

FEATURES OF INNOVATION ACTIVITY IN THE SPHERE OF TOURISM

Tukibayeva K., Barlykov Y., *Eurasian National University
of L. N. Gumilyov, Astana, Kazakhstan*

The innovation process is a sequential chain of actions from the generation of an idea to its implementation in the system of innovative products, services and technologies and their distribution in practice. The first international standard – Frascati Manual defines innovation activity as «an activity related to the transformation of ideas (research and development results) into a new or improved product introduced into the market, into a new or improved technological process used in practical activities, or to a new approach to social services» [1]. Many authors considering innovation in the service sector, claim that services can be a technological innovation if the ways of using the service are either fundamentally new or qualitatively improved technologically. This applies not only to production methods, but also service transfer methods in which the existing equipment or traditional methods of organizing the delivery of services to the consumer cannot be attracted [2, 3].

There is a more precise interpretation of innovation in tourism from the standpoint of object-process approach, according to which, innovation in tourism is a system of research, organizational, economic, technological and other measures, their results aimed at a radical transformation and updating of the tourism product, including the mechanism of its promotion and implementation in order to achieve social, economic, environmental or other effect [4].

Purpose of the article is to study the features of innovation activity in the sphere of tourism. The following tasks follow from the goal:

- to reveal the leading types of innovations used in the practice of domestic and international tourism.
- to identify the main factors influencing the innovative development of tourism;
- to define the problems of innovation development and the level of innovation in the sphere of tourism.

The main product introduced to the tourism market is the tourist service in its various modifications. The introduction of new or significantly improved services, methods of their production (transfer) can be based on fundamentally new technologies or new combinations of existing technologies, or on the basis of new knowledge. The trends in e-tourism can be attributed to innovative trends in the production of tourism products. Tourism industry is an active consumer of technical innovations produced by other industries; however, whether tourism companies produce innovations on their own and what constitutes innovation in this sphere remains a controversial issue. Despite the fact that the general principles of the formation and management of innovations adopted in other service sectors can be applied in the field of tourism, scientific approaches to the definition of innovation in tourism has not yet formed.

During the analysis of innovation activity in tourism, the following problems emerged: Total 254 patents in the field of tourism were registered in the world; which include only software products or new products for tourism [5]. Other types of innovations in tourism are not patented. On the other hand, innovations in the service sector cannot be measured only by the number of patents, since they can be of such a character that does not allow a detailed description of innovation at the patent level. Undoubtedly, patent right is one of the main mechanisms for the protection of inventions and new developments, but in the service sector there are other mechanisms such as licensing, reproduction right (in tourism this right can be realized through franchising mechanisms), use of brand names, trademarks and service marks. This imposes certain restrictions on the assessment and quantity accounting, radical nature of innovations in the service sector, including tourism.

It should be noted, the theory of innovation to the service industry started only in the last decade. Van Ark B., Broersma L. and den Hertog, P. stated that: «Service innovation can be defined as a new service concept, new channels of communication with customers, new distribution systems and technological solutions, which most often jointly change the market offer, update the functions of the firm and require structurally new organizational, technological and human capabilities of the firm».

According to a number of foreign researchers, innovation in tourism «involves the development of an original approach and new ways of using existing resources while searching for the development of new resources».

Today there are developed systems of innovation classification in the field of tourism. Typification of innovations in tourism was developed by V. Abernathy and C. Clarke, they distinguish 4 types of innovations (Table 1) [5].

Table 1 – Typification of innovations in tourism according to V. Abernathy and C. Clark

№	Type of innovation	Content of the innovation process
1	Regular innovation	refer to the continuous improvement of service quality, staff development and labor productivity
2	Niche innovations	usually change the structure of cooperation, but not the basic knowledge and skills; they combine existing services in a new way
3	Revolutionary innovation	associated with the use of new technologies in firms, the development of new methods; radically affect the key knowledge and skills of the staff up to the emergence of new occupations in the sector
4	Architectural innovations	change the structure, business model and rules in tourism; create new events and objects that require reorganization, modify the physical or institutional infrastructure, research and training base

Note: Compiled by the author based on the source [5].

Expanded classification of innovation types in tourism, which distinguishes nine types of innovation has been proposed by V.A. Molchanova. This classification takes into account both general approaches to innovation, features of the tourism product and tourist activities (Table 2) [5].

The main factors influencing the innovative development of tourism include [6]:

- the level of scientific and technological development, economic and political stability, the availability of relevant legislative framework and other external factors;
- availability of the necessary amount of natural, financial and other resources;
- level of tourism infrastructure development;
- the current situation in the tourism market, the degree and type of competition;
- the provision of highly qualified personnel in all areas of tourism activities.

Taking into account the specificity of the tourism product as a commodity and the peculiarity of the production of tourism service the following should be considered:

- insufficiently pronounced tendency of the tourism product to structural innovation changes;
- low level of R&D intensity in the service process, where the main criterion is the exploitation of tourism resources, the quality of services (accommodation, food, transportation, etc.);
- essential component of the immutable values in the composition of the tourism product, such as: cross-cultural features of hospitality and kindness in receiving and serving foreign tourists; unique historical, cultural heritage, which are the source of tourist attractiveness; ethical and self-awareness in the use of tourism resources, the harmonious development of tourist destinations.
- low level of labor productivity of employees involved in tourism services, which sometimes has a social effect than the material.

Therefore, innovation is a necessary process in creating a new attractive tourism product and favorable conditions to enhance investors' activity in the tourism sector of the country. Thus, the innovation process in a tourism enterprise should provide the implementation of the following stages:

1. to identify the needs of consumers and employees of the enterprise and develop ideas for their implementation;
2. to form a portfolio of possible options for innovation and make an assessment of their attractiveness;
3. to analyze innovation potential of the tourism enterprise;
4. innovation development;
5. to forecast the needs and results of the implementation of the innovation;
6. to plan the process of implementing innovation;
7. trial implementation of innovation;
8. to eliminate shortcomings and improve innovation
9. elimination of deficiencies and improvement of innovation;
10. final implementation of innovation.

Table 2 – Classification of innovation types in tourism by V. A. Molchanova

№	Type of innovation	Content of the innovation process
1	Product innovation	Introduction to the tourism market of a new product (tour, service, product). Its novelty should be obvious to manufacturers, suppliers, consumers and competitors.
2	Patented innovation products	As an innovative product, an electronic guide can be presented in a cell phone
3	Process innovation	The introduction of new or significantly improved techniques and technology in the process of providing services (service package). These innovations can be combined with the product innovations (for example, integrated hotel management systems, automated reservation systems and ticketing)
4	Business model innovation	New ways of doing business, increasing its value and value to the consumer; development of new approaches in the relationship between the client and the company, between service producing companies. In particular, the creation of customer databases and data banks in hotels, which enables an individual approach to service, creation of conditions for the formation of customer loyalty receiving individualized services.
5	Marketing innovation	The development of new marketing approaches associated with improvements in the pricing system, offer, promotion, payment of tourism products. For example, preferential pricing for regular customers of airlines or «all inclusive» sales system.
6	Logistics innovation	New solutions in systems and supply chains, distribution, delivery, including tourists. The recent innovations in this area: airport hubs (hub systems) — fundamentally new concept of moving through a single air transport hub; integrated destination information systems; clearing system of air transport mutual settlements.
7	Institutional innovation	Form new rules and regulatory systems in tourism, as well as in industries serving tourists; create new systems and forms of cooperation between the administration, the private sector and the public in tourist areas.
8	Resource innovation	The use of new types of resources for the organization of tourism and the development of new tours and services, the development of routes based on the use of environmentally friendly natural resources.
9	Conceptual innovation	Creation of new concepts of tourism, tourism services and their implementation in new service formats, new architectural, engineering and technological solutions that meet the needs of tourists. Conceptual innovations can also include various kinds of tourism products aimed at realizing the pursuit of extreme activities.

Note: Compiled by the author based on the source [5].

However, the level of innovation in tourism enterprises is low and there are several reasons for this [7]:

- the lack of scientifically based plans of medium and long-term nature at enterprises, as a result, it is impossible to carry out systematic training of personnel and production for product updates;
- the lack of a clear communication between the results of marketing research and product upgrades;
- inefficient use of available resources and the imbalance in the investment policy of the company;
- inadaptability of planning, accounting and control systems in modern economic conditions and inefficiency of financial management, production cost management does not allow the use of real reserves to improve the competitiveness of products.

Therefore, it is important to manage innovation activity in the field of tourism and adhere to established principles [8]:

1. *Consistency*. Innovative development is carried out coherently, affecting all components of the tourism system in accordance with both internal and external factors.

1. *Security*. Innovations in the field of tourism should be aimed at maintaining and improving the level of safety of provided services, preservation of the environment.

2. *Relevance*. Innovations are created in accordance with the needs of tourists and correspond to the general level of society development.

3. *Scientificity*. Innovation is developed on the basis of scientific knowledge and methods.

Conclusion. Tourism innovations affect the whole industry and contribute to changing its basic characteristics such as the volume of production and sales, current expenditure on innovation, the number of professionals involved in design and implementation of a new tourism product to the market, the duration of development and introduction of innovations to consumers. The main directions of innovation activity in the sphere of tourism include the introduction of new tourist routes, release of new tourism and restaurant products, provision of new hotel services, application of new techniques and technologies, use of new tourism resources, applying new ways and methods of organizing a business process, opening of new directions and new markets, etc.

The need for a transition to an innovative path of development of the tourism industry for Kazakhstan is due to the low rates of tourism development and thus low performance of tourism industry development in international comparison. Definitely, the recognition of the tourism sector as a strategically important priority gives great opportunities for the development of innovation activities in this field. After all, innovation is a factor in improving competitiveness in all sectors, including tourism. For our country, competitiveness issue of the domestic tourism product is particularly acute, therefore it is important:

Firstly, the most important factor influencing the innovation potential of a socio-economic system is not only the availability of the necessary volume of all types of resources, but also their quality, structure, balance and rationality of use. Improvement of these indicators can increase the resource potential without increasing the amount of used resources [6, 9].

Secondly, the system of state and regional innovation management should be formed taking into account the principles of innovation activity in the field of tourism.

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ЗАТРАТЫ НА ПЕРСОНАЛ КАК ОТРАЖЕНИЕ КАДРОВОЙ ПОЛИТИКИ ОРГАНИЗАЦИИ

*Алексеева Е. А., Витебский государственный технологический университет,
г. Витебск, Беларусь*

Кадровая политика организации определяет основные направления воздействия на персонал организации для обеспечения его эффективного использования в достижении целей организации. Поскольку персонал становится ключевым ресурсом, определяющим конкурентоспособность и успешность организации, кадровая политика и инструменты ее реализации приобретают особую значимость. Кадровая политика призвана создавать условия для обеспечения потребности в кадрах, привлечения и развития высококвалифицированных и мотивированных сотрудников, способных обеспечить организации успех на рынке.

Одним из важнейших инструментов реализации кадровой политики является определение потребности в финансировании расходов на персонал в соответствии с приоритетами кадровой политики, а также выбор источников финансирования этих расходов.

Расходы на персонал организации являются одним из ключевых показателей, отражающих стоимость рабочей силы, а также ценность персонала для организации. Содержание и структура расходов на персонал отражает приоритеты кадровой политики компании и служит объектом анализа и управления для кадровых служб. В таблице 1 представлены особенности типов кадровой политики и соответствующий каждому типу характер расходов на персонал.

Исследование влияния кадровой политики на структуру расходов на персонал было проведено на основе данных статистической отчетности предприятий, входящих в концерн «Беллегпром». Данные представлены по отраслям в агрегированном виде, периодами наблюдений являются 2012 и 2016 год. Количестве промышленных организаций, входящих в концерн за исследуемый период, выросло с 81 до 113 организаций.

Данные показывают, что в составе расходов на персонал доминируют расходы на заработную плату и социальную защиту работников (96 % в совокупности), которые несут все организации. Эти расходы являются обязательными, они отражают стоимость использования рабочей силы на микроуровне.

Удельный вес расходов на обеспечение жильем и культурно-бытовое обслуживание работников, которые влияют на долгосрочную мотивацию, снижается. Следует также отметить крайне низкий уровень расходов на обучение работников (менее 0,1 %), а также его снижение. Такое отношение к обучению свидетельствует об отсутствии приоритета развития персонала в кадровой политике и ставит под угрозу способность организации выживать в долго-