Key Aspects of Digital Tourism Modernization

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Abstract
The article analyzes the current state of tourism in the Republic of Kazakhstan. An important goal of promoting tourism in the Republic of Kazakhstan is the formation of a socially and environmentally oriented, profitable and competitive tourism industry that is able to supply the needs of tourists with various tourist services, bringing in revenues to the country and newly created jobs, including those defined with tourism in the sectors economy. This document describes the current state of digital tourism. Tourism is an important contact point for a cross-border area. Each region has its own attractions and is focused on exchanging tourists. Also, tourists become more active and organized individual or small group tours with an expanded program. All this leads to the problem of providing an individual tourist assistant.

Keywords: tourism, individual tourism, QR code, digital technologies, information technologies, online business.

Introduction
The President of the Republic of Kazakhstan, N.Nazarbayev, in his traditional annual Address to the Nation of Kazakhstan on January 10, 2018, "New Development Opportunities in the Context of the Fourth Industrial Revolution," noted that the condition for the development of our country in accordance with civilization is the development of digital technologies in any of the main sources of 10 fundamental directions - one of the main goals. Due to the development of the Internet, this covers the whole world with great economic ties, mobile communication and a wide range of information that takes the whole world to the forefront, also because of the reduction in costs for various types of goods and services consumed by man, the concept of a digital economy, based on digital technologies. (Nazarbayev N., 2018) The American scientist Nicholas Negropontpen first introduced the term «Digital Economy» in 1995 (Tsyanov, S., 2016).

Whitford Josh, a professor at Columbia University in New York, gives a scientific definition as follows: «The digital economy is a virtual environment that fills our reality» (Josh Whitford, 2018).

In addition, money - the main tool of the economy - is also the generation of virtuality, as they are the invented "measure" of the value of goods and services. However, with the invention of the computer it was possible to "digitize" money, which undoubtedly simplified the commodity-money relations, led to a huge time saving and increased security of operations.

According to a study by the American economist Thomas of Mesenbourg [7], three main components of the digital economy concept can be distinguished: Supporting infrastructure (hardware and software, telecommunications, networks, etc.); E-business (conducting business activities and any
other business processes through computer networks); E-commerce (distribution of goods via the Internet) (Sergiy Tsyganov, 2016).

In the present era, that is, at present, even if the term does not have a clear definition, it plays an active role in the socio-social and production relations of countries striving for civilization throughout the world.

Tourism is a part of the region's economy. Depending on the region, special qualities of tourism can be the main source of income. Tourism has organized many jobs, improved regional infrastructure and the popularity of the region. Foreign tourists attract the most interest, because they use the maximum infrastructure facilities and act as an external resource (Sergey Balandin, 2013).

Usually a small group is more mobile, visits more sights and has more positive impressions. On the other hand, the success of the trip depends on the coincidence of the interests of the participants. A small group can use group discounts, but mobility reduces this advantage and increases the total cost. In addition, the group leader (guides, information, etc.) should be organized by groups of leaders or each tourist individually.

Individual tourism is a form of freedom itself. A tourist can dynamically organize a trip program, depending on the current situation, weather or mood. An individual trip is usually a little more expensive, but a tourist can use personal services, such as a private car or apartment rental. Support during the trip is the responsibility of the tourist. Information is available only in public sources and is often not prepared for this trip (Alexander Troshkov, 2014).

With travel, more accessible and accessible than ever, rural tourism brands face the challenge of competing with large cities and being heard in a very noisy market. These, often small in resources and staff, enterprises have to quickly develop, introduce new marketing channels and skills and be innovative so that budgets go further. Internationalization means that these companies can now connect with people on the other side of the globe. But here lies a new obstacle - how to talk to the East, when everything they know is the West? It goes beyond language and culture. This requires companies to learn about new communication platforms and to pull themselves out of our "Western bubble". If we want to really act on a global scale, we need to understand the technological gap between East and West.

Why? Because the journey to the destination begins long before the consumer packs his bag and leaves the house. The average trip will be studied and planned for months in advance, with Google predicting about 400 interactions occurring at these stages. This creates a lot of opportunities for travel brands that connect with users in these "micro-moments", encouraging people to go through typical stages within the search path for travel - research to plan the booking prior to the experience. This means that the combined digital strategy is key, ensuring that the means by which you attract people's attention on the Internet (whether through organic search, PPC, social networks, affiliates, blogs or other media) and your website both are optimized and user-friendly.

However, being user-friendly goes beyond a simple interface, this means understanding your users' needs and the ability to facilitate this by showing other related information by developing and presenting your content on the Internet. This requires research and design of UX. Each landing page should support this visitor on its way, encouraging them to achieve the ultimate goal in the most intuitive way.

Discussion

The increasingly competitive space of rural tourism brands recognizes that their landscape and their people are their number one asset. Therefore, the preservation of both is of paramount importance for the longevity and prosperity of the sector. So, how do we balance the desire to attract more visitors to destinations and the need to preserve these destinations? We must focus on encouraging responsible tourism. Here work with local people and marketing organizations of destination (DMO) works.
Develop strong partnerships and network networks. And technology can facilitate these links, allowing remote relationships to flourish and provide support resources. It can also be used to develop educational resources that inform tourists and encourage a sense of shared responsibility. It is clear that tourism can work miracles when it comes to rural development; both the preservation and the increase in economic activity when creating jobs, among other benefits. However, this can be achieved only if we continue to talk about smart, sustainable tourism, which also attracts the local population. Technology allows us to address both new and responsible tourists; who actively take care of the heritage and culture of the places they visit; people who want to test their places.

Tourism is big business. Only in the UK, he supports more than 3 million jobs and every year contributes to the economy of 127 billion pounds. Considering that by 2025 this figure will be more than doubled, both incoming and domestic tourism will play a big role in the future success of all online businesses.

In the annual Addresses of the Head of the State, in particular, "Kazakhstan's way-2050: Common goal, common interests, common future " (the Message of President Nursultan Nazarbayev to the people of Kazakhstan from January 17, 2014), "The State Program for infrastructure development "Nurly Jol" for 2015-2019" (Message President of the Republic of Kazakhstan N.A. Nazarbayev to the people of Kazakhstan, Nurly Zhol - Way to the Future, 2014) and the State Program of the Industrial and Innovative Development of the Republic of Kazakhstan (State Program of the Industrial and Innovative Development of the Republic of Kazakhstan, 2014), as a concept development of the national economy, the development of the tourism industry is seen as a priority.

Kazakhstan, having a rich tourist and recreational potential, is characterized by an inadequate level of tourism development. Its share in the gross domestic product (calculated only for accommodation and food services) in 2015 is about 0.3%, and the gross added value created directly in tourism was KZT 406.4 billion or 1.0% of Kazakhstan's GDP, which is sufficiently low index. For comparison, the contribution of the tourism sector to the GDP of Turkey reaches 10.9%, in the UAE GDP - at the level of 14.3%. In 2016, the number of employees in the tourism sector was 43.7 thousand people.

It is enough to consider the dynamics in terms of the number of visitors to inbound and outbound tourism (Table 1).
Table 1: Number of visitors for entry and exit tourism, million people

<table>
<thead>
<tr>
<th></th>
<th>2014</th>
<th>2015</th>
<th>2016</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Total number of tourists</strong></td>
<td>16 782</td>
<td>17 731</td>
<td>16 263</td>
</tr>
<tr>
<td><strong>Outbound tourism, among them</strong></td>
<td>10 450</td>
<td>11 301</td>
<td>9 755</td>
</tr>
<tr>
<td>CIS countries</td>
<td>9 375</td>
<td>10 355</td>
<td>8 959</td>
</tr>
<tr>
<td>%</td>
<td>89,7</td>
<td>91,6</td>
<td>91,8</td>
</tr>
<tr>
<td>Outside the CIS</td>
<td>1 075</td>
<td>946</td>
<td>796</td>
</tr>
<tr>
<td>%</td>
<td>11,3</td>
<td>8,4</td>
<td>8,2</td>
</tr>
<tr>
<td><strong>Inbound tourism, among them</strong></td>
<td>6 332</td>
<td>6 430</td>
<td>6 508</td>
</tr>
<tr>
<td>CIS countries</td>
<td>5 655</td>
<td>5 835</td>
<td>5 935</td>
</tr>
<tr>
<td>%</td>
<td>89,3</td>
<td>90,7</td>
<td>91,2</td>
</tr>
<tr>
<td>Outside the CIS</td>
<td>6 77</td>
<td>595</td>
<td>573</td>
</tr>
<tr>
<td>%</td>
<td>10,7</td>
<td>9,3</td>
<td>8,8</td>
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Note - Compiled by the author by source (www.stat.gov.kz - Agency of the Republic of Kazakhstan on Statistics) - preliminary data of the Agency of the Republic of Kazakhstan on Statistics

Based on this table, it can be concluded that the main share of tourism is for outbound tourism, while the CIS countries, both in entry and exit tourism, occupy a leading position - 91% in 2016.

According to the Agency of the Republic of Kazakhstan on Statistics in 2016, the main number of tourists served on outbound tourism - 60%, the share of inbound tourism amounted to - 40% (Figure 1).

The spontaneous Kazakhstan tourist services market that has developed in recent years, in general, in the absence of a coordinating start, is in a crisis state, and Kazakhstani facilities, despite the huge recreational potential of the country, are still not included in the permanent international tourist chains. One of the reasons for this contradiction is the lack of reliable and reliable information about the market conditions and the usual service for the Western client, based on all the opportunities provided by modern means of communication.

![Figure 1: Number of tourists served by type of tourism](image-url)

Note - Compiled by the author by source (www.stat.gov.kz - Agency of the Republic of Kazakhstan for Statistics)

Features of the implementation of the tourist product do not allow us to speak of a full-fledged market without adequate information support. It is information flows that provide links between the producers of tourist services. They go not only in the form of data streams, but also act in the form of services and payments. Services, such as spending the night in a hotel, renting a car, complex tours...
and places in airplanes are not sent to travel agents, which in turn do not store them until they are sold to consumers. Information is transmitted and used about the availability, cost and quality of these services. Similarly, real payments are not transferred from travel agents to tour operators, and commissions are paid from travel agents to travel agents. Therefore, tourism - both international and domestic - is a sphere of growing use of digital technologies.

Digital tourism revolutionized the way we explore, plan and test our holidays. If your business is based on tourism, it will be virtually invisible without using digital technologies. You not only need a presence on the Internet, but digital efforts must be smart, thoughtful and persuasive. Digital e-development strategies should consider the following issues:

- Access and use;
- Favorable conditions;
- Human potential;
- Global and National Governance Issues;
- New tourism markets, practices and growth strategies.

Implications for policy include:

* Digital tourism strategies should be integrated into the broader framework of national ICT policies.
* The role and contribution of government agencies in providing infrastructure and human capacity and encouraging its use has a great impact on tourism.
* Support the use of ICT SMEs and consumers, including remote areas, by providing easy and low-cost access to ICT solutions.
* Organization of regular consultative meetings and exchange of knowledge with other areas in order to identify appropriate ICT strategies and implementation plans and timetables.

Developing countries need to use digital technology and related business processes and management skills to remain competitive in the ever-changing and increasingly competitive global tourism market (Y. Luo and J. Deng. 2008)

Tourists spend so much time to plan their holidays, as they really enjoy the rest - and most of these studies and reservations take place on the Internet. Digital tourism is now a huge influential factor - helping people decide where to go, what to do and why they should be so excited about it. (Richard, B., 2014)

According to the World Tourism Organization (UNWTO) (2015), tourism is a social, cultural and economic phenomenon that entails the movement of people to countries or places outside their usual environment for personal or business / professional purposes. Given the information intensity of tourism and, as a result, the high dependence on information and communication technologies (Law et al., 2014, Koo et al., 2015, Benckendorff et al., 2014), it is not surprising that the concept of intelligent application to phenomena, which cover tourism. In many respects, intellectual tourism can be seen as a logical extension of traditional tourism and, more recently, e-tourism, in which the foundations for innovation and technological orientation of the industry and consumers were laid early on with the widespread introduction of information and communication technologies (ICTs) in tourism, for example, in the form of global distribution and central reservation systems, the integration of Internet-based technologies that led to the advent of e-tourism (Buhalis 2015).

**Conclusion**

The merger of physical and digital portable technologies and new wireless technologies, such as NFC (Near Field Communication), is already being tested and used, allowing the traveler to go on vacation without having to carry any paper routes or tickets. Your mobile device becomes the only thing you need to provide to confirm your trip, give you access to attractions or book your hotel. It's predicted that your mobile device will be all you need to buy these useless treats. In addition, to purchase you just need to indicate your device to the product image and QR code, and the sale will be completed! Your travel experience can be extended and improved immeasurably thanks to new opportunities on mobile devices with new software of augmented reality. A break in the city can transport tourists to
cities past and present, showing them at the same time information about the history of the streets in which they go along with their plans for the future. Practically this technology can be invaluable, providing the necessary information to users, paving their way through someone else's country, maps and even satellites that might be in the past. The development of Google Glass is something that we could add to our travel wardrobe, which makes us one step closer to a multi-year holiday. The opportunities in digital tourism are now truly unlimited. (https://www.sequence.co.uk/insights/the-future-of-digital-tourism).

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The Effect of Geographical Indications over Tourism Marketing:  
Case of Turkey

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Abstract

In changing and developing world conjunction, competition is not only among products, services or companies, but also between countries and cities. We can list many traditional methods that increase competitive power in tourism and destination marketing. Countries that are looking for new ways to differentiate themselves from traditional methods have found that they should not look too far away. Today, geographical indications are used as effective tools in nation-branding and in creating awareness in tourism industry.

Geographical indications are marks indicating the origin of a product. These marks symbolize that a product is identified with a locality, area, region or country of origin with a distinctive characteristic feature, reputation or other qualities. For example; geographically labeled food products carry the characteristics of the geographical region; such as Tanzania’s Kilimanjaro coffee, which can’t be produced outside of that specific origin and is unique to that geography. It is believed that geographically indicated food products contribute to regions and countries on where they are grown/produced, as well as contributing to the geographical region where the origin of the national market is located within the global market.

Tourism is an industry directly affected by the political and economic conjuncture and it is showing a constant development and change in Turkey as well as all over the world. This study investigates the role of products protected under geographical labeling on tourism marketing. As a methodology, in-depth interviews will be done with those who work in Turkey's leading tourism agencies where the geographical indication products are used as a promotional tool in tourism marketing.

Keywords: Geographical indication, tourism marketing, city marketing, destination marketing

Introduction

In much of the world, the idea of local, especially when related to a particular place-product combination, is often referred as “Geographical Indications” (GI). A GI presents a basis for legal IP protection related to that product-origin (Giovannucci, Barham and Pirog, 2010, p.102). Geographical indications (GI) help the identification of product which comes from a particular geographical region as holding specific unique characteristics, quality or fame owing to this geographical origin. All those abovementioned fame, quality and characteristics of geographical indication product is fundamentally attributable to its geographical origin. The product may be directly named after a country, region or zone or indirectly be implied to anywhere else as long as the fame of the product belongs to a particular geographical region. GIs may have either geographical or non-geographical names which are coming from the origin region. For instance, Scotch Whiskey, Toscana Olive Oil, Bresse Chicken, Kancheepuram Silk etc. are some of products that have direct reference to the place of origin.

The Agreement on Trade-Related Aspects of Intellectual Property Rights (TRIPS) defines GIs as those that “identify a good as originating in the territory of a member or a region or locality in that territory, where a given quality, reputation or other characteristic of the good is essentially