

However, it's worth mentioning that although not every museum has the function of line guide or digital collection, if the technical problems can be solved, from the field visit before the epidemic to the digital visit during the epidemic, and even after the epidemic, the changes before and after the epidemic represent new opportunities, according to the statement of John Davies, a cultural and economic research expert at the Nesta innovation foundation in the UK.

According to the debates that hold by ResiliArt debates in Central Asia in the theme of "Museums during the Pandemic: Adapting to the New Normal". Central Asian countries have been coping with the financial shortcuts and huge challenge of equality of cash flow. Even for the public museums, the current situation is not easy at all since the almost 40% of its income also benefit from ticketing. In spite of that, the enormous gap between physical participation and digital participation ruled a significant impact on economy of local museums. Nevertheless, despite only several major public museums that are enable to provide digital services and use digital technology properly, the rest of the private or small museums are on the edge of bankruptcy.

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MODERN INFORMATION TECHNOLOGIES IN THE TOURISM INDUSTRY

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Information technologies today play an extremely important role in ensuring information interaction between people, as well as in the systems of preparation and dissemination of mass information. These means are quickly assimilated by the culture of our society, as they not only create greater convenience, but also remove many industrial, social and everyday problems caused by the processes of globalization and integration of the world community, the expansion of domestic and international economic and cultural ties, the migration of the population and its increasingly dynamic movement around the planet. In addition to the traditional means of communication (telephone, telegraph, radio and television), electronic telecommunications systems, electronic mail, facsimile transmission of information and other types of communication are increasingly used in the social sphere.

Since the 1960s, the rapid development of information technology and computers has spread to almost every field of activity, and some of the most fruitful applications have appeared in the service industries, in accounting, banking and retail, as well as in the hotel industry. More recent developments in computer technology and software have allowed them to be widely used in the operations of both small and large hotels. Now this technology makes it possible to have high-speed, reliable and cheap electronic devices. This helps hotels operate in the following areas: administration-programs-editors, spreadsheets, data storage and processing; communication-fax, email, telephone, messaging, pagers; control-reservations, billing, telephone charges, room televisions; finance - budgeting, accounting and taxation; internal systems - property and energy management, security, fire fighting; management-management information and decision-making, project management systems; marketing - online sales, customer profiling. In hotels, the speed and speed of the new technology is important - when responding to guests, travel agents and tour operators who make requests for room

availability, when making reservations, when linking reservations with guest registration, guest charges and final billing. [1]

Any management information processes include procedures for registering, collecting, transmitting, storing, processing, issuing information and making management decisions. Information technologies are the means and methods by which these procedures are implemented in various information systems. The history of information technology development can be divided into several stages. The first stage is the manual technology of collecting and processing information, which prevailed until the second half of the XIX century. The main tools at that time were pen, ink and simple counting machines, and the means of communication were presented in the form of courier and postal communication. At the end of the XIX century, the stage of mechanical technology began. This time includes the creation of a typewriter, a telephone, which significantly changed the technology of information processing and the organizational structure of enterprises. With the advent of electronic typewriters, copiers and dictaphones in the 40s and 60s of the XX century, the stage of electronic technology is associated.

Mass production of electronic computers in the 60s. and their wide penetration into all spheres of activity is the beginning of a new computer information technology. This technology has been particularly successful since the 70s, when personal electronic computers were created. Modern information systems consist of several types of supporting subsystems, which include: technical, software, information, organizational, legal and ergonomic support. Technical support is a set of technical means that ensure the functioning of an information system. It includes personal computers, peripheral equipment (printers, scanners, plotters, etc.), communication and communication tools (modems, network cards, etc.), as well as office equipment (copiers, fax machines, etc.). Software is a set of programs and documentation for them that implement the main functions of an information system. The software market designed for the implementation of tasks in the field of social and cultural services and tourism is quite extensive. The need to develop your own software arises only when solving unique tasks. Information support is a combination of the information base of the subject area and the means and methods of its processing.

Creating an information base in the field of social and cultural services and tourism is one of the most difficult problems. First of all, there are questions of designing the information base, which are the determining condition for the successful operation of the entire system in the future. Filling the information base with specific data is an equally time-consuming task. Organizational support is a set of methods and rules for organizing work with the information system, as well as a description of the job descriptions of users of the information system. In complex information systems, this type of software plays a very important role, since it determines the order of operation of the information system. Legal support includes a set of legal norms and rights of users of the information system. This subsystem restricts access to the data of various categories of users, usually by organizing password access. In addition, at present, one of the most important issues is the problem of protecting information from unauthorized access.

Ergonomic support involves the development of recommendations and standards for the correct organization of the workplace of the user of the system, including the correct location of computers in the room, compliance with the required level of illumination, the establishment of rationing of the user's work at the computer, etc. Modern technical means of implementing information technologies include: personal computers; local and global computer networks; communication facilities; telephone equipment; video information systems, etc. Modern information systems usually involve the integration of various software products. The information system includes tools for documentation support of management, information support of subject areas, in particular socio-cultural services and tourism, communication software, tools for organizing collective work of employees and other auxiliary technological products. The introduction of information technologies involves not only the automation of the main information business processes, but sometimes their significant change. This is due to the improvement of the document flow in the system, and increasing the reliability and efficiency of providing information allows you to spend more time analyzing it, rather than routine processing. The introduction of modern information technologies should ensure the implementation of

a number of requirements, including the availability of a convenient and friendly interface, security through various methods of control and differentiation of access to information resources, support for distributed information processing, the use of client-server architecture, the modular principle of building systems, support for Internet technologies, etc. [2]

The role and importance of IT for the tourism business

Today, the tourism industry has found a wide application of modern IT in the field of booking, reservation, integrated communication networks, multimedia systems, Smart Cards, information management systems, etc. But the dominant influence of the tourist market is provided by the technologies of promotion of tourist products and services, i.e. marketing and advertising of tourist enterprises on the Internet. The company's presence in the Global Network provides the tourist enterprise with the opportunity to expand its potential customer base. New channels for the distribution and sale of tourist products include the creation of Internet sites of travel companies, banner and contextual advertising, mailing lists, bulletin boards, etc. Electronic offices can be considered a promising direction, with the help of which everyone who has an account on a credit card or in electronic payment systems can purchase a tour, pay for plane tickets, etc.

The second most important area in which IT has an impact on socio-cultural services and tourism is the Computer Reservation System (CRS). Such systems appeared in the middle of the last century. Their main goal is to optimize the process of booking air tickets on-line. This technology improves the quality of services provided, reduces service time, contributes to the growth of transaction volumes and profits, etc. In the Russian market, the most popular electronic booking systems are Amadeus, Galileo, Sabre, Worldspan and others. One of the most important areas of tourism IT application is the use of multimedia technologies. First of all, these are tourist catalogs, brochures, reference books, issued both on CD-ROMs and posted on the Internet. Electronic media offers a wide variety of information about countries and continents. Thus, electronic reference books and catalogs perform both cognitive and reference functions, save time on data search, and are easy to use. [3]

The impact of information technologies on the development of socio-cultural services and tourism

The tourism business, being one of the most dynamic spheres of the economy, is a highly saturated information industry. In other words, the collection, storage, processing and transmission of up-to-date information is the most important and necessary condition for the functioning of any tourist enterprise. The success of business in some sectors of the economy directly depends on the speed of transmission and exchange of information, on its relevance, timeliness, adequacy and completeness. In this regard, the successful development of the tourism business involves the widespread use of the latest technologies in the field of creating tourist products and promoting them to the market of services. Modern computer technologies are actively introduced into the field of tourism business, and their use becomes an essential condition for improving the competitiveness of any tourist enterprise.

The tourism industry allows you to use all the variety of computer technologies, from specialized software products for managing an individual travel company to the use of global computer networks. Today, tourism uses quite a lot of the latest computer technologies, for example, global computer reservation systems, integrated communication networks, multimedia systems, Smart Cards, information management systems, etc. The information technologies listed above are used with different degrees of activity and have different distribution. The degree of their influence on the development of the tourism industry also varies. The impact of information technologies on tourism is felt at different stages of the creation and promotion of tourist products. Modern computer technologies have the greatest impact on the promotion of a tourist product (distribution and sales). First of all, this concerns the possibility of forming new marketing channels for the promotion and sale of a tourist product.

So, in the field of advertising, direct mailing of tourist information by e-mail (direct-mail) has become widespread. In recent years, most tourist businesses have created their own websites on the Internet, as well as using banner advertising. Although the effectiveness of these channels for the distribution of tourist products in Russia is not very high, this direction should be considered as very promising. In the West, there is already an electronic attack on the traditional tourist business. In

particular, the tourist market is beginning to actively penetrate and introduce e-commerce. There are already electronic tourist offices, such as Microsoft's Expedia Travel agency, which allows anyone with a credit card to purchase a tour, book a seat on a plane or in a hotel, purchase tickets to entertainment events and book a car rental anywhere in the world. According to German experts, about 25 % of all sales of tourist products may be realized through e-commerce in the near future. Thus, computer technologies have provoked the creation and application of fundamentally new electronic marketing channels for the promotion and sale of tourist products. Computer reservation systems CRS (Computer Reservation System), which appeared in the mid-60s of the XX century, made it possible to speed up the process of booking air tickets and implement it in real time. As a result, the quality of services has improved by reducing customer service time, increasing the volume and variety of services offered, etc., as well as providing opportunities to optimize the loading of airliners, implementing a flexible pricing strategy, applying new management methods, etc. The high reliability and convenience of these backup systems contributed to their rapid and widespread adoption. Currently, 98 % of foreign tourism enterprises use booking systems. [4]

Multimedia technologies in social and cultural services and tourism

The emergence of multimedia technologies has found rapid application in the field of social and cultural services and tourism. The main feature of a multimedia computer is the presence of additional devices, such as CD-ROM drives, a sound card, speakers, etc. Currently, most of the computers on the market are multimedia and these devices are included as standard. Multimedia technology provides an opportunity to work with audio and video files, which opens up new areas of use of computer technology in the field of social and cultural services and tourism, in particular, the development of virtual excursions to museums and travel. Virtual tours and trips are presentations that allow viewers to explore the main objects of interest to them (museums, attractions) even before they actually visit them. These can be arbitrarily moving panoramas of objects of any size (exhibits of museums and art galleries, hotel rooms, streets and buildings of cities, alleys of parks, bird's-eye views, etc.).

Panoramas are connected to each other by simulated longitudinal movements inside the object in such a way that the illusion of real movement along and inside the object is created with the possibility of stopping for a circular inspection in the most interesting places. The viewer can change the direction of movement at will, use the zoom function, move forward and backward, right and left. There is the possibility of voicing the presentation, embedding explanatory inscriptions in it, integrating geographical maps and room plans into the virtual journey with the possibility of orientation to the cardinal directions. One of the most common areas of use of multimedia technologies in the field of social and cultural services and tourism is the creation and use of encyclopedic, reference and advertising discs. Currently, a large number of information and reference materials have been developed for museums and various tourist destinations, including Moscow, St. Petersburg, the resorts of the Caucasian Mineral Waters, Sochi, etc.

Many enterprises in the field of socio-cultural services and tourism, most often museums, travel agencies and hotels, create their own disks containing reference, information and advertising information. The cost of developing a CD-directory depends on its volume and components (the presence of multimedia clips, ZO models) and on average ranges from several hundred to several thousand dollars. To date, their CD-directories are produced mainly by the capital's tour operators. The disks usually contain country-specific reviews with descriptions of the programs offered, hotels, etc. Usually, multimedia catalogs do not contain frequently changing information, such as price data, and the functionality of CD-directories is significantly less than that of specialized Internet server directories.

Nevertheless, CD-directories are popular for a number of reasons: 1. they are the most convenient means of obtaining information if the user does not have access to the Internet; CD-ROMs allow you to get reference information often much faster than searching for similar data on the Internet; 2. one CD-ROM, as a network resource in a local network, can be used simultaneously by several users - managers of travel agencies; 3. CD-ROMs are easily transferred from one computer to another, and they are convenient to use both at presentations and at other promotional events; 4. CD-ROMs are ideal advertising and information material sent to partners and customers. [5]

New technologies are making a big contribution to the way hotels work. This is important, since hotels are a means of accommodation, and those in turn are the main element in tourism. The main applications of computers in hotels extend from their recognized role in booking systems to guest administration and account management procedures, to hotel procurement, inventory control and general accounting functions, as well as to other aspects of hotel operations, and form integrated management information systems that enable close coordination and monitoring of the entire business. A significant development in recent years has been the rapid growth of computer redundancy systems (CRS), global distribution systems (GDS), and central redundancy systems. Interactive electronic data systems developed initially by airlines provide direct access through terminal devices not only to airline computers, but also to the computers of hotels and other operators for checking the availability of products, booking and issuing tickets or confirmations. The leading hotel consortiums listed in Appendix G are taking advantage of the new technology to find markets for their members' hotel services around the world. Global distribution systems give these consortia the ability to update room availability and pricing information.

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SUSTAINABLE BUSINESS MODEL IN HOTEL INDUSTRY: THE CASE OF IHG HOTELS&RESORTS CHAIN “HOLIDAY INN” HOTEL

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During the previous couple of decades of internet business development, the idea of a business model has gotten progressively famous. All the more as of late, the exploration on this domain has developed quickly, with different examination exercises covering a wide scope of utilization territories. Thinking about the sustainable development objectives, the creative business model has carried an upper hand to improve the sustainability execution of associations. The idea of sustainable business model portrays the reasoning of how an association makes, conveys, and catches esteem, in financial, social, social, or different settings, in a maintainable way. The interaction of sustainable business model development shapes an inventive piece of a business methodology. Various ventures and organizations have used feasible business model idea to fulfill their monetary, natural, and social objectives all the while. Nonetheless, the achievement, fame, and progress of economical plans of action in various application areas are not satisfactory. To investigate this issue, this examination gives an exhaustive survey of sustainable business model writing in different application territories.

Remarkable sustainable business models are recognized and further characterized in fourteen one of a kind classes, and in each classification, the advancement - either disappointment or achievement has been investigated, and the exploration holes are examined. The scientific categorization of the applications incorporates advancement, management, and marketing, business,