has entered a stage in the development of civilization in which information plays a decisive role in all spheres of human activity. At the same time, information is becoming the most important factor in economic growth in modern society. It is clear that technological progress today is not only the main factor in ensuring the well-being of the nation, but also the most important condition for the process of its sustainable development.

In the modern information society, the importance of information as a commodity is increasing. This is a consequence of the general growth in information needs and an expression of the development of the information services industry. Evidence of this is the increasing contribution of the information sector to the creation of national wealth.

Information technologies have come a long way before taking the current position in the life of mankind. They penetrated into all sectors of the economy and provided tremendous help: reducing the required time to complete the task, improving the quality of work performed, the ability to control both personnel and the process of production of any product or service itself. All of the listed advantages of information technology tools helped them take their place in the activities of an individual enterprise, an entire industry, or even a state.

Compared to the importance of tourism for developed countries, its importance for the national economy of Kazakhstan is not so great yet, which is explained by the lack of a properly organized tourism industry in our country as a single system that

promotes activities in the international tourism market, affecting the formation of tourist flows and allowing provide services at the level of world standards. Currently, the domestic tourism industry needs management methods that will enable it to survive in the competitive struggle in the global tourism market.

Innovation in the travel industry is no longer seen as merely desirable. Timely response of tourism companies to new technological changes in various fields of activity related to tourism, the ability to create new methods of work and improve the results of activities was recognized as a necessary condition for the survival of companies.

Innovations (from the English innovation), innovations, the end result of innovative activities associated with investing in the economy and ensuring the change of generations of technology and technology. Innovation promotes the transformation of a research and development idea into a new or improved product introduced to the market, a new or improved process in practice, or a new approach to social services. The development of inventiveness is an essential factor in innovation.

Economic theory includes 5 types of innovations: the introduction of a new product, the introduction of a new production method, the creation of a new market, the development of a new source of supply of raw materials and semi-finished products, and the reorganization of the management structure.

Innovation leads to consumers receiving new benefits from the use of the product. A new product becomes a successful innovation if it meets the following basic criteria:

- importance - a new product or service should represent such benefits that consumers perceive as significant;

- uniqueness - benefits from a new product should be perceived as unique. If consumers are confident that existing products have the same benefits as a new product, it is unlikely to receive a high rating;

- sustainability - a new product can provide unique and important benefits, but if it is easy to replicate by competitors, its prospects for market penetration are highly questionable;

- liquidity - the company must be able to sell the created product, and for this it must be reliable and efficient and be sold at a price that consumers can afford to pay; to deliver and support a product, the company must develop an efficient distribution system [1, 2].

Innovations are characterized by a certain sequence of stages of their origin, development, existence and withering away. In other words, each technical novelty has its own life cycle. First, a technical idea arises that undergoes laboratory and experimental testing, thus receiving scientific support. With positive results, new equipment samples are designed, which are then developed into a serial or even mass production of a product. After a while, this product becomes obsolescent, as new ideas, new technical inventions, new products appear that replace obsolete ones. The life cycle of a technology that has lost its novelty ends, and a new one begins. So, the life cycle of each technical novelty includes the birth of ideas - scientific research (laboratory and experimental testing) - design - technical development - production - operation - aging - displacement.

Innovation is the key to the successful development of the company. Business practice literally forces every firm to innovate and streamline production. Not only is the company's external environment changing, but the threat of obsolescence of existing products is also growing. A company that does not get tired of improving its products, constantly making its own changes, ultimately has a good chance of maintaining its competitive advantage in the market.

Tourism innovation is understood as the end result of innovative activity, embodied in the form of a new or improved tourism product and introduced into circulation.

With the introduction of computer technology, a special term "information technology" appeared.

Information management technology (ITU) means a system of methods and techniques for collecting, accumulating, storing, searching and processing information based on the use of computer technology.

The purpose of using ITU is to increase the efficiency of all types of resources: labor, material, financial, etc.

The tourism industry has been heavily influenced by computer technology over the past decade. Nowadays even small travel agencies are able to use computers to automate both basic and auxiliary functions [3, 4].

In the domestic tourism industry, the development of information technologies, as a rule, is limited to the formation of software products for the preparation of documents, their systematization at the level of secretarial work and, at best, the automation of routine processes and the creation of local databases to meet narrow practical needs. However, world experience shows that disregard for improving the technology of information processes is detrimental to any organization for the following main reasons:

- significantly increases the time for making decisions related to the processing of large amounts of data;
- the processes of preparing materials containing diverse information, coming from different sources and databases, are difficult;
- data does not accumulate in a single information technology environment, which leads to a situation where information "lives" only with an expert who supports it jointly.

World experience shows that the factor that determines the success of any organization of the tourism industry in the tourism market is the time of customer service. In accordance with Figure 1, all currently operating and expected to be installed by travel agencies ready-made software systems can be divided into three classes.

The following software packages are used to automate the activities of travel companies: the MASTER-TOUR software package, the SAMO-Tour software package, the TURWINMULTIPRO software package VERSION 7.0.

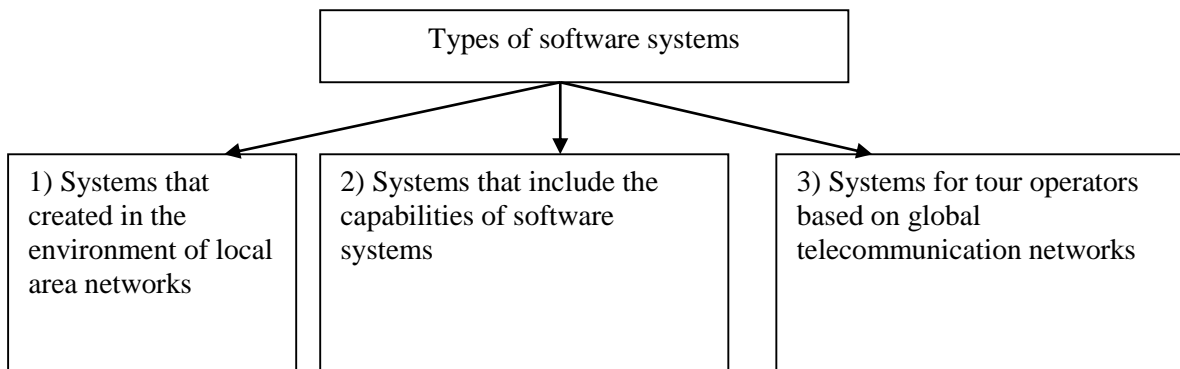


Figure 1. **Classes of specialized software systems used in tourism [2]**

1) Software complex "MASTER-TOUR"

In the MASTER-TOUR software package, tours are formed from individual services ordered by the client. A tour composed in this way can become a part of another, more complex tour, which allows the customer to choose the best option without leaving the standard program parameters [5,6].

The complex consists of several blocks: "Tour Designer" (main block), "Tourism product implementation", "Working with partners", "Administrator block", "Statistical", "Reference", "Financial". All necessary forms are created in MSWord or MSExcel formats.

In addition to the formation of tours "MASTER-TOUR" allows, in particular:

- calculate commissions and projected profit;
- to draw up documents of tourists - one or several tours;
- print out price lists, tour packages, lists of tourists, vouchers, embassy questionnaires, financial reports;
- control the conduct of the tour, evaluate the overall current financial condition of the travel agency.

Thanks to the possibility of quotas, resale is avoided. The function of monitoring the payment of the tour is provided.

Functionally, the program provides several jobs:

- the formation of a tourist product;
- sale of vouchers;
- work via the Internet;
- jobs of cashier, financial director and base administrator;
- database statistics;
- work with a database of regular customers.

The program provides for the possibility of mailing by fax and e-mail, and on specific dates and times.

New features have been added to the latest version of the MASTER-TOUR program: automatic calculation of prices for hotels by formulas, export of prices from Excel, as well as improved mechanisms for creating and canceling vouchers, significantly expanded administration functions and setting rights for program users. The development of management science and the formation of the branches of microelectronics, computer technology and communications, information explosion

and intellectualization of society, mass communication processes and the intensification of connections between people by creating local and global computer networks; the highlighting of the service sector and the production of information are features of the current stage of civilizational development, indicating the transition of most developed countries from a post-industrial, technogenic type of society to a qualitatively new - informational one. In connection with these processes that are taking place all over the world, Kazakhstan, as an integral part of the world community, must take appropriate measures in order to keep pace with world progress. Management of large tourism firms requires the use of global (covering large regions or even the whole world) management and at the same time - the application of stricter financial controls. In these cases, computer communication systems are also required.

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