ҚАЗАҚСТАН РЕСПУБЛИКАСЫ БІЛІМ ЖӘНЕ ҒЫЛЫМ МИНИСТРЛІГІ

Л.Н. ГУМИЛЕВ АТЫНДАҒЫ ЕУРАЗИЯ ҰЛТТЫҚ УНИВЕРСИТЕТІ

СОВЕТ МОЛОДЫХ УЧЕНЫХ

Евразийский национальный университет им. Л.Н. Гумилева

Студенттер мен жас ғалымдардың
«ҒЫЛЫМ ЖӘНЕ БІЛІМ - 2014» атты
IX халықаралық ғылыми конференциясы

IX Международная научная конференция
студентов и молодых ученых
«НАУКА И ОБРАЗОВАНИЕ - 2014»

The IX International Scientific Conference for
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2014 жыл 11 сәуір
11 апреля 2014 года
April 11, 2014

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Астана

Жинаққа студенттердің, магистранттардың, докторанттардың және жас ғалымдардың жаратылыстану-техникалық және гуманитарлық ғылымдардың өзекті мәселелері бойынша баяндамалары енгізілген.

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.

«Қармақшы-Қорқыт ата-Байқоңыр» Жібек жолы жолындағы бір туристік өнім ретінде қарастыруға болады»

Ресей тарабы туризм саласындағы әріптестікті дамытуға дайын. Атап айтар болсақ, осы мақсатта Байқоңыр әкімшілігі ғарыш айлағында туристік маршрутты дамытуы керек. Осы секілді өзге де шараларды іске асыру үшін инвесторлардың қаражатына мұқтаждық бар.

Планетаның миллиардтаған тұрғыны білетін Байқоңыр ғарыш айлағы біздің брендіміз. Сондықтан «Экспо-2017» көрмесінің ірі нысаны ретінде қарастырамыз.

Байқоңыр - темір жол мен халықаралық автодәліз бойында орналасқан. Бірақ жолаушылар қатынасы талапқа сай келмейтін қаладағы екі әуежайды жаңғырту қажет. Байқоңыр қаласы маңында архелогиялық нысандар да жетерлік. Осы тарихи нысандарды да туризм кластеріне енгізу мәселесі қарастырылды.

Индустрия және туризм комитеті бойынша Қазақстанда 5 кластер тағайындалған. Сол кластердің ішіндегі оңтүстік кластер бойынша Байқоңыр Қызылорда облысының негізгі туристік кластері болып отыр.

Түркі әлемінің абызы – Қорқыт ата құрметіне қойылған мемориал Байқоңырдың маңайында. Ежелгі аңыз, көне түркі шежіресінің ұлы тұлғасы болған кемеңгер келбеті ескерткіш мұражайда кеңінен әспеттелген. Қорқыт ата мемориалына келушілерге арнайы зиярат ету орны мен қонақүй кешені салынуда. Суы мөлдір, ағзаға дәру Қамбаш көлі мен Арал теңізі де туристер назарын еріксіз тартар Сыр байлығы санатында. XXI ғасырдағы табыстың төресіне баланған туризм Сыр бойында осы қарқынмен өркендесе, жылына 700 мың адам саяхаттап келеді деген жоспар бар. Бұл мақсатта Байқоңыр іргесіндегі Ресейге жалға берілген жердің 200 гектары қайтарылып, түрлі ойын-сауық, демалыс орындары салынбақ. Табысты туризмдік жобадан шетелдік бизнесмендер де шет қалмасы хақ.

Қызылорда облысының Байқоңыр қаласында «Экспо-2017» аясында туризм кластерін құру – бұл кезек күттірмес міндеттердің бірі десек қателеспейміз.

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E-MARKETING – THE MAIN WAY IN PROVIDING OF THE WORLD TOURISM PRODUCT

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E-marketing is a difficult system which got a lot of power in a few recent years. Different areas of the business spheres moves from the reality to online space, where today exists almost the whole process of creation, promotion and selling the product.

Using a wide spectrum of Internet-services, absolutely new system of development of tourism in the world of the information today can be applied. Unfortunately, despite of growing number of users of a network, a role of electronic marketing till now underestimate, though every day it finds the increasing authority.

In recent years, a growing share of destination marketing efforts was directed to social media tools such as blogs, Twitter, Facebook and YouTube. Social media marketing seeks to engage customers with the destination, in an active state in which users become participants.

Social media marketing revolves around social interaction, conversation, collaboration and the creation of online content.

In 2011, this marketing trend is gaining even more power, as the popularity of social media breaks all limits. For example, there are now over 500 million active Facebook users and approximately 175 million Twitter accounts. Even of greater importance, is that social media channels are becoming major tools for human interaction, in which people share information and learn what's new and what matters [1].

Social media marketing in 2011 takes the use of the audience one step further, shifting even more control and responsibility into the hands of web users. Within this context, the online tourist is now taking several roles:

−Create. Web users are creating a tourism-related user generated content, such as uploading pictures and videos, share experiences and recommend attractions.

For this purpose, a growing number of destinations provide online interaction platforms such as a Facebook page and a Twitter account.

−Share. Web users share the content they generated with their social network, adding more friends to the conversation and distributing the destination. Destinations might support the sharing process using competitions in which users have to gain votes or 'likes'.

−Interact. Web users interact with the destination, leveraging single visit to a long-term online relationship. By creating and maintaining relationships, the destination will echo lauder and longer through the web, and in real life as well.

For example, 'Capture Jordan' is a new marketing initiative launched by Jordan Tourism Board in March 2011. In this photo contest, people who visited Jordan are encouraged to upload their pictures and compete for a prize. This simple contest enfolds the key social media marketing components: users are creating content by uploading pictures; share the pictures with their network to gain more votes; and interact with destination Jordan, re-living their memories and supporting tourism for the country. [2]

To conclude, as the popularity of social media increases among users, so does the popularity of social media marketing among destinations.

In this constantly-changing online arena, web users are now becoming the center of a game in which they generate the content, distribute it and consume it. While the role of web users changes, so does the role of destination marketing organizations, required for in-depth understanding of new media, ground-breaking creativity and pioneering innovation.

At the same time we shouldn't forget that the tourism industry include three main components:

1. Transport sector, which includes air, water and surface transport;

2. Accommodation sector, all types of establishments that offer lodging to visitors (Hotel, Motel, Guest houses, caravans etc.);

3. Attraction sector which comprises manmade and natural attractions which are developed to satisfy visitors educational, recreational, aesthetic needs etc.

Market of internet services changes too fast. In according to picture 1 from the 1997 till today this market transformed three times for serving to three different types of the customer.
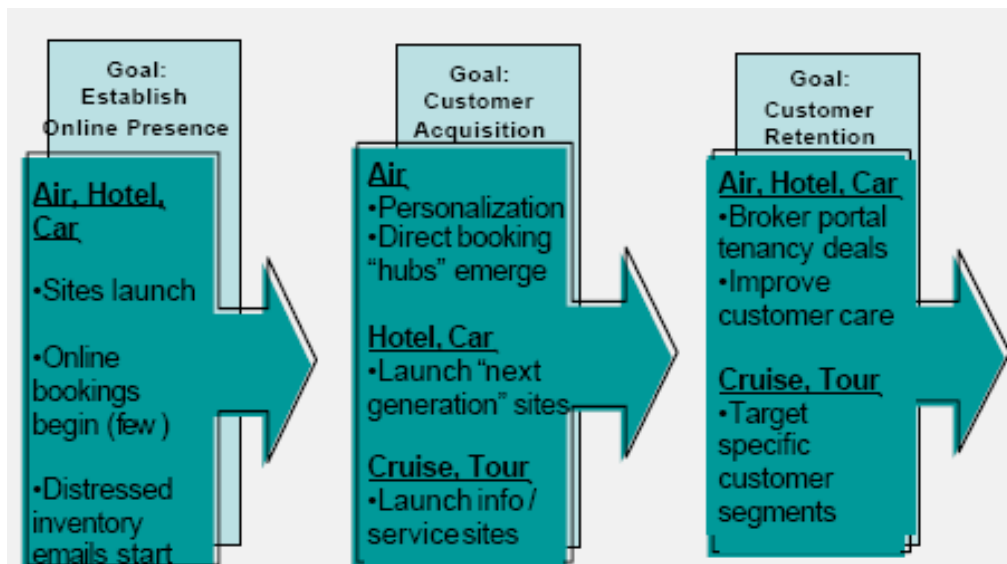
Note – Made on the basis of the used sources [3]

Picture 1. Internet market development for 3 generations in few years

Information technology has radically altered the way in which information is transmitted throughout the tourism industry. Hence, it changes the way in which tourism services are delivered. Because consumer expectations are rising rapidly, the move towards more independent and flexible holidays away from package holidays, with the emergence of a computer literate generation, requires the service providers to find new ways to satisfy tourists' needs. Thus, it offers new opportunities for information technology and the tourism industry.

Talking about the benefits of this in the industry we have airlines, tour operators, travel agencies, hotels; car rental, destinations and tourists who always need the information.

Transport sector. Transport provides the essential link between tourism origin and destination areas and facilitates the movement of holidaymakers, business travelers, people visiting friends and relatives and those undertaking educational and health tourism. Before setting out on a journey of any kind, every traveler makes sure which Transport Company has a good safety record. To this effect, airplanes coaches and even taxis are equipped with good communication equipment. An Airplane flies with the help of modern information technology equipment which provides information ranging from weather, altitude and other information to the pilot to communication made during emergency by the pilot with other airplanes and air traffic control stations. In-flight entertainment is also a product of information technology, video games, video films are examples.

But the essence of e-marketing in that case more belongs to creation of image of the company-carrier or other establishments of tourism as the user of their services having taken advantage of a given product can appear as happy enough or dissatisfied - and to bear it on a mass review. Blogs, online magazines, advice, stories - all this play a significant role in prosperity of any company. As oral advertising - one of the most effective, the consumer, most likely, will believe to the stranger telling about the travel, because he is also simple consumer. The tourist company - will make everything to sell the product and, accordingly, can deceive or conceal a part of the information.

Accommodation sector. In the accommodation sector also the contribution of information technology is prominent. Any individual or group wishing to travel to any part of the world now has an easy access to the accommodation service providers. A visitor can access an information about the kind of hotels at the destination, their ranges of product, the price and other relevant information without leaving his/her office or home.

At a destination also visitors are at ease during their stay in every respect, in getting information about their business, family or other information back home. They are also at ease to

relax with the videos and television entertainment programs, which nowadays are part and parcel of many accommodation units. Wi-fi is the best for the hotels. Wi-fi is the wireless access, wherever you are accommodated, you can use your laptop, mobile phone, among others to log online and do your work as you wish without qualm.

Attraction sector. In the case of attractions both manmade and natural attraction owners need to communicate or inform their customers and potential customers about their production.

Information about the kind of attraction, where they are located and how to get there is of vital importance. The attraction owners particularly the national tourist offices discharge their duty of promoting their country's tourist attractions using the information technology products. Information through promotional videos, Internet web Sites, television advertisements and travel documentaries are the main information dissemination tools.

In a simple language IT is the modern way of using computers to communicate and get information through research, about the knowledge of what we are short of. It is the best way of communication. IT relates to tourism in many ways hence the only option before the advent of IT globally if you wanted to travel any where you have to walk from your house down to the street to get the local agency either as outbound and inbound tourist.

At the agency office you might searched endlessly through the brochure without immediate success and this can take you few days to do and get you frustrate. But with the advent of IT this can be done online, sitting on your bedroom as a tourist you can get all the necessary information without stress, this is just a matter of settling down with your laptop in your house and log into your desire website. So IT opens up the possibilities for tourism. Picture 2 show developed internet market can be in some countries.
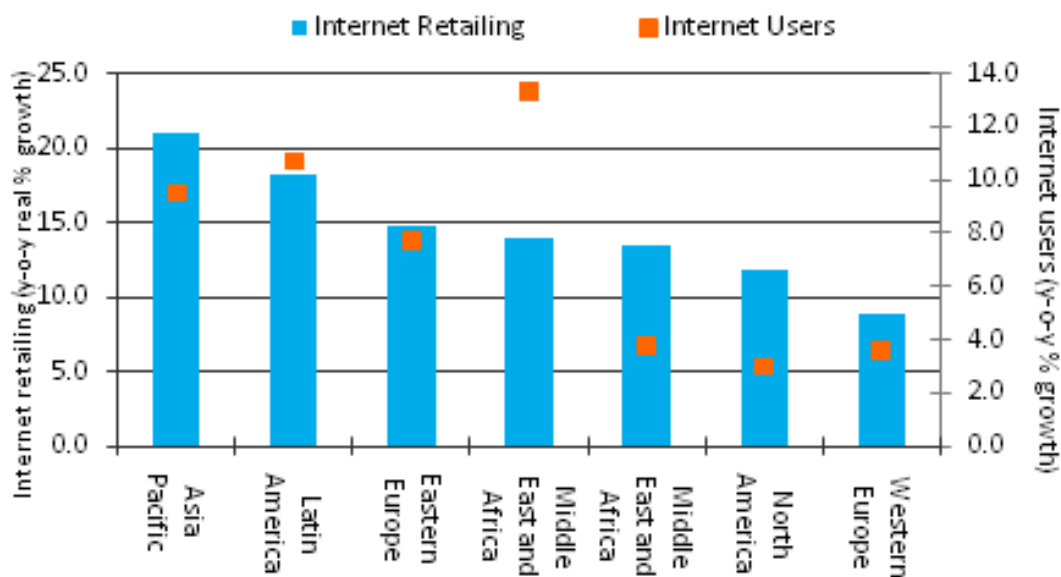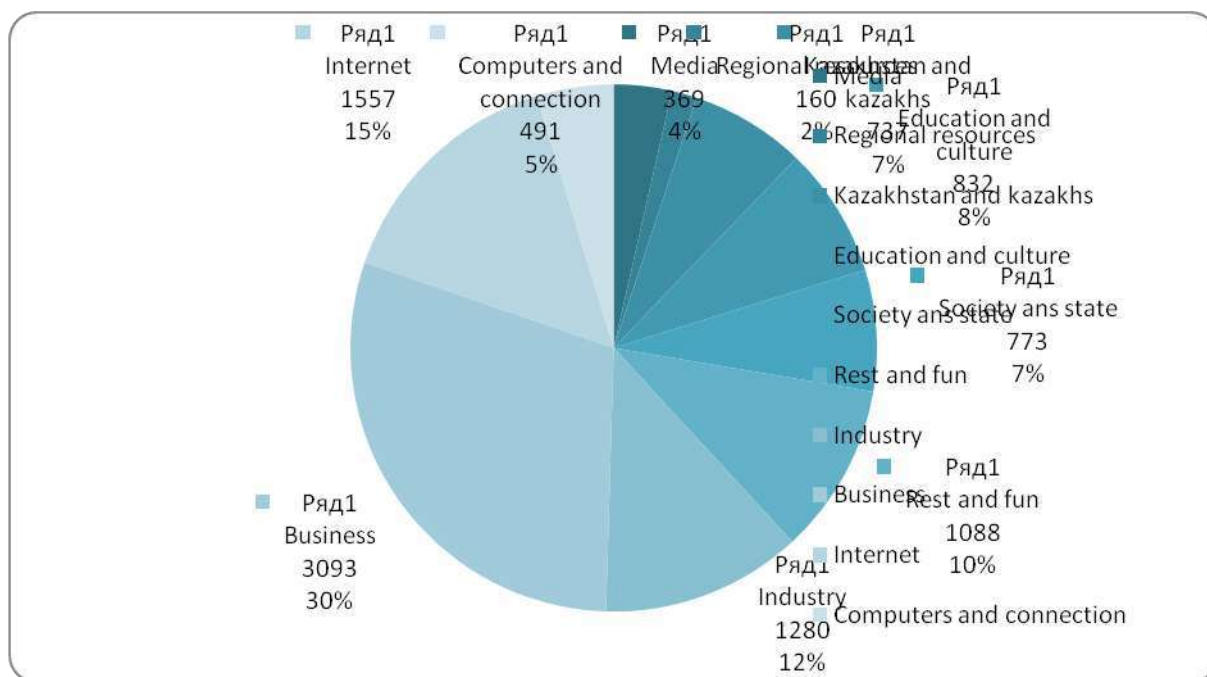

Note – Object from the used source [4]

Picture 2. Annual real growth of Internet Retailing and Internet Users by region for 2010-2011

Facilitation and information technology. Facilitation is one important aspect of enhancing tourism business. Facilitation includes, issuing of visa, customs clearing and immigration check in ports. Lack of appropriate management in giving fast and efficient service to tourists in this area will deter the tourist flow substantially. Recently, development has come about in using electronic medium for facilitation purpose. An example on this subject is Australia; a country developed 'Automated Visa Application system' what is called ETAS (Electronic Travel Authority System).

This system works with three inter-linked functions, each of which is supported by computers that are located in different parts of the world.

Cultural tourism is a good example of the way in which online technologies have been influential as its emergence has been fostered by the Internet. Cultural tourism focuses on the presentation of an areas cultural heritage, ranging from environmental attractions through historical, artistic, archaeological and folkloric components. A specific example of this form of tourism is the MEDINA (Mediterranean by Internet access) project started in 2002, due for completion in 2005, which established a cultural web portal for fourteen Mediterranean countries. Access to the portal by a tourist is achieved through mobile devices (e.g. personal digital assistants or smartphones) and allows the tourist to make informed decisions concerning cultural sights. The emergence of artificial intelligence and mobile computing, have empowered the consumer of tourism services.

To speak about situation in Kazakhstan – one of Kazakhstan's web-portals «Kazakhs» shows the statistics of Kazakhstan users' web-pages (picture 3).

Note – Object from the used source [5]

Picture 3. Themes of Kazakhstan users web-pages

Moreover, if to consider the annual Kazakhstan Internet competition on the best designing of sites for 2011 (the course of realization of competition can be looked to the address of www.award.kz), in competition for national the Internet-premium also some projects of a tourist orientation nevertheless struggle - they are shown in table 1. [5]

Table 1
Tourist projects in the national competition for the best web-construction

№	Name of the project	Address	City
1	INTERTRAVEL	itravel.kz	Uralsk
2	RoyalTravel	royal-travel.kz	Uralsk
3	KETTIK.KZ	kettik.kz	Almaty
4	Club «Велопехотинец»	velopehota.kz	Ust-Kamenogorsk

5	Tourist company «Изумрудный Алтай»	altay.kz	Ust-Kamenogorsk
6	Base of rest «Климовка»	klimovka.kz	Ust-Kamenogorsk
7	Tourism agency «Тау комек»	taukomek.kz	Almaty
Note – Object from the used source [5]			

Rest and entertainment - and here concerns also tourism, - borrow only 14,8 % of all sites. An additional minus it is possible to carry to small quantity also poor-quality development of some of them. Also what to speak about foreign clientele if the majority of the sites having function of switching of languages, only the basic pages representing directly the company or developers more often are translated.

Online transactions continue to grow (table 2). The bulk of Internet transactions are made by foreign travellers with a very small number made by locals. International hotel chains have sparked this trend of online booking facilities.

Table 2
Online sales by regions

Region	2009	2012	% growth 2009/14	Absolute salea increase 2009/14
Western Europe	114 822	169 898	48,0	55 076
Asia Pacific	23 994	61 333	155,6	37 339
North America	96 441	114 936	19,2	18 495
Australasia	9 659	17 148	77,5	7 490
Middle East and Africa	5 340	10 643	99,3	5 304
Latin America	7 270	11 619	59,8	4 349
Eastern Europe	6 646	10 156	52,8	3 510
Source: Euromonitor International				
Note: includes car rental, transportation, travel accommodation and tourist attractions				

Internet access has grown throughout the two main cities Almaty and Astana although locals still prefer to make payments through more conventional channels. Online transactions for air travel are forecasted to record double-digit annual growth to 2013.

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