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R.S. Bespayeva¹, R.O. Bugubayeva¹, Manuel F. Grela²¹Karaganda Economic University of Kazpotrebooyuz, Kazakhstan;²University of Santiago de Compostela, Spain.E-mail: brs_@mail.ru, prur@keu.kz, mf.grela@usc.es**DEVELOPMENT OF THE SPHERE OF TOURISM ON THE BASIS
OF INNOVATIVE MARKETING TECHNOLOGIES**

Abstract. The way to an innovative Kazakhstan has already been defined and has its own directions and guidelines. The conducted researches have shown that the construction of a model of a knowledge-based economy requires new and new corrections of the country's innovation course, as well as its clear legislative support. This article summarizes the accumulated theoretical and methodological foundations for researching innovations in the global tourism industry and identifies ways to improve the efficiency of tourism development on the basis of innovative marketing technologies, the main of which are: the organization of advertising campaigns; implementation of e-business; logistics services for consumers of tourism services on the basis of the introduction of innovative advertising and information and communication technologies; reengineering of business processes through interaction of a tourist enterprise, market and consumers; The application of the concept of geomarketing in the field of tourism.

Key words: tourist industry, tourism services, innovative marketing technologies.

Introduction. The actualization of the issue of innovation research in the tourism industry is connected with the rapid growth of competition in the world tourist market in the early 21st century and the consideration by the scientific community of innovations as the main source of increasing competitiveness in the tourist market. At the same time, the interrelation between innovation and competitiveness is manifested at three levels: macroeconomic (interrelation of state innovation policy and international competitiveness of the national economy), mesoeconomic (dependence of competitiveness of the national tourist product and tourism industry on the effectiveness of the innovative component of the national tourism policy) and microeconomic (increasing the competitiveness of a tourist enterprise based on the application of innovation).

It is necessary to note the insufficient scientific level of theoretical and methodological research of innovations in the tourism industry and, as a result, the multiplicity of methodological approaches to the problems of innovative development in tourism.

In Kazakhstan, national and regional innovation systems have been created with a network of technopolis, technology parks, technological business incubators, innovative clusters are being formed, national development institutions are operating, including JSC «National Agency for Technological Development», National Innovation Fund, etc. To coordinate their work, the Concept of Innovative Development of Kazakhstan was developed, state strategies and industrial innovation s program. Their main provisions are aligned with the requirements of Strategy-2050 and are systematically reflected in the State Strategic Program «Kazakhstan-2030». The contours of the national model of innovative development of Kazakhstan are formalized in the form of a knowledge-based economy model with the support of human capital. Priority directions are the development of innovative projects and commercialization of technologies, large-scale attraction of direct investments into the economy, especially foreign ones. To implement a knowledge-based model, you need to have not only the

appropriate technologies, but also innovative resources. Human capital, of course, is the main resource of the innovative economy. It's time to more clearly differentiate the concept of «human capital» and all that is behind it. It is very important to form a new layer of modern engineers and engineers, but together with them, workers of a new warehouse are needed - with a technical mindset, without which development and implementation of innovative projects is impossible. In addition, we need innovative managers who must perfectly know the information on the markets, know what resources are needed, where to attract investments, where to send the output, etc. It is important to clarify the competencies necessary for the needs of modern production and determine the target orders for training of innovative workers and managers [1].

The market (innovative) model of the country's economy is based directly on the use of new scientific results and their technological introduction into production, which provides an increase in the gross domestic product (GDP), mainly due to the development and implementation of knowledge-intensive products and services. The main goal of this development model is the improvement of the system for determining priority directions for the development of science and technology, the mechanisms for their implementation and the mobilization of financial and logistical resources to ensure the set goals. In the article we considered priority areas: development of the tourist industry, tourist business, which is one of the most dynamic and profitable among all branches of the world economy.

Theoretical and methodological approaches. The conceptual basis was the work of foreign researchers: P. Drucker [2], M. Porter [3], J. Schumpeter [4]. These authors have considered in detail the problems of innovation as a socio-economic phenomenon. Special attention should be paid to such authors as S.M. Hall, E. Paget, F. Dimanche, & J.-P. Mounet. Various aspects related to this area were considered even more numerous literatures A.-M. Hjalager. For example, over the past decade, contributions have been made to research networks and clusters in the field of tourism innovation M. Novelli, B. Schmitz, & T. Spencer, innovation systems in tourism SM. Hall, A.M. Williams, the emergence of new tourist products D. Edwards, I. Martinac, G. Miller, innovation in tourism and internationalization A.M. Williams, G. Shaw, the application of new IT technologies, communications and management in the tourist activities of Moscardo, as well as the recently transboundary regional innovation systems and the impact of tourism on promoting the innovative processes of A. Weidenfeld. However, despite the growing interest in empirical research in the field of innovation, no model has been developed for the innovative behavior of firms in the field of tourism [5]. These issues have not yet been studied in the domestic economic science.

A certain contribution to the study of the development of innovations in tourism was made by domestic researchers: A. Aldasheva, S.R. Erdavletov, G.K. Kaliyeva, A.Zh. Saduov, O.B. Mazbaeva, Z.R. Karbetova, Sh.R. Karbetova, S.K. Suraganova, A.T. Tleuberdinova.

According to statistics of the World Tourism Organization, tourism accounts for 10% of the world's gross product, 7% of total investment, and 5% of all tax revenue. At the present stage of development of tourist activity, it is essential to increase the efficiency of tourism development on the basis of innovative marketing technologies, which will contribute to the creation of a competitive tourist product.

Research in marketing services refers to the third quarter of the twentieth century. To date, there are dozens of research groups in universities and universities abroad, studying management and marketing services. Marketing services, problems of the marketing concept are considered in the works of domestic and foreign researchers and practitioners: F. Kotler, K.L. Keller, T.A. Primak, A.M. Kostyuchenko, E.V. Innovators, etc. In the studies of these authors, a thorough analysis of the essence and problems of marketing of tourist services was carried out. Thus, in the work of N.E. Kudla marketing tourism services is defined as a set of activities related to the definition and development of a tourist product, as well as its promotion in accordance with the psychological and social factors that must be taken into account to meet the needs of individuals and groups of people in recreation, entertainment, by providing them with housing, transportation means, food, leisure and so on. Marketing in the field of tourism is a system for studying the tourist market, a comprehensive impact on the buyer, his requests with the aim of providing the maximum quality to the tourist product and making profit by the tourist firm [6].

The purpose and objectives of the article. Summarize the accumulated theoretical and methodological foundations of innovation research in the global tourism industry and identify ways to increase the efficiency of tourism development on the basis of innovative marketing technologies.

Statement of the main material of the study.

Conceptual differences in the study of innovation among the world scientific community raise the issue of determining innovation as a socio-economic phenomenon, as well as highlighting the distinctive characteristics of this phenomenon (Table 1) and the features of innovations specific to research in the global tourism industry.

Table 1 - Distinctive characteristics of innovation as a socio-economic phenomenon

Characteristic	Description of the characteristic	Researchers
Radicality	Qualitatively new level of functioning of innovative system in comparison with outdated	J. Schumuter
Assimilation	The need to introduce and master innovation in order to obtain a qualitatively new result	
Cyclicity	Innovation in the development process goes through 4 stages of the life cycle	Gonçalo G. Aleixo and Alexandra B. Tenera
Processivity	The process of creating a qualitatively new way of functioning of the system	
Profitability	Extraction of additional profit by increasing labor productivity, reducing production costs, producing a product with unique characteristics	P. Drucker
Market demand	The opportunity to gain competitive advantages in the market	M. Porter.
The basis for the accumulation of a number of achievements	Innovation is based more on the accumulation of minor improvements and achievements than on a single technological breakthrough	
Civilization of development trends	Civilized changes (the transition of mankind from the collection of fruits and hunting to the agrarian, industrial, post-industrial stages, and in the 21st century to the knowledge economy) enable us to achieve sustainable development trends through innovative technologies	E. Toffler, H. Toffler, A. King, B. Schneider, V. Poskrobko, R. Tiborovski
Source – data [7]		

Specificity of the development and introduction of innovations in the world tourism industry is associated with a number of distinctive characteristics of tourism and tourist products as objects of innovation:

- immateriality (the client cannot independently study the physical characteristics of the tourist product before making a decision to purchase);
- impossibility of getting a tourist product in the property;
- impossibility to use tourist product either as an object of fixed assets or as a negotiable asset;
- simultaneous production and consumption of tourist products;
- the human factor (a lot of people are involved in the process of rendering tourist services: staff, clients, other tourists and local residents);
- the inconsistency of quality and the complexity of managing it in the sphere of tourism;
- multi-component (tourist product consists of several individual services, the quality of which affects the perception of the trip as a whole);
- seasonality (fluctuations in demand and prices for individual services);
- inelasticity of supply of suppliers (transport companies, accommodation and food cannot accept more guests than they have available seats for a specific date).

Given these features, it can be concluded that innovation in tourism is a qualitatively new way of producing a tourist product, its implementation or creative action on the tourist market, which aims to attract a tourist, satisfy his needs and at the same time bring income to the tourist organization.

The study of innovations in tourism is a relatively new field of research. For the first time this direction appeared as a separate sphere of research of innovative problems in the 1980s, which is connected with the rapid development of the world tourist market and the need to comprehend the changes that are taking place. In the 2000's innovations in tourism have been at the center of attention of the scientific community due to the fact that the world tourism industry has become the third largest after the petrochemical and engineering industries and the first in the service sector. It is possible to single out the following features of research of innovative development of the world tourism industry:

- domination of research of technological and marketing innovations;
- applied nature of ongoing research;
- a narrow focus of research within the individual components of the tourism industry: food enterprises, transportation, accommodation facilities, etc.);
- client-oriented (most of the studies are commissioned by transnational corporations, international hotel chains and international organizations);
- domination of the process approach [7].

Over the past decades, a significant amount of research has been accumulated in the global tourism and hospitality industry. The following main directions of studying innovative problems in tourism can be singled out: general theoretical provisions of innovative activity in tourism, evaluation of the effectiveness of innovation in tourism, innovations in ensuring the sustainability of tourism development, marketing innovations in tourism, the interrelation of innovations and competitiveness, innovations in specialized fields of activity (hotel business, SPA industry, transport, information technologies, etc.). A brief review of the main scientific achievements of foreign researchers on the directions is given in table 2.

Table 2 - Brief review of foreign scientific achievements in the study of innovations in tourism (in directions)

Researchers	Country	Main results	Years
General theoretical provisions of innovation in tourism			
A.-M. Hjalager	Denmark	A classification of innovations in tourism has been developed: food, process, managerial and institutional	1997
		An innovative model for tourism has been developed [8]	2002
M. Ottenbacher	New Zealand	Innovative determinants in the tourism industry are selected: market choice, personnel management strategy, market susceptibility, etc. [9]	2005
Evaluation of the effectiveness of innovation in tourism			
Siguaw, Simpson, & Enz, 2006 J.A. Siguaw, P.M. Simpson, C.A. Enz	USA	A conceptual model of what innovation is and how it is implemented in the service sector has been developed. The methods of evaluation of innovation in hospitality. [10]	2006
M. Ottenbacher	New Zealand	The measurement of the economic effect from the introduction of innovations in tourism was carried out on the basis of a three-dimensional model: market, financial and reflexive indicators of the development of the consumer and the personnel of the organization	2007
Lori J. Sipe, Mark R. Testa	USA	A comprehensive methodology for assessing the effect of introducing innovations in the work of a tourist enterprise [11]	2009
Marketing innovations in tourism			
J. Sundbo	Sweden	The notion of innovation marketing is introduced, the interrelation between the results of the enterprise's economic activity and its innovation activity is grounded [12]	2007
D. Buhalis	United Kingdom	The notion of e-tourism (e-tourism) and reasoned reality for the promotion and creation of tourism projects based on social media, online resources and mobile applications [13]	2008
E. Martinez-Ros	Spain	Two types of innovations are distinguished: radical and gradual. The innovative potential of participants in the value added chain in tourism is considered [14]	2009
Q. Wu	Hong Kong	The necessity of using dynamic pricing as a basis for management of tourist demand is grounded. [15]	2011

In a competitive market environment, each firm uses certain marketing tools to successfully operate, meet market demand and achieve profitability. The marketing system is a complex system that includes a wide range of programs to create, maintain and implement the company's most effective activity in the market. The target orientation of marketing depends on the type of company (tour operator, travel agent) and is based on a list of those problems that need to be addressed both in the short and long term.

For development of tourism in the republic a number of state programs and concepts were adopted. In the Concept for the Development of the Tourism Industry of the Republic of Kazakhstan until 2023 from June 30, 2017, six cultural and tourist clusters have been identified reflecting the tourist offer of

Kazakhstan. These are: «Astana is the heart of Eurasia», «Almaty is a free cultural zone of Kazakhstan», «Pearl of Altai», «Revival of the Great Silk Road», «Caspian Gates» and «Unity of Nature and Nomadic Culture». To effectively promote the image of the country and attract a large flow of tourists, it is planned to conduct a large-scale marketing and advertising campaign abroad and within the country.

According to the World Tourism and Travel Council (WTTC), Kazakhstan has a relatively high level of public investment in tourism (46th among 140 countries). However, marketing activities to attract tourists in general remain ineffective (102nd place among 140 countries).

At the same time, Kazakhstan significantly improved its indicators on price competitiveness in the sphere of tourism (from 73 places in 2013 to 8 places in 2016).

Table 3 - Number of visitors for entry and exit tourism, people

Years	Показатели				
	Number of visitors for outbound tourism	Number of visitors to inbound tourism	Serviced by visitors to places of accommodation	Of the total number of tourists	
				non-residents	residents
2012	9 065 579	6 163 204	3 026 227	519 222	2 507 005
2013	10 143 710	6 841 085	3 307 752	586 038	2 721 714
2014	10 449 972	6 332 734	3 804 447	679 018	3 125 429
2015	11 302 476	6 430 158	3 802 225	692 213	3 110 012
2016	9 755 593	6 509 390	4 217 782	722 515	3 495 267

Source – data [16]

As can be seen from the table, the number of visitors for outbound tourism that traveled abroad increased by 7.6% in 2012-2016; foreign citizens who visited Kazakhstan - by 6.1% of tourists; the visitors served by the places of accommodation of Kazakhstan - by 39.4%.

One of the theorists of modern management, Peter Drucker, defined the marketing goal: «The goal of marketing is to make sales permanent. The goal is to know and understand customers so well that the product or service is suitable for them and sold themselves» [17]. This means that advertising and promotion of goods and services should be part of a system whose work is aimed at meeting the needs of customers. Advertising and promotion will achieve maximum efficiency in the event that the needs and interests of customers are first determined, and then the goods and services available to them will be offered.

Marketing in the tourism industry is designed to identify the needs of tourists, create attractive tourist services for them, to acquaint potential tourists with the tourist products available to them, inform them about the place where these services can be purchased. As the practice of marketing activities of leading tourist firms in the world has shown, it is advisable to follow the standard sequence of seven marketing events that have been called the «Seven P Tourist Product» [18]: product (product), planning (planning), place, people (people), prices (prices), promotions (promotion), process (process).

Of particular importance is the problem of developing and using innovative potential, especially for the tourist industry, where the human factor - the manager, the tour operator, the tourist services worker, is important, which is due to the need to solve strategic tasks at the micro- and macro- level. At the same time, both technical development and innovation potential will contribute to the strengthening of the innovative nature of tourism activities, the formation of a special innovation sphere with its specific features and subjects.

Considering the tourist industry, it should be noted that the representation of the population about the best types of recreation are changing, as is the fashion for prestigious recreation places. In the last century, very popular and prestigious resorts were Nice, Baden-Baden, where you could meet the whole color of European society. And nowadays Nice is known mainly as a health resort and is not a prestigious vacation spot, which it was in those days.

A travel company must constantly monitor all changes occurring in the tourist products market, have time to react to each of them: lagging behind more capable and prudent faces the consumer's distrust of the travel company, can lead not only to loss of customers, but also to a drop in the overall image of the tourist companies, that is, to the loss of a significant part of potential and regular customers.

In conditions of growing competition on the international tourist market, the global trend towards strengthening the role of the state in providing tourism development, the domestic tourist product is becoming less attractive and competitive. The sphere of tourism in the state is not able to ensure the full implementation of economic, social and environmental functions, does not contribute to the preservation of the environment and cultural heritage, filling budgets of all levels, creating jobs, increasing the share of services in the GDP structure in January-June 2017, the share of tourism in The GDP of the Republic of Kazakhstan amounted to 1.6%, or over 346.5 billion tenge [16].

In 2016, the export of tourist services, that is, residents' income from the stay of foreign citizens in Kazakhstan, amounted to \$ 1.5 billion, which is 1% higher than in 2015.

Table 4 - Export of tourist services in Kazakhstan

mln. USD	2012	2013	2014	2015	2016	Growth 2015-2016	Proportion, %
Total	1 347,2	1 522,0	1 467,3	1 533,6	1 548,5	1,0%	100%
Business	127,2	141,3	143,8	143,5	161,5	12,6%	10,4%
Personal	1 220,0	1 380,7	1 323,5	1 390,2	1 387,1	- 0,2%	89,6%

Source – data [19]

In the structure of export of tourist services, as seen in the diagram below, other personal trips prevail, that is, expenses of foreign citizens, the purpose of the trip, to which Kazakhstan was not education or treatment, 89.3% of exports or 1.4 billion dollars . The second most profitable article is «business travel», exports for this item in 2016 amounted to 161.5 million US dollars, which is 12.6% higher than in 2015.

Expenditures of non-residents of Kazakhstan related to education amounted to \$ 4.1 million (share in exports - 0.3%). The income received from foreign citizens related to treatment increased 1.8 times, amounting to 0.8 million US dollars. Peak exports for this item were in 2008 at \$ 3.8 million.

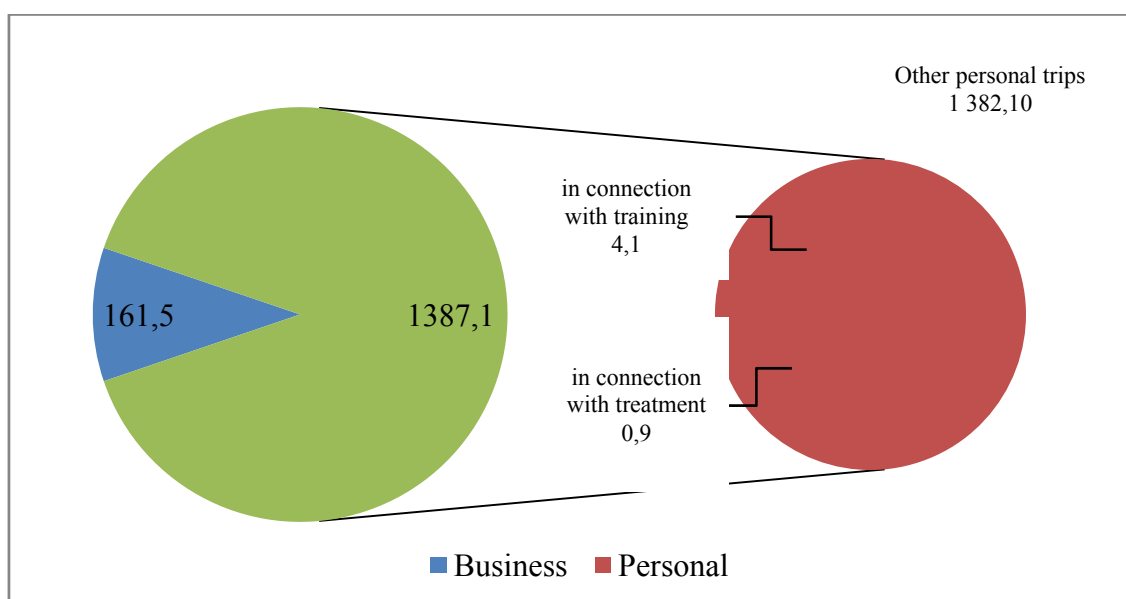


Рисунок 1 – Structure of export of tourist services, mln. USD [16]

Imports of tourism services totaled \$ 1.7 billion in 2016, down 16.2% or \$ 321.2 million compared to 2015, mainly due to a decrease in imports under «other personal travel» and «personal travel in connection with treatment».

The largest share in the import of tourism services, i.e. the largest volume of expenses of Kazakhstan citizens traveling abroad, accounted for personal trips not related to treatment or education – 87% of imports or \$ 1.4 billion. USA. Training-related travel is the second largest importer of tourism services, \$ 8.4 million or \$ 139.3 million. USA. Business travel imports accounted for 3.5 per cent or \$ 58.4 million. USA.

Table 5 - Import of tourist services in Kazakhstan

mln. USD	2012	2013	2014	2015	2016	Growth 2015-2016	Proportion, %
Total	1 685,5	1 843,3	1 932,0	1 979,0	1 657,8	-16,2%	100%
Business	93,8	49,3	50,4	56,7	58,4	3,1%	3,5%
Personal	1 591,8	1 794,0	1 881,6	1 922,3	1 599,4	-16,8%	96,5%
in connection with training	10,7	9,7	10,7	35,1	17,7	-49,7%	1,1%
In connection with treatment	37,6	63,1	73,3	140,9	139,3	-1,1%	8,4%
Other personal trips	1 543,4	1 721,3	1 797,7	1 746,3	1 442,4	-17,4%	87,0%
Source – data [19]							

In the context of countries, the largest amount of money was spent on trips of Kazakhstanis, committed for personal, non-business purposes to Russia, Uzbekistan and Kyrgyzstan. The data of the three countries account for 72% of all imports of tourism services in Kazakhstan.

One of the central elements of the marketing activities of tourist firms is «conducting advertising campaigns. Advertising in tourism acts as a form of indirect communication between a tourist product and a consumer. It has a significant psychological and socio-cultural impact on consumers of services, encouraging them to one or another action. However, civilized advertising is not the manipulation of public opinion, but the formation of actual needs aimed at the self-development of a person» [6].

According to scientists, «the formation of an innovative economy involves the creation of such institutional conditions under which innovations are the main source of maximizing the individual income of the owner» [6]. The development of the modern economy is becoming more dependent on the effective generation, dissemination and application of innovations. In the course of evolution, based on innovative concepts of economic development, a theoretical presentation of economic processes under cyclic changes was made, the role of innovations as sources of growth and causes of economic imbalance was revealed, and the foundations for forecasting real processes were formed. With the introduction of the concept of «innovative potential» into the theory and practice, the essence of most of the concepts (J. Shumpeter's innovation theory, J. Forrester's capital theory of capital accumulation, R. Solow's neoclassical theory of macroeconomic growth, S. Hicks equilibrium growth theory, effective growth theory U. Sharp, the theory of long-term development of S. Glazyev, the concept of large cycles N. Kondratieff).

New approaches to business organization, concentration processes in the sphere of tourism make it necessary to systematize advanced approaches to the marketing activities of tourist enterprises. Information and innovation technologies, modern business tools provide support for marketing by providing information on innovations necessary for making marketing decisions, directions for using marketing information in tourism; means of advertising on the Internet; a new interpretation of the concept of «electronic business» and its main components (e-marketing, e-commerce), which are more detailed in view of industry specificity.

The need to use powerful tools and management methods in the conditions of competition stipulates the application of the most progressive, radical and universal method - business process reengineering with the use of the integrative nature of tools for supporting reengineering, where the interaction between the business processes of the tourist enterprise, the market and consumers is important.

Rigid competition in the tourist services market forces managers to maximally apply new technologies, use new opportunities to meet the needs of target consumers that are constantly changing, and attract the unreached segment of potential customers at this point in time.

To attract potential customers, constant work is carried out on new services and technologies. Non-standard approaches, novelty of innovative advertising technology attract consumers. Innovative advertising is based on the use of modern technical support, the latest computer technologies and non-standard ways of presenting information in promotions. One of the new marketing innovations is the use of interactive tables, ultra-modern interactive projections, new generation TVs, and the latest computer technologies [20]. Interactive table is a revolutionary multi-touch computer that allows you to interact with digital content in simple and easy ways without the use of additional equipment. It gives an

opportunity to present a tourist enterprise, to familiarize with a virtual tour, which is an excellent marketing course for attracting tourists to tourist establishments, as it allows you to transfer a three-dimensional image of hotel rooms, surrounding spaces, restaurants and lounges, to inspect them, rotating the picture 360 degrees, rooms in another, to appreciate their coziness and style. At business meetings, the "interactive table" can be transformed into a collective work area for negotiations, planning, dynamic task modeling, document viewing, presentations, diagrams and graphs. Such a decision actively involves clients in working activities, saves considerable time, helps to effectively and efficiently visualize research results, provide necessary information, and this is an additional image of the company.

One of the new innovative marketing technologies in the sphere of tourism is the use of geomarketing and methods of tourism development in various concepts of marketing in tourism. The basis of these concepts is the provision that all activities of the tourist organization take place on the basis of constant monitoring of market conditions and is based on reliable knowledge of the preferences and needs of potential buyers, their evaluation and consideration of possible future changes. The financial basis for such integration is the production of only those tourist products and services that are necessary and popular with tourists.

One of the new innovative marketing technologies in the sphere of tourism is the use of geomarketing and methods of tourism development in various concepts of marketing in tourism. The basis of these concepts is the provision that all activities of the tourist organization take place on the basis of constant monitoring of market conditions and is based on reliable knowledge of the preferences and needs of potential buyers, their evaluation and consideration of possible future changes. The financial basis for such integration is the production of only those tourist products and services that are necessary and popular with tourists.

Conclusions and prospects for further development. Quality tourism product and successful marketing programs, as emphasized in the training materials, begin with the definition of needs and requests of consumers, comprehensive planning, collection, analysis of data needed in the marketing situation in which the tourist company is located. Marketing research specialists carry out a whole range of services, which include such activities as studying the potential of the tourist market and the market share of tourist companies, assessing the level of consumer satisfaction and buying behavior; research of the tourist product, methods and strategies of pricing, distribution and promotion of the tourist product.

Thus, the development of tourism in Kazakhstan requires modernization through the introduction of innovations both in the production of tourism services and products, and in the management process at all levels of the economic system. For successful transition to an innovative way of development it is necessary to take into account the revealed features of innovative activity in the sphere of tourism.

Conceptual measures to increase the effectiveness of tourism development on the basis of innovative marketing technologies in tourism should be:

- promotion of Kazakhstan as a tourist destination in the world and domestic market;
- stimulating the development of small and medium-sized businesses in all areas relevant to tourism;
- attraction of investments for the implementation of innovative projects in the field of tourism, as well as for the construction and restoration of tourist infrastructure facilities;
- development of transport accessibility and improvement of the quality of transport services provided.

Practical measures to increase the efficiency of tourism development on the basis of innovative marketing technologies in tourism should be: dissemination of the practice of introducing modern technologies in the field of culture and tourism, in particular, virtual tours and walks, panoramic images, 3d and 4d travel, virtual and real reconstructions events, virtual interactive maps with a 3D image, multimedia projects, etc. – all these are modern technologies that are used to ensure the availability of cultural and tourist products for all consumer segments.

The most important technologies are acquired when used for:

- assistance to people with disabilities, for their social and cultural adaptation, ensuring inclusion in tourism;
- population with low or insufficient payment capacity, to ensure the sublimated demand for tourist trips or expand the geography of tourist interest, as well as the formation of a sustainable consumer interest in the presence of deferred demand for tourist services;

- the formation of an indirect channel for promotion and dissemination of information on cultural and tourist sites showing the country, expanding the possibility of presence in the Internet and Smart spaces;
- influence on such a consumer segment as «innovators» who have progressive views, modern thinking, high consumer and consumer activity, who want and can buy new tourist products;
- formation of the image of the country, clusters in the international market.

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РАЗВИТИЕ СФЕРЫ ТУРИЗМА НА ОСНОВЕ ИННОВАЦИОННЫХ МАРКЕТИНГОВЫХ ТЕХНОЛОГИЙ

Аннотация. Путь к инновационному Казахстану уже определен и имеет свои направления и ориентиры. Проведенные исследования показали, что построение модели наукоемкой экономики требует все новых и новых корректировок инновационного курса страны, а также его четкого законодательного обеспечения. В данной статье обобщены накопленные теоретические и методологические основы исследования инноваций в мировой индустрии туризма и определены пути по повышению эффективности развития сферы туризма на

основе инновационных маркетинговых технологий, основными из которых являются: организация рекламных кампаний; осуществление электронной коммерческой деятельности; логистическое обслуживание потребителей туристских услуг на основе внедрения инновационных рекламных и информационно-коммуникационных технологий; реинжиниринг бизнес-процессов путем взаимодействия туристского предприятия, рынка и потребителей; применение концепции геомаркетинга в сфере туризма.

Ключевые слова: туристская отрасль, туристские услуги, инновационные маркетинговые технологии

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**ИННОВАЦИЯЛЫҚ МАРКЕТИНГТІК ТЕХНОЛОГИЯ НЕГІЗІНДЕ
ТУРИЗМ САЛАСЫН ДАМУ**

Аннотация. Инновациялық Қазақстанға жетудің жолы әлдеқашан анықталған және өзінің бағыты-бағдары бар. Жүргізілген зерттеулер көрсеткендей ғылымды қажетсінетін экономика моделін құру елдің барлық жаңа және жаңа түзетілген инновациялық курсы, сондай-ақ оның айқын заңнамалық қамтамасыз етілуін талап етеді. Бұл мақалада әлемдік туризм индустриясындағы жаңашылдықты зерттеу барысында жинақталған теориялық және әдіснамалық негіздемелер жалпылама түрде алынды және инновациялық маркетингтік технологиялар, негізгілері мыналар болып табылатын: жарнамалық кампанияларды ұйымдастыру; электрондық коммерциялық қызметтерді жүзеге асыру; инновациялық жарнамалық және ақпараттық коммуникациялық технологияларды енгізудің арқасында туристік қызметті тұтынушыларға логистикалық қызмет көрсету; туристік кәсіпорындар, нарық және тұтынушылардың өзара әрекеттесу жолымен бизнес-үрдістерге реинжиниринг жасау; туризм саласында геомаркетинг тұжырымдасын қолдану негізінде туризм саласын дамыту тиімділігінің арттыру жолдары айқындалды.

Түйін сөздер: туризм саласы, туристік қызметтер, инновациялық маркетингтік технологиялар.

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