

ТУРИЗМ TOURISM



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Theoretical aspects of innovation activity in tourism

Abstract. Modern tourism is an important sector of the economy, which is developing in the conditions of global competition and is often subject to innovation processes. Therefore, it is important for Kazakhstan to form a tourism industry based on innovation. The weak level of theoretical and methodological research of innovations in the field of tourism and its conceptual framework is an urgent problem. The article deals with methodological approaches to the study of innovations in the field of tourism, summarizes the methodological foundations of the study of innovation management in tourism, reflecting the distinctive features of innovation in this area. In addition, this article carries out a review of the research and scientific achievements of foreign scientists who contributed to this area, describes modern research schools, as well as the subject areas of research on the problems of innovation management in tourism.

Keywords: tourism, innovation, innovation activity, marketing, tourism product.

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Research method. During the study, the methods of generalization and synthesis were used to achieve the goals.

Results and discussion. The study of innovation in tourism is a relatively new area of research. The scientific level of the theoretical and methodological research on innovation in the field of tourism has not been sufficiently studied. The conceptual framework was developed by foreign researchers such as J. Schumpeter, P. Drucker, M. Porter. These authors considered the problems of innovation as a socio-economic phenomenon. The scientific studies of D. Buhalis, M. Forest, A.M. Hjalager, M. Ottenbacher are devoted to the analysis of modern innovation processes in the global tourism industry and the most urgent directions of innovation development in tourism.

This direction appeared as a separate field of research on innovation issues in the 1980s, which is associated with the rapid development of the global tourism market and the need to understand the changes taking place. In the 2000s, innovations in tourism have come to the forefront of the scientific community due to the fact that the global tourism industry has become the third largest after the petrochemical and engineering industries and the first in the services sector.

The following classification criteria is significant for determining the essence of innovation in tourism:

- the source of the idea (the needs of tourists, discoveries, inventions);
- type of innovation (tourism infrastructure, tourism products, ways and means of tourism product distribution/services, management, etc.);
- degree of novelty (improving, breakthrough);
- breadth of impact, scale, connectivity (local, global, systematic);
- investment content (non-capital-intensive, low-capital-intensive, capital-intensive) [2].

The features of the development and implementation of innovations in the global tourism industry is associated with a number of distinctive characteristics of the tourism industry and tourism products as objects of innovation activity:

- intangibility (the client cannot independently study the physical characteristics of the tourism product before making a decision on the purchase);
- the inability to obtain a tourism product in the property;
- the inability to use the product either as a fixed asset or as a negotiable asset;
- simultaneous production and consumption of tourism products;
- human factor (a lot of people are involved in the provision of tourism services: staff, customers, other tourists and local residents);
- inconstancy of quality and complexity of its management in the field of tourism;
- multicomponentity (a tourism product consists of several individual services, the quality of which affects the perception of the trip as a whole);
- seasonality (fluctuations in the magnitude of demand and prices for single services);
- inelastic offer of suppliers (transport companies, catering and accommodation enterprises cannot take more guests than they have available seats on a specific date) [3].

The authors highlighted following features of research on the innovative development of the global tourism industry:

- dominance of technological and marketing innovation research;
- applied nature of research;
- narrow focus of research within the individual components of the tourism industry (catering, transport, accommodation, etc.);
- customer focus (most studies are commissioned by multinational corporations, international hotel chains and international organizations);
- dominance of the process approach [4].

In recent years, a significant amount of research results in the tourism industry have been accumulated. (Table 1).

Table 1. A brief overview of foreign scientific achievements in the study of innovation in tourism (by directions)

Research direction	Scientists and their origin	Year	Main results
General theoretical position of innovation in tourism	A.M. Hyalager (Denmark)	1997	developed a classification of innovations in tourism (product, process, managerial, institutional).
		2002	developed an innovative model in tourism.
	M. Ottenbacher (New Zealand)	2005	highlighted innovative determinants in the tourism industry: the choice of market, personnel management strategy, market susceptibility
	I.Sandbu (Sweden)	2007	applied economies of scale for innovation in tourism and concluded that the innovative potential of large tourist enterprises is synergistic.
Evaluation of the effectiveness of innovation in tourism	M. Ottenbacher (New Zealand)	2007	measured the economic effect of the introduction of innovations in tourism based on a three-dimensional model: market, financial, reflexive indicators of the development of the consumer and organization staff.
	L.Sayp M. Testa (USA)	2009	developed a comprehensive methodology for assessing the effect of introducing innovations in the work of a tourist enterprise.

Innovation in sustainable tourism development	S. Gesling (Sweden)	2006	substantiated the importance of innovative technologies in tourism in the fight against global warming and climate change.
	P.Romeiro (Spain)	2010	substantiated the effectiveness of using innovative technologies in the development of sustainable types of tourism.
	F.G.Alberti (Italy)	2011	highlighted the role of innovative technologies in the preservation of cultural and historical heritage.
Marketing innovations in tourism	I.Sandbu (Sweden)		introduced the concept of marketing innovation, justified the relationship of economic activity results of the enterprise and its innovation.
	A.Maksimchuk (Poland)		
	D. Buhalis (Great Britain)	2008	introduced the concept of e-tourism (e-tourism) in order to create and promote tourism projects based on social media, online resources and mobile applications.
	E. Martínez-Ros (Spain)	2009	identified 2 types of innovation: radical and gradual, considered the innovative potential of the participants in the value chain in tourism.
	R.Lo (Hong Kong)	2011	substantiated the need to use dynamic pricing as the basis for managing tourist demand.
Relationship of innovation and competitiveness	V.Alan (USA)	2008	substantiated the interrelation between the innovation potential and the structure of the tourism market and the competitiveness of organizations in various market conditions.
	H. Jang (Hong Kong)	2011	developed a methodology for assessing the competitiveness of tourist destinations based on using information technology.
	A. Malakauskaite (Lithuania)	2015	assessed the competitiveness of the tourism sector of the country based on using innovative technology.
Innovations in specialized areas	C.Enz, J.Siguau (USA)	2003	substantiated a number of innovative measures to improve the performance of hotel enterprises based on data from international hotel chains (Marriott, Ritz Carlton, etc.)
	F.Orfila-Sintez (Spain)	2009	developed a methodology for introducing managerial innovations in the hotel business; substantiated the concept of human capital within the hospitality industry.
	E.Martínez-Ros (Spain)	2009	substantiated the factors of competitiveness of hotel enterprises based on the use of innovative technologies.
	B.Aldebert (France)	2011	substantiated the multiplicative effect of using information technologies and databases in the tourism industry.
	R.Lo (Hong Kong)	2013	substantiated the effectiveness of using mobile and web-based technologies, satellite and navigation technologies for the development of a client-oriented approach in tourism management.
	D. Buhalis (Great Britain)	2015	developed an innovative strategy for a tourism enterprise based on using information technologies.
<i>Note: obtained from the source [5].</i>			

From table 1 it follows that researches of innovation in tourism were conducted by foreign scientists in major areas as general theoretical position of innovation in tourism, evaluation of the

effectiveness of innovation in tourism, innovation in sustainable tourism development, marketing innovations in tourism, relationship of innovation and competitiveness, innovations in specialized areas. Researches of CIS scientists have also made a significant contribution to the development of innovative development issues in tourism (Table 2).

Table 2. Scientific achievements of CIS scientists in the study of innovation in tourism

Research direction	Scientists	Field of study
Theoretical foundations of innovation management in tourism	Kharin A.A., Kolensky I.L.	methodological approaches to the concept of innovation and their classification, the main elements of the innovation process, the advantages of the enterprise's transition to the innovative basis of the path of this transition, including the analysis of the strategy and innovative possibilities of the tourism enterprise, the innovation management process (personnel management, innovative transformations, quality, improved planning), benchmarking as a continuous improvement in the process of commensurability of products, services and practical experience.
Relationship of innovation and competitiveness	Zhukova A.A.	issues of achieving competitive advantages in the tourism market, new organizational forms of management in the tourism industry, the relationship of corporate culture and the competitiveness of tourism enterprises, the principles of the formation of new services, the role of staff in improving the quality of tourism services.
	Ilina E.N.	innovation management in tour operating, in particular, the goals of the planning and development of innovations, analysis of the strengths and weaknesses of the tourism enterprise, the principles of the formation of new services, the functions of managers of the tourism enterprise in the field of innovation.
	Reshetnikov D.G.	Priority types of tourism, international competitiveness of the national tourism product based on using innovative technologies.
Innovative marketing techniques in tourism	Tarasenok A.I., Kabushkin N.I.	Marketing and product innovations in tourism
	Gaidukevich L.M., Khukhlyndina L.M.	Innovative research methods of cultural, historical and natural heritage in the organization of cultural tourism.
The impact of innovative projects on the development of tourism regions	Khomich S.A.	Using an innovative resource for the implementation of local and regional tourism development programs based on unique objects.
	Klitsunova V.A., Borisenko-Klepach N.M.	The regional aspect of innovative development in tourism, the creation and marketing of «green» routes on the territory of the Republic of Belarus to attract foreign tourists, the cluster model as one of the innovative tools for the development of tourist areas at the regional and interregional level.
	Kirpich S.V.	The effectiveness of clusters as a tool for regional innovative tourism development.
	Gorbyleva I.A.	Tourist zones as an innovative tool for regional development in tourism.

Note: obtained from the source [5].

Table 2 shows that distinguished scientists of CIS countries investigated theoretical foundations of innovation management in tourism, relationship of innovation and competitiveness, innovative marketing techniques in tourism, the impact of innovative projects on the development of tourism regions and their works have a high degree of practical orientation.

Innovation is a prerequisite for the competitiveness of both a separate tourism enterprise and the industry as a whole. However, the data in the table above indicate that innovation management

in the field of tourism still needs to be searched deeply. Therefore, it is necessary to highlight the most promising and less-studied areas of research in the field of innovation management in tourism:

- strategic marketing innovation;
- the study of the relationship of innovation and international competitiveness of a single tourism enterprise and the tourism sector of the country as a whole;
- to use information technology for the implementation of innovative strategies and justify the concept of e-tourism;
- marketing innovations in tourism (social media, online branding, dynamic pricing, targeting and market segmentation based on using modern information technologies);
- institutionalization of innovative projects in tourism;
- assessment and measurement of the impact of innovation on the tourism industry, enterprise, market and consumers;
- ensuring the implementation of sustainable tourism concept based on innovation [5].

The basis of innovation in all sectors of the economy is the implementation of scientific and technological progress achievements. The above fully applies to the field of tourism, the content of innovation in tourism is the creation and dissemination of innovations in production.

The innovation activity in tourism includes all activities within the innovation process, including marketing research of sales markets and the search for new consumers, information support of the possible competitive environment and consumer properties of competing firms products, the search for innovative ideas and solutions, as well as partners for the implementation and financing innovation projects (Table 3).

Based on the provisions of General Agreement on Trade in Services, innovation in tourism develops in three areas [6]:

- *organizational innovations* related to the development of the enterprise and tourism business in the system and structure of management: reorganization, consolidation, conquest of competing entities on the basis of new technology and advanced technologies, personnel policy (modernization and replacement of personnel, advanced training system, retraining and promotion of specialists); optimal economic and financial activities (the introduction of modern forms of accounting and reporting, ensuring the sustainable state and development of the enterprise.);
- *marketing innovations* to cover the needs of target consumers or to attract customers not covered for a given period of time;
- *product innovations* aimed at changing consumer properties of a tourism product, its positioning and giving competitive advantages.

Table 3. Directions of innovation in tourism

Elements of tourism	Areas of innovation
Tourism product	<ul style="list-style-type: none"> – release new types of tourism product; – introduction of services with new properties in the traditional tourism product; – changes in the organization of the production of traditional tourism products, etc.

Subject (citizens of the Republic of Kazakhstan and foreign countries, public, state and private enterprises and tourism organizations)	<ul style="list-style-type: none"> - introduction of modern forms of accounting and reporting; - support tourism and marketing through the promotion of innovation and cooperation; - formation of an attractive image of the country; - direct participation of the state in the implementation of innovative programs; - creation of large innovation center; - support R & D in tourism; - creation of venture innovation funds; - creation of a network of technopolises, technoparks, etc.; - comprehensive research in the field of tourism; - improving the management systems of the intellectual potential of the industry; - facilitating the exchange of information, skills and technologies between developed and developing countries, etc.;
Object (all areas related to tourism)	<ul style="list-style-type: none"> - production of innovative products and services; - use in the production of innovative products and services new tourist resources, not previously used; - training of personnel for the implementation and updating their intellectual potential, technological development of the service process - to use the latest developments and technologies, etc.
Organizer (legal entity or individual entrepreneur, providing planning and implementation of activities, programs, creation and distribution of tourism products)	<ul style="list-style-type: none"> – the activities of the tour operator in the conclusion and execution of contracts with third parties, providing some new or improved services included in the innovative tourism product; <ul style="list-style-type: none"> – organization of advertising and marketing of an innovative tourism product (participation in special exhibitions, fairs, organization of tourist information centers, etc.) – preservation and strengthening market positions; – improvement of the management system, contributing to the transfer of relationships to a qualitatively new level; – in-depth use of telecommunications, the creation and processing of databases, etc.
Participants	<ul style="list-style-type: none"> - identification and use of a new consumer and a new market for tourism services, etc.
<i>Note: obtained from the source [6].</i>	

Conclusion. Taking into account these features, we can conclude that innovation in tourism is a qualitatively new way of producing a tourism product, its implementation or a creative action in the tourism market, which aims to attract a tourist, satisfy his needs and at the same time generate income for the tourism organization.

Thus, the relevance of research on innovation in the field of tourism is determined by the increasing importance of innovation in ensuring the long-term competitiveness of a tourism enterprise and the entire tourism sector of the national economy in the global tourism market. In this regard, it is necessary to point out the relationship between the application of innovation and the competitiveness of a tourism enterprise in the world market.

Innovations in tourism should be viewed as system activities that have a qualitative novelty and lead to positive changes that ensure the sustainable functioning and development of the industry in the region and country. Thus, the idea of creating and implementing tourism projects, even without generating substantial profits at the beginning, can give an impetus to the development of tourism and, thus, actively contribute to the creation of additional jobs and income growth.

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Туризм саласындағы инновациялық қызметтің теориялық аспектілері

Аңдатпа. Қазіргі заманғы туризм жаһандық әлемдік бәсекелестік жағдайында дамып келе жатқан экономиканың маңызды саласы және инновациялық үдерістерге жиі ұшырайды. Сондықтан, Қазақстан үшін инновацияға негізделген туризм саласын қалыптастыру маңызды. Бүгінде туризм саласындағы инновациялардың теориялық-әдістемелік зерттеу деңгейі әлсіз және оның тұжырымдамалық негізінің толық қалыптаспағандығы өзекті мәселе болып табылады. Мақалада авторлар туризм саласындағы инновацияларды зерделеудің әдіснамалық тәсілдерін қарастырып, туризмдегі инновациялық басқаруды зерттеудің әдіснамалық негіздерін жинақтап, осы салаға қатысты инновациялардың айырықша ерекшеліктерін көрсеткен. Сонымен қатар, туризм саласындағы инновацияларды зерттеудің бағыттары мен оған үлес қосқан шет елдік ғалымдардың ғылыми жетістіктеріне шолу жасалынып, қазіргі заманғы ғылыми-зерттеу мектептері мен олардың туризмдегі инновациялық басқару мәселелерін зерттеудің пәндік салалары сипатталған.

Түйін сөздер: туризм, инновация, инновациялық қызмет, маркетинг, турөнім.

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Теоретические аспекты инновационной деятельности в сфере туризма

Аннотация. Современный туризм является важной отраслью экономики, которая развивается в условиях глобальной мировой конкуренции и часто подвержена инновационным процессам. Поэтому для Казахстана важно формирование отрасли туризма, основанной на инновациях. Слабый уровень теоретико-методического исследования инноваций в сфере туризма и несформулированность его концептуальной основы является актуальной проблемой. В статье рассмотрены методологические подходы к изучению инноваций в сфере туризма, обобщены методологические основы исследования инновационного управления в туризме, отражающие отличительные особенности инноваций в данной сфере. Кроме того, был проведен обзор исследований и научных достижений зарубежных ученых, внесших вклад в эту область, описаны современные научно-исследовательские школы, а также предметные области исследования проблем инновационного управления в туризме.

Ключевые слова: туризм, инновации, инновационная деятельность, маркетинг, турпродукт.

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